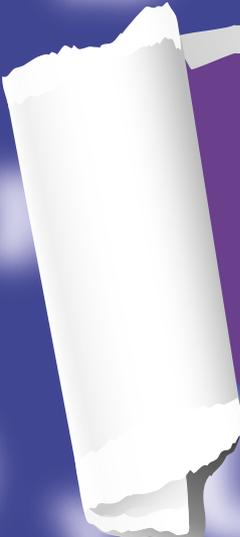


# THE ALCOHOL IN HIGHER EDUCATION TOOLKIT





# SUMMARY OF CONTENTS

## Introduction

---

- Aims of the toolkit
- How to use the Guidance

## Section 1

---

- A Guide to the Alcohol in Higher Education Toolkit
- Why a Toolkit Approach? – rationale for this method
- The Whole Institution Approach – the origins and structure of a whole institution approach to health promotion and alcohol awareness

## Section 2

---

- The Issue of Student Drinking – what we know and what the evidence suggests we should do about it
- Institution Review Process – a checklist to help you document current practice and identify development areas
- University Action Plan – Example document
- Reviewing Progress Against your Action Plan

## Section 3

---

- Coordinated Support for Students
- Running Alcohol Campaigns and Interventions – tips on planning and delivery
- Information Available at Your Institution – sources of data at your site which will aid in understanding your local issues
- Exemplar Data Recording Form
- Working with Local and National Partners

## Section 4

---

- Policy Context – current policy and guidance for Higher Education Institutions in Wales
- Developing and Disseminating Alcohol policy
- What to Put in Your Alcohol Policy – suggested content
- Links to Other Policy and Guidance Areas – Alcohol in the Workplace, Health and Safety
- The Corporate Health Standard – and introduction to the Welsh Government accreditation scheme for large employers

## Section 5

---

- The Student Union – the unique role of the Union in University life
- Student Union Review – a checklist to help you document current practice and identify development areas
- Student Union Action Plan – Example document
- Getting Recognition for Your Union Bar – the Best Bar None accreditation scheme
- The Small Workplace Health Award – and introduction to the Welsh Government accreditation scheme for large employers

## Appendix

---

- Example of Policy Development Process
- More Thoughts and Ideas – actions you may wish to consider for your institution
- Reducing Alcohol use – some hints and tips to build into your work
- A guide to agencies you who can support your work

## Aims of the Students and Alcohol Toolkit

This handbook is for University staff and Student Unions and aims to assist you in identifying and addressing alcohol issues at your institution.

### Specifically it aims to:

- Provide a framework for reviewing current practice in relation to alcohol
- Offer best practise guidelines for addressing alcohol issues on campus
- Offer advice on identifying current issues on your campus and help you to develop an achievable action plan to address these issues
- Give guidance on developing appropriate alcohol policy in line with Welsh Government recommendations
- Provide information on working together within the institution to address the social environment

### How to Use the Guidance

Throughout the toolkit you will find suggestions and guidance on potential actions and development areas to consider when addressing the issue of student drinking. You will find things that you may already have in place as well as suggestions for new ways of working. The Toolkit is presented in 5 sections, which are broadly themed around the following areas:

- Existing evidence and planning your activity around alcohol
- The value of alcohol policy and steps for developing good guidance
- The role of the Students Union

The sections can be read in order or each can be considered separately and the guide below will highlight which section may be most applicable to your work.

# INTRODUCTION

---

**Section 1** – This section is applicable to everyone who is accessing the toolkit. It presents the reasons for a toolkit approach and will provide you with an understanding of the rationale behind this way of working. It is recommended that all staff members who have been sent the guide read this section.

**Section 2** – Here you will find a summary of existing evidence on the issue of student drinking.

You will also find a template for mapping out your current practice around alcohol. This is aimed at University staff and a similar framework can be found in Section 5 for Students Union officers to use in reviewing practice in the Students Union. It is recommended that you start with this review and, should you like support in doing so, the project officer will arrange to meet with you to begin the mapping and review process. The advantage of completing an initial review is that it will allow you to identify current practice across the University and to highlight any areas that you may want to develop further.

After you have completed the review process you will be able to develop an action plan by selecting areas that you wish to address. You may find it helpful to identify a staff member who will have overall responsibility for coordination of any agreed actions. Alternatively you may wish to identify staff members who are happy and available to lead on certain activities. If you have a Health and Well-being or Student Support committee at your site then you may want to engage them in the review and planning process. The NUSW project officer will be available to advise at any stage during this period.

**Section 3** – This section will provide guidance and advice on getting started with planning and delivering alcohol awareness and behaviour change programmes, as well as information on sources of evidence at the site which can support your work. This links to further 'Hints and Tips' which you can find in the Appendices.

**Section 4** – in this section you will find a summary of the current policy context in Wales, which links in to the new Welsh Government Guidance on Alcohol in Higher Education.

You will also find information on developing or updating alcohol policy at your University, including suggested structure and content. In the appendices there is also an exemplar policy document for guidance. If you wish to develop a policy you will need to identify the channels of policy ratification for your University.

The section goes on to consider other areas of policy in your institution, such as alcohol in the workplace and health and safety. In this section you will also find information on the Welsh Government accreditation scheme for employers – the Corporate Health Standard. This scheme provides a framework for recognition of activities such as policy development.

**Section 5** – This section is for Student Officers and Students Union staff members. It offers you an opportunity to assess your current actions around alcohol and to decide on areas you may wish to develop. It also looks at the potential for accreditation for those Unions running bars on campus, as well as considering the Welsh Government accreditation scheme 'Small Workplace Health Award'. The NUSW Project Officer will be available to assist if you choose to develop an action plan or campaign strategy.



# SECTION 1

- A Guide to the Alcohol in Higher Education Toolkit
- Why a Toolkit Approach?
  - rationale for this method
- The Whole Institution Approach
  - the origins and structure of a whole institution approach to health promotion and alcohol awareness

# A Guide to the Alcohol in Higher Education Toolkit

This guidance document which has been produced as part of a collaborative project involving the Welsh Government, Drinkaware and NUS Wales. It presents current guidance and recommendations, as well as looking at existing evidence to support actions on student drinking. The content has been guided both by findings from research and by current best practice in Higher Education Institutions in Wales, as well as being trialled in 4 Welsh Universities during the 2011/12 school year. A lot of excellent work is already being done to support students in making healthy choices and this document aims to aid you in developing that work further.

## Why a Toolkit Approach?

As part of your duty of care to your students you are already taking actions to promote a safe and healthy environment. It is often the case that excellent work is done by individual staff members, in different parts of the institution and sometimes in isolation. Staff in separate teams can have knowledge and experience of a particular alcohol-related issue but without widespread institutional context for the situation. By using the action planning and monitoring framework in this document you can map out exactly what the issues are for you, who is doing what work and potential areas for development. This will help to streamline your work and to provide evidence of good practice, in line with new Welsh Government guidance on Alcohol in Higher Education.

Evidence indicates that a multi-faceted approach to health promotion is likely to be more successful than any one isolated programme of work (see next section for further information). This 'whole system approach' is growing in popularity and forms the basis of the Healthy Universities scheme ([www.healthyuniversities.ac.uk](http://www.healthyuniversities.ac.uk)), which acknowledges the opportunity for health promotion work in a University setting and lists some of the potential benefits of the approach as:

- improved student experience and retention
- improved health and well-being of staff and students
- putting health and well-being formally on the university's agenda
- opportunities for participation and developing health partnerships

The current 'whole system' toolkit approach aims to encourage institution wide commitment to student and staff health and well-being, without placing unrealistic burdens on staff time. It is unlikely at your institution, that you have the resources for a dedicated staff member to work on alcohol guidance and sensible drinking, meaning initiatives are delivered as an 'add-on' to the main jobs of staff members.

It can often be extremely difficult to find the time and resources to undertake this kind of work on top of primary duties. Our aim is to minimise this problem by identifying procedural and structural changes that will improve working practices around alcohol and be easily sustained after initial rollout.

# A Whole Institution Approach at Your University

This section provides a brief introduction of the ‘Whole Institution Approach’ to health promotion, which forms the basis for this guidance toolkit. For full details of this model please go to:

<http://www.healthyuniversities.ac.uk>

### The approach is summarised in the following passage:

“A ‘whole institution’ approach combines high visibility health-related projects with system-level organisation development and change, balances multi-stakeholder engagement with high-level commitment and leadership, and is driven by both higher education and public health agendas.” ([www.healthyuniversities.ac.uk](http://www.healthyuniversities.ac.uk))

The approach involves focusing on health and positive well-being as part of our everyday living, with emphasis on creating health-supporting environments wherever we live, work and socialise. This is achieved through consistent application of policy, integration of health-promoting practices in everyday activity and joined up working between all parties, including students. The whole system approach refers to the view that health and well-being is something which happens ‘in the real world’, within real world institutions and not within the confines of a healthcare system. It is a proactive approach which aims to enhance integration of health promoting activity within the institution with policy direction, and leads to this policy direction being evident in the practices of the system or body. It refers to gaining greater understanding of the interconnectedness of relationships within a system through comprehensive mapping and considering how these relationships impact directly on health and well-being. It can be applied to any relevant topic relating to health and well-being, including alcohol use, nutrition, mental well-being etc.

It is an approach that is especially pertinent to Higher Education, due to the unique nature of the University environment. It is a micro-community where a range of people come to live, work, study and socialise, leading to unique challenges. As a micro-community each institution has the opportunity to embed health and well-being into the ethos of the University community and to set consistently high standards of practice. There is an opportunity to promote real improvement in the health and well-being of staff and students as well as developing an integrated strategy to unify and gain recognition for previously distinct initiatives.

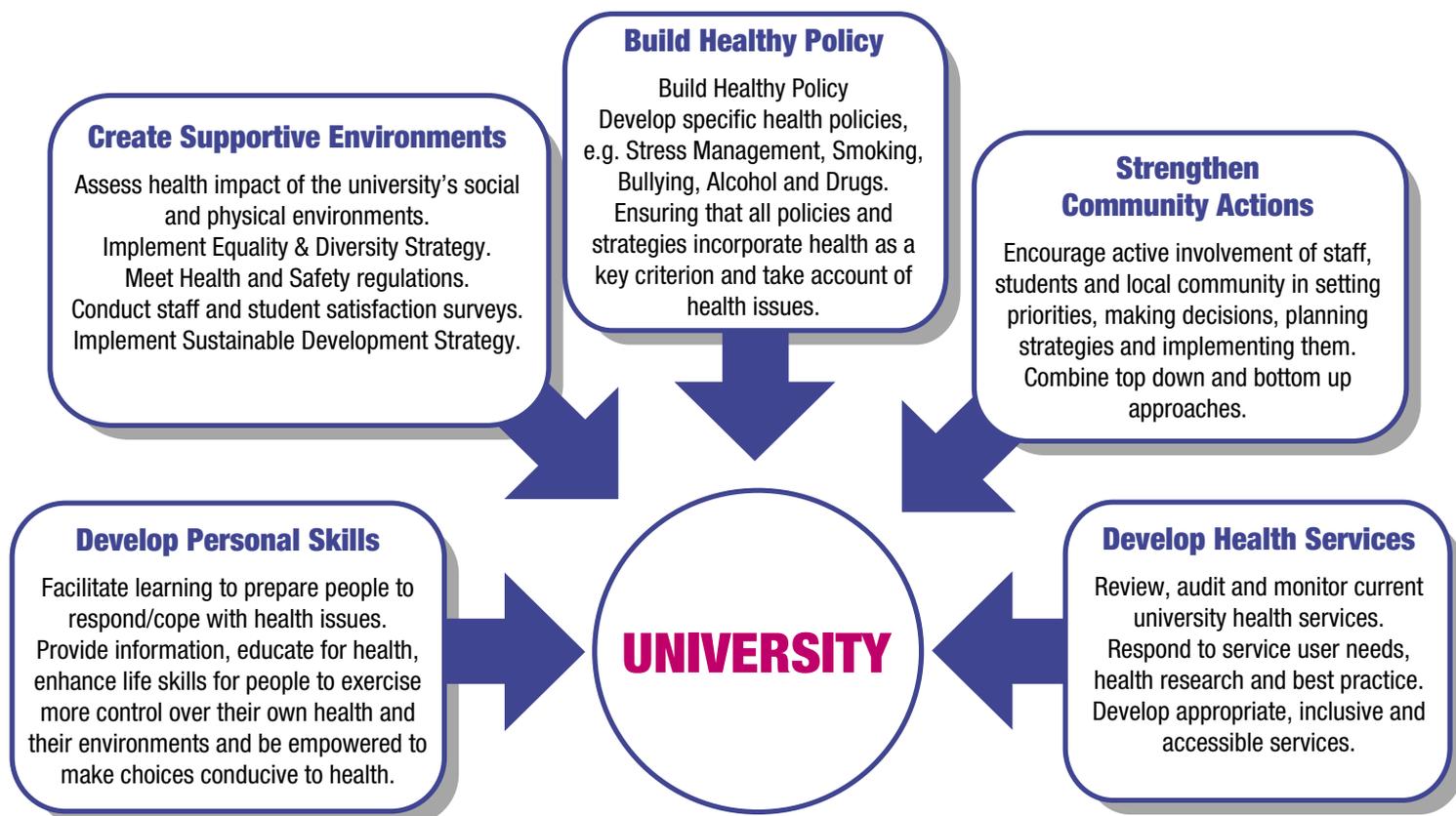
# SECTION 1

---

It is an adaptable framework which can be applied to all student and staff health issues such as alcohol and illicit drug use, nutrition and exercise and mental well-being. It stems from the Ottawa Charter for Health Promotion (World Health Organisation 1986), which was developed at the WHO conference of health professionals as a set of guidelines for effective health promotion practice and has since been applied to various relevant topics and settings, including the Healthy Universities project currently in operation in England. It is summarised in the diagram on the following page.

