

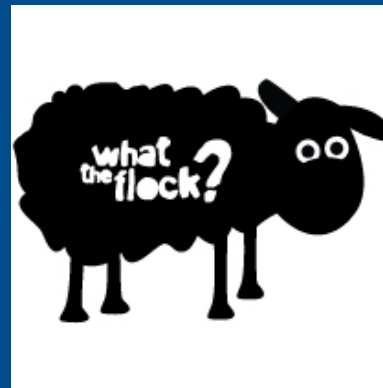
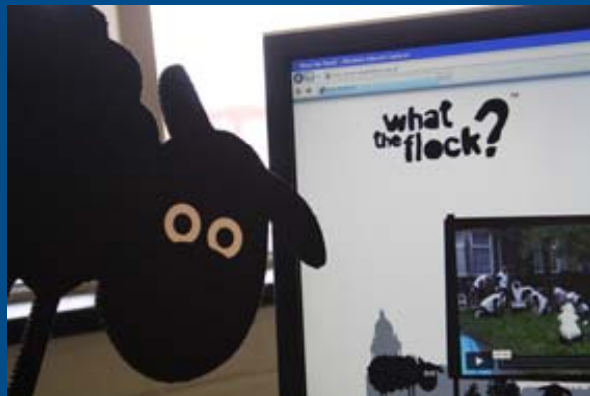
A social norms approach to correct student misperceptions of substance use: What the flock?

Savva G, Edlin B, Knighton T, and Bewick B.M.

