

Drink

Rethink

An Alcohol Identification
and Brief Advice
approach (IBA) with
students in Manchester

Final report



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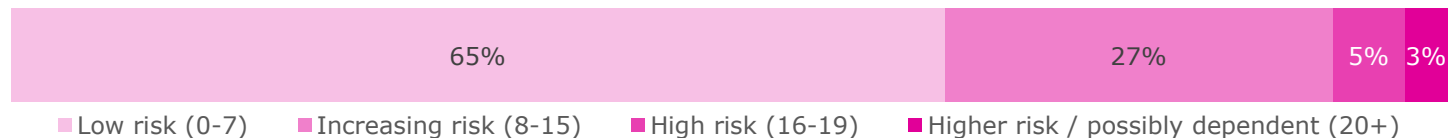
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Summary

Drink Rethink is a preventative approach which aims to reduce high-risk drinking behaviour among students by training student ambassadors to use an evidence-based behaviour change tool (Identification and Brief Advice - IBA) to deliver an alcohol intervention on campus. NUS supported The Union at Manchester Metropolitan University and the University of Salford Students' Union to deliver the approach across Greater Manchester.

Headline results

- 17 student and students' union staff ambassadors were recruited and trained to engage their fellow students and oversee the completion of the Alcohol Use Disorders Identification Test (AUDIT), followed by the provision of brief advice through leaflets appropriate to the level of risk identified by the AUDIT.
- 13 of the ambassadors delivered a total of 93 hours of engagement across the week of 3rd December 2018, at sites across Manchester Metropolitan University and the University of Salford.
- 303 students were engaged in completing the AUDIT and receiving brief advice through specific leaflets appropriate to their risk level. Additionally students who opted not to participate in the AUDIT received general information leaflets.
- The results from the 303 students who completed the AUDIT are as follows:



- 13 of 22 respondents to a follow-up survey completed with participants one month after the intervention said that Drink Rethink gave them information about their alcohol consumption they weren't aware of previously, and 10 agreed that Drink Rethink made them think about changing how they drink alcohol.
- 7 of 22 respondents to the follow-up survey said that Drink Rethink made them change how often they drink alcohol, and 9 attributed a change in how much they drink to Drink Rethink.

1. About Drink Rethink

Drink Rethink is a preventative approach which aims to reduce high-risk drinking behaviour among students by training student ambassadors to use a nationally recognised evidence-based behaviour change tool (Identification and Brief Advice - IBA) to deliver an alcohol intervention on campus.

IBA entails delivering brief advice after completion of the World Health Organisation-approved Alcohol Use Disorders Identification Test (AUDIT). It's a preventative approach, aimed at identifying problem behaviours and providing guidance to increasing and higher-risk drinkers.

Drink Rethink has drawn on the experiences of project using a similar approach with members of the public in an everyday setting. [The London Challenge](#), commissioned by the Lambeth Alcohol Prevention Group, was delivered to the general public outside a busy London tube station. The project found that Alcohol IBA can effectively be delivered by newly trained, non-healthcare workers in a public environment. Feedback from participants who engaged in the project was also positive, and all but two participants (of 18 who consented to further research) reported lower AUDIT scores 6-9 weeks after the intervention.

