

# How can we create effective harm reduction communications for students?

UWE Bristol: Jaz and Holly

# Who are we?

- Jasmine: UWE Student Communications Officer
- Holly: SU Community People Leader

# Session Overview

- Introduction
- Partnership approach to communications
- Communications assets and branding
- Student engagement in communication design and campaigns
- Key Takeaways

# Working group

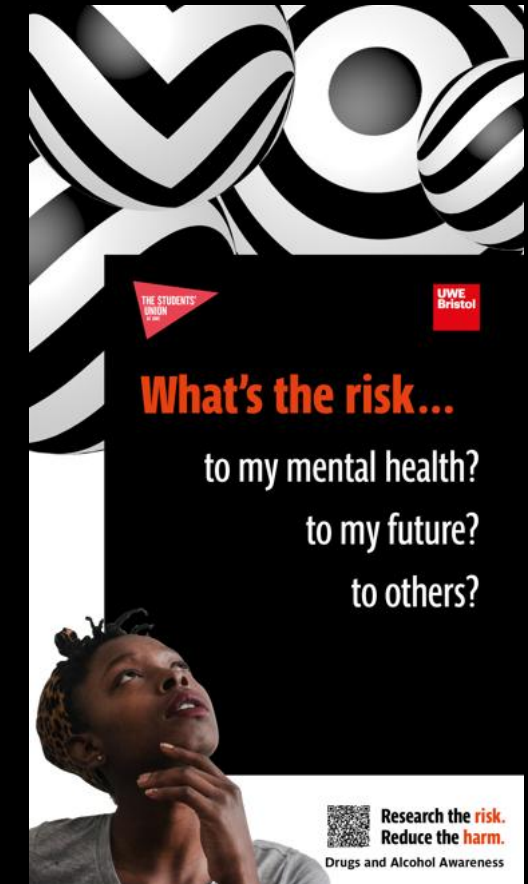
- Membership – Key members of the groups
- Structure
  - Ensuring everyone is up to date
  - How does it feed into other groups
- Data
  - Survey
  - Insight from other stakeholders (police etc)
- Evaluations
  - Comms plan – key dates throughout the year, proactive, consistent messaging
  - Going through comms related criteria

# Working group

Publishing date	Message/topic	Format	Author/lead	Content created	Link	Completed?	SU Stats	UWE Stats
<b>September</b>								
<b>Key dates/events: Move in (GL: 5th FR: 11th), Freshers</b>								
w/c 1st	Service intranet page live and shared with staff	Link/intranet	Becky/Jaz	Yes	<a href="https://uwe.ac.uk/sharepoint.com/sites/staff-intr">https://uwe.ac.uk.sharepoint.com/sites/staff-intr</a>	Yes	N/A	128 Views
	Article for weekly news with the page and Ketamine poster	Article in WN	Becky/Jaz	Yes	<a href="https://uwe.ac.uk/sharepoint.com/sites/staff-intranet-internal-comr">https://uwe.ac.uk.sharepoint.com/sites/staff-intranet-internal-comr</a>	Yes	N/A	10 likes / 1 comment / 241 views
w/c 8th	Sharing Youtube series with school managers	Video	Becky/SU	Yes	<a href="https://www.youtube.com/@uwesu/videos">https://www.youtube.com/@uwesu/videos</a>	Yes	N/A	N/A
w/c 15th	Newbies - intro to HR approach	Blog	Jaz	Yes - republishing	<a href="https://blogs.uwe.ac.uk/student/2024/09/04/do">https://blogs.uwe.ac.uk/student/2024/09/04/do</a>	Yes	N/A	106 page views
	Newbies - intro to the service	Blogs	Jaz	Yes - republishing	<a href="https://blogs.uwe.ac.uk/student/2024/09/11/mr">https://blogs.uwe.ac.uk/student/2024/09/11/mr</a>	Yes	N/A	132 page views
	Youtube series of videos - Let's talk about drugs	Video	SU	Yes	<a href="https://www.youtube.com/watch?v=y2Zt-AowS">https://www.youtube.com/watch?v=y2Zt-AowS</a>	Yes	Posted 22 Oct 2024 -139 views, 1 Like	N/A
	Welcome/managing excitement/alcohol magnet - REVIEWED				<a href="https://www.thestudentsunion.co.uk/news/artic">https://www.thestudentsunion.co.uk/news/artic</a>			
w/c 22nd	TO BE DONE	Blog	Becky	No		No		N/A
w/c 29th	Bristol nights collab post - bristol rules	Instagram post	SU	Yes	<a href="https://www.instagram.com/p/DO8h3n8iDuy/">https://www.instagram.com/p/DO8h3n8iDuy/</a>	Yes	5,566 Views, 79 Likes, 3 reposts, 2 Saves	N/A
	Launch of drugs leaflets (physical leaflets)	Assets - leaflets	Jaz	Yes	<a href="#">Drugs: Harm reduction</a>	Yes - ongoing	N/A	N/A
		Blogs	Jaz	yes - but not shared	<a href="#">Latest News</a>	Yes	N/A	N/A
		Social slides creation	Jaz	yes			N/A	N/A
	LNDIR	Blog post	SU	Yes	<a href="#">Late Night Do It Right 2025</a>	Yes	N/A??	N/A