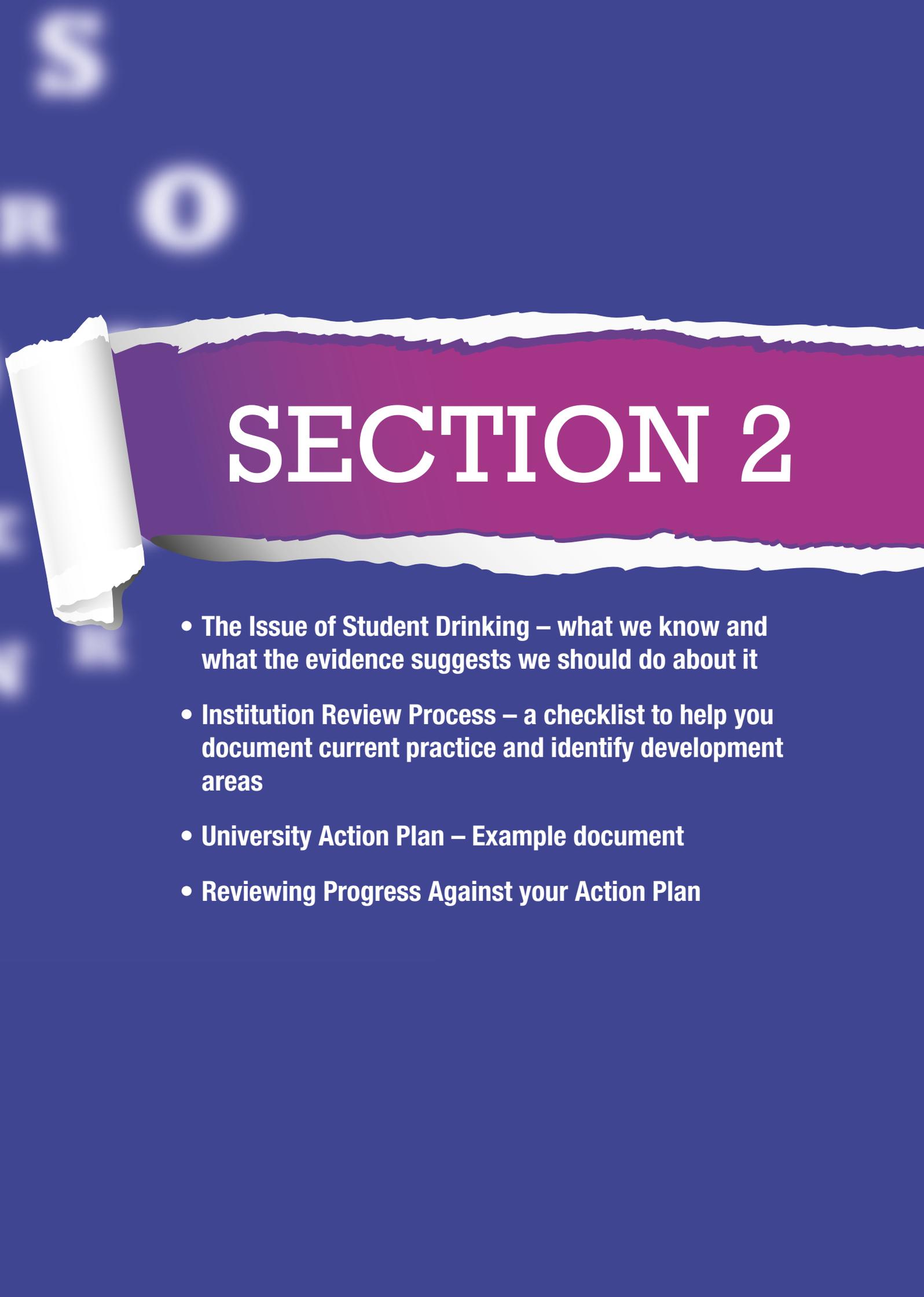
In order to develop a whole institution approach at your site you will need to consider the following:

- Securing senior management level buy-in and commitment
- Formation of a working group to coordinate health promoting practices
- Key stakeholder involvement in planning and delivery
- Communication of your health-promoting vision to all stakeholders
- Mapping existing assets and resources on and off campus
- Monitoring and evaluation of activities
- Celebrating success through utilising media channels



(Dooris, M., (2010) Healthy Universities: An Introduction)

Many of the recommended practices of the whole system approach are already in evidence in Welsh universities, in the form of working groups and committees with responsibility for health issues, and institutions are seeing the benefits of this joined up approach to both students and staff. If your institution has an existing working group for health and well-being you may wish to locate your chosen actions from the Alcohol Guidance toolkit within this group.



# SECTION 2

- **The Issue of Student Drinking – what we know and what the evidence suggests we should do about it**
- **Institution Review Process – a checklist to help you document current practice and identify development areas**
- **University Action Plan – Example document**
- **Reviewing Progress Against your Action Plan**

# The Issue of Student Drinking

Excess alcohol consumption is a major public health concern in Wales, with nearly 40% of adults consuming more than recommended daily amounts and 20% being identified as binge drinkers. The economic implications of alcohol related health disorders and disease are significant, with a marked rise in alcohol related deaths over the past twenty years. Alcohol is also heavily implicated in crime and anti-social behaviour, as well as contributing to increased sickness and loss of productivity at work.

There is a traditional perception in the UK that university life correlates with excessive alcohol use and, as more people than ever are now continuing into higher education, there is growing concern over the impact of this use. In Wales recent findings have shown that 43% of 16-24 year olds drink above recommended daily guidelines, with 34% classed as binge drinkers (NPHS Wales 2009). As the majority of Higher Education students in Wales fall into this age range it is an area of concern, with further research suggesting that these levels may be even higher in students. Recent findings have shown that 88% regularly consume twice recommended daily amounts on any drinking occasion (John & Alwyn 2010).

When considered in relation to the general population there is evidence that student consumption echoes the gap found between male and female drinking, but that rates of consumption are higher for both genders than rates outside of Higher Education. In a systematic review of findings from the last 25 years, Gill (2002) found evidence showing that female students are up to three times more likely to binge drink than non-students and as many as 50% of male students binge drink compared to around 35% of men of comparable age in the general population. The potential impact of excess alcohol use in students is significant, with evidence showing an increase in missed lectures, injuries and problems with interpersonal relationships in student binge drinkers (Wechsler & Nelson 2001).

There is, therefore, a clear rationale for addressing drinking behaviour in this group and improving our understanding of effective interventions for use in a Higher Education environment.

Once the case for action has been established, the question we are then faced with is 'what is the best way to go about this?' Alcohol is strongly entrenched in UK culture and is increasingly affordable through lower cost off-license sales. It is also more heavily marketed than ever before, with approximately £800 million per year spent on alcohol advertising and promotions in the UK (BMA 2009). In light of this apparent saturation of public life it can appear an extremely difficult task, however there is growing belief in the field of health promotion that an integrated, 'whole system' approach to public health problems such as this can be effective (see previous section).

# SECTION 2

---

The document, National Research and Development Project on Healthy Universities, consulted stakeholders within HEI's on the rationale for an integrated approach and identified potential benefits including:

- Enhancing quality, reputation and distinctiveness in the higher education 'market'
- Improved student recruitment, experience, retention and achievement
- Widening participation (linked to reducing health inequalities)
- Enhanced workplace health in relation to staff performance and productivity

(Dooris and Doherty 2009)

Throughout the Alcohol Guidance Toolkit there is information on various parts of your 'whole system' and on potential actions you may wish to take within these parts. As Higher Education institutions in Wales all have unique profiles, you are encouraged to consider how to make the guidance relevant to your institution, and to identify areas that you feel require further development. Your feedback is encouraged and will aid in refining the content of this document for future use.

### **British Medical Association (2009)**

Under the Influence: the damaging effect of alcohol marketing on young people (online). Available at: [www.bma.org.uk/images/undertheinfluence\\_tcm41-190062.pdf](http://www.bma.org.uk/images/undertheinfluence_tcm41-190062.pdf)

### **Dooris, M. & Doherty, S (2009)**

National Research and Development Project on Healthy Universities: Final Report (Online). Available at: [www.health.heacademy.ac.uk/rp/publications/projectreports/2009mdooris.pdf](http://www.health.heacademy.ac.uk/rp/publications/projectreports/2009mdooris.pdf)

### **Gill, JS. (2002)**

Reported levels of alcohol consumption and binge drinking within the UK undergraduate population over the last 25 years. Alcohol and Alcoholism. Volume 37, No. 2, pp 109-120

### **John, B. & Alwyn, T. (2010)**

Alcohol related social norms perceptions in university students: effective interventions. (Online). Available at: [www.aerc.org.uk/insightPages/libraryIns0072.html](http://www.aerc.org.uk/insightPages/libraryIns0072.html)

### **Lader, D. & Steel, M. (2009)**

Drinking: adults' behaviour and knowledge in 2009. Office of National Statistics (Online). Available at: [www.statistics.gov.uk/downloads/theme\\_health/drink2009.pdf](http://www.statistics.gov.uk/downloads/theme_health/drink2009.pdf)

### **National Public Health Service for Wales (2009)**

A Profile of Alcohol and Health in Wales March-April 2009. (Online). Available at: [www.wales.nhs.uk/sites3/Documents](http://www.wales.nhs.uk/sites3/Documents)

### **Wechsler, H. & Nelson, TF. (2001)**

Binge Drinking and the American College Student: What's five drinks? Psychology of Addictive Behaviours. Volume 15, No. 4, pp287-291.

# Findings from the Electronic Survey

As part of the development for this project, an online survey was recently distributed to all first year students at the four University sites involved. The aim was to establish a baseline for alcohol consumption and related behaviours, as well as examining attitudes and beliefs regarding other student's alcohol use. The survey was open for completion for four weeks, with two separate reminder emails sent out during this time. Our response rate was very favourable in comparison to other similar studies and the data was analysed by the projects academic partner at Cardiff University. Below is a sample of the findings for your information.

### A Sample of the Survey Results

- 69% of first years who drank alcohol stated that alcohol helped them to meet new people at University
- 41% of non-drinking students reported that not drinking impacted negatively on their ability to meet people
- 53% of non drinkers felt that there were not enough social events for them at university
- Most students who consume alcohol drink 2 to 3 times in an average week
- Most common location for drinking is own residence or off-campus bar
- First years living in halls drink, on average, 6 units more per week than those living outside halls

## SECTION 2

---

The following categories were used to define drinking levels and findings are displayed in the pie chart below:

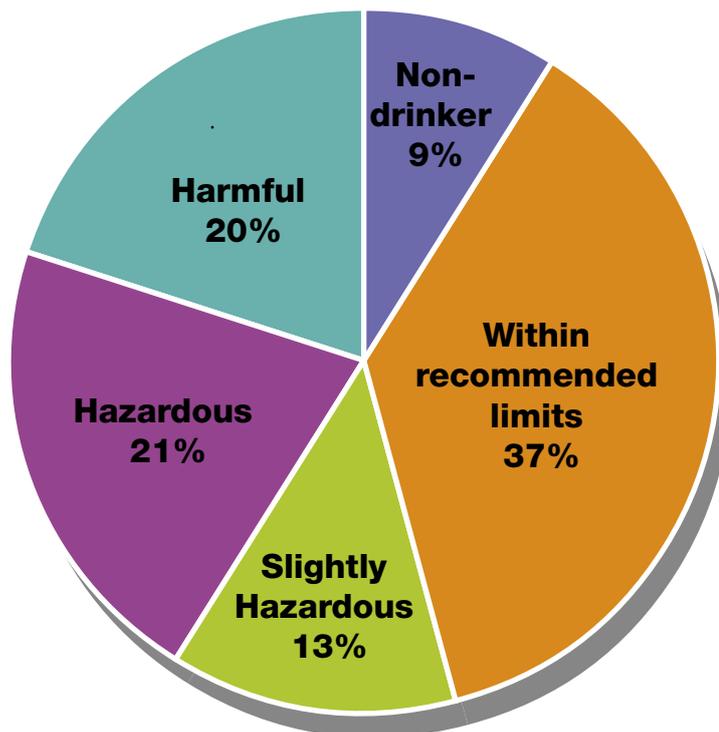
Non-drinker

Within recommended limits (1-14 units a week for women, 1-21 for men)

Slightly hazardous (15-21 units a week for women, 22-28 for men)

Hazardous (22-35 units a week for women, 29-50 for men)

Harmful (over 35 units a week for women, over 50 for men)



### Consequences of Drinking

- 88% of students said that alcohol increases their confidence
- Negative consequences were experienced by large numbers, including embarrassment (70%), memory loss (67%), missing university or work (58%) and injury (47%).
- 30% have spoilt someone else's night when drunk

### Behaviours

- 78% of students always eat before drinking alcohol
- Less than half of students go out with the intention of getting drunk
- 81% of students have never had unprotected sex while drunk

### Attitudes and Beliefs

- Students over-estimate the weekly drinking levels of other students by almost 50%
- A third of the heaviest drinking students believe that they drink below average levels
- Over half of 'hazardous' drinkers also believe that they are below average drinkers
- Students often underestimate how often their peers experience negative consequences through drinking

# Institution Review Process

The purpose of this section of the toolkit is to allow you to document current practice at your institution. It will aid you in identifying good practice as well as highlighting any areas that you feel would benefit from further development. The review is divided into sections relating to different areas of the University and you may wish to involve personnel from the relevant departments in its completion. If you decide to do this it would be advisable to designate one person to co-ordinate responses in order to transfer the information to your action plan. For ease of completion, this section is for review of the University only. There is a separate document for the Students Union in Section 5 which relates specifically to their work.