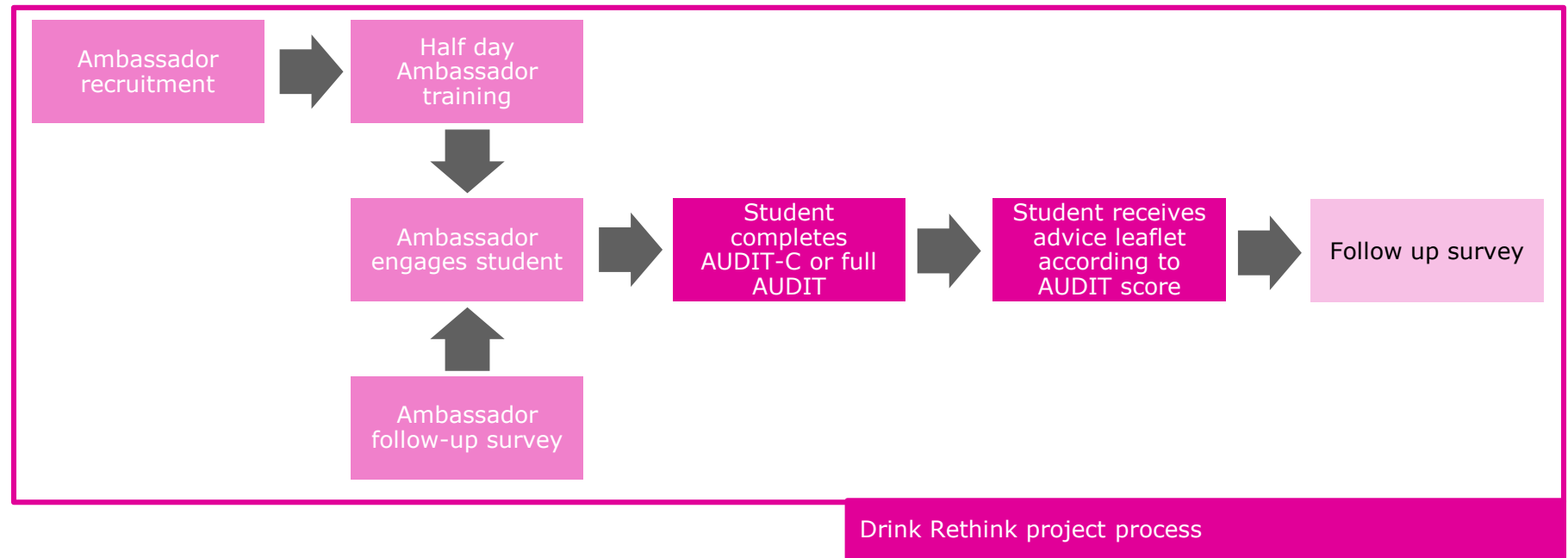
Drink Rethink adapts the approach used by The London Challenge for a student audience, and also drawing on evidence which suggests that interventions conducted within a university setting and by non-healthcare professionals show greater efficacy compared to similar delivery in other non-health-related settings. It was first piloted in 2018 in partnership with social purpose consultancy [Safe Sociable London Partnership](#) and funded by the BUPA UK Foundation. Drink Rethink expands NUS' work on responsible alcohol consumption across the tertiary education sector, which includes the [Alcohol Impact](#) accreditation scheme for universities.

Following the pilot (at Keele University and the University of the West of England), the approach has been used for this project, working with higher education institutions based across Greater Manchester with the intervention being delivered by The Union at Manchester Metropolitan University and the University of Salford Students' Union.

The diagram below outlines the flow of the project.

Initially, student and students' union staff ambassadors were recruited and trained in delivering the IBA approach to be used during the intervention. Full details of the ambassador training can be found chapter 2. Ambassadors were also asked to complete a survey one week after intervention delivery to assess how the opportunity enabled them to develop key skills.

From a participant perspective, after being approached by an ambassador and agreeing to take part, each student completed the three AUDIT-C questions. If a score of more than 5 was reached at this stage, students were then asked the remaining AUDIT questions. Students were then shown their total AUDIT score followed were given a leaflet tailored according to the AUDIT risk categories of alcohol dependency (low risk, increasing risk, high risk and higher risk/possibly dependent). Students were also signposted towards welfare and support services at their university for further advice. To evaluate the impact of the intervention, participants were invited to complete an online surveys one month after completing the initial AUDIT.



2. Ambassador training

NUS provided support and resources to the two university sites to recruit the ambassadors. Social media templates were provided so the opportunity could be promoted online to students. This included a set of recruitment screener questions to ensure students with a range of characteristics were recruited.

At The Union at Manchester Metropolitan University the role was advertised and recruited via the students' union residential advisor scheme. At the University of Salford Students' Union, paid student bar staff delivered the intervention due to difficulties with recruiting student volunteers.

