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Introduction
The high prevalence of alcohol use among tertiary students, often combined with risky drinking patterns, results in significant morbidity and mortality, particularly associated with drinking and driving. Further, there are the associated negative social effects of alcohol use, all suggesting that this group would benefit from targeted intervention to promote safe drinking behaviour. A University-wide education program – the Tertiary Alcohol Project (TAP) was implemented targeting students at the University of Western Australia (UWA) for the 2004 academic year. The overall goal of the project is to reduce risk-taking behaviour associated with excessive alcohol consumption by university students and to promote this approach more widely.

Overview of the Tertiary Alcohol Project (TAP)
The TAP program hinges on the input and participation of student members of the UWA community and support from external agencies to develop and disseminate information regarding alcohol use on campus. A combination of population, group and individual level interventions were implemented over seven months; each month a specific alcohol related topic such as drink-driving or alcohol and sexual health was addressed. Where possible interventions were designed and delivered by students to their peers. Population strategies included the development and distribution of a monthly newsletter, cartoon strip and screensaver; and Film and Television students produced a “Party-safe” video. Group strategies included training workshops in event management, liquor licensing, first aid, volunteer training and a number of interactive health promotion events. Individual brief interventions (Drink-Check) based on feedback from the Alcohol Use Disorders Identification Test (AUDIT) developed by the World Health Organisation concerning the individual’s own drinking patterns was provided within the University Medical Centre. The University Medical Centre participated in the volunteer addiction program allowing a specialised volunteer drug and alcohol counsellor to work with in the general practice for the duration of the TAP project.

Partnerships
Support for TAP was secured through wide-ranging consultation with many stakeholders. The partnerships developed during planning and implementation of the TAP project has been significant in the feasibility and acceptability of the project. Participants from within the University community include: Medical Centre, Student Guild, Sport and Recreation Centre, Residential Colleges, Student Services, School of Psychology, School of Public Health, UWA Local Drug Action Group. Participants external to the University include; Drug and Alcohol Office (DAO), Local Drug Action Group Inc. (LDAG Inc.), Community Drug Service Team (CDST), Office of Road Safety, Roadwise, Royal Australian Lifesaving Association, Division of General Practice, Curtin University Health Service, Curtin University Volunteer Addiction program, Curtin University Film and Television’s Corporate Production Unit.

Achievements
The Tertiary Alcohol Project has worked toward the creation of supportive environments through the reorientation of campus services to be more alcohol aware and to actively utilise and promote safer alcohol messages. The project has also seen increased awareness amongst its target group of the effects of alcohol as well as a willingness to participate in harm reduction activities. Its success lies in its partnerships approach and strategies it has implemented in building the capacity of students and university groups to put alcohol and more significantly safer alcohol consumption on the agenda. While TAP recognises there are inherent difficulties when working in a university setting with an entrenched “culture of drinking” juxtaposed with the potential for adverse health consequences as a result of harmful alcohol consumption, we believe that the establishment of this project will over a longer time frame achieve its intended goal to increase positive attitudes and skills associated with excessive alcohol consumption by tertiary students at UWA.
Objectives
To increase self reported positive attitudes and skills associated with excessive alcohol consumption by tertiary students at UWA.

- Achieve a 75% awareness level of the health related effects of excess alcohol consumption among UWA students by the end of the program
  - 25% of tertiary students aware of the drink spiking prevention intend to take steps to prevent their drinks being spiked.
  - 25% of tertiary students aware of NHMRC guidelines intend to take steps to minimise the risk of immediate and long term harm.
  - 25% of tertiary students aware of the drink driving guidelines intend to take steps to prevent injury.
- Achieve a 75% awareness level of health services available on campus among UWA students by the end of the program

Target Group
The target group consisted of male and female tertiary students at the University of Western Australia. Total enrolments in 2004 were 16,659. Of these students 8,362 are female and 8,297 are male. Current enrolments identify 11,797 (71.72%) are in the 17-24 year age group. A secondary target group is residential students. There are approximately 1200 students living in five residential colleges adjacent to the university.

Strategies
The combinations of strategies implemented are demonstrated in Figure 1.

Population Strategies

Print Media
A newsletter and cartoon strip were developed every month to address alcohol related topics, posters, wallet cards, coasters and pamphlets were sourced from the National Health & Medical Research Council, Department of Health, DAO, Road Traffic Authority, the Commonwealth Department of Transport and Regional Safety and the Office of Road Safety.