Once you have completed the institution review you will have the information you need to complete an action plan and to set realistic goals (see next page for Action Plan).

### Progress review

The Institution Review and Action Plan should be seen as a starting point for your work and, in order to maintain momentum and monitor progress, it's advisable to review your progress against the goals set in your Action Plan. You will find a template for doing this after the Action Plan template. Progress review will help you to identify any areas for further work as well as areas of success and will also aid colleagues in the future.

# SECTION 2

---

Person responsible for completion

---

Proposed date for completion of Review

---

## Alcohol Policies

### 1. Does your University have a generic policy on alcohol?

Yes (if No see below)

How old is the policy?

---

When was it last updated?

---

Does it reflect current Welsh Government guidance?

---

Is it a joint University and Students Union policy document?

---

University only  University and Student Union

Does the policy content apply to both staff and students or students only?

Students only  Staff and Students

Where is it stored/uploaded?

---

Who is responsible for reviewing its effectiveness?

---

Do staff members receive information on the policy when they join the University?

---

How are students attending the University made aware of the content of the policy?

---

Is the content of the policy consistent with other relevant policies i.e. Health and Safety at Work?

---

**No:** See Section 4 of the toolkit for guidance on developing and disseminating a new alcohol policy.

### 2. Does your University have a (staff specific) policy on Alcohol in the Workplace?

Yes

Where is it stored/uploaded?

---

Who is responsible for reviewing its effectiveness?

---

Does your Alcohol in the Workplace policy reflect current Welsh Government guidance document 'Good Practice Guidance on Managing Alcohol in the Workplace'? (See Section 4 of Toolkit for link to this document).

---

---

# SECTION 2

---

Are staff members made aware of the policy, for example during 'new starter' inductions?

---

---

No (see Toolkit Section 4 for information on current guidance).

## Staff Training on Alcohol-related Issues

The questions in this section will allow you to map out existing knowledge and expertise on site and to consider if any of your staff would benefit from further training.

### Student Support Services

Have any staff members in this team had training specifically on working with alcohol – related issues?

Yes  No

If Yes. How long ago was this training?

What was covered in the training? (was it related to counselling skills, reducing alcohol related harm etc)

---

---

Has the staff member found it useful in their role?

---

---

What further training in working with alcohol-related issues would benefit Student Support Services?

---

---

### Student Health Centre

Have any staff in this team had training specifically on working with alcohol – related issues? Yes  No

Has any staff member had training on issues where alcohol has an impact e.g. sexual health advice?

---

---

If Yes. How long ago was this training?

---

---

What was covered in the training? (was it related to overdose awareness, alcohol related injuries etc)

---

---

Has the staff member found it useful in their role?

---

---

---

# SECTION 2

---

What further training in working with alcohol-related issues would benefit Student Health Centre staff?

---

---

## Halls of Residence

Have any staff in this team had training specifically on working with alcohol – related issues?    Yes     No

Has any staff member had training on issues where alcohol has an impact e.g. conflict resolution?

---

---

How long ago was this training?

---

What was covered in the training? (was it related to overdose awareness, reducing alcohol related harm etc)

---

---

Has the staff member found it useful in their role?

---

---

What further training in working with alcohol-related issues would benefit Halls of Residence staff?

---

---

Are Halls staff trained on the University Alcohol Policy areas which are most relevant to their role e.g. disciplinary procedures?

---

---

Do you currently run any training for Halls Wardens on working with alcohol related issues?

---

---

What training do Halls staff and wardens trained on procedures relating to alcohol related incidents in Halls e.g. incident reporting, referring to other services?

---

---

## Campus Security Team

Have any staff in this team had training specifically on working with alcohol – related issues?    Yes     No

Has any staff member had training on issues where alcohol has an impact e.g. aggression management?

---

---

# SECTION 2

---

If Yes. How long ago was this training?

---

What was covered in the training? (was it related to conflict resolution, alcohol related injuries etc)

---

Has the staff member found it useful in their role?

---

What further training in working with alcohol-related issues would benefit Campus Security staff?

---

## Support for Students

Please note - it's likely that students are regularly offered a wide range of 'informal' support from many staff that they come into contact with during day to day activities in the form of conversations and advice. This is a valuable source of instant help and it would be impractical to try to document all of the occasions when this might occur. This section relates more to planned activities and formal processes.

Who is most likely to provide support for students who are concerned about their level of drinking?

---

---

What 'in-house' support is offered?

---

---

How are your students made aware of the support and advice available to them?

---

---

How do you ensure that students receive 'joined up' support from relevant University teams i.e. counselling, accommodation, resident tutors etc?

---

---

Do students have a lead staff member designated to co-ordinate their support?

---

---

Do you have a well-being committee or similar group which holds regular meetings of all staff involved in student well-being?

---

# SECTION 2

---

If Yes, who sits on this group?

---

---

Would the group benefit from inviting any other members, either internal or external?

---

---

Who would that be?

Are information sharing protocols in place in these groups to ensure protection of student data?

---

---

Do any group members require further training on confidentiality/data protection etc?

---

---

What is your procedure for making referrals to external alcohol agencies?

---

---

Do you have a written procedure listing how staff in other teams can refer in to Support Services?

---

---

Does the institution Alcohol Policy clearly explain the support available to students?

---

---

## **Data Capture**

Do you record alcohol-related incidents on campus e.g. damage to property in Halls of Residence, alcohol related injuries treated?

---

---

Are these recording procedures standardised across all relevant teams?

---

---

How is relevant information on alcohol related incidents collated?

---

---

Do you use incident records to help develop codes of conduct around alcohol?

---

---

# SECTION 2

---

How is information on alcohol related incidents shared with all relevant teams within the University (according to information sharing protocols) to help identify potential problems and/or students in distress?

Do you have sanctions in place for students who breach existing codes of conduct due to alcohol-related behaviour?

How do you record how often sanctions are enforced?

How are students made aware of potential sanctions and when they apply?

How are staff members made aware of potential sanctions and when they should be applied?

## Campaigns

What campaigns have you run on alcohol related issues in the last year?

Which teams were involved in delivering these campaigns?

Are your campaigns 'joined up' i.e. planned by all relevant teams including counselling, Students union etc?

Do you work with any external agencies in delivering alcohol related campaigns? Who are they?

How do you decide on the content of your campaigns?

Do you use any data on alcohol related incidents on campus to design your campaign content?

## SECTION 2

# University Action Plan

## Example of some possible action areas

Area of identified need	Proposed Action	Whose responsibilities?	Timescale for action	Outcome measures - how will we know it's been done?
Alcohol policy is out of date	Develop new policy	Head of Student Services	By end of Spring Term	Policy to be disseminated on intranet
Shared areas being damaged in halls by drunk students	Ensure all students are made aware of disciplinary process at start of term			
Shared areas being damaged in halls by drunk students	Set up 'halls committees of residents to decide sanctions			
Heavy drinking in halls rooms	Work with SU to find out what kind of events would get people out of rooms and socialising under staff supervision			
Increase in non-drinking students reporting homesickness at Student Services	Ensure counselling service is widely publicised during Freshers			
Increase in non-drinking students reporting homesickness at Student Services	Work with SU to promote 'non-drinking' social events			
Student Health reporting more alcohol-related accidents on site	Joint planning with SU and campus security on monitoring students coming back to campus			
High rate of absences reported on Thursdays	Set up regular committee of all relevant teams ie Student Services, SU, chaplain, security, accommodation etc			
Increase in debt problems - link to excess drinking	Discuss particular students of concern and ensure joint working approach			



# SECTION 2

---

If No,

- What may have helped you complete the action point?

---

---

---

- What were the barriers to completion?

---

---

---

- Do you plan to revisit the action point?

---

---

---

- If Yes, what will you do differently?

---

---

---

- Who could support completion of the action point?

---

---

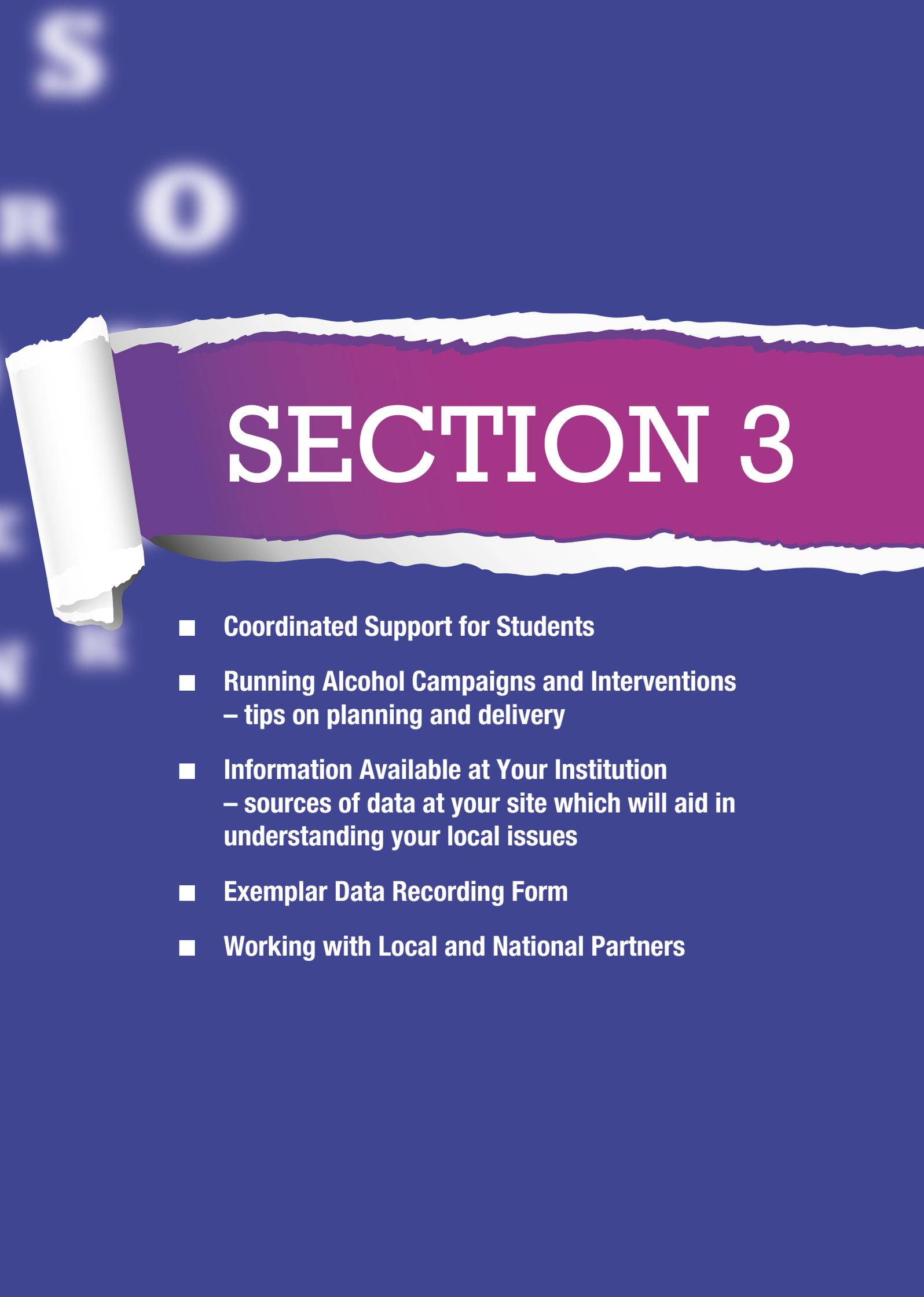
---

- New proposed date for completion

---

---

---



# SECTION 3

- **Coordinated Support for Students**
- **Running Alcohol Campaigns and Interventions**  
– tips on planning and delivery
- **Information Available at Your Institution**  
– sources of data at your site which will aid in understanding your local issues
- **Exemplar Data Recording Form**
- **Working with Local and National Partners**

# Co-ordinated Support for Students

Universities in Wales already offer extensive support to students experiencing a wide range of issues, with students able to access formal counselling, financial support, health care and much more. The extent of provision available means that a student with a range of support needs may access various staff members and departments at the same time. Where support is not co-ordinated effectively this can mean that a student is required to keep a range of appointments and make repeated disclosures of the same or similar information. This can be stressful for the student and may impact on retention rates of services. This is where effective co-ordinated support can be beneficial.

