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Inspiration and insight to change
minds and policy

19 - 20
June 2019

University of Manchester



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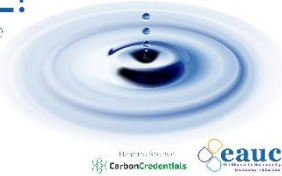


Bring Your Own Bowl: an event with influence?

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Rachel Colley

Community Manager
The Students' Union at UWE

From research to practice: developing interventions with influence

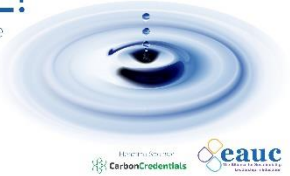
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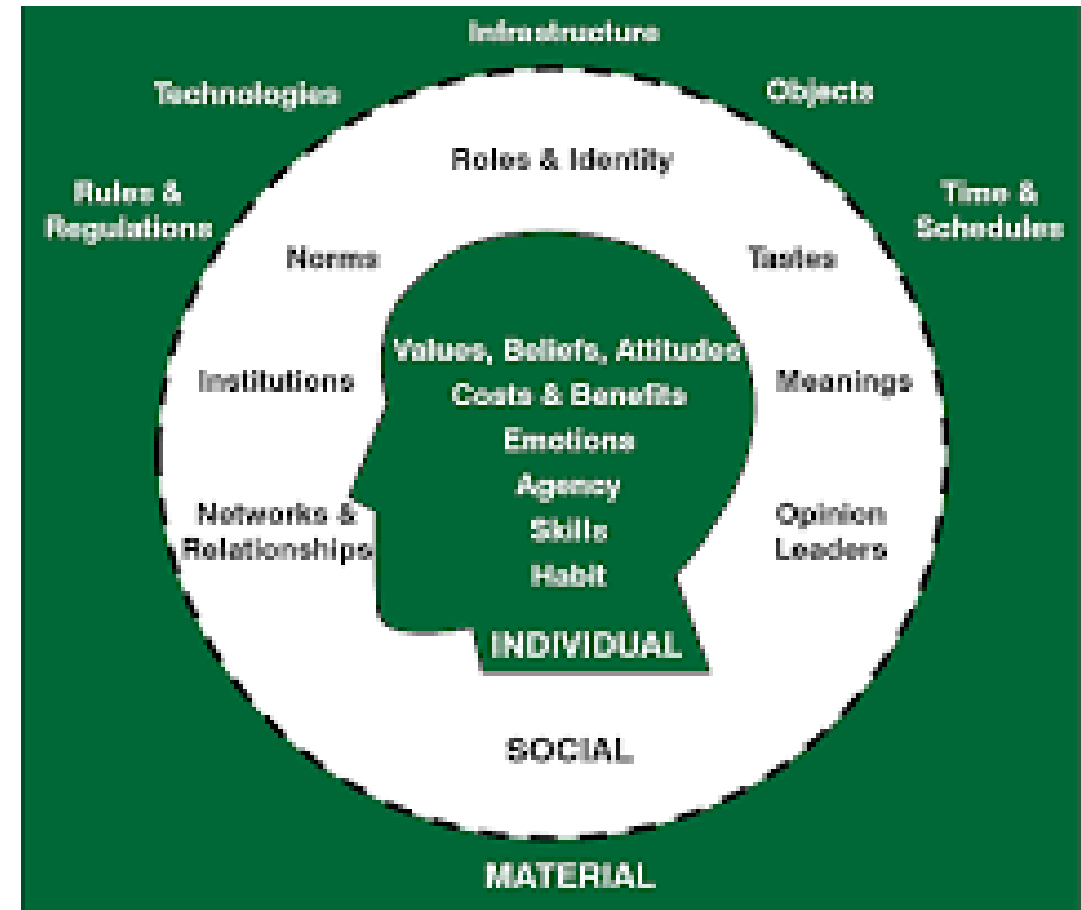
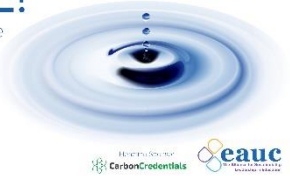
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Bring Your Own Bowl: The Journey....

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ISM Model

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THE PROBLEM?

- High level of refusals and ejection rates at Tuesday night 'Lock In' event.
- Reports of noise issues in Halls of residence between 7pm and 10pm.
"It's the same week in week out... unless you want to join the party, you have no choice but to find somewhere else to chill out or do some uni work"
"It normally starts about 7-8ish, the noise builds as the drinking games get going, you just watch the clock counting down the time until they head to Lock In"
- Many shopping trolleys left outside accommodation following bulk purchase of alcohol from local supermarket.

ISM Model

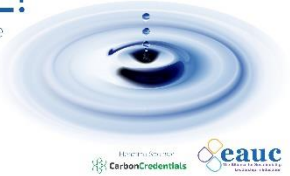


Research to intervention

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DEFINING THE BEHAVIOUR?

Pre-drinking on Tuesday night before 'Lock In' event

KEY THEME?

