



Healthy Campus Case Study



HEA | HIGHER EDUCATION AUTHORITY
AN tÚDARÁS um ARD-OIDEACHAS

#DrugDrivingAware

A regional collaborative third level initiative: Developed by students for students

Name of institution and initiative lead

University of Limerick
Healthy UL on behalf of project partners in the Midwest Regional Third-level Drug and Alcohol Network
(Healthy UL, Mary Immaculate College, TUS Midwest, UL Student Life, MIC Students Union, TUS Students Union, An Garda Síochána, HSE, Community Substance Misuse Team, Midwest Regional Drug & Alcohol)

Date and timeframe

Academic year 2023-24 and ongoing.

What was the reach?

The initial target audience was all third-level students in the three partner institutions (30,000+). The resources that were and will be developed are in the public domain on social media and will be actively shared with other HEIs and organisations such as the USI. The Road Safety Authority has also engaged with the project and will collaborate on sharing the resources.

Instagram analytics conducted two weeks following the conclusion of Phase 1 (6 videos released over 6 days) of the initiative (May 10th) found a total 42,193 views of the posts.

Aims and Objectives

The #DrugDrivingAwareness project is an educational and harm reduction initiative that aims to raise awareness about the salient issue of Drug Driving and its consequences for the target population.

Aligned frameworks, policies, or strategies

Healthy UL Framework

Healthy Campus Charter & Framework

Framework for Response to the Use of Illicit Substances within Higher Education

National Drug Strategy

Objectives of An Garda Síochána Road Traffic Policing Unit

Objectives of the Road Safety Authority

Project Collaborators

Mary Immaculate College, TUS Midwest, UL Student Life, MIC Students Union, TUS Students Union, An Garda Síochána, HSE, Community Substance Misuse Team, Midwest Regional Drug & Alcohol Forum

Key Learning Points

Strengths:

The collaborative approach brought together knowledge, expertise, and experience from key stakeholders.

Regional approach (TUS & MIC has campuses in Tipperary).

Strong commitment and goodwill by all partners.

The campaign was designed based on articulated information needs by third level students in the region.

SU officers actively featured in the videos.

Instagram 'collaboration' feature.

Minimal financial resources required for impactful outcome.

Learnings/Challenges:

Multiple partners – scheduling meetings for maximum attendance.

Time commitment.

Summary

In September 2023, Drug Driving was raised as an issue of concern in a meeting of Midwest Regional Third-level Drug and Alcohol Network. It was agreed to implement a social media campaign designed by and for students. Third-level students in the member institutions were consulted to assess information needs, and six discreet questions were identified.

Healthy Campus Process	Whole Campus Approach	Topic	Population Group
Create	Campus Culture & Communications	Alcohol	Students
		Substance Misuse	Staff
			Wider community