Co-ordinated support refers to the organised provision of services for one client (student) from more than one service/team. In the context of a University this can refer to a very extensive range of support, including (but not limited to):

- Counselling
- Health advice
- Financial support
- Accommodation support
- Faith-based services
- Student union representation
- Disability support services
- Academic support
- External specialist agencies

If a student is experiencing difficulties due to their alcohol use it is likely that the impact will be seen in many areas of their lives and that their support needs will extend beyond advice on reducing or ceasing their alcohol use. It is important to consider how your institution enables communication and joint working between all relevant teams involved in supporting students with such complex needs. The most effective way to do this is to establish a committee or group specifically for this purpose.

# SECTION 3

---

You may already have committees or working groups at your institution to coordinate support needs or you may be considering how to establish such groups. Below are some tips for developing effective joint working practices:

- Make a case for joint working – this can be based on evidence of the issues at your site that would benefit from coordinated solutions. Making your case will ensure that senior management and the relevant staff are more likely to ‘buy-in’ to the approach.
- Develop clear terms of reference for all working groups – be clear about the remit of any joint working group that you establish and how it sits alongside members own job roles.
- Gain commitment and develop a shared vision – you may need to secure the agreement of senior management for group members to attend. There should also be a forum for group members to come together and share their ideas and visions of how the group will work, for example, will the group be for coordinated support for individual students or will it develop joint campaigns and policies as well?
- Clearly defined roles and responsibilities – members should clearly understand what is expected of them and what the limits of their contributions are. Workloads need to be distributed fairly and to realistic timescales, as agreed by group members. You will also need to decide whether you will have a group chair with overall responsibility.
- Develop an Information Sharing Protocol which is signed off by all group members – this is key to successful functioning of the group. Teams within the University will have their own confidentiality standards and working practices, which may defined by distinct governing bodies, for example in counselling teams. This makes it essential to define what will be shared, how it will be shared and who with. The standard should be applied to information held both on paper and on any electronic systems that may have shared access. Guidance on developing an Information Sharing Protocol as well as templates and checklists, can be found at:

[www.waspi.org](http://www.waspi.org) (in the section ‘WASPI Documentation’)

# Running Alcohol Campaigns and Interventions

Most HE institutions in Wales are already running alcohol campaigns for students as part of their standard programme of health promotion activities, with particular emphasis on work during Freshers. This section aims to highlight some key areas to consider when planning alcohol-related activity and looks at the issue of determining whether your action has been impactful.

A key point to remember is that, while it is advisable to look at findings and examples of best practice from previous research in the area and to use it as a guide, there is no single formula for effecting change for all students at every institution. University settings are all unique and students are not a homogenous group, meaning that evidence based approaches which are underpinned by local knowledge and expertise have a greater chance of successful outcomes.

### Planning Your Activity

The process of running alcohol interventions can be broken down into four key stages:

#### 1. Review Available Information

In order to decide what you intend to target it is advisable to gather data about what is happening at your campus already and you may find that you can access some information quite easily. The section 'Information Available at Your Institution' gives some suggestions about potential sources of data that may help you decide on priority areas for action.

#### 2. Decide on Your Topic and Target Audience

When planning a campaign, it's important to consider what exactly you wish to tackle. Student drinking can be broken down into many areas, each of which may require different campaign techniques and actions. Below are some suggested topics to consider when looking at student drinking:

##### **Alcohol consumption**

- Is the aim of your campaign to reduce the actual alcohol consumption among your students?
- Will you target all students or are there particular 'high risk' groups?
- Are your on-campus alcohol sales policies consistent with your aims?
- Will you be promoting non-drinking, drinking within recommended daily limits or simply a reduction of current levels? Your institution may have a particular philosophical position which determines this.

# SECTION 3

---

## **Alcohol-related harm, including:**

- Impact on the body and associated health risks
- Increased risk of accidents and injuries
- Increased risk of alcohol related violence (both as victim and perpetrator)
- Academic harm – risk of missed lectures, reduced grades etc
- Financial harm – risk of increased debt due to spending on alcohol and potential for financial hardship
- Risk of ‘drink spiking’

## **Alcohol-related behaviours, including:**

- Drink driving and getting into a car with a drunk driver
- Risk of unprotected sex
- Walking home alone after drinking
- Anti-social behaviour i.e. noise disturbance within local communities
- Damage to University property i.e. Halls of Residence
- Conflict between students
- Actions leading to disciplinary procedures from the University, leading to potential risk to academic future

These listed suggestions are illustrative, not exhaustive and you may have highlighted other areas you wish to explore. The key point is to be as specific as possible about what you intend to target as this will help you plan your campaign actions more effectively.

You should also consider the target audience and where you are going to reach them. Potential areas for intervention are:

- Institution level – would the issue you have chosen to consider be best addressed by institution-wide action i.e. development of a new policy?
- Community level – some issues will not be confined to the University but will involve the wider community and may best be addressed by working with a person/group in the community.
- Group level – you may have identified a problem that is localised to a particular group on campus i.e. students who are members of sports societies, students in a particular Hall.
- Individual level – these are aimed at providing information to each individual student in order for them to make informed choices about their drinking.

# SECTION 3

---

## 3. Plan What You're Going To Do

At this stage you will have identified the issue you wish to address and you will have decided on the best level of intervention for your campaign. The next issue is what you are actually going to do. When considering your actions it is important to consider the techniques you will use and also how you intend to define and measure the effectiveness of your campaign. Try to define the intended outcomes of the campaign as specifically as possible and be realistic about what you can achieve.

Once you have decided on the aim of your campaign then you should consider the following:

- Will the message reach the intended target audience i.e. is it displayed in the most effective place?
- Will your audience be coming to you or will you need to take the message out to them?
- Is it in a format that your audience will respond too i.e. posters, a website, etc?
- Is the language accessible?
- How long will the campaign last? Poster fatigue is a well-known phenomenon and you may wish to refresh your messages at predetermined points in time.
- What barriers are preventing the target audience from doing this already? Is the issue caused by lack of knowledge or is it something less obvious, for example lack of access to protection, lack of confidence in use, pressure from others etc?
- Motivation – what would motivate the target audience to engage in the intended behaviour?
- Benefits - how can you make it seem like a more attractive and accessible option than the alternative?
- When is the best point to intervene – i.e. during a night out drinking or before students go out?

It is important to consider the barriers, motivations etc from the viewpoint of the target audience and you may wish to hold some form of consultation, for example focus groups, when planning your activity.

## 4. Review What Happened

There is a wealth of potential learning from campaign work which can be useful in future planning. Some key points to consider are:

- Did the message reach the intended target audience?
- Was the message in the right format for this audience?
- Did we find evidence of change (attitude, knowledge or behaviour)?
- What would we do next time if we ran the campaign again?
- Did the work uncover any other issues that we hadn't considered?
- What shall we do with the evaluation data? It may be useful to inform the wider student body of what you did and why, and what the outcomes were in order to raise awareness of on-campus issues.
- Who else might benefit from knowing about the work? This may be another team or staff member within the University or Union, or colleagues from other institutions that are considering similar projects. If your institution is involved in any accreditation scheme, such as the Corporate Health Standard (see section 4) you may also be able to use your learning as part of your evidence portfolio.

# Information Available at Your Institution

The research evidence in the 'Existing Evidence' section of the toolkit on the scale and impacts of student alcohol consumption provide compelling evidence for why this issue should be addressed. However, much of the evidence in this area is from research carried out in the US or may be from institutions with different profiles to yours so you might want to capture a more local picture. This information can be used to develop a realistic action plan for your site and to enhance the effectiveness of your campaigns.

Your personnel have the expertise to build up an accurate picture of life at your University and this is a hugely valuable resource. In order to build up a comprehensive picture of the realities at your institution you may wish to access the range of information that is likely to exist already and which may already be collected as standard. The advantage of gathering together existing information is that it will help you to plan your actions more effectively and to target areas of greatest need. This list below will help you to consider existing sources of information that will give you insight into the issues and help you to plan the most effective actions for your site. Once you have information on the issues where you are, you may wish to use this as the basis for your action plan.

If you decide to gather some of the information listed it is important to consider how you intend to store and use it. All information should be passed on only in accordance with your confidentiality and data protection policies. This is important to protect both the institution and the student body and to ensure fair portrayal in the wider arena. Although student alcohol consumption is a very real issue, it is fair to say that media portrayals can sometimes be unfair in their presentation of the problem without reflecting the more positive aspects of University life. Your involvement in this campaign illustrates your proactive approach to this issue and deserves to be presented as such. It is therefore important that you retain control over information and ensure that it accurately reflects the situation.

# SECTION 3

---

## Some Existing Sources of Information

### Students Union

- Best selling drinks in the Union bar, including sales of soft drinks. This can help if you decide to run promotions on non-alcohol products.
- Records of numbers of students accessing Student Union advice services in relation to alcohol (as above).
- Records of students who were signposted or referred on to internal or external sources of support.
- Reports of incidents within Union premises i.e. incident reports from security teams or bar staff.
- Alcohol related accidents, injuries etc and any related ambulance call-outs made from the Union.

### Student Support Services

- Records of numbers of students accessing the service for advice and support around alcohol related issues. This may not just be directly related to their own drinking but may be about someone else's or, potentially, as a result of an alcohol related incident, for example, being a victim of alcohol-related crime or needing sexual health advice.
- Records of numbers of students who are referred to external specialist services for help and advice with alcohol related issues.
- Number of students presenting with financial hardship issues where alcohol consumption is a factor. This is something that may emerge during discussions with the student either directly about alcohol use or, potentially, about other issues, for example gambling debts where the gambling is preceded by alcohol use.

### Student Health Centre

- Some sites record average weekly unit consumption of alcohol for new first years at the point of enrolment. This can give you information on existing patterns of drinking and, if this measure is repeated annually, can allow you to track consumption levels of students over the course of their studies.
- Numbers of students presenting for treatment for alcohol related injuries. You may identify patterns in terms of common injuries/incidents or times when there are spikes in treatment. Thursday morning (due to Wednesday night activities) may be a time when health centres are busiest. This information can help with campaign planning (see potential actions for suggestions).
- Number of students accessing for emergency contraception. This may or may not be alcohol-related and should be approached sensitively.
- Number of calls to the emergency services due to alcohol related incidents.

# SECTION 3

---

## Accommodation Services

- Accommodation teams are likely to have records of alcohol related incidents in halls of residence, for example, damage to property. This can help you to ensure that your tenancy agreements make reference to these issues, including any potential sanctions that tenants can face.
- Records of complaints from local residents in the community. Many of these are likely to relate to noise late at night caused by students who have been drinking. This information can be used to both explain the issue to students and also to liaise with local residents to demonstrate what actions you are taking.
- Disciplinary actions caused by alcohol related breaches of tenancy agreements. On rare occasions when all options have been exhausted, these may lead to evictions. It may be helpful to track these issues to see if patterns emerge in particular halls, at certain times of year etc. This can help with planning preventative campaigns.
- Resident Tutors managers/services may be able to provide information on the impact of alcohol on academic performance, as evidenced by numbers of students they work with.
- Anecdotal evidence of the scale and impact of 'pre-loading', i.e. drinking alcohol in rooms either instead of or before going out to drink. All accommodation team staff, including evening shift worker, cleaners etc will have direct contact with students and may have insights into alcohol related issues.
- Halls of residence wardens – these may be either student wardens or paid staff members. They may be able to offer anecdotal evidence of alcohol related issues. They are also ideally placed to gather alcohol related information from students that they come into contact with.
- Number of calls to the emergency services due to alcohol related incidents.

## Campus Security Services

- There may be formal records of incidents relating to students returning to campus after drinking. If no formal records are kept it is likely that useful anecdotal evidence can be gathered. This may also include information on issues caused by on-campus drinking, for example when students leave the Students union building after drinking.
- Number of calls to the emergency services due to alcohol related incidents.

## Chaplaincy Services

- Evidence of any students presenting to the Chaplaincy in relation to concerns over alcohol.

# Working with Local and National Partners

There are various external agencies/services at both local and national level that can complement the work you are doing in the University in relation to alcohol and a list of these agencies can be found in the appendix. They may support you through specialist support for students concerned about their alcohol consumption or in help with planning and delivery of awareness raising activities.