ESSUS

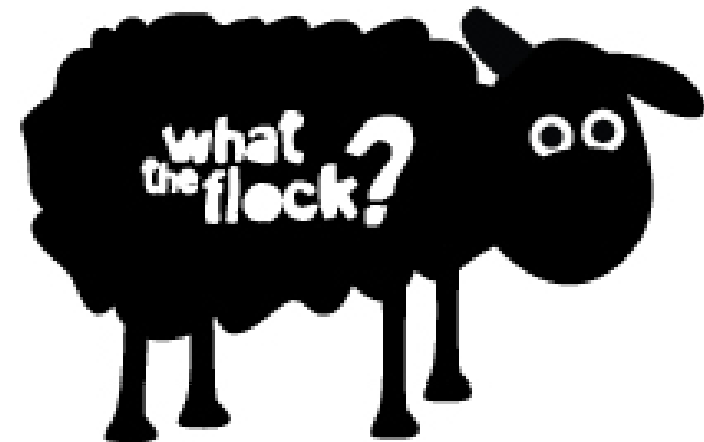
Bradford, UK

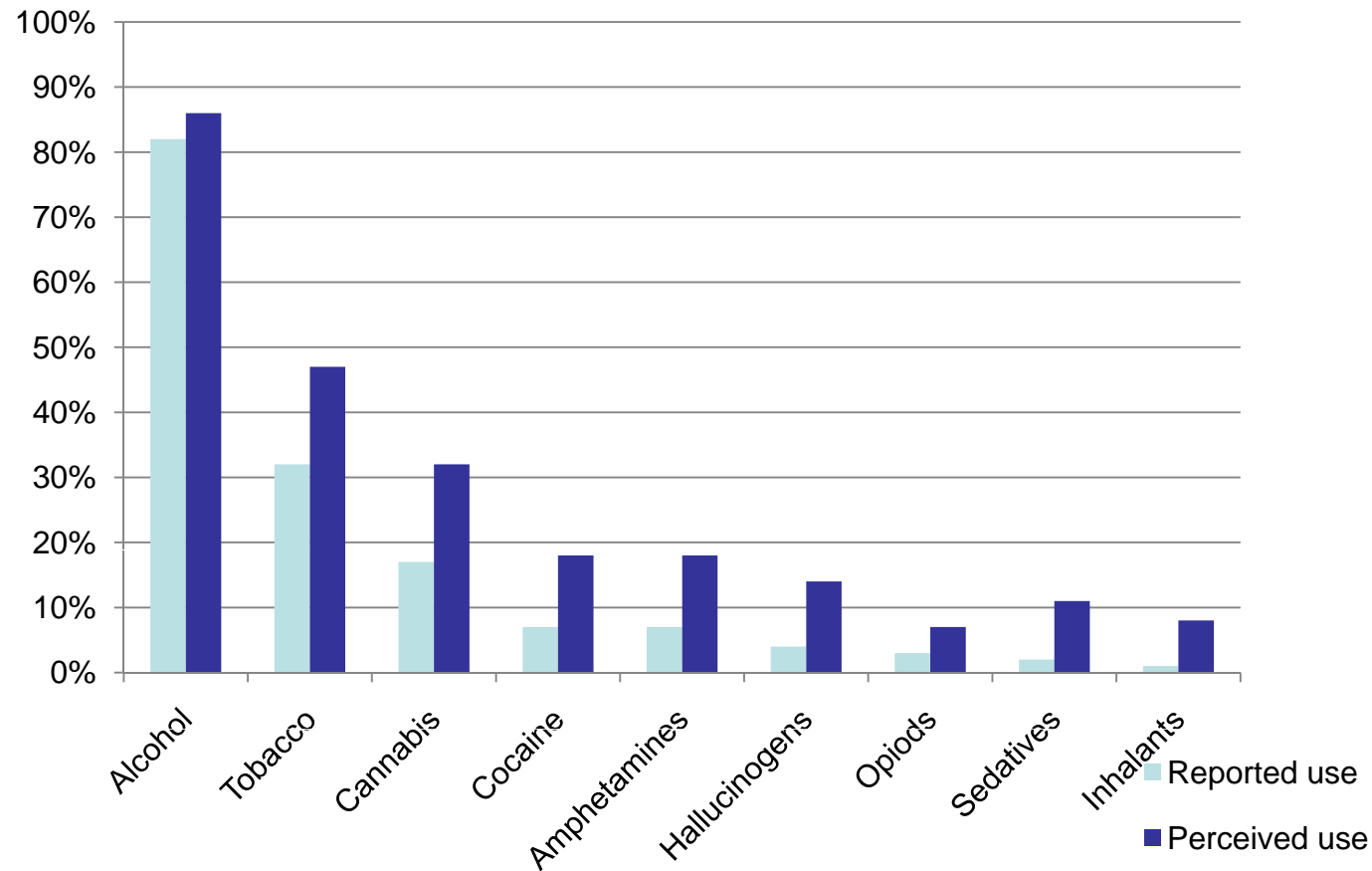
June 2012





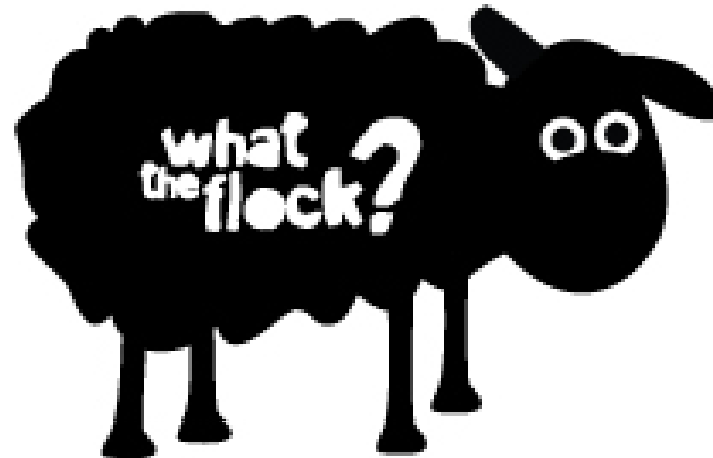
The screenshot shows the 'unitcheck' website interface. At the top right, there is a login section with the text 'Already registered?' above an 'Email address:' field and a 'Password:' field with a 'log in' button. The main content area features the 'unitcheck' logo and a description: 'What does Unitcheck do? See how many units are in the alcohol you drink. Check if the amount you're drinking is risky for your health. See how many people drink a similar amount to you.' Below this is a 'register' button with a right-pointing arrow. To the right of the text is an image of ice cubes in a glass. Below the main text is a navigation menu with icons for 'Log In', 'About', 'FAQ', and 'Contact'. Further down, there are sections for 'What if I don't drink?' and 'How safe is my information?' with explanatory text. At the bottom, there are links for 'Privacy Policy', 'Accessibility Policy', 'Terms of use', and 'Site Map'.





n=4309, use in the last 3 months

Montana et al. (2009)



www.whattheflock.org.uk



What the flock?!... Leeds replaces iconic golden owls with sheep.

Leeds City Council has announced today of its plan to replace the six golden owls that stand on pedestals in front of the Leeds Civic Hall on Millennium Square with the more humble sheep.

The news comes as a shock to some, as the golden owls have been a feature of the city for over 100 years. Speaking to the Yorkshire Lamb, Geoff Gilmartin, Head of Local Heritage, states "The statues of the owls have come under scrutiny for some years now. The original golden owl artwork was not actually commissioned for Leeds so some locals feel a resentment towards them" "After sheer determination the Council has been able to react to the dislike towards the owls".

The owls were originally commissioned in 1904 for Bristol City Council's city gates. However, when plans for the gates were halted in 1907, the owls were sold on to Leeds City Council. Gilmartin goes on, "in true Yorkshireman style we accepted the reduced price pieces".

The sheep, with its new fleece of life, is close to the heart and heritage of Leeds. The city was at the forefront of the cloth-making industrial revolution and is said to have been 'a city built on wool.'



The owl's golden years are up.

All this is to coincide with the launch of a new commission targeted at three Leeds based Universities. Sheep have already been seen appearing on Woodhouse Moor and at bars and club events around Leeds. The new commission is to launch on 10.10.10 at 10pm and can be seen online at whattheflock.org.uk

So it seems... all's wool that ends wool for Leeds.

send your comments to:
editor@yorkshirlamb.com

www.whattheflock.org.uk
launches 10th October 2010



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Bookmarked: Mystery of the Woodhouse Moor sheep revealed

Viral campaign is targeted at Leeds students



Black sheep grazing on Woodhouse Moor? What the flock?


Remember the mystery of the black sheep on Woodhouse Moor I reported on a couple of weeks ago?

