**HEA Healthy Campus**  **Case Study**

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| **HEALTHY CAMPUS CASE STUDY** |
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| **Name of Institution** | 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 Siochana, HSE, Community Substance Misuse Team, Midwest Regional Drug & Alcohol Forum) |
| **Who led the initiative?** | The Substance Use & Gambling Subgroup of Healthy UL was the lead partner in this specific initiative. All partners in the Midwest Regional Third-level Drug and Alcohol Network were committed to and contributed actively to the project. The purpose of the Network is to provide a forum for discussion of current & emerging issues/ trends regarding alcohol & other drug use relevant to the third level institutions in the Mid-West. It also aims to identify possible responses to these issues/trends in a cooperative way and provide a forum for sharing experiences, knowledge, ideas & resources and disseminating good practice. |
| **Date and timeframe of the initiative** | Academic year 2023-24 and ongoing.  |
| **What was the reach of the initiative?**  | 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.  |
| **Initiative title**  | #DrugDrivingAwareA regional collaborative third level initiative: Developed by students for students. |
| **Aims / 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. |
| **The rationale for the action, including any identified health needs** | Drug driving is an issue that was raised as a concern by third-level students and staff at the three institutions, and by An Garda Siochana, as more students are commuting to their institution (due to lack of accommodation) and with detections on the rise. In 2023, over one-third of DUI detections were attributed to drug driving. The initiative is also responsive to record high road fatalities in 2023, with 2024 statistics in April already up 30% on the previous year.  |
| **Identify all frameworks, policies, or strategies this initiative aligns to****(internal, local or national)** | * 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 Siochana Road Traffic Policing Unit
* Objectives of the Road Safety Authority
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| **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. 1. How long does drugs stay in your system.
2. Reasons why a person is asked to do a roadside drug test.
3. What happens at the roadside drug test.
4. What happens when a summons arrives in the post and in court.
5. What are the potential penalties associated with a conviction.
6. What are future consequences (Garda vetting, Visa applications).

Student Union officers from the three institutions asked these questions, which were responded to by an AGS Road Traffic Sergeant. Videos were recorded by the Healthy UL coop student.A social media video campaign (Phase One), including 6 short videos, was launched on April 18th, and concluded on April 26th. There is also one full nine-minute video.While the questions addressed the practicalities of the roadside drug test and consequences of a conviction, the enduring message was to never drive after using drugs and/or alcohol. The campaign dovetails with the current campaigns employed by the RSA and the AGS but is specific to the expressed educational needs of third-level students in the Midwest.The initiative was launched in Limerick on April 18th and got coverage in local media (Limerick Leader) and on the UL and MIC News websites. Phase Two (in progress and at design stage) will include a poster campaign that will include key messages from Phase One. The poster campaign will complement the social media video campaign by having a permanent presence at chosen campus locations and is aimed to increase awareness of drug driving and its consequences while emphasising the ‘never use drugs and drive’ message. Together, the videos and the posters will ensure a sustainable outcome of the initiative.  |
| **Did you collaborate with internal and/or external stakeholders to deliver?**  | Mary Immaculate College, TUS Midwest, UL Student Life, MIC Students Union, TUS Students Union, An Garda Siochana, HSE, Community Substance Misuse Team, Midwest Regional Drug & Alcohol Forum  |
| **How was the initiative organised?** | A task-based working group (WG) with members from the Midwest Regional Third-level Drug and Alcohol Network was formed in September 2023. This group met regularly for an average of 45 minutes about every three to four weeks from September to February. A methodology and action plan were agreed at the first meeting of the WG. In October-November the Student Unions consulted with the student body, and the six key questions were agreed on. The videos were recorded at a central location in Limerick in January 2024. A social media and launch strategy was agreed by all partners, with the hashtag #DrugDrivingAware. The launch was held on April 18th, and the six videos were released daily April 19th – 26th. The WG was coordinated by the Lead partner and by the Midwest Regional Drug and Alcohol Forum.  |
| **What resources did you need?** | The Network is not funded and relies on unpaid time commitment of its partners. Approximately 6 meetings were held to support this initiative. In addition, there was a significant time commitment for email correspondence, editing of videos, organising the launch, social media engagement and follow-up. The Midwest Regional Drug and Alcohol Forum funded the launch (venue & refreshments) at a central Limerick City location.   |
| **Has it been evaluated? How successful has it been?**  | Initial Instagram analytics two weeks following the end of the campaign (May 10th) show the social media campaign had a total of 42,193 video views. Statistics will continue to be monitored. |
| **Any future plans, including the sustainability of the initiative?**  | The videos are available as a resource to all partners in the Network. They are available in the public domain.The poster campaign will be launched in September 2024, in conjunction with a refreshed social media campaign featuring the videos to coincide with start of the new semester. |
| **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.
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**Healthy Campus Framework Categories (please tick all that apply)**

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| **Healthy Campus Process** | **Whole Campus Approach** | **Topic** | **Population Group** |
| Commit [ ]  | Leadership, Strategy & Governance [ ]  | Alcohol [x]  | Students [x]  |
| Coordinate [ ]  | Campus Environment (Facilities & Services) [ ]  | Substance Misuse [x]  | Staff [x]  |
| Consult [ ]  | Campus Culture & Communications [x]  | Healthy Eating / Food [ ]  | Wider community [x]  |
| Create [x]  | Personal & Professional Development [ ]  | Mental Health & Wellbeing[ ]  | Other [ ]  |
| Celebrate & Continue [ ]   |  | Sexual Health & Wellbeing[ ]  |  |
|  |  | Tobacco Free Campus[ ]  |  |
|  |  | Physical Activity / Active Transport[ ]  |  |
|  |  | Wellbeing on the Curriculum (can also fall under ‘Personal & Professional Development)[ ]  |  |
|  |  | Health & Sustainability [ ]  |  |
|  |  | Other [ ]  |  |

**Contact Details**

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| **Links** | Sample video[www.instagram.com/p/C58bENGiWh8/](http://www.instagram.com/p/C58bENGiWh8/)Media coverage[www.limerickleader.ie/news/home/1496530/limerick-colleges-highlight-dangers-of-drug-driving.html](http://www.limerickleader.ie/news/home/1496530/limerick-colleges-highlight-dangers-of-drug-driving.html)[www.ul.ie/news/ul-students-participate-in-drug-driving-awareness-campaign](http://www.ul.ie/news/ul-students-participate-in-drug-driving-awareness-campaign)[www.mic.ul.ie/news/2024/midwest-third-level-students-launch-drug-driving-awareness-campaign](http://www.mic.ul.ie/news/2024/midwest-third-level-students-launch-drug-driving-awareness-campaign) |