If you intend to invite in any partners to aid in alcohol-related campaigns, it is useful to bear in mind the following:

- The content of programmes/sessions delivered on University premises remains the responsibility of the University
- Alcohol work should be proactive rather than reactive however, if a particular issue or incident occurs i.e. drink spiking, you can work with outside agencies to design a joined up response to this. An example of this may be contacting local police and nightclubs to discuss how you can monitor this together.
- Content of programmes/sessions should ideally be the result of joint planning between the University and the delivering agency
- Sessions should be complementary to other health awareness work being done at the site and form part of a unified approach
- Topics should be within the expertise of the visitor

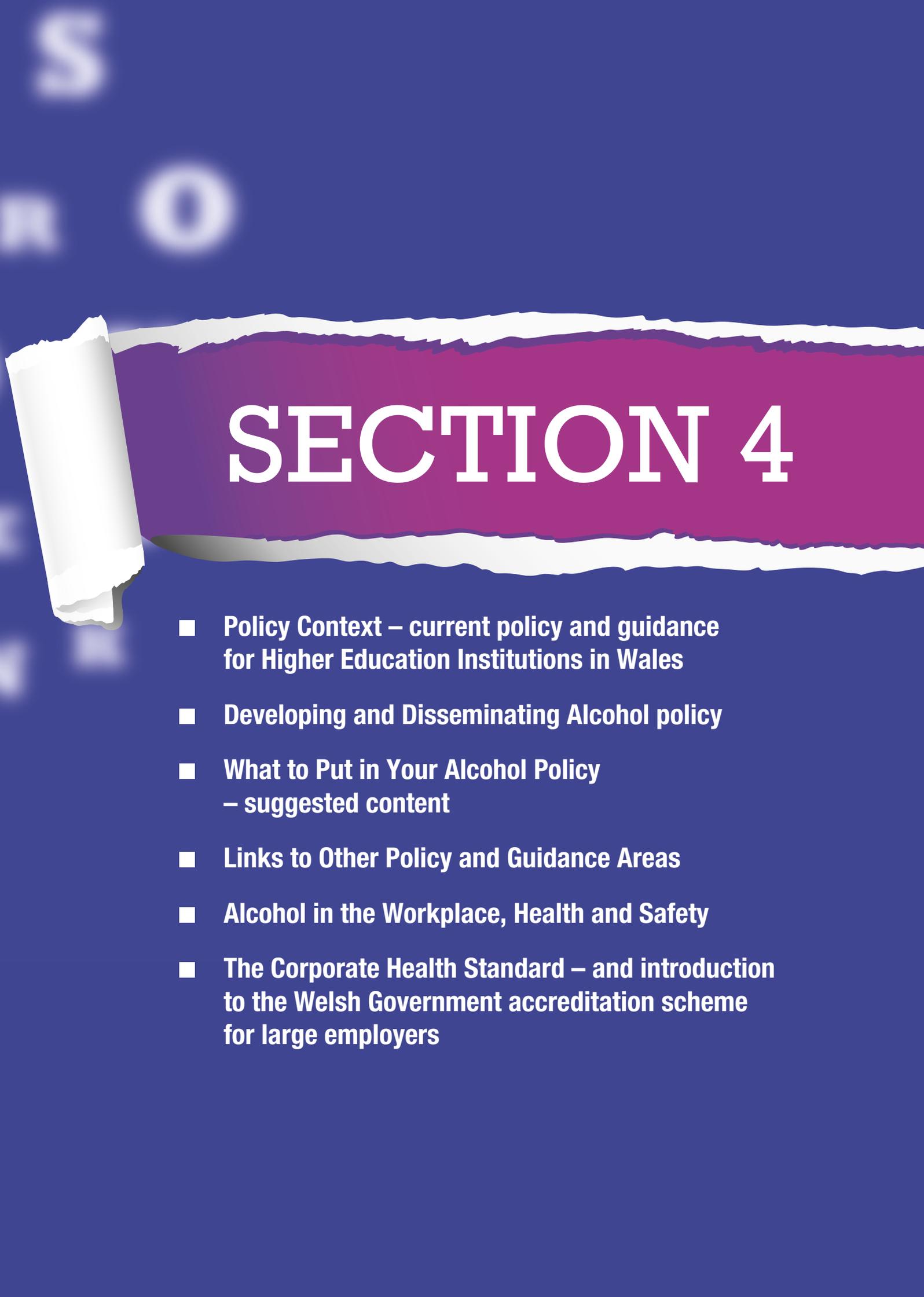
### **When you might use outside specialist alcohol agencies**

- You can make referrals to local alcohol support agencies when a student comes to you with concerns about their level of drinking and you consider them to be in need of specialist support or treatment. It may be worth making contact with your local agency to introduce yourself and to find out details about their waiting lists, referral processes and therapeutic approach so that you can inform the student of this. Advance knowledge of what to expect can help the student feel less fearful about their first appointment and is likely to help attendance rates. Some agencies may prefer students to self-refer and will be able to inform you of this if you contact them.

# Exemplar Data Recording Form

This is recommended content only. You may decide on other priority areas to record based on specific campaigns you wish to run. Collecting data by term will allow you to map how issues may change and to identify times of the year when a particular campaign is most needed and may be most effective.

<b>Data</b>	<b>1st term</b>	<b>2nd term</b>	<b>3rd term</b>
Number accessing Student services for concerns over alcohol use			
Number of alcohol-related incidents in Halls of Residence			
Number of alcohol-related incidents in Halls requiring sanctions			
Number of alcohol-related incidents in Students Union			
Number of alcohol-related incidents treated by Student Health Centre			
Number of emergency service callouts due to alcohol			
Number of on campus alcohol-related incidents reported by Security			
Number of complaints from local residents relating to alcohol use			



# SECTION 4

- **Policy Context – current policy and guidance for Higher Education Institutions in Wales**
- **Developing and Disseminating Alcohol policy**
- **What to Put in Your Alcohol Policy – suggested content**
- **Links to Other Policy and Guidance Areas**
- **Alcohol in the Workplace, Health and Safety**
- **The Corporate Health Standard – and introduction to the Welsh Government accreditation scheme for large employers**

# Policy Context

This project has come about as a result of the Welsh Assembly Government (now Welsh Government) Strategy document 'Working Together to Reduce Harm: The Substance Misuse Strategy for Wales 2008-1018' In this document the Welsh Government highlighted the considerable costs to Wales of alcohol related harm and referred to the need for greater focus on alcohol in strategy and policy.

**"The evidence shows that greater harm is being caused by alcohol misuse than drug misuse in Wales today. The huge increase in drinking in the home is particularly worrying. It is therefore crucial that we do more to increase people's awareness of the amount they are drinking and the associated risks, particularly to their health."** (Page 22)

**The document goes on to make specific reference to the HE sector and the issue of excess alcohol consumption within it:**

**"Many young people only start using alcohol or other drugs in a hazardous way once they have left school. Going on to higher or further education or starting work can offer new freedoms, disposable income and new stresses which may provoke or increase their misuse of substances. Under this strategy, we will consider how support and guidance can be issued to colleges, universities and workplace settings to ensure that we reinforce and build on the messages delivered to young people in school settings. We want colleges and universities to develop policies to make sure that students are not drinking excessively because of misperceived social norms for drinking, an approach that has had success in universities in other countries. We need to ensure clear messages about safe, sensible social drinking patterns are reinforced, as young adults reach legal drinking age."** (Page 27)

**The strategy document was supported by an implementation plan which proposed a range of actions specifically aimed at tackling alcohol misuse, including within the HE sector, and this project has been developed as a direct result of these proposals (see 'Working Together to Reduce Harm: Three-year Implementation Plan 2008-2011' for details).**

**The project is supported by the recommendations in the guidance document 'Substance Misuse treatment Framework for Alcohol Prevention and Education in Higher and Further Education Establishments.' This is one a series of guidance documents published as a result of the overall strategy and can be obtained from the Project Officer if you do not have a copy.**

# Developing and Disseminating Alcohol Policy

### Why have an alcohol policy?

A University is a unique environment due to the mix of people, roles, age groups etc that occupy the same space. An alcohol policy is a simple, concise way to give clear guidance to every person within this environment on what is expected of them. It will inform them of their rights and responsibilities and will also illustrate the commitment of the institution to helping those who need extra support.

### How should it be disseminated?

It is recommended that you have a link to an electronic version of the alcohol policy. This can then be made available through the University website, the Student Union website and your student portals. It may be advisable to refer new starters among staff teams to where policies are located. Certain teams i.e. Accommodation Services working in Halls of Residence, may be more likely to be impacted by alcohol-related issues and should be referred to the new policy directly. Policy is most effective when all those it covers know about it and when it is enforced, and revisiting dissemination on an annual basis is advisable.

### What should go in it?

In the section: What to Put in Your Alcohol Policy, you will also find a step by step guide to proposed content. An exemplar policy can be obtained from the NUS Wales Project Officer.

### How is the policy developed?

It is advisable to appoint one lead person with overall responsibility for development. This person will need to find out the process of policy ratification for their specific institution. In the appendix you will find an illustrative example of good practice in policy development from Trinity St David's University.

# What to put in your alcohol policy

Below you will find recommended steps to take in writing your alcohol policy:

### **Step 1 - Alcohol Policy Statement**

This section should precede your introduction and will give you chance to explain how you will create a safe and supportive environment for all to learn and work in. You may wish to explain that you will:

- Encourage and support mutual respect within the whole of the university community
- Work with staff and students to create an understanding of acceptable behaviour and will sanction responsible use of disciplinary action where appropriate
- Assist students and staff to make informed decisions about alcohol use
- Promote a community which is supportive and which recognises and respects different attitudes towards alcohol use
- Recognise the link between responsible behaviour and an enjoyable learning experience and seek to promote a social environment from which all may benefit
- Take very seriously its legal responsibility for the health, safety and welfare of its students, staff and visitors and aim to provide a safe, healthy and high quality learning environment
- Recognise that staff with responsibilities for teaching and the support and welfare of students and those who manage others have additional responsibilities to promote, to be alert to indicators of alcohol misuse and to take appropriate action when necessary
- Provide guidance and information to staff and students to help them develop the confidence to know what action to take if they are concerned about alcohol misuse, the health and safety of fellow students, of staff members, or of themselves
- Work with all relevant partners to deliver responsible commercial services where alcohol is available on site.

# SECTION 4

---

## Main Alcohol Policy

### Step 2 – Writing your introduction

In this section you can explain the aims of your policy in relation to creating a safe and supportive environment for all, with clearly defined boundaries of acceptable behaviour. You may want to refer to other policies and guidance which compliment the aims of this one e.g. disciplinary policies, tenancy agreements for Halls of Residence etc.

You may wish to refer to evidence which supports tackling alcohol misuse and the scale of the issue in Wales and in a wider UK context. Excess alcohol use can cause a range of problems which can be acknowledged in this document, including issues with academic performance, health and personal relationships, and that the University aims to provide all staff and students with information to enable informed choices.

It should be acknowledged that only a minority of students cause any problems to others through alcohol use but that, where these problems occur, they will be dealt with consistently by all relevant teams.

It may be helpful to explain how the university will support any students who come forward with concerns over their own or someone else's alcohol use, with reassurance that they will be treated sensitively and be given as much support as possible.

It is also advisable for the University to explain its legal responsibility for the health, safety and welfare of all students and visitors. You may also explain that students and staff have a responsibility for their own and others safety and that tackling the issues caused by alcohol misuse require a joined up approach.

### Step 3 – Define who is covered by the policy

It is important to clearly define who the policy applies to. You may wish to include staff, students and visitors in one document or to have their roles and responsibilities acknowledged in separate sections. It is important to establish whether you want to develop a policy which covers both the University and the Students Union or whether these organisations will develop their own guidance. Joined up policy is strongly recommended.

It is advisable to explain when the policy applies i.e. for students on university business such as work placements, sports societies events etc. You may wish to mention consequences for breaching the policy, such as disciplinary action, exclusion from events or, in certain circumstances, police involvement.

### Step 4 – Set out the aims of the policy

This section can briefly and clearly state the aim(s) of the policy which may include (but not be restricted to):

- Providing information to promote health and well-being
- Informing students about support available to them and about the potential consequences of alcohol misuse
- Guidance on roles and responsibilities for all staff and students

# SECTION 4

---

## **Step 5 – Define what is meant by ‘misuse?’**

People often feel that alcohol use is only a problem when it becomes a dependency, despite evidence for the harms caused by non-dependent but harmful use such as binge drinking. The vast majority of students will not be experiencing alcohol dependency and it is helpful to separate this from the more common behaviour of binge drinking. While it is essential to acknowledge dependency in your policy, it is also key to include drinking behaviour which is likely to be construed as less harmful and which is more common in your target audience. This will help you to clarify that the policy is for anyone who drinks alcohol and not just those who use dependently.

It would be advisable to define ‘alcohol misuse’, ‘alcohol dependency’ and ‘binge drinking’ (definitions can be found through NHS Wales), and to be clear in each section what is being referred to. Students should be advised that they can request support for any concerns about their alcohol use, even if they do not fit the definition of dependency. It may also be helpful to refer to the Department of Health recommendations on levels of alcohol consumption in order to provide a frame of reference.

It may also be advisable to make reference to ‘pre-loading’, which is a common form of alcohol consumption among students. Pre-loading is the practice of consuming alcohol at home or at a friends place before going out to bars and clubs and more than half of students who consume alcohol have been found to ‘pre-load’. When people do pre-load they are generally four times more likely to consume over 20 units on a night out (including pre-loading and bar/club drinking). This level of consumption is strongly associated with increased health risks and also involvement in other behavioural issues such as nightlife violence. As pre-loading may commonly happen in University accommodation, you may wish to make reference to any other related policies, for example terms of tenancy for Halls of Residence.

## **Step 6 – Set out the legal position**

This will be determined by the type of license(s) held at the bar(s) at your institution. It may be a club license (members only) or a license which allows the public to access the premises. The legal conditions of each license, including those actions which are illegal, can be found on the Home Office website and should be clearly stated in the policy. You may wish to detail here how you ensure that those in relevant positions i.e. bar staff, security etc, are made aware of the legal position, for example through new staff inductions.