Irresponsible alcohol consumption



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VALUES

- Expected behaviour before a night out
- Pre-drinking doesn't count
- 'it's only warming up'

SKILLS

- Organisation- go to Lock In together
- Time keeping
- Peer pressure- being able to say no
- Being able to drink the most

- Alcohol unit knowledge
- Knowing own alcohol limit
- Buying cheapest, highest volume alcohol
- Managing spending money for the night

AGENCY

- Being able to choose type of drink and price paid.
- Being able to choose whether or not to attend next day lectures- no punishment.

Pre-drinking Tuesday night 'Lock-In' INDIVIDUAL

EMOTIONS

- FOMO
- Not wanting to turn up to 'Lock In' alone and early
- Wanting to be on the 'same level' as others
- Not wanting to be the 'boring, sober one'
- Wanting to look good when meeting new people- more time needed to get ready
- Reduce inhibitions

COST AND BENEFITS

- Cheaper than 'Lock In'
- Get drunk on less money if drunk
- Not wanting to look bloated
- Get to 'Lock In' primed for a 'big night out'
- Penalty for arriving at 'Lock In' later in the night
- Ending up home early
- Chance to maintain or improve position in social group

HABITS

- Seen as part of Lock In on a weekly basis
- Leant during Fresher's and before arriving – 'legendary Night'
- Habits formed before university
- Tradition of females getting ready together

OPINION LEADERS

- Peer pressure
- Sports captains or social leaders
- Social media
- Reality TV

NORMS

- University intrinsically linked to drinking culture.
- Expectation to turn up 'half cut'.
- Eating is cheating.
- Established norm before uni.

ROLES AND IDENTITY

- Part of being a student.
- Role of Fresher to drink a lot.
- Peer pressure.
- Making a good impression.
- Being a first year student.
- Time to build and reinforce identity of the group.
- Sports teams and drinking.

INSTITUTIONS

- SU- expectation students won't attend before certain time, even with increased entry price.
- University- do not provide sufficient alternative social spaces/activity/.

Pre-drinking Tuesday night 'Lock-In' SOCIAL

TASTES

- Group membership defines what students drink and where.
- Spirits versus beer/wine.

MEANINGS

- Drinking is cool.
- Alcohol needed to have fun.
- Part of the student experience.

NETWORKS & RELATIONSHIPS

- Friendship groups.
- Course friends.
- Difference between UG and PG.
- Living with other students who pre-drink.
- Difference between those that live in Halls and those that live at home.
- Formal affiliation to clubs and societies.
- Chance to talk about things you wouldn't necessarily want to do in public.

TIME AND SCHEDULES

- Start time of 'Lock In'.
- End time of teaching.
- Next day lecture timetable.
- Closure of other facilities e.g. coffee shops.

OBJECTS

- Cheaper alcohol- supermarket promotions close by.

Pre-drinking Tuesday night 'Lock-In'

MATERIAL

INFRASTRUCTURE

- Halls of residence accommodation layout.
- Lack of social spaces.
- Lack of alternative pre 'Lock In' activities.
- Accommodation within walking distance to 'Lock In'.
- Queues to get into 'Lock In'.
- Supermarket close to Campus.
- Use of shopping trolleys.
- SU shop.

RULES AND REGULATIONS

- Groups etiquette/rules.
- Consequences (shots, redicule).
- Drinking game rules.
- Entry requirements.
- Initiations.
- Bar policies.

TECHNOLOGIES

- Social media (Facebook, Twitter, Instagram).
- Whatsapp.
- Dial-a-booze.
- Order shopping online.
- Breathalysers.

Segmenting: Pre-Drinking



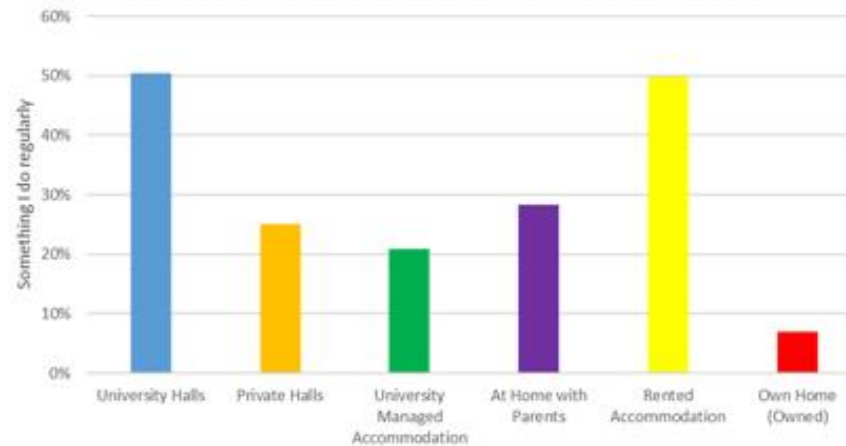
Pre Drinks:

(Verb)

The first stage of a night out that isn't actually pre drinking at all, but rather an attempt to get as drunk as humanly possible in order to save money when you go out later.



Do you deliberately get drunk at home before a night out?

