

Community Road Safety Grants Program Evaluation report – projects under \$4,000



THE UNIVERSITY OF
WESTERN AUSTRALIA



Funding from the Community Road Safety Grants Program was made available to your group/organisation on the condition that the group complete an evaluation report for the Local Government and Community Road Safety Committee (LG&CRSC) within eight weeks of project completion, this report should include a financial acquittal, project achievements and assessment against project objectives stated in the original application.

By completing the report you are assisting the LG&CRSC in evaluating the performance of the Community Road Safety Grants Program in Western Australia. Not only will the information provided be used to improve the efficiency of the program, but will be used to assist other groups /organisations to apply for and undertake projects, providing evidence of successful approaches.

The following proforma is designed to assist you in preparing your final report for the project.

Please ensure you have attached copies of the following information:

- X Financial acquittal/statement
- X Any resources produced for your project
- X Any media associated with your project. (Include both print and audiovisual media).
- X Photos

1. Contact details:

Project ID: 483

Project name: 'Skippers in the Tav'

Name: Bree Shields

Position: Health Promotion Officer

Organisation: UWA Health Promotion Unit

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TOWARDS ZERO



getting there together

2. Executive Summary

The executive summary should be no longer than half a page and should state clearly and concisely the aims of the project, what the project involved, resources developed, media coverage, what the project found (outcomes) and recommendations for future projects. Please note this summary will appear on the RoadWise website.

The primary objective of the “Skippers in the Tavern” project is to discourage young drivers from drink driving by providing them with education on the risks associated with alcohol use and driving. The overall goal of the project is to contribute to the reduction of drink driving incidences amongst tertiary students attending UWA. A secondary objective is to provide education regarding standard drinks and the effects of alcohol on Blood Alcohol Concentration (BAC). The project aims to encourage young drivers to nominate a skipper before they commence drinking and encourages the skipper not to consume any alcoholic beverages at all in order to remain at a BAC of 0.00. This project strongly promotes the ‘don’t drink and drive’ message to all young people in the target group.

Resources developed include for the “Skippers” project include promotional posters, post cards and show bags. Media coverage for the project included three print media articles and one radio interview. Dissemination about the project also included a poster presentation at the Australian Health Promotion Association (AHPA) National conference held in Perth, WA in May 2009.

The ability of UWA students to estimate their BAC level appears to improve, as more Skippers events have been carried out (a marked decrease in the percentage of participants who underestimated their score and an increase in those who overestimated their score). This suggests that the delivery of Skippers throughout the semester is successful in education students on estimating their BAC. A number of participants achieve a better understanding of how to estimate their BAC after having their initial reading. This suggests that the information provided by the peer educators is successful. The acceptance and support for the initiative has been positive amongst the target group. Participants have returned at consecutive events to participate again and seek further information.

Recommendations include further in-depth training of staff, including volunteers. Comprehensive training will assist and educate staff on handling certain situations that frequently arise with alcohol consumption. The development of clear guidelines will assist staff and volunteers on dealing with issues that commonly arise with intoxicated students. Another recommendation is to undertake a review and extend the timeline for participants so we are encouraging participation and therefore responsible drinking.

4. Project activities

Briefly describe what activities/strategies were used to achieve these objectives.

There have been six (6) "Skippers events" conducted through out 2009, this included three (3) within the UWA Tavern, one (1) requested by a Guild Social Club and two (2) events held at the end of semester shows (both semester one and two).

During the events groups of two to six students or an individual participate in the **Alcohol Quiz**. This involves the students spinning a 'wheel' to get a number, and this number then correlates to an alcohol related quiz question. We encourage students to answer a minimum of three questions correctly before selecting a 'prize'. For this activity we would interact with approximately 30 students on average per event.

The **breathalyser** is used as an educational tool with students with requests to be breathalysed growing at each event. Students are informed that their BAC levels can continue to rise for about 30 minutes to an hour after their last drink and that this BAC reading is NOT an accurate indication of whether they should drive or not. We promote the message of "Plan ahead. Don't Drink and Drive", and say that it is much safer to not drive at all if you've consumed any alcohol. On average, we have about 20 students per event receiving more that one BAC reading, along with about 30 students who just have one BAC reading conducted.

The final activity if **personalised feedback** to individuals regarding current alcohol consumption via the alcohol AUDIT. This is conducted by a Youth Alcohol Counsellor from the North Metro Community Drug Service. This involves the participant completing a 10 question test (see page 3 for an example of the AUDIT), the answers are then analysed by the Counsellor and individualised feedback is given to the participant. On average 20 AUDITs are completed at each event, at the End of Semester Show, 60 were completed, due to an increased number of volunteers at the event and a longer duration in comparison to other events.