Several new licensing conditions were introduced as of October 2010 so you will need to ensure that these are included. Details can also be found on the Home Office website. As a result of these new conditions, your bar may like to detail the position on irresponsible promotions, age verification and availability of free drinking water.

You may also wish to document your adherence to the following:

The Health and Safety at Work Act 1974 – this places a duty of care on employers to ensure, as far as is reasonably practicable, the health, safety and welfare at work of staff, students and other users of its premises.

The Road Traffic Act 1988 – this states that a person is guilty of an offence if driving or attempting to drive a motor vehicle in a public place while unfit through drink or drugs. This applies to anyone driving a University vehicle, for example on sports activities or other such events.

# SECTION 4

---

## Step 7 – Define your position on pricing and promotions

If the bar on your site has any specific, voluntary positions on promotions or pricing, this can be explained here. Examples of this may be: an agreement on availability of soft drinks at prices cheaper than or comparable to the cheapest alcoholic drinks, a policy that designated drivers receive free soft drinks, no organised initiation ceremonies permitted on the premises.

## Step 8 – Write a Code of conduct

In this section you can describe the legal health and safety obligations and expected standards of behaviour for students and staff. This may mean that staff and students are expected to ensure that alcohol does not adversely affect work or study performance. You may also wish to refer to any sanctions or disciplinary policies that are in place in the event of this. Below is an example of a standard code of conduct:

- No one should undertake university-related business or represent the university while unfit through alcohol use.
- Alcohol use resulting in the risk of safety to others is likely to lead to misconduct or serious misconduct under disciplinary procedures. Examples of this may include clinical work with patients, driving, sports activities, using machinery or hazardous substances or any other activities identified as hazardous on a risk assessment.
- Where applicable, students must comply with any statutory registration requirements, professional codes of ethics and accreditation provisions with reference to alcohol misuse (e.g. in clinical work with patients, or in work with schools).
- Students and staff are strongly advised not to compromise their own safety by working with or being reliant upon (e.g. as a car or bus passenger) someone who has consumed alcohol over legal limits
- Students are strongly advised that a disruption of academic activity due to alcohol misuse will be investigated by the relevant school.
- Pressure should not be applied to others to drink alcohol. This includes disrespectful or exclusive behaviour and the spiking of drinks with any/extra alcohol.

You may wish to add or amend this for your site.

## Step 9 – Explain your practices on Confidentiality and Data Protection

In this section you should clearly explain what a student can expect from the institution and its personnel. In this section you can explain how you use and store personal data in accordance with the Data Protection Act (1998), for example, when a student makes a sensitive disclosure or in making a record of an incident in Halls of Residence. You may also wish to mention adherence to professional ethics and standards of confidentiality, such as student counsellors who use BACP guidance.

# SECTION 4

---

## **Step 10 – Set out your commitment to students**

This is a chance to emphasise your commitment to student welfare and responsible retailing. Below are examples of the kind of points you may wish to make:

- Pricing in the bar(s) will be set at a level which encourages students to access the facility but not so low as to encourage excessive consumption.
- The most expensive non-alcoholic drink on sale will always be cheaper than the cheapest alcoholic drink on sale
- 'Initiation' ceremonies involving excessive alcohol consumption will not be permitted on the premises, however we will welcome groups/societies who wish to host events where the focus is not on excessive drunkenness.
- We will strive to ensure that facilities/events are accessible for those students who choose not to drink alcohol and will respond to demand for alcohol free events where possible.
- We will participate in the Best Bar None Scheme and will achieve the standards required for accreditation.
- Alcohol education and campaign work will form part of our commitment to student welfare and will be run regularly by Students Unions and/or Student Services to encourage moderate sensible drinking.
- We will work with local services in the community i.e. police, residents associations etc, to build good relations and to raise awareness of the positive impacts of students in local communities. We will respond appropriately to any concerns or complaints relating to alcohol misuse i.e. noise disturbances.

# Links to Other Policy and Guidance Areas

It is advisable to develop and disseminate a comprehensive alcohol policy at your institution and you may also wish to consider areas of overlap with other policy and guidance documents. There may be areas that benefit from having a distinct policy of their own or where you may wish to ensure that your guidance in other areas is consistent with your overall approach. Here are some other policy and guidance areas to consider (please note – this is not exhaustive and you may wish to consider other documents at your site):

### Alcohol Misuse in the Workplace (Staff) Policy

In your general alcohol policy you may wish to specify guidance for staff as well as students. Alternatively you may choose to develop a separate document. If so, it will be helpful to follow Welsh Government Guidance document 'Good Practice Guidance on Managing Alcohol Misuse in the Workplace'. This document states that:

'Workplace alcohol policies can provide a framework for managing all alcohol related issues and should be seen as central to the principles of a responsible, supportive and caring organisation.'

[www.wales.gov.uk/docs/dsjlg/publications/commsafety/091127treaten.pdf](http://www.wales.gov.uk/docs/dsjlg/publications/commsafety/091127treaten.pdf)

This document includes the rationale for developing a workplace alcohol policy, guidance on recommended content and links to model policies. Once you have a policy for alcohol use in the workplace you will need to consider how it will be used, for example:

- How will it be disseminated to existing staff?
- How will it be included in new starter induction procedures?
- Who has responsibility for ensuring it is up to date?

If your institution is taking part in the Corporate Health Standard scheme (or Small Workplace Health Award for Student Unions), your 'Alcohol in the Workplace' policy can form part of your evidence file for this award.

# SECTION 4

---

## Health and Safety Policy

You will have existing Health and Safety policies at your institution, including statutory guidance from the Health and Safety Executive and other documents. This may include guidance for drivers of University or Student Union vehicles, Stress and Well-being policies etc and these documents may make reference to alcohol. It is advisable to consider the following:

- Are these consistent with your general Alcohol Policy and your Alcohol in the Workplace policy?
- Are they up to date with current guidance on alcohol?
- Do they cover all activities undertaken on or off site by staff and students?
- Do they clearly state the sanctions in place for alcohol-related breaches of Health and Safety policy (in line with any stated sanctions in your Alcohol in the Workplace Policy)?

## Sickness Absence Policy

- Does your current Sickness Absence Policy make reference to the treatment of staff who present with alcohol problems?
- Are staff made aware of support and advice available for alcohol related problems?
- If other options have been exhausted, do you have disciplinary procedures in place for problems caused by repeated alcohol-related absence?

## Halls of Residence Tenancy Agreements

Alcohol related disruption within Halls of Residence can cause distress to other occupants and to University staff, as well as causing inconvenience and cost to the institution. Although the vast majority of your students will never cause this kind of disruption it is still advisable to explain clearly in your tenancy agreements what you consider to be acceptable standards of behaviour. It is worth considering:

- Are your tenancy agreements in line with your alcohol policies?
- Do you clearly explain the disciplinary procedure for breaches of tenancy agreement?
- How are new residents made aware of their rights and responsibilities, i.e. through new resident inductions?

## Halls of Residence Wardens Contracts

If you employ Wardens for Halls of Residence, either student wardens or paid staff, they will have terms of employment which define their roles and responsibilities. It is likely that these 'front line' staff will have regular contact with students who have been drinking to excess and they will benefit from clear guidance on this issue. You may wish to review whether these contracts:

- Contain a summary of the salient points of your institution alcohol policies
- Advise wardens on sources of support and guidance available to them
- Explain their responsibilities when on duty i.e. for their own alcohol consumption
- Advise on any training they may be able to access in relation to alcohol related issues

If you wish to examine any of the related policy areas above, the Project Officer can provide you with checklists for ease of use and is available to help with this.

# The Corporate Health Standard

The Corporate Health Standard (CHS), run by the Welsh Government through Healthy Working Wales, is the national quality mark for workplace health and well-being promotion. It is an accreditation scheme suitable for large organisations (with over 50 employees) which involves recognition of existing good practice and of continuous development in the promotion of health and well-being of staff members. The scheme has already been adopted by several HEI's in Wales who are at various stages of the accreditation process. If your institution is already involved in the scheme, you may have taken certain actions around alcohol awareness as part of your evidence portfolio. Any further actions that you choose to take as part of the Alcohol Guidance Toolkit project can also be used as part of your CHS evidence.

It is presented in bronze, silver, gold and platinum categories to public, private and third sector organisations implementing practices to promote the health and well-being of their employees. The free service is delivered by Public Health Wales, who have a team of specialist practitioners available to help guide organisations through the process. Universities and Students Unions can register as one body, working together for their award or the University can enter as a separate unit. If this is the preferred option, Students Unions are able to enter the Small Workplace Health Award Scheme in their own right (see next section).

### Key Elements

The Corporate Health Standard is split into two sections: core components and specific health issues. These are dependent on the level of attainment and include the following topics:

#### **Core components**

– Organisational support, communication, employee involvement, policies, policy development, health and safety, monitoring, evaluation and review

#### **Specific Health Issues**

– Tobacco, mental health, musculoskeletal disorders, alcohol and substance misuse, nutrition, physical activity, general health and occupational health

#### **Platinum criteria**

– Corporate social responsibility and sustainable development

# SECTION 4

---

## The Assessment Process

If you choose to participate in the CHS you will find that many actions that you currently undertake as standard practice qualify for recognition, meaning that you may already be well on the way to initial accreditation. In preparation for assessment you will be supported by a Public Health Practitioner and will be given the chance to go through 'mock assessment' for each level of award, prior to full independent assessment. The full assessment criteria can be found at:

<http://new.wales.gov.uk/topics/health/improvement/index/corporate/?lang=en>

This includes guidance on the assessment for actions on alcohol and substance misuse. At the initial Bronze level, this largely relates to the content of alcohol policy.

## Linking in from the Alcohol Guidance toolkit

Actions that you may choose to take from the alcohol guidance toolkit can be used towards your record of evidence for the Corporate Health Standard, for example, developing or updating your alcohol policy, completing an 'institution audit of current provision'. You will not need to 'double count' and no extra work will be needed - recording your actions from this toolkit will be accepted as evidence by the CHS assessors. This includes the development of staff and student alcohol policies for your organisation.

## How to apply

You can confirm your interest for free support and advice by contacting your principal workplace health practitioner of Public Health Wales. These are:

Wrexham, Flintshire, Denbighshire, Gwynedd,  
Anglesey and Conwy

Carol Tunnah  
Public Health Wales  
Clwydian House  
Wrexham Technology Park  
Wrexham LL13 7YP  
Email: [carol.tunnah@wales.nhs.uk](mailto:carol.tunnah@wales.nhs.uk)  
Telephone: 0845 609 6006

Powys, Blaenau Gwent, Torfaen,  
Monmouthshire, Caerphilly and Newport

Valerie Scholey  
Public Health Wales  
Mamhilad House  
Mamhilad Park Estate  
Pontypool  
NY4 OYP  
Email: [valerie.scholey@wales.nhs.uk](mailto:valerie.scholey@wales.nhs.uk)  
Telephone: 0845 609 6006

Cardiff, Vale of Glamorgan, Rhondda Cynon  
Taf, Merthyr Tydfil and Bridgend

Beverley Warburton  
South & East Wales  
Public Health Wales  
14 Cathedral Road  
Cardiff CF11 9LJ  
Email: [beverley.warburton@wales.nhs.uk](mailto:beverley.warburton@wales.nhs.uk)  
Telephone: 0845 609 6006

Swansea, Neath Port Talbot, Carmarthenshire,  
Pembrokeshire and Ceredigion

Claire Waters  
Public Health Wales  
36 Orchard Street  
Swansea  
SA1 5AQ  
Email: [claire.waters@wales.nhs.uk](mailto:claire.waters@wales.nhs.uk)  
Telephone: 0845 609 6006



# SECTION 5

- **The Student Union – the unique role of the Union in University life**
- **Student Union Review – a checklist to help you document current practice and identify development areas**
- **Student Union Action Plan – Example document**
- **Getting Recognition for Your Union Bar – the Best Bar None accreditation scheme**
- **The Small Workplace Health Award – and introduction to the Welsh Government accreditation scheme for large employers**

# The Student Union

This section of the Toolkit is designed to consider current activity specifically related to the Student Union. While all sections of the Alcohol Guidance Toolkit are relevant to the whole institution, including the Union, there are some specific factors to consider. At most Universities in Wales the Student Union is the provider of on site bars and clubs and the main retailer of alcohol on campus. They are commercial enterprises and obviously have to consider running at a profit, which is increasingly difficult when competing against heavily-discounted off sales. However, Unions also have a remit to safeguard the well-being of their members this can seem like a difficult, and often contradictory, position. Is it possible to remain profitable and to be a responsible retailer?

There is no easy answer to this but what is known is that when Unions have diversified, for example by opening alcohol-free spaces, these have been commercially successful and have very popular with students. In terms of responsibility, many Student Union bars are participating in the 'Best Bar None' accreditation scheme and achieving deserved recognition for developments in their existing practices. It is vital that Unions evolve to respond to the needs of their members whilst, at the same time, being leaders in terms of retailing standards. The Union is more than 'just the bar' and has a key role in ensuring student welfare, through provision of high quality support and advice and through responsible practices. This section will provide a framework for assessing your current practices and give you the opportunity to set your own alcohol 'Action Plan', based on areas of need highlighted through the Audit process. It will also give information on two accreditation schemes that can help you gain recognition for good work in your Union.

