

STAKEHOLDER UPDATE 8

MARCH 2008

KYL pilots

In January's newsletter we highlighted the KYL pilot we ran in Nottingham targeting young women. Since then we have worked with three other areas to deliver pilot activities targeting students, the night time economy and young men.

Preston – students

Working in partnership with Lancashire Drug and Alcohol Action Team and UCLan, we developed a campaign targeting students in Preston with sensible drinking messages. 43% of 18-24 year olds in Lancashire admit to carrying on drinking even when they know they've reached their limits and UCLan has recently reported an increase in student alcohol related disciplinary cases.

The core principle of the campaign was to encourage students to drink more water on a night out, and teams of young people handed out branded bottled water at UCLan's end of term event. Other KYL branded materials included prize-draw scratch cards & unit counters, which were handed out to students around the city and the campus. The activity is supported by radio adverts and adshells which will be rolled out over the next two months, plus posters around the UCLan campus and city centre bars.

The campaign was featured in the Lancashire Evening Post and UCLan's student newspaper Pluto, and there are plans for a large feature on binge drinking in the student press when the summer term starts.

Weston – the night time economy

The activity in Weston used giant projectors and Bluetooth technology to raise awareness of the consequences of excessive drinking on a night out. Central Weston-super-Mare generates the largest proportion of violent offences for the Northern Somerset district and 6 in every 10 crimes that occurs in central Weston can be associated with the night time economy, with nearly half being 'violence against the person'.

The campaign, developed in partnership with local stakeholders including the Crime & Drugs Reduction Partnership and the police, supports other activity that is being run in Weston including the 'street pastors', Street Safe Bus, the forthcoming alcohol-free cocktail competition and the 'Who's Your Mate?' campaign.

Media coverage included Bristol Evening Post, Western Daily Press (plus two weekly papers), ITV Westcountry News, BBC Radio Bristol, BBC Somerset Sound and all four local commercial radio stations.

Wolverhampton – young men

For this pilot, life-sized stickers of young men suffering from the ill-effects of too much alcohol were placed in locations including Wolverhampton Wanderers' Molineux stadium, bars and clubs, the A&E Department at New Cross Hospital, police cells and City of Wolverhampton College. Using images of beaten up and passed out young men, the stickers aimed to encourage young men to think about the potential consequences of excessive drinking and to stay out of trouble on their way home after a night out.

In Wolverhampton, almost half of male victims of city centre violent crime are aged 16-25 and half of all defendants for violent crime in Wolverhampton city centre are 16-25 year old men. The activity supports work already being undertaken across the city by West Midlands Police, Wolverhampton City Primary Care Trust, licensees and others to further reduce alcohol related crime and disorder.

The campaign was featured in the Birmingham Evening Mail, ITV Central News West, Heart FM and Galaxy FM among others.

NUS Alcohol Awareness Week

In February we ran an Alcohol Awareness Week with NUS where students at universities in Liverpool were trained as 'Lager Lifeguards' to come to the rescue in alcohol-related emergency situations. The students from the University of Liverpool and Liverpool Hope University took part in a specially adapted St John Ambulance course to learn how to spot the signs of alcohol intoxication and help casualties suffering from a range of alcohol-induced ill effects, from wounding and injury to vomiting and unconsciousness. 'Lager Lifeguards' went on to give fellow students top tips for a safer night out, such as alternating water with alcoholic drinks and setting a drinks limit at the start of the evening.

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New units & binge drinking campaigns

The two new campaigns are in production, with the units campaign due to be launched on 19 May 2008 and the binge campaign during the week commencing 16 June 2008. In addition to materials to support these new campaigns, there will be print and online material to assist people drinking at harmful levels. Stakeholders will receive more information about all materials available (via Prolog) ahead of the launch.

Share your work through new online portal

A new online database of local alcohol initiatives has just gone live with funding from the Department of Health. The 'Hub of Commissioned Alcohol Projects and Policies' (HubCAPP) will enable people working in the alcohol field in England to share their experiences of planning and implementing local harm reduction projects. A three strong team based within Alcohol Concern is responsible for the site's ongoing development. They are particularly focused on capturing the strategic history behind existing projects.

The site (www.hubcapp.org.uk) is currently inviting alcohol teams to submit case histories covering strategic planning, preventative work, screening & brief advice work, enforcement and education. Frank Soodeen, a campaigner at Alcohol Concern said "HubCAPP has the potential to make the development of new projects a more dynamic and collaborative process than it has been before. Writing up your work online presents a good opportunity to put some critical distance between you and the work you've done to date as you begin to consider future projects."

Sharing ideas

Thanks to Steve Evans for sharing his campaign 'Don't Walk Away' in January's issue. This month, we take a look at a campaign targeting students, run by a consortium in Hampshire.

Research indicates that crime within Southampton is predominantly aimed at people aged between 16 and 21 years and during university term times, the student population within Southampton accounts for around 12% of the city's total. The most common crimes that students fall victim to

are violent crime, cycle theft and burglary. Violent crime is often associated with excess alcohol consumption and clearly, the vulnerability of potential victims rises if they are drunk at the time.

In an effort to address this issue, a multi-agency Safer Student Forum was established and one of its first challenges was to find a way of raising awareness of the risk together with ways of reducing it.

The Safer Student DVD was produced as a response to this challenge – it covers all of the key areas together with simple crime prevention advice, in a humorous and entertaining format. The project was jointly funded by Hampshire Constabulary, Southampton University, Solent University, Southampton City Council, Portsmouth University and The Drinkaware Trust.

The issues the DVD addresses include: sensible drinking, public nuisance, taxi safety, burglary, bike security, robbery and sexual assault.

The Safer Student DVD has proved to be popular amongst university and sixth form students alike, both nationally and internationally (for those who are seeking to study within the UK). The popularity of this short film is reflected in sales totalling over 400.

If anyone would like any further information on the DVD please feel free to contact Sarah Badham on 023 8074 5305 or email sarah.badham@hampshire.pnn.police.uk

Diary planner

Linking media activity to external events is often a good way to secure media coverage. The following dates might be of interest for planning communications activity:

- St George's Day (23 April)
- May Bank Holiday weekend (3-5 May)

We're here to help – if you are looking for some thoughts on how to make the most of events taking place in your area, or you would like some help with developing your own communication materials, then please contact us on knowyourlimits@forster.co.uk.

Please keep in touch! We are always happy to hear from you, so please stay in touch with us via email knowyourlimits@forster.co.uk or phone 020 7403 2230.