Commenters speculated it was anything from the launch of a pomegranate juice drink to something to do with Black Sheep beer or even an infamous sheep-related Gothic club (or two!).

Well yesterday - 10/10/10 at 10pm - the secret of the three-week 'what

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what the flock?TM

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play our quick quiz to find out

what the flock?TM

We've been talking to the students of Leeds and asking them a few questions. Take our quick quiz to find out what your fellow students have been saying.

Are you a University student in Leeds? yes no

email address

male female

age year of study

do you want to enter a prize draw to win a limited edition 'what the flock?' t-shirt?



yes no

question one ▶



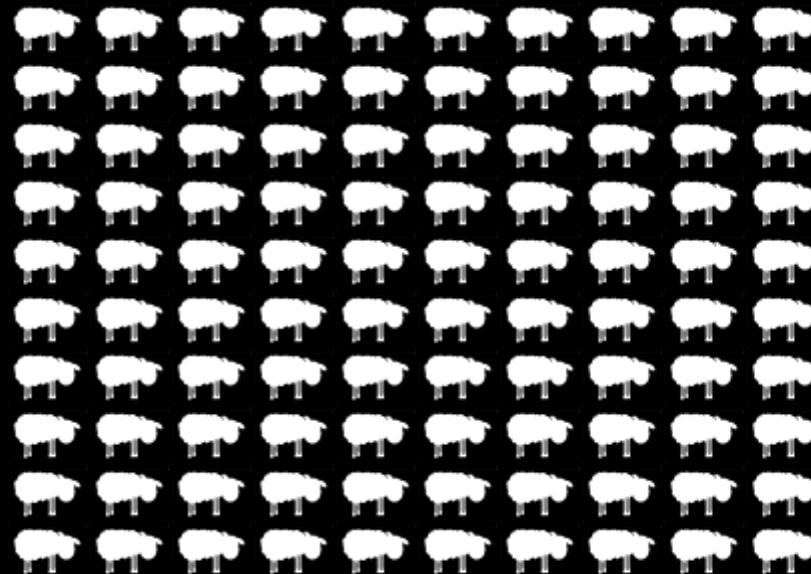
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question one

Q. How many university students in Leeds have recently used illegal drugs? Select from 1-100 by dragging your cursor or typing the answer below...



Your answer:

 %

next question ▶

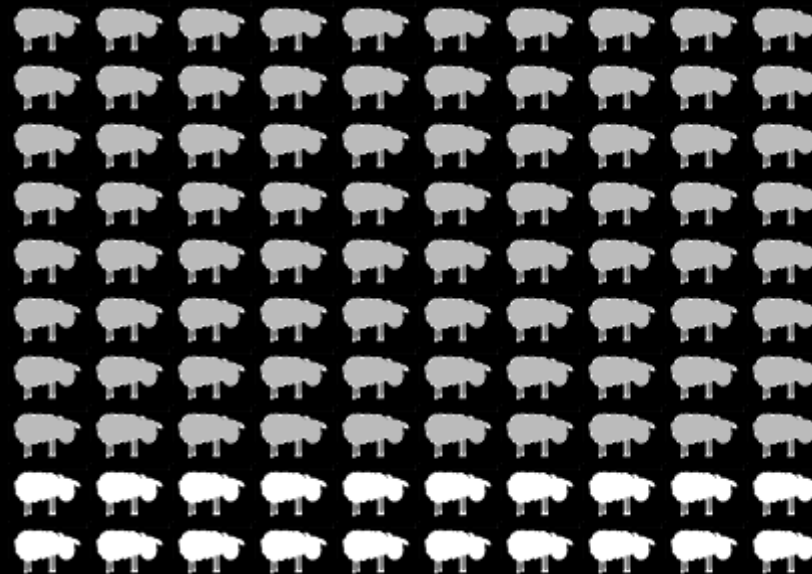
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question one

Q. How many university students in Leeds have recently used illegal drugs? Select from 1-100 by dragging your cursor or typing the answer below...



Your answer:



80 %

next question ▶

* Questions asked were based on usage in the last three months from a 2009/2010 survey

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Personalised feedback

Tailored information
(based on social norms)

question

you thought

they said really?

Q. How many university students in Leeds have recently used illegal drugs?

80%

The answer is... 21%

?

So 4 out of 5 students choose not to use illegal drugs

Q. How many students in Leeds have recently used amphetamines (like speed and ecstasy)?

18%

The answer is... 7%

?

So at least 9 out of 10 students choose not to use amphetamines

Q. How many students in Leeds have recently used hallucinogens (like ketamine and magic mushrooms)?

14%

The answer is... 4%

?

So at least 9 out of 10 students choose not use hallucinogens

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question

you think

Taken from Figure 2.2 on page 9 of 'Student Substance Use and Mental Wellbeing'. In answer to the question "have you used illegal drugs within the last 3 months".

Q. How many university students in Leeds have recently used illegal drugs?

80%

The answer is... 21%

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So 4 out of 5 students choose not to use illegal drugs

Q. How many students in Leeds have recently used amphetamines (like speed and ecstasy)?

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The answer is... 7%

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