The toolkit complements the training pack you were given by the NUS Wales project officer on 'Working Effectively with Alcohol Issues'. If you did not receive a copy of the pack, please contact the NUS Wales Project Officer.

# SECTION 5

---

## Student Union Review

### Alcohol Policies

Do you have a Student Union alcohol policy for student members?

---

---

How can students access this policy?

---

---

Is it consistent with the University Alcohol Policy?

---

---

Do you have an alcohol policy specifically relating to officers and union staff?

---

---

How are new officers and staff given information on these policies during induction?

---

---

When were your alcohol policies last reviewed/updated?

---

---

Do you have rules prohibiting staff/officer alcohol consumption during the workday?

---

---

Do you have a policy on sports teams and societies initiations in the Union?

---

---

How do you make team and society members aware of your policy on initiations?

---

---

# SECTION 5

---

## **Welfare Provision**

What support do you offer to students who are concerned about their drinking?

---

---

Have any Union staff or officers had training on working with alcohol related issues?

---

---

What did this training cover i.e. listening skills, overdose awareness?

---

---

---

Have all staff/officers who are involved in giving support and advice received training on confidentiality and data protection?

---

---

How do you record any contact with students concerning advice in relation to drinking?

---

---

Do you have a written signposting/referral process for working with other services, both within and outside the institution?

---

---

Do new staff/officers receive training on signposting/referring to other teams, both within and outside the institution?

---

---

Do you work jointly with other teams within the University to co-ordinate delivery of alcohol campaigns?

---

---

---

## **Student and Staff Safety in the Union building**

Do your staff record alcohol related incidents that occur in the Union building?

---

---

What training have your bar staff had on alcohol related issues?

---

---

---

# SECTION 5

---

What training will new starters receive as standard on alcohol related issues?

How do you ensure the safety of students leaving the Union building after consuming alcohol i.e. working with Campus Security?

Do you have sanctions for alcohol-related conduct problems that occur within the Union i.e. suspension of sports team activity, suspension from the Union?

How are staff made aware of the procedure for applying these sanctions?

How are students made aware of the procedure for applying these sanctions?

## **Campaign activity**

What alcohol safety campaigns do you run specifically for freshers?

What alcohol campaigns have you run in the past year (excluding freshers)?

Do you work with other teams from within the University to plan your campaigns i.e. Student Services, Accommodation teams?

How do you decide on the content of your campaigns?

Do you work with any external agencies when running alcohol safety campaigns? If so, who have you worked with in the past year?

What evidence do you record regarding campaign effectiveness i.e. number of students attending etc?

# SECTION 5

---

What campaigns are you planning / would you like to run?

---

---

## **Commercial Activity**

Do you run a bar on campus?

---

If Yes: Is the bar part of the Best Bar None accreditation scheme?

---

---

If No, would you like more information about joining the Best Bar None scheme?

---

---

Does your bar serve food? At what hours?

---

---

Do you run any food promotions schemes to help promote eating when drinking alcohol?

---

---

How do your soft drinks prices compare to alcoholic drink prices?

---

---

Does the Union have an alcohol-free space?

---

---

Does the Union offer heavily discounted alcohol promotions i.e. 'drink the bar dry'?

---

---

Do you operate minimum alcohol pricing in the Union?

---

---

What events do you run for non-drinking students?

---

---

# SECTION 5

## Student Union action plan – Example

Area of identified need	Proposed Action	Whose responsibilities?	Timescale for action	Outcome measures - how will we know it's been done?
Alcohol policy is out of date	Develop new policy	General manager	By end of Spring Term	Policy to be disseminated on intranet
Students arrive at Union drunk	Run trial 'food voucher scheme' in Union. Run soft drinks promotions.	Commercial services manager		
Students drinking in rooms instead of Union	Do survey of students to find out what Union evenings they want ie quiz nights etc	Welfare officer and halls managers		
Initiations still taking place	Meeting with team captains to discuss	Societies/Events officer		
Provision for non-drinking students	Run intranet survey on what non-drinking students want from Union			
Students walking home alone from nights out	Run 'wingman' campaign on campus. Work with local taxi firm to arrange student deals			
Reports of drink spiking during freshers	Work with local police and nightclubs to do awareness campaign			
Reported issues with alcohol and sexual health	Work with University health centre to run campaign			
Complaints from halls on students coming back drunk from Union	Improve communication between door staff and halls staff to alert them to incidents when people are leaving the bar	Meeting to be arranged with officers, halls staff, security etc		

# Gaining Recognition for Your Union Bar

Best Bar None is an accreditation scheme aimed at providing recognition of excellent work in promoting safe alcohol retailing and client safety within the night time economy. Students Unions have always considered the welfare of their students to be a high priority and the Best Bar None Awards aims to reward, promote and recognise the efforts that students' unions place on Corporate Social Responsibility. Levels of award are decided by the submission of an evidence portfolio and through an on-site visit by a representative. There is an annual NUS Awards ceremony which recognises the achievements of Unions throughout the UK.

There are four levels of accreditation in the scheme:

### **Working Towards Accreditation**

This is the initial entry level for the scheme and means that the Union has made a commitment to improving their policy and practice in order to reach the Best Bar None standard.

### **Bronze Award**

All essential criteria as defined in the assessment have been met and the Union has demonstrated full awareness of their roles and responsibilities in managing the premises.

### **Silver Award**

This means that the Union has scored above 90% against the essential, desired and bonus criteria as laid out in the assessment. Silver status acknowledges that the Union has made considerable efforts and is working to an extremely high standard.

### **Gold Award**

To achieve this level an award must score over 95% against the essential, desired and bonus criteria. This means that no further evidence or amendments are needed after the assessment has taken place and illustrates outstanding performance by the Union.

If you are not already a part of the Best Bar None scheme and would like recognition for the achievements of your Union, you can find full guidance notes and further information at:

[www.nusconnect.org.uk/awards/bestbarnone](http://www.nusconnect.org.uk/awards/bestbarnone)

# Small Workplace Health Award

The Small Workplace Health Award is the national mark of quality for health and well-being aimed at organisations employing fewer than 50 people. Students Union can apply for this award independently or can enter into the Corporate Health Standard scheme with the University (see Section 4). The Small Workplace Health Award has been developed to target the key preventable ill-health issues in the workplace and to support the creation of activities that promote the health and well-being of employees. It is a chance to gain recognition for existing work and for continuous development of good practice. In order to achieve accreditation, you will need to record your actions in an evidence portfolio. Any actions that you decide to undertake as part of the Alcohol Guidance Toolkit project can also be used within this portfolio, meaning you will only need to record these actions once.

Accreditation can be achieved at three levels: bronze, silver or gold award status.

### Key Elements

As with the Corporate Health Standard, the award categories are split into two subject areas, with content varying by level of award. These two areas are:

**Core components:** health and safety, musculoskeletal disorders, commitment, engagement, managing pressure and stress, business outcomes, environmental awareness and attendance management.

**Healthy Lifestyles:** tobacco, healthy eating, physical activity, alcohol and work and drugs and work.

Full details on the requirements for attainment of awards at each level can be found at:

[www.healthyworkingwales.com](http://www.healthyworkingwales.com)

# SECTION 5

---

## The Assessment Process

If you decide to participate in the scheme you will find that many of the actions you already undertake as standard practice will qualify for recognition, meaning that you may already be on the way to initial accreditation. You will be supported by a Public Health Practitioner prior to assessment and will be given feedback on development areas. Full details of what you need to do for assessment can be found at:

<http://wales.gov.uk/topics/health/improvement/work/small/?lang=en>

## Linking in from the Alcohol Guidance toolkit

Actions that you may choose to take from the alcohol guidance toolkit can be used towards your record of evidence for the Small Workplace Health Award, for example, developing an 'alcohol at work' policy, promoting responsible drinking among staff etc. You may wish to complete an 'audit of current provision' within your Union or to participate in the University audit process. You will not need to 'double count' and no extra work will be needed - recording your actions from this toolkit will be accepted as evidence by the assessors.

## How to Apply

You can confirm your interest in free support and advice by contacting your regional workplace health adviser at Public Health Wales. They will arrange an initial meeting to discuss how you want to take the scheme forward in your workplace.

By telephone: 0845 609 6006

By e-mail: [workplacehealth@wales.nhs.uk](mailto:workplacehealth@wales.nhs.uk)



# APPENDIX

- **Example of Policy Development Process**
- **More Thoughts and Ideas – actions you may wish to consider for your institution**
- **Reducing Alcohol use – some hints and tips to build into your work**
- **A guide to agencies you who can support your work**

# A Guide to the Alcohol in Higher Education Toolkit

## Policy Development

**Trinity St David's University, supplied by Jean Harris, Student Services.**

### **May 2010**

The Director of Student Services gave Jean Harris a copy of the Welsh Assembly Government's Consultation Document entitled "Substance Misuse Treatment Framework (SMTF) for Alcohol Prevention and Education in Higher and Further Education Establishments" issued on 24th February 2010. It was agreed that Jean Harris would write a Student Alcohol Policy, closely following WAG guidelines.

### **August 2010**

Jean Harris spent time throughout August writing the policy, and the first draft was prepared by the end of that month.

### **September 2010**

Initial consultation took place with the Director of Student Services. Some minor amendments were made, and a second draft produced.

### **October 2010**

Jean Harris had a meeting with the Manager of the Students' Union. The Students' Union President was represented at the meeting by the Vice President (Welfare and Education). Subsequent liaison, by e-mail and telephone, took place with both the S.U. Manager and the University's Director of Commercial Services.

### **November 2010**

The second draft of the policy was circulated for consultation in November 2010. Colleagues invited to comment on the document were the two University Chaplains, the President of the Students' Union, the Student Support Manager and the Mental Health Adviser. Some small changes were made, and a third draft produced.

### **December 2010**

The third draft of the policy was presented by Jean Harris at the University's Student Services' Committee, and was approved. The Director of Student Services arranged for the policy to be included with items for the next Senate Academic Board meeting.

### **January 2011**

The policy was approved by the University's Senate Academic Board.

## More Thoughts and Ideas

Below you will find a range of some further actions, ideas and possibilities that you may wish to consider for your site or use as a starting point for your own campaigns.

### **Key points to consider:**

- What evidence supports the need for this action?
- Who will you be targeting?
- How will you reach your target audience?
- How will you know it's worked?

Please note, the suggestions below range from the 'quick and easy' to implement to more intensive structural changes. It is important that you use your local knowledge to consider what is likely to work at your site, based on the evidence you have of what is needed the most.

- If you're not already in the scheme, sign up to Best Bar None. Then make sure that all staff and students are aware that the aim of this is to create an environment aimed at giving them the best and safest night out possible. It's important to make the scheme a positive selling point to your students.
- Food campaigns in the Union – eating before/while drinking is a positive action to aid student safety. Try out a voucher scheme giving students the chance to buy a meal voucher at the start of the night which can be redeemed later on. Try joint food and drink promotions, including tie-in with soft drinks.
- Local late night food retailers – contact them to see if they would also offer a voucher scheme to your students.
- Display information on food retailers open late at night, either near campus or near the most popular destinations for your students.
- Run cooking demonstration nights in the Union, demonstrating eating on a budget. Be clear that students who are drunk will not be allowed to cook!
- Drinking water – encourage water consumption by teaming up with a bottled water manufacturer to run a promotion, putting water on tables for free and encouraging bar staff to provide water to drunk students without waiting to be asked for it.
- Run a promotion giving free soft drinks to designated drivers in the Union bar.
- Work with your local police on joint campaigns at the start of term. This is a time when students are often vulnerable to being victims of crime and this is enhanced by drinking to excess. This could involve highlighting the dangers of not locking doors and windows or not letting strangers into communal areas like Halls. Some sites have previously done this by having staff and officers walk around Halls early in the term to drop a balloon or flag through open windows or unlocked doors.