17 students and members of students' union staff were trained in total across the two university sites (11 at Manchester Metropolitan University, 6 at University of Salford). 13 ambassadors went on to deliver the intervention (11 at Manchester Metropolitan University and 2 at the University of Salford).



Drink Rethink Ambassadors at MMU

Ambassador training in detail

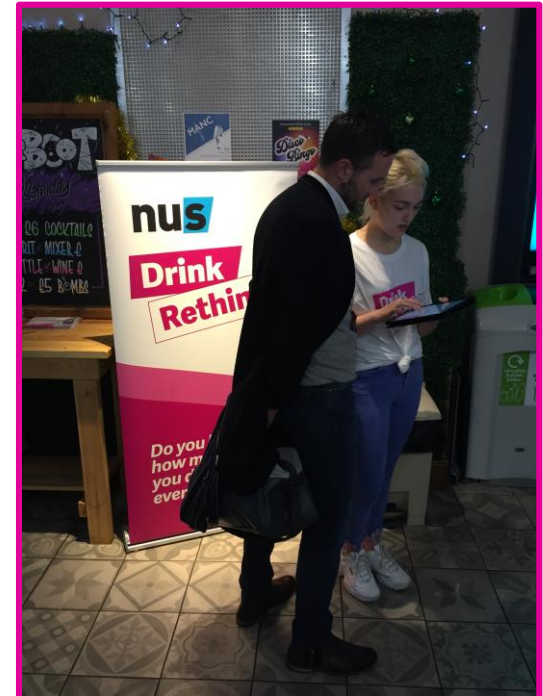
The training, designed by SSLP during the pilot of Drink Rethink, provided ambassadors with an opportunity to learn about the project as well as how to deliver alcohol IBA. It also gave them a chance to practice conducting the intervention, ensuring the intervention was delivered appropriately and effectively.

The half day training was designed as an interactive session that provided ambassadors with information about the approaches and tools they would be using in their role followed by an opportunity to put their learning into practice through practical activities.

Initially ambassadors were provided with some background information on alcohol consumption in the UK and also about alcohol misuse. Following this, ambassadors were introduced to the online Alcohol Use Disorder Identification Tool (AUDIT) they would be delivering to their student peers during the intervention. Ambassadors spent time going through the AUDIT, familiarising themselves with the questions and also learning about the purpose of each question. This session also included a chance to practice delivering the tool on each other.

Next, the ambassadors focused on the leaflets to be handed out after student participants completed the AUDIT. The leaflets were designed to give brief advice, targeted to the alcohol use disorder risk level identified by the AUDIT. Four leaflets were used in the project (low risk, increasing risk, higher risk and high risk/possibly dependent).

Finally, the ambassadors were trained on engagement techniques, helping to ensure the intervention was delivered in a consensual, non-judgemental and non-confrontational way. Again, ambassadors were able to trial these techniques on each other during the training.



Drink Rethink Ambassadors at University of Salford

3 of 4 Ambassadors who completed a feedback survey agreed with the following statement:
"I felt prepared to take on the role of ambassador at the end of the training."

3. Drink Rethink delivery

The group of ambassadors at each site were allocated a number of hours to deliver the intervention. Each site had the flexibility to develop their own timetable for delivery, based on local knowledge of what would work best in terms of engaging student participants but also meet the requirement of ambassadors as discussed previously.

At the University of Salford, ambassadors delivered 7.5 hours of engagement across two days of the week with 2 student staff at a time delivering shifts of various lengths. The intervention was initially planned to coincide with a pop-up 'Christmas' space on campus, using the space as the location to engage students, however the space was closed during the intervention week meaning alternative locations had to be sought. The bar in the students' union was chosen to engage students in the project based on the likely footfall and willingness to participate. The outdoor location initially identified did not work well during the intervention due to extremely poor weather.

At Manchester Metropolitan University, the ambassadors delivered 85.5 hours of engagement over shifts on each day of the week of the 3rd December 2018. Locations were assigned across the university's two busiest campuses and also outside the main MMU library entrance. The intervention coincided with delivery of a Health Fair in one location which proved particularly successful in engaging students to participate.