5. Resources

a. **Were any resources produced specifically for this project?** (e.g. promotional items, educational literature)

Yes (Please attach a sample)

No

b. **Were any other resources distributed during the project?**

Yes (Please indicate type and amount below)

No

Litter bags	0	Drink coolers	0
Brochures	78	Posters	210
Balloons	10	Wallet cards	6
Coasters	0	Pencils/Pens	15
Water bottles	6	Other _____	See below
Wrist bands	15	Stubby holders	50
Condoms	50	Polaroid photos	80
Sweat bands	40	Key rings	25
Gym bags	15	Band aid packs	15
Show bags	180 (contents of Show bags listed below)		

'Skippers' Show bags contents
TAP
TAP pen
TAP sticker
BAC booklet
'Don't drink and drown' temporary tattoo
'Pissed, pissed, pissed pathetic' magnet
<i>Wallet cards</i>
'Don't drink and drown' wallet card
'Minimising the risks of alcohol' wallet card
'Standard drinks' wallet card
'Drink spiking' or 'Drugs and drinking don't mix' wallet card
<i>Flyers/brochures</i>
'Drinking kills driving skills' flyer
'Drink and drive and you could blow your insurance' flyer
'Your excuses stop here' flyer
'This glass of wine' brochure
'Two cans of beer' brochure
<i>Coasters</i>
'Try not to lose track of your glasses' coaster
'A few stiff drinks, then flop into bed' coaster
'Know your standard drinks' coaster
'Don't drink and drown' coaster
SHARE
SHARE condom/lubricant pack
SHARE wallet card
SexText postcard
General
'Fit For Study' sticker
'Fatigue' brochure
'A few drinks won't affect your driving...rubbish!' rubbish bag
'Don't drink and drive' balloon x 5
'Drink Safe' balloon x 5
Prizes
'Don't lose your standards' t-shirt x 6
TAP metal bottle opener x 10
LDAG plastic pint glass

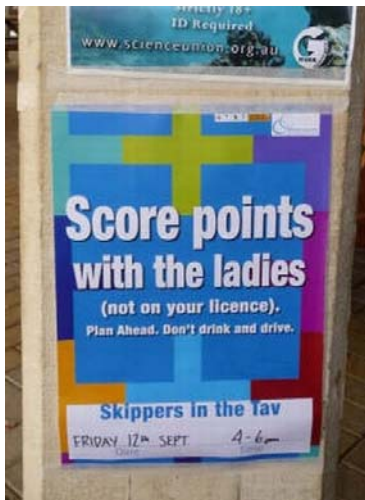
Photographs of resources produced



Skippers Show Bag and contents



Skippers Polaroid photo lanyard



Skippers Poster (version one)



Skippers Posters (version two)

6. Promotion and media (please attach copies of all publicity as well as photos of project activities and information produces as part of the project):

a. How did you promote your project?

The "Skippers" project was mainly promoted through promotional posters. These promotional posters were displayed throughout the university (including in the tavern, outside the medical centre and around the guild markets). Advertisements were also put in the local university magazine.

b. Was any publicity or media generated from the project? (please indicate type below)

- Print media articles or advertising Yes No (see page 8 - 10)
- Radio coverage or advertising Yes No
RTRFM radio interview conducted on 1st April 2009 at 10.45am until 11am.
- Television coverage Yes No

c. How many people did the project reach? *The total estimated number of people who will be reached (number of people who received/viewed project materials or people participating in the activities).*

The “Skippers” project directly reached at least 575 people through 2009, while over 900 people were exposed to the “Skippers” program.

7. Community participation and volunteer support

a. Please indicate the partnerships involved in implementing this project:

- | | | | |
|--|--------------------------|------------------------|--|
| Local Government | <input type="checkbox"/> | Police | <input type="checkbox"/> |
| Schools | <input type="checkbox"/> | Local business | <input type="checkbox"/> |
| Health Department | <input type="checkbox"/> | Youth Advisory Council | <input type="checkbox"/> |
| Department for Planning and Infrastructure | <input type="checkbox"/> | Other | - North Metro Community Drug Services
- UWA Student Guild Association
- UWA Tavern |

b. Estimate the amount of in kind support and volunteer hours for the project (e.g. using police vehicle to tow trailer to driver reviver locations out of working hours):