- Find out the most popular student club nights near you. Work with clubs who run student nights to reduce crimes such as theft of property on these nights. Are they willing to display posters or encourage their staff to be extra vigilant? This would benefit them as it demonstrates their commitment to the students attending.
- Deter walking home alone - encourage students who live in the same or nearby Halls and attend the same club nights to exchange details so that they can arrange to get home together.
- Arrange a deal with a local taxi company to allow students who haven't got enough money left to get a taxi home and to leave their details with the driver i.e. Student card number. The taxi firm can then contact the University afterwards to arrange payment from the student.
- Transport – some clubs who run student nights will offer buses to and from the club, which reduces likelihood of students walking home alone. Contact them to see if alcohol is permitted on these buses and, if it is, encourage them to make the buses 'alcohol-free'. This will aid students returning to campus to have some time to 'sober up' if they've been drinking to excess, potentially reducing incidents when the bus returns to campus. You may be able to persuade the club to provide free drinking water on the bus.
- Street wardens/Street Pastors – many areas now operate schemes where volunteers work in town centres during nights of heaviest drinking, to offer support and to aid people in distress. They are a valuable presence and can encourage people to get home safely. Find out if they run in your area and contact them to see how your institution can support their work.
- University vehicles – do you allow alcohol on buses taking societies to and from events such as sports? A recent report from BUCS, "BUCS sport, alcohol and anti social behaviour report", highlighted several areas of concern relating to the role of alcohol in University sports and Universities should be mindful of limiting alcohol consumption among students travelling to events, either to participate or as spectators.
- Ensure good communication between Union security and Halls of Residence. Students returning to Halls after drinking can cause issues for staff and residents. Supply Union security with comms devices to contact Halls staff in advance and 'alert' them of anyone leaving the Union building who may cause problems for themselves or others.
- Start collecting data on alcohol unit consumption from new students. This can be done during registration with the Student Health Centre and should be voluntary. If students agree to give data on their drinking habits, this can help you to understand levels of drinking at your site.
- Run events for your non-drinking student population. Students who choose not to drink alcohol can often feel excluded from the social life of University and may welcome events themed around what they want. If you're not sure where to start, canvas opinions of non-drinking students through intranet sites or email.
- Set up a microsite containing your alcohol policies and send it to all new students. If possible, send it out in the preceding summer break to students who have been accepted to your institution.
- Run film/quiz/karaoke nights in the Union. These tend to encourage greater integration of heavy, moderate and non-drinking students as they are focused more on the event than the consumption. This allows the Union to demonstrate its commitment to providing entertainment for all students and also ensures that the heaviest drinking students are exposed to other consumption norms.
- Provide alcohol overdose awareness training for 'frontline' personnel such as Halls Wardens. Encourage them to disseminate their learning to students in their blocks.
- There is some very high quality student media across Welsh institutions, with the capacity to reach a wide target audience. Enlist them to help publicise your campaign work or to gather recruits for surveys and focus groups on alcohol use.
- Have an alcohol-free space available within the Union. Consult with your students about what they would like to see in this space i.e. a coffee shop, internet access, smoothie bar etc. If you would like to do this you can contact NUS if you would like information on possible private sector partners to help you get this set up.

# APPENDIX

---

- Have a 'chill-out' space in the Union for people who have been drinking and need a five minute cool-down. The presence of a 'quiet space' where people can sit calmly and drink water can help to prevent escalation of tensions. You could introduce this by having a 'yellow card' night in the Union, where everyone who enters is given a yellow card. If they feel that a friend is too drunk they can show them the yellow card and send them to the 'chill-out' space for a break. Staff can also use the yellow card as a peaceful way of highlighting someone's conduct to them and defusing incidents.
- Train volunteer peer-mentors to learn to deliver alcohol awareness information. Contact a local school or college to arrange for your students to go in and deliver sessions. Ensure that your local media are aware of the good work that is being done.
- Stop any 'Drink the Bar Dry' events at your site. These encourage excess drinking and confirm the idea for many that the Union is 'just a bar', when this clearly isn't true. It is very unlikely that the contents of the bar will 'go off' over Christmas!
- Start a '1 in 7' campaign to promote one alcohol-free day a week among both staff and students.
- Run a 'display wall' campaign to encourage conversation and debate. Find a place which is passed regularly by many students i.e. the Union, the Finance Office. Post a debate question relating to alcohol on the wall i.e. 'Do you think that most students at this University drink too much?' Leave post-it notes or something similar and pens and encourage students to leave their answers and comments on the wall. Questions can be updated on a regular basis to encourage fresh debate.
- Run an alcohol-free 'Natural Highs' (name is optional) event where people come along and play with their favourite games and toys from childhood i.e. Lego, Scalextric, Swingball etc. This highlights the possibilities for fun without drinking and can also be linked in to any positive mental well-being campaigns you may be running.
- Produce a leaflet for new students illustrating the financial impact of drinking heavily and the subsequent increased risk of other behaviours when drunk which may make the problem worse i.e. online gambling. You may wish to develop a peer mentoring scheme, where non-first year students are paired up with new students to help them plan budgets and manage their money.

# Reducing Alcohol Use

Staff members at your institution who have worked or are working in support services will be familiar with the problem of reducing student fear in attending their services or requesting help. This is particularly the case in relation to alcohol, where it is a commonly-held perception that you only need to seek advice on drinking if your consumption is at levels signifying dependency. People are often fearful of seeking tips for reducing their alcohol use in case the assumption is made that they are 'alcoholic'.

If you are planning on communicating advice and information about sensible drinking it is important to be aware of this perception, when considering how you will get the information to your student body. Peer Education can be especially effective in tackling this negative perception due to the perceived credibility of the information source (see section 'The Value of Peer Education'). You may also consider hosting ways for information to be disseminated where students are, for example through everyday conversations with wardens and night staff in Halls, through student health centres when addressing other issues etc.

The section 'Running Alcohol Campaigns and Interventions' gives advice on formation of specific alcohol projects, including identifying your target audience, but if you are planning on developing some generic advice, for example to put on to University intranet sites, below are some common hints and tips for reducing alcohol use that you may wish to incorporate into your work. It is important to explain that its fine for students to pick and choose the tips which best fit in with their lives. Some things work for some people but not for others and it would be advisable to clearly state this on your information. This list is not definitive and you may already have other information that you want o add it to.

## Hints and Tips for Reducing Drinking

- Decide why you want to cut down. Some people can find it motivating to be clear about their reason for making a change. It may be health and fitness, money, boredom with the usual routine or something entirely different. The only issue is that it matters to you.
- How much do you actually drink? - It's easy to lose track of the amount you drink and, when planning to cut down, some people find it useful to map their drinking for seven days to find out exactly how much they consume. If you want to do this you may find it useful to use:  
<http://www.drinkaware.co.uk/tips-and-tools/drink-diary/>
- How much do you spend? - As with the first point, people often lose track of how much they spend on alcohol and it can be helpful to map this for a week to see exactly how it's impacting on your finances.
- It may not be just you – it's easy to feel that you may be the only person who wants to drink less but that might not actually be the case. Have an open conversation with your friends about how you all drink and see if anyone else is interested in cutting down. Support can be really helpful and if people know you're trying to cut down it makes it less likely that your friends will pressure you to have 'just one more'. If none of your friends feel the same way as you, try to find someone else who can be supportive, potentially a staff or family member.
- Don't buy in rounds – drinking at your own pace rather than someone else's will help to regulate consumption. And in order to not look like you're just avoiding buying your round, see the previous point. Tell your friends the reason you don't want to buy in rounds and that it's ok with you if they want to carry on buying that way.
- Limit your spending – either take out a limited amount of money with you or set a limit on what you'll spend on alcohol when you go shopping.
- Start drinking later – figure out when you normally start drinking and add on an hour. Be careful not to turn this into staying out an hour longer at the end of the night!
- Plan to take breaks – decide on a day or days in the week when you won't have anything alcoholic to drink (a minimum of two days out of seven is a good guide). It can help to plan to do other things that you enjoy on these days. It's also important to remember that, if something comes up and you end up drinking on one of your planned days, that's fine. You don't need to give up the plan for the whole week, just change the alcohol-free day.
- Exercise – if you have got into a routine where alcohol helps you to relax, you might want to consider increasing the amount of exercise you get. This will help with your overall stress levels as well as physical fitness, meaning that you may not feel the need for a drink to 'switch off'.
- Consider the strength of your drinks – choosing drinks with lower ABV, along with setting limits on the amount you drink, will reduce your overall alcohol consumption. You can often do this without anyone noticing that you've made the change.
- Don't get another drink in until your glass is actually empty, and don't let anyone else top it up for you.
- If you drive and have a car, offer to be the designated driver for some of your nights out.

## National Services

The following organisations can provide guidance, information and, potentially, resources to support your work:

### Drinkaware

Drinkaware highlights the dangers of alcohol misuse through innovative and challenging campaigns online, in print and in communities countrywide.

Samuel House, 6 St Albans Street,  
London SW1Y 4SQ

Tel: 0207 7669900

[www.drinkaware.co.uk](http://www.drinkaware.co.uk)

---

### Alcohol Concern Cymru

Alcohol Concern Cymru work to ensure that more people in Wales understand about sensible drinking, and to challenge the drinks industry on their marketing and pricing practices.

Alcohol Concern Cymru, Sophia House,  
28 Cathedral Road, Cardiff CF11 9LJ

Tel: 029 2066 0248

[www.alcoholconcern.org](http://www.alcoholconcern.org)

---

### DrinkWise Wales

Website run by Alcohol Concern which offers support and advice on safe drinking levels.

[www.drinkwisewales.org.uk](http://www.drinkwisewales.org.uk)

---

### DAN 24/7

A free and bilingual website and telephone helpline providing a single point of contact for anyone in Wales wanting further information or help relating to drugs or alcohol.

Tel: 08081410044

[www.dan247.org.uk](http://www.dan247.org.uk)

---

### Local Services by area (all listed services are free)

#### South East Wales Cardiff Alcohol & Drug Team

Provides structured counselling for problematic alcohol users.

House 54 CRI, Newport Road, Cardiff CF24 0SZ

Tel: 02920468555

---

#### Pen Yr Enfys

Providing and confidential services in Cardiff and the Vale of Glamorgan for anyone concerned about their alcohol use.

Head Office, 182a Cowbridge Road East, Canton  
Cardiff CF11 9NE

Tel: 029 20 388 715

[www.penyrenfys.org](http://www.penyrenfys.org)

---

#### Inroads

Provider of group alcohol education sessions and also confidential one to one support in Cardiff and the Vale of Glamorgan.

Head Office, 94 Neville Street  
Cardiff CF11 6LS

Tel: 02920407407

[www.inroads-dp.co.uk](http://www.inroads-dp.co.uk)

---

#### TEDS

Provides confidential advice and support to users of drugs or alcohol throughout Rhondda Cynon Taff. The alcohol brief intervention service works with individuals who are consuming alcohol at a harmful or hazardous level.

Head Office, Engine House, Depot Road  
Aberdare CF44 8DL

Tel: 01443 407686

[www.teds.org.uk](http://www.teds.org.uk)

---

# APPENDIX

---

## Drugaid

Provides confidential support and advice to anyone using alcohol and drugs in Rhondda Cynon Taff, Caerphilly, Torfaen, Merthyr Tydfil, Blaenau Gwent and Monmouthshire.

Various locations – contact Head Office for details.

1st Floor St Fagans House, Caerphilly CF83 1FZ

Tel: 02920881000

[www.drugaidcymru.com](http://www.drugaidcymru.com)

---

## Community Drug and Alcohol Team – Rhondda Cynon Taff

Provides structured counselling for problematic alcohol users.

Various locations – contact for details

Tel: 01443 430600

---

## Gwent Alcohol Project

Provides structured counselling for problematic alcohol users.

1 Palmyra Place, Newport NP20 4EJ

Tel: 01633 252045

[www.gap-online.org.uk](http://www.gap-online.org.uk)

---

## Fusion Drug and Alcohol Service

Offers advice, information and support for anyone aged under 24 in Gwent who wants to discuss their alcohol use.

110 Lower Dock Street, Newport NP20 2AF

Tel: 0800 7314649

[www.fusion-online.org.uk](http://www.fusion-online.org.uk)

---

## Kaleidoscope Alcohol Service

Provides alcohol support and advice for anyone aged over 18 in Torfaen and Monmouthshire

Tel: 01291 635355

[www.kaleidoscopeproject.org.uk](http://www.kaleidoscopeproject.org.uk)

---

## South West Wales

### Swansea Drugs Project

Provides support and advice to anyone with concerns about drug or alcohol use.

Tel: 01792 472002

[www.swanseadrugsproject.co.uk](http://www.swanseadrugsproject.co.uk)

---

### Abertawe Alcohol and Drug Assessment Service

Provides help for any adults in Swansea affected by their own or someone else's drug or alcohol use. Contact for details of locations.

Tel: 01792 479769

---

### WGCADA (West Glamorgan Council on Alcohol and Drug Abuse Ltd)

Provides a range of service to anyone concerned about alcohol misuse in Swansea, Neath Port Talbot and Bridgend. Contact Head Office for details.

41/42 St James Crescent, Uplands, Swansea SA1 6DR

Tel: 01792646421

[www.wgcada.org](http://www.wgcada.org)

---

### Chooselife

Provides advice, information and support for all alcohol and drug users.

Chooselife, Antioch Centre, Copperworks Road  
Llanelli SA15 2NE

Tel: 01554 771122

[www.chooselifecymru.com](http://www.chooselifecymru.com)

---

## Mid and West Wales

### **PRISM**

Provides a drug and alcohol advisory service across mid and west Wales, covering Carmarthenshire, Ceredigion and Pembrokeshire. Contact Head Office for full location details.

PRISM, Forestry House, Brewery Road  
Carmarthen SA31 1TF

Tel: 01267231634

[www.prism-online.org.uk](http://www.prism-online.org.uk)

---

### **Cyswllt Contact**

Provides help, advice and support for people in Ceredigion with drug or alcohol problems.

Cyswllt Contact, 49 North Parade  
Aberystwyth SY23 2JN

Tel: 01970626470

[www.recovery.org.uk](http://www.recovery.org.uk)

---

## North Wales

### **Community Drug and Alcohol Service Wrexham**

The service is available for over 18's who are concerned about their drug and/or alcohol use.

The Elms, Rhosddu Road, Wrexham LL11 1EB

Tel: 01978261125

---

### **CAIS**

CAIS aims to make positive changes in the lives of people affected by drugs and alcohol across North Wales. Contact for location details.

Head Office, No. 12 Trinity Square, Llandudno  
Conwy LL30 2RA

Tel: 01492 872014

[www.cais.co.uk](http://www.cais.co.uk)

---