A total of 303 students completed the AUDIT process. Full details of their results can be found in section 4 of this report. Additionally, some students who did not want to engage fully with the intervention and complete the AUDIT were handed a general leaflet with information about alcohol consumption.



Example Drink Rethink leaflets

4. Results

Ambassador experiences

Ambassadors were asked to complete a feedback survey to help understand the personal development outcomes associated with participating in the project.

Of 4 respondents completing the feedback:

- 2 increased their belief that they can make a difference when working with others
- 3 felt they were more aware and tolerant of the diverse needs, feelings and views of others
- 2 increased their belief that they're able to have an impact on the world around them
- 2 felt they had improved their ability to apply different styles of communication
- 3 said their confidence when meeting new people had improved
- 4 said they were more confident having a go at things that are new to them
- 2 said they felt more confident working with other people as part of a team
- 3 said they were more confident putting their ideas forward



Drink Rethink Ambassadors at MMU

Intervention results

Data was collected from Drink Rethink participants at two points. During their participation in the intervention, their scores for AUDIT were recorded. After completing the AUDIT, participants were given the option of providing their contact details to participate in further research associated with the intervention. 277 students agreed to be re-contacted, and these were sent invitations to complete a follow-up survey one month after participation in Drink Rethink. The one and twelve weeks surveys included attitude and experience questions related to alcohol consumption alongside a repeat of the AUDIT questions allowing any changes in drinking habits and related experiences to be assessed.

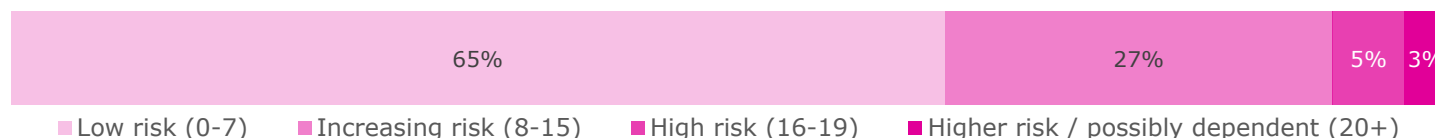
22 students responded to the follow-up survey (a response rate of 9.7%). Given the low number of responses to the follow-up survey only feedback related to their experience of participation in Drink Rethink has been presented here. Despite offering incentives to respondents, the responses received were not substantial enough to meaningfully comment on the impact of participation on participants AUDIT scores or drinking behaviour. This experience mirrors that of the London Challenge delivery team and during the pilot completed by NUS earlier in 2018, with these difficulties compounded by the fact that the Christmas break fell between intervention delivery and distribution of the follow-up survey.

In addition to a low response rate, those that did respond tended to be low risk drinkers, again making it difficult to meaningfully comment on the impact on participants drinking behaviour.

The remainder of this chapter looks in detail at the responses given by participants to the AUDIT, as well as their feedback on participation.

Intervention AUDIT scores: overall

The intervention AUDIT scores revealed that almost two thirds of students engaged fell into the 'low risk' category. 3% of those engaged fell into the 'higher risk / possibly dependent' category.



Intervention AUDIT scores in detail

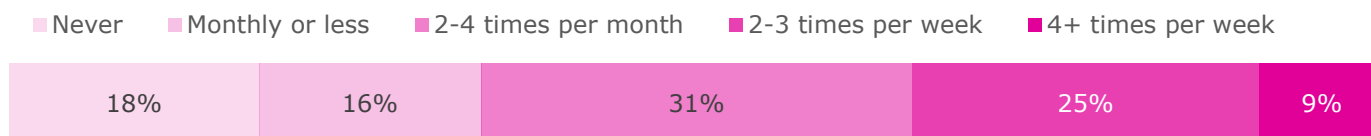
The next few pages provide the detailed responses that make up the AUDIT overall score.

An initial score is calculated based on the first three questions below, with respondents progressing to further questions if a score of 5 or more is reached.