Approximate number of working hours: 396 hours

Contributions in cash or kind (include volunteer hours)	Cost
Merchandise to distributed at the five skippers events	\$1350.00
Resources to be distributed as part of skippers events	\$360.00
Advertising of skippers events on Guild posters	\$300.00
Health Promotion officer TAP related hours	\$2,000.00
Health Promotion hours for Skippers events (five events per year)	\$500.00
Volunteer hours at Skippers events (five events per year two volunteers per event)	\$800.00
Development of survey (wages – as in kind support from LDAG)	\$80.00
Printing of survey (400 copies – as in kind support from LDAG)	\$80.00
Evaluation of survey (wages – as in kind support from LDAG)	\$340.00
Total	\$5,810.00

c. What, if any, funding was provided from other sources? N/A

8. Conclusions and recommendations

a. Where there any major obstacles with the project? Yes No

b. Do you have any suggestions for overcoming them? Yes No

c. Based on your evaluation make some concluding statement about your findings and make any recommendations about how the project could be improved.

On average, those who underestimated their BACs underestimated them by 0.0253 (approximately 1 standard drinks). The largest BAC underestimation recorded was 0.09. A number of heavy drinkers (those with actual BAC levels over 0.06) tend to significantly underestimate their BAC (this was particularly the case at Skippers on the 6th of March and at Mexicana).

The ability of UWA students to estimate their BAC level appears to improve, as more Skippers events have been carried out (a marked decrease in the percentage of participants who underestimated their score and an increase in those who overestimated their score). This suggests that the delivery of Skippers throughout the semester is successful in education students on estimating their BAC. A number of participants achieve a better understanding of how to estimate their BAC after having their initial reading. This suggests that the information provided by the peer educators is successful.

2009 AUDITS

	Abstainer – 0	Low risk Alcohol Use <8	Hazardous Alcohol Use 8+	Harmful Alcohol Use 13+	TOTAL
Males	15 (12%)	28 (23%)	27 (22%)	51 (42%)	121
Females	2 (2%)	39 (37%)	31 (30%)	33 (31%)	105
Unidentified gender	1 (10%)	2 (20%)	3 (30%)	4 (40%)	10
TOTAL	18	69	61	88	236

- As part of the “Skippers” program 236 students conducted an AUDIT in 2009.
- There were 121 males, 105 females and 10 unidentified genders that participated.
- The average level for students was ‘hazardous’ moderate risk (a score between 9 and 12).
- The average score amongst all students was 11.3 (hazardous).
- The range score amongst all students was between zero (0) and thirty-three (33).

Recommendations include further in-depth training of staff, including volunteers. Comprehensive training will assist and educate staff and volunteers on handling certain situations that frequently arise with alcohol consumption. Such issues include students wanting to be breathalysed when they are clearly intoxicated and becoming argumentative when refused. The development of clear guidelines will assist staff and volunteers on dealing with intoxicated students especially when they become argumentative. Another recommendation is to undertake a review and extend the timeline for participants so we are encouraging responsible drinking. An issue with this is ensuring enough staff to conduct the “Skippers” events.

Signature of Project Officer

Name: Bree Shields

Organisation: The University of Western Australia Health Promotion Unit

Signature: 

Date: 22/10/2009

Please return by email to:

Community Road Safety Grants Officer

Email: roadwise@walqa.asn.au



Trial helps to monitor drinking

A Uni tavern program helps young students think about their alcohol habits, writes **Alison Batcheler**

A breath-testing program is being rolled out at the University of WA tavern to help students monitor their drinking and recognise when to hand the car keys to a sober skipper.

UWA health promotion officer Ruth Wernham said the Skippers in the Tav project, the first of its kind in WA, aimed to teach students about the health and safety risks associated with alcohol consumption and how to drink responsibly.

Particular emphasis was put on the dangers of drinking and driving, a message that was still not getting through to enough young people.

"The majority of students are 18 to 25 — that's also the majority of people who show a lot of risky drinking," Ms Wernham said.

"This is one component of a whole alcohol program in order to assist young people in developing the skills in order to drink safely."

Many young people lacked the experience to effectively use strategies such as spacing drinks, drinking water and ensuring they had eaten that helped moderate alcohol levels, she said.

As part of Skippers in the Tav project, volunteer drinkers are breathalysed and interviewed by peer-based counsellors and

complete alcohol-related quizzes throughout their drinking sessions.