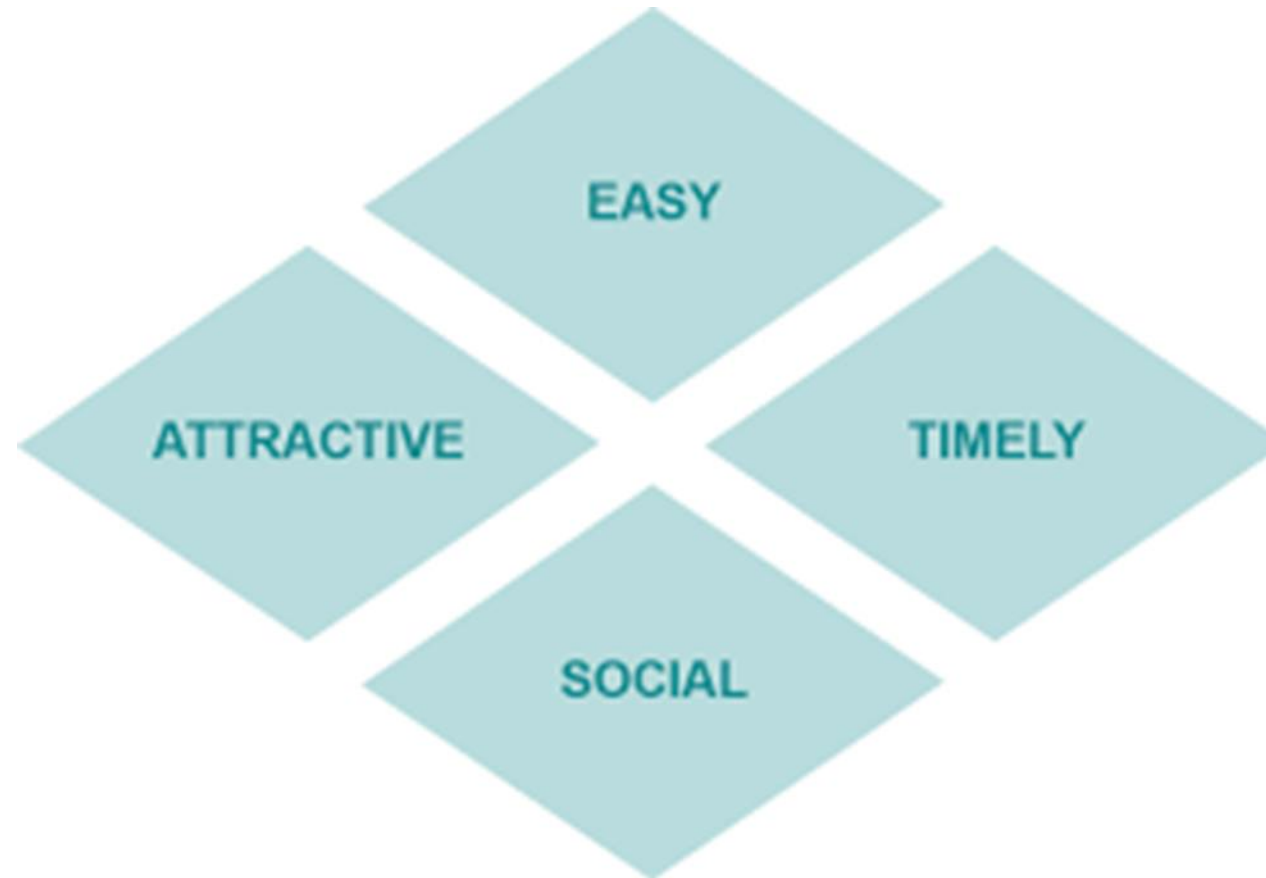


EAST Framework

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BYOB – Food Waste Focused

- Total food waste in 2016-17 from UWE halls: 156,968.32kg
- Emissions cost - Carbon Dioxide equivalent: 298,274.01 CO2-e (kg).
- On average, a UWE student will throw away £9 a week in unwanted food.



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27 February 16:35



BYOB at 6pm!



Seen by 607



Share



Highlight



More

BYOB – Influencing!

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Did you know, that the average UWE student throws away £9 worth of food each week? And, 51% of the rubbish in general waste bins from student accommodation at Frenchay campus is unwanted food?

Our students have been learning this! We tested 486 students (an increase on 143% from the year previously)

2018-2019:

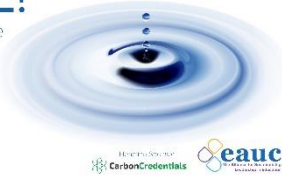
- Hosted 4 BYOBs in 2018/19 and on average, a huge **68%** UWE students attending knew it's £9 and **76%** correctly answered 51%!
- **764 students** attend BYOB this year, a **27% increase** on 2017/2018
- We also ran a successful social media campaign for BYOB, covering 3 social media channels and 2 campuses. Our **Instagram story views increased from 607, to 992, to 989 in 1 year, which equates to a 63% increase.**

BYOB – Influencing!

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Key Lessons:

1. We harnessed the power of partnerships to build mutually shared goals for successful outcomes.
2. We confirmed that free food is a useful tool to drive student engagement!
3. A campaign needs maximum three key messages/actions for greatest impact/behaviour change.

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The SDG Accord

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