# Communications and assets

- Importance of comms in the working group.
- Recognisable visual identity
  - Big picture – what do they need to know early on?
  - Creating a culture
- Assets
  - What do other stakeholders need?
  - What could be included in the visual identity?
  - Examples
- Best practice
- Staff comms



THE STUDENTS' UNION at UWE Bristol

# Using alcohol or other drugs

to cope with the stresses of being an engineering student?

THE STUDENTS' UNION at UWE Bristol

## RESEARCH THE RISK REDUCE THE HARM: ALCOHOL

### BEFORE

- Ask yourself... what and when am I going to eat?
- How much am I going to drink? Are there drinks I want to avoid?
- Do your research. If you plan on using alcohol with other substances, research the risks of how they will interact at drug and me.

### DID YOU KNOW...

If you drink 1 bottle of wine, it will take over 10 hours to process meaning you will need to leave it 10 hours from your last drink before driving.

### AFTER

- Got uni tomorrow? On placement? Driving? It takes on average 1 hour to process 1 unit of alcohol, so you could be over the legal limit. Be aware.
- Don't believe in the 'hair of the dog' to cure your hangover. Drinking alcohol when you're hungover is just delaying the inevitable and can result in an even worse hangover.

### DID YOU KNOW...

80% of UWE students agreed that pacing themselves on a night out meant they were able to have a better night and for longer.

### DURING

- Pace yourself.
- Take breaks... if you feel it's safe to do so, put your drink down in between sips.
- The fastest drinker sets the pace so avoid drinking in rounds.
- Count your units and be cautious when drinking doubles or shots.

### DID YOU KNOW...

Buying someone a double when they've asked for a single is a form of spiking.

### 1 UNIT OF ALCOHOL IS

- HALF A PINT OF 4% CIDER
- HALF A STANDARD GLASS OF 12% WINE
- 1 SHOT OF 40% (25ML) SPIRITS

### WHY THE HANGOVER?

#### DEHYDRATION

Alcohol messes with a hormone called vasopressin and without it you end up peeing more. That's why you wake up super thirsty and with a banging headache.

#### UPSET STOMACH

Alcohol irritates your stomach lining and boosts acid production which can lead to nausea, bloating and general stomach discomfort.

#### MINI-WITHDRAWAL

Alcohol gives you a temporary high which is why you feel more relaxed and happier. But your brain works hard to balance things out so when the buzz fades, you can feel anxious, restless, or even kind of down.