Video
Curtin University Film and Television Corporate production Unit students produced a “Party Safe” video as part of their third year assessment. Regular meeting and script development reviews were conducted to determine suitability of content. A final script was submitted and approval provided for production to commence. When working with student groups undertaking undergraduate study there is always the possibility that students may not pass or complete a unit of study. The student group failed to produce a useable video.

The Medical Centre has now entered into an agreement with the Multimedia Centre at the University of Western Australia to have a “Party Safe” video produced by UWA multimedia students as a part of their assessment. The Centre has guaranteed the video will be of a suitable quality for use, or the Multimedia Centre will undertake required changes. The video will be provided at no cost.

Web Page
The UWA Local drug Action Group (www.uwaldag.uwa.edu) web page provides an overview of the TAP project. A specific website is planned for the Tertiary Alcohol Project (www.tap.uwa.edu.au)
Group Activities

Displays
Educational displays were set up on campus to distribute print media, often involving interactive activities. A successful funding application to Local Drug Action Group Inc. allowed for the purchase of ten faculty stands to display alcohol and other drug information throughout the year in each of the faculties on campus. Twelve stalls were conducted on campus.

Interactive Activities
The chocolate wheel, standard drinks competitions, vision goggles, raffles, stalls and alcohol audits were interactive activities conducted on campus and in the Residential Colleges during the 2004 academic year. The Community Drug Services Team, Roadwise staff, Tertiary Alcohol Project Officers and student volunteers conducted all events. Merchandise was distributed to participants. A total of 16 events were conducted on campus and in the residential colleges.

Health Checks: Pit Stop
The Pit Stop program was provided by the University Medical Centre as a component of the Tertiary Alcohol Project 2004. The Pit Stop program was developed as a men’s public health program, by the Gascoyne Public Health Unit. The program was modified to be suitable for both male and female students at UWA. The environment of the Pit Stop stations is non-medical, and therefore a comfortable and fun setting that allows participants to overcome any apprehension that they may have about going to a doctor, or presenting with a specific problem.
The Pit Stop stations provide participants with a measure of their general health and provide them with the information needed to address any health issues. The delivery of the Pit Stop program allows for the provision of alcohol related health information to be provided as one component of a larger health program. Seven pit stop events were conducted on campus, with 228 students actively participating.

**Educational Training**

Educational workshops have been made available to students and staff members. Event management training, liquor licensing, responsible service of alcohol delivered to staff and students at each residential college, orientation presentation (including standard drinks demonstration), Save a Mate First Aid training (St Georges & Thomas More), Responsible Service of Alcohol Training for Bar Staff (train the trainer), Drug Response Overdose Prevention Program (DROPP). Sixty students attended event management and liquor licensing workshops, 96 students attended first aid training, 76 students attended orientation presentations including standard drinks demonstration.

**Volunteer Training Sessions**

The recruitment of volunteers to assist the TAP Project Officer has been a priority in 2004. There have been three volunteer training sessions offered to students by TAP 2004. Forty students participated in this volunteer training from faculties including Health Science, Psychology, Medicine and Dentistry. The three sessions offered to students in 2004 were:

- Brief Motivational Interviewing Training
- Drinkers Check up Training
- Pit Stop Training

Volunteers have assisted with the TAP events and implemented a number of student health promotion projects held throughout the year.

**Individual Services**

**Drinkers Check-up**

The Drink-check program developed by NSW Health is used as a complete screening and brief intervention program. The service is available in the Medical Centre on campus. Drink-check enables the identification and provision of feedback to risky drinkers before physical dependence or chronic psychological or physical problems occur. The routine assessment takes only 3-5 minutes and involves:

- Screening using a standardized questionnaire, methods and instruments
- Intervention providing brief motivational counselling, information advice and/or referral

During 2004 a total of 356 alcohol brief interventions have been conducted either on campus or in the residential colleges as a part of the Tertiary Alcohol Project.

**Drug and Alcohol Counselling**

The Division of General Practice, Curtin University and DAO provide general practices the opportunity to offer placement for a volunteer drug and alcohol counsellor for 4 hours per week over a 12-month period. The UWA Medical Centre has provided placement for a volunteer within the University practice from October 2003 -2004 to support the 2004 TAP project. Due to the demand for this service a drug and alcohol counsellor has been secured three hours/week during 2005. The drug and alcohol counsellor will be provided courtesy of the North Metropolitan Community Drug Service Team.
Evaluation

Formative/Process evaluation
Formative evaluation was conducted during the pilot program in 2003. An alcohol consumption survey was completed with ethics approval provided by the University of Western Australia (n=379). A literature review, resources review and qualitative research with target group (focus groups), potential partners and university groups (interviews) were conducted. The information gathered was then used to review strategies, improve materials and plan implementation in 2004. A process evaluation survey instrument was developed to measure program reach, measuring the amount and location of material distributed, the number of students exposed to an event, participation rates, messages promoted and the partnerships involved in campus events. Participant surveys were collected on each of the educational events to measure levels of knowledge, confidence, competence and satisfaction of educational workshops.

Impact evaluation
Impact evaluation measures the immediate effect of the program. The short-term effects of the program on the primary target group have been assessed by periodic intercept evaluations. An impact evaluation survey developed for the pilot program was further developed in consultation with the Survey Research Centre. A total of 314 intercept surveys were conducted independently by the Survey Research Centre who have provided an independent evaluation report. Each sample has been drawn from a variety of locations around campus including residential colleges.

AUDIT Results
As a component of the intercept survey The 'Alcohol Use Disorders Identification Test' (AUDIT) was included as a measure of the quantities and frequency of alcohol consumption. Score < 8 indicates low risk, scores of 8+ indicate hazardous consumption levels and scores of 13+ indicate harmful levels of consumption.

![AUDIT Results](image)

Figure 2 demonstrated the AUDIT score over the three time periods.

Campus and college respondents indicated that their AUDIT scores dropped across survey periods.

Across all three periods college students scored higher in comparison to campus students.

![Figure 2](image)

Interviews have been completed with staff and student representatives from the five residential colleges. Feedback indicates ongoing support of the TAP project. Staff members were impressed at the high levels of student participation at all TAP events, and expressed their commitment to support the TAP project beyond the 2004 academic year.
One of the new initiatives being introduced is the “Skippers Program” in the Guild Tavern. Representatives from Roadwise and TAP submitted a successful funding submission for a Community Road Safety Grant to support a pilot initiative for the 2005 academic year. This program will continue in 2006, made sustainable through support from the Tavern, Roadwise and staffing by trained volunteers and TAP Officers.

Implications for Health Promotion
TAP targeted university students at a single university in a pilot program in 2004. Combinations of strategies were designed to provide a broad and varied approach to this unique population. The program aims to increase knowledge regarding the effectiveness of public health interventions in reducing risks associated with alcohol consumption and related risk taking behaviour and, therefore, increased ability to implement effective strategies for the reduction of alcohol related harm. This is likely to lead to a decrease in the harm resulting from alcohol use. The program aims to increase community knowledge regarding the risks associated with alcohol consumption and related risk taking behaviours, which is also likely to lead to a decrease in the harm resulting from excessive alcohol use.

The Tertiary Alcohol Project hopes evidence from the project for the effectiveness of this intervention will enable its promotion both as an ongoing part of campus life at UWA and as a strategy for other Australian tertiary institutions where similar concerns are held.

Sustainability
Health promotion literature suggests that health programs that are integrated into existing structures, existing positions and accountability processes, are more likely to be sustained.

The project has proved to be feasible, acceptable and well supported by a wide range of organisations both internal and external to the UWA community. Intercept survey results indicate that over 80% of students agree with the alcohol messages promoted by TAP. Approximately one third of students also acknowledge that “students needed this type of information in particular”.

The project has been made sustainable and will continue to be implemented at UWA beyond the lifetime of Healthway funding. Financial support has been provided by the Residential Colleges and the Medical Centre has funded a 0.2 FTE Project Officer who will be responsible for implementing TAP strategies in 2005.

Meetings have been held with partners developed in 2004 to discuss the continuation of their participation in the project. DAO are committed to continue to provide educational workshops offered to UWA staff and students during in 2005 and beyond. The Drink Check program will continue to run through the Medical Centre in 2005 offering free drinker’s check ups to staff and students at UWA. An AOD counsellor will be available three hours a week during 2005 courtesy of the North Metropolitan Community Drug Service Team ensuring that this strategy is also sustainable. The North Metropolitan Community Drug Service Team (CDST) and Roadwise staff will continue to assist with interactive activities.

Partnerships have been developed with the Parking and Security Office to distribute responsible host packs when an occasional liquor license is issued. The Student Guild will also distribute the packs to student clubs.

The Tertiary Alcohol Project has consisted of a number of group, individual and population strategies, all of which have been made sustainable. TAP Project Officers are now looking to expand the scope of the project during 2005 and 2006 through the introduction of new strategies.