

ALCOHOL AWARENESS CAMPAIGN
CAMPAIGN FEEDBACK
JANUARY 2012

Aim of the campaign

To promote safe drinking of alcohol to staff and students over the festive season and beyond

Undertakings

A webpage and leaflet were created and can be viewed on the following link:

<http://www.bangor.ac.uk/hss/wellness/2011alcoholawareness.php.en>

The information contained in the leaflets and on the website met the objectives set out at the start of the campaign those being to:

1. Raise awareness of the drink drive limit
2. Promote alcohol free drinks to drivers at staff and student organised events over the festive season
3. Raise awareness of the Department of Health guideline limits for alcohol consumption
4. Remind people of the social consequences that alcohol fuelled behaviour can have on nearby residents
5. Inform drinkers about the calorific content of alcohol

On the 5th of December 2011 an alcohol campaign email was sent out to all staff at Bangor University with paper copies of the campaign given to staff supervisors for distribution to working groups not on the Internet.

A prize was offered to encourage people to read and absorb the information.

Results

Unfortunately the Students' Union were unable to send out an email to all students before they left at the end of the semester

The staff email and leaflet was sent out to approximately 2,000 staff, which resulted in 465 accessing the English webpage and 75 accessing the Welsh webpage (27% of Bangor University staff in total)

68 members of staff entered the competition to win a meal for 2 at the Universities' Café Teras

The draw was held and Heli Gittins from the School of Environment, Natural Resources and Geography was drawn as the winner for the voucher