AUDIT-C

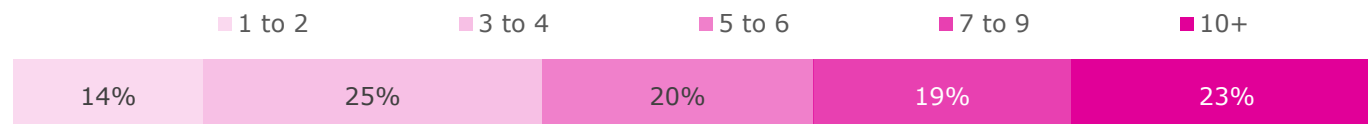
The first question was asked to all respondents.

How often do you have a drink containing alcohol? (n=275)

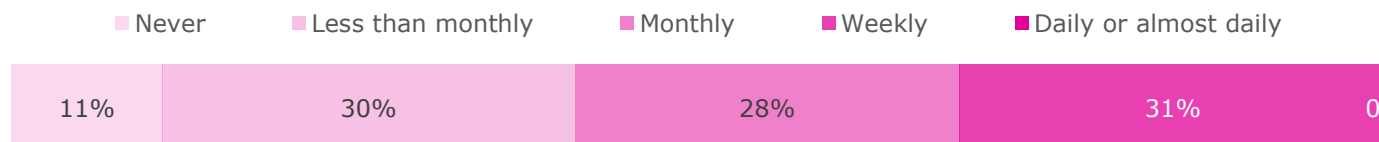


The next two questions were asked to all participants apart from those who indicated at question one that they do not drink alcohol.

How many units of alcohol do you drink on a typical day when you are drinking? (n=220)



How often have you had 6 or more units on a single occasion in the last year? (n=64)



This is one unit of alcohol...



...and each of these is more than one unit



Unit guidance provided to participants

Full AUDIT: asked to participants scoring 5 or above at AUDIT-C

■ Never
■ Less than monthly
■ Monthly
■ Weekly
■ Daily or almost daily

How often during the last year have you found that you were not able to stop drinking once you had started? (n=120)



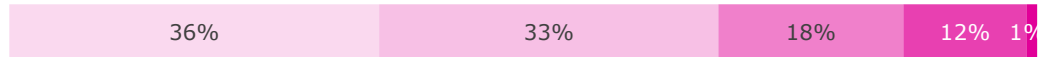
How often during the last year have you failed to do what was normally expected of you because of your drinking? (n=120)



How often during the last year have you needed an alcoholic drink in the morning to get yourself going after a heavy drinking session? (n=121)



How often during the last year have you had a feeling of guilt or remorse after drinking? (n=121)



How often during the last year have you been unable to remember what happened the night before because of your drinking? (n=121)



■ No
■ Yes, but not in the last year
■ Yes, during the last year

Have you or someone else been injured because of your drinking? (n=120)



Has a relative, friend, doctor or other health care worker been concerned about your drinking or suggested you cut down? (n=121)



Participant feedback: Drinking behaviour

In the follow-up survey, respondents reflected on the impact participating in Drink Rethink had had in terms of their awareness of their own alcohol consumption as well as their desire to make changes to their drinking behaviour.

Of 22 respondents...



13

Agreed that Drink Rethink gave them information about their alcohol consumption they weren't aware of previously

10

Agreed that Drink Rethink made them think about changing how they drink alcohol

10

Agreed that Drink Rethink made them change how much alcohol they drink

7

Agreed that Drink Rethink made them change how often they drink alcohol

Participant feedback: Intervention delivery

In the one week follow-up survey, respondents were also asked for their feedback on their experiences of participating in Drink Rethink. Of the 22 respondents...

19

Rated the project overall as excellent or good

20

Rated the appropriateness of the location they took part in as excellent or good

18

Rated the ambassador's style of communication as excellent or good

15

Rated the resources they received as excellent or good

Feedback on the main thing participants took away from their experience of participating in Drink Rethink includes:

"That it is common for uni people to regularly consume too much alcohol and I do."

Drink Rethink participant

"I realised that I don't drink as much compared to when I started uni."

Drink Rethink participant