#### POOR SLEEP

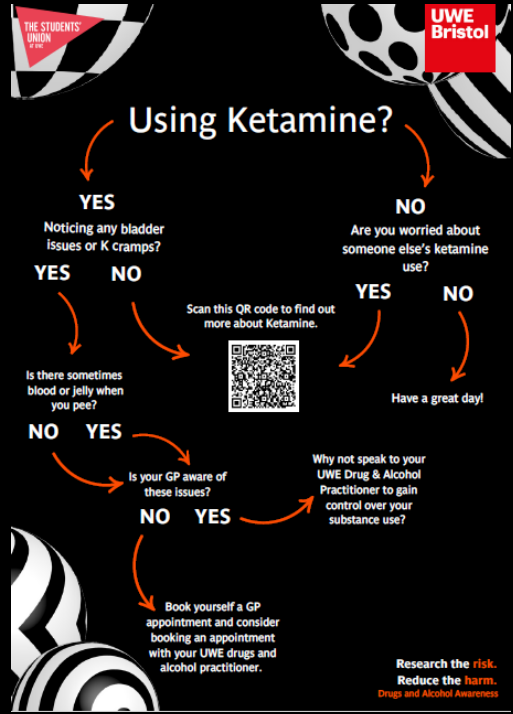
Passing out from alcohol and going to sleep are not the same thing. Alcohol stops you going through the usual sleep cycle meaning you don't get the quality of sleep your brain needs to feel replenished.

#### TOXINS

When your body processes alcohol, it creates a toxic byproduct called acetaldehyde. It doesn't stick around long, but in this short time it causes a bit of damage, mainly hitting your liver and brain.

#### THE BOTTOM LINE

Everyone reacts to alcohol differently, so there's no exact number of drinks that causes a lot of damage, mainly hitting your liver and brain.



# Student Engagement in Comms

- Steering group and avenues for student feedback
  - Input into the draft designs
  - Student-led campaigns
- Provide insight into potential future campaigns
- Evidence that student input can lead to an increase in student engagement with our initiatives and with messaging

**DON'T GUESS.  
TEST.**

**PICK UP A DRUG TESTING  
KIT FROM THE DROP (BDP)  
AT THE STUDENTS' UNION.**

**21 MAY**  
**11:00 - 15:00**

**MEETING ROOM 4  
(MR4)  
THE STUDENTS' UNION,  
FRENCHAY CAMPUS**

**Reagent  
testing kit**

Research the risk  
Reduce the harm  
Drug and Alcohol Awareness

the drop  
LWE Bristol

thesuatuwe and citycampusuwe  
19 March

**THE STUDENTS' UNION**  
AT UWE

**UWE Bristol**  
University of the West of England

# DO YOU TRUST YOUR DEALER?

**Research the risk.  
Reduce the harm.**  
Drugs and Alcohol Awareness

[View Insights](#) [Boost post](#)

107 1 3 164

11:39 69

**THE STUDENTS' UNION**  
AT UWE

19 March 10:28

**UWE Bristol**  
University of the West of England

# 40% OF STUDENTS REPORT PURCHASING DRUGS FROM A REGULAR DEALER OR A FRIEND...

**Research the risk.  
Reduce the harm.**  
Drugs and Alcohol Awareness

Activity Boost Highlight More

**THE STUDENTS' UNION**  
AT UWE

**UWE Bristol**  
University of the West of England

3/5

**SO, YOU THINK YOU CAN TRUST YOUR DEALER. BUT CAN YOU TRUST THE PERSON BEFORE THEM? AND BEFORE THEM?**

**PICK UP YOUR FREE DRUG TESTING KIT AT ONE OF OUR POP-UPS.**

**Research the risk.  
Reduce the harm.**  
Drugs and Alcohol Awareness

**Research the risk.  
Reduce the harm.**  
Drugs and Alcohol Awareness

**THE STUDENTS' UNION**  
AT UWE

**UWE Bristol**  
University of the West of England

4/5

**TESTING YOUR DRUGS BEFORE YOU TAKE THEM CAN FLAG IF THERE ARE OTHER SUBSTANCES IN THEM THAT YOU WEREN'T EXPECTING.**

**Research the risk.  
Reduce the harm.**  
Drugs and Alcohol Awareness

# Key takeaways

- Think about creating a working group with key stakeholders.
- Find out what data is available for you.
- Think about a visual identity.
- Get student insight into your campaign work.
- Work in partnership to create consistency.

**Any questions?**





# Thank you

**Jasmine: UWE Student Communications  
Officer**

Jasmine.Whiting@uwe.ac.uk

**Holly: SU Community People Leader**

Holly.windows@uwe.ac.uk