As many as 40 per cent of those in the 150 to 200-strong evening crowd at the tavern usually volunteered to be involved in the project sessions which took place each month. The program included information about standard drink sizes for different types of alcoholic beverages, so students could better pace their consumption, Ms Wernham said.

Anyone could take part regardless of whether or not they were planning to drive that night and a blood alcohol concentration of less than 0.05, the legal limit for driving, was promoted.

"A lot of students who go to the tavern live in the residential colleges so they usually walk home but the next night or on weekends they might be driving, going out elsewhere," she said.

"The main message is to plan ahead and don't drink and drive."

However, students were never given the OK to drive, based on the testing.

"If a student says, 'I'm about to hop in my car, can you breathalyse me', we usually advise them their BAC (blood alcohol concentration) will go up for the next hour and any alcohol will affect their ability to

drive," Ms Wernham said.

"I just say, 'I am not a police officer, I can't say to you whether you are safe to drink and drive but I wouldn't drink and drive myself'."

Seeing their BAC change throughout the evening as sessions progressed had helped students personalise and understand its effects, she said.

Friends who had drunk similar amounts were often surprised at the differences in their BAC levels, which could vary depending on gender, body weight and size.

"They have a greater understanding about their individual body rather than general statistics that are given out," Ms Wernham said.

"Often students are surprised at how long it takes for the alcohol to change in their BAC.

"We tell them that what you read now is what you drank 30 minutes to an hour ago, so your BAC continues to rise for up to an hour after your last drink — that is where they are quite often caught out because they don't realise it takes that long to enter their blood."

The program also aimed to prevent students from settling in to a lifelong habit of drinking excessively and developing health problems later in life, she said.



"Students drinking in the tavern are more likely to be drinking at higher levels and habits that are set up in your young years get carried forward throughout your life," she said.

The project, developed as part of a wider alcohol education program at UWA, started in 2002 and had been expanded to include the distribution of printed material and merchandise around the campus after receiving funding from the RoadWise Program last year.

Last year, Skippers in the Tav received the Insurance Commission of WA's 2008 Road Safety Award for working to prevent road crashes involving young people, speed and alcohol.

The project combined with other local drug action groups on campus and the Royal Life Saving Society to reinforce safety messages about alcohol and water.

YOUNG PEOPLE AT RISK

- About a half of serious alcohol-related injuries and a third of alcohol-attributed hospital admissions for injuries caused by violence occur in young people aged 15-24.
- Young people aged 18-24 have the riskiest drinking patterns with almost two-thirds drinking at risky or high-risk levels for short-term harm.
- The number of young women aged 18 to 24 being admitted to hospitals because of alcohol has doubled in the past eight years.
- Road injury, suicide and assault are the most common causes of alcohol-attributable death for young people aged 18 to 24.

SOURCE: NATIONAL BINGE DRINKING CAMPAIGN



Breathe out: UWA health officer Ruth Wernham conducts an alcohol test on student Matthew Agnew at the University of WA tavern. Picture: Iain Gillespie

The West Australian, Health + Medicine article (18th March 2009)

‘Skippers in the Tav’: Interventions where university students Learn, Work, Play and Drink.

Ruth Wernham and Asha Singh (UWA Health Promotion Unit)



Ruth showing poster at AHPA Conference

The UWA Health Promotion Unit ‘Skippers in the Tav’ project aims to provide information to students about safe drinking levels, the effect of alcohol on their bodies and the risks associated with high levels of alcohol consumption. This project has been delivered at the university tavern since 2006 and is part of a wider alcohol education program, the Tertiary Alcohol Project (TAP).

Skippers is a peer based project and involves a group of peer educators conducting alcohol related interventions at the tavern, once a month, with messages of drinking responsibly and safely. Activities such as alcohol related quizzes, brief motivational interviewing (delivered by a Youth Alcohol and Other Drugs? Counsellor) and measuring students’ blood alcohol concentration levels using a breathalyser are conducted. Student participation is voluntary but incentives are provided, encouraging positive responses from students.

At each event, approximately 150 to 200 UWA students are exposed to the project, with about 40% of these students actively participating in the intervention. Data collected from ‘Skippers’ demonstrates that students who frequent the campus tavern are more likely to drink at harmful and hazardous levels, and thus are likely to benefit from alcohol interventions.

At the 2009 AHPA conference, Ruth Wernham presented a poster on ‘Skippers in the Tav’ which received much interest from conference delegates. The implementation of this project at other Australian universities is possible and other opportunities to expand the project to other target groups has also been investigated.

Australian Health Promotion Association WA Branch Newsletter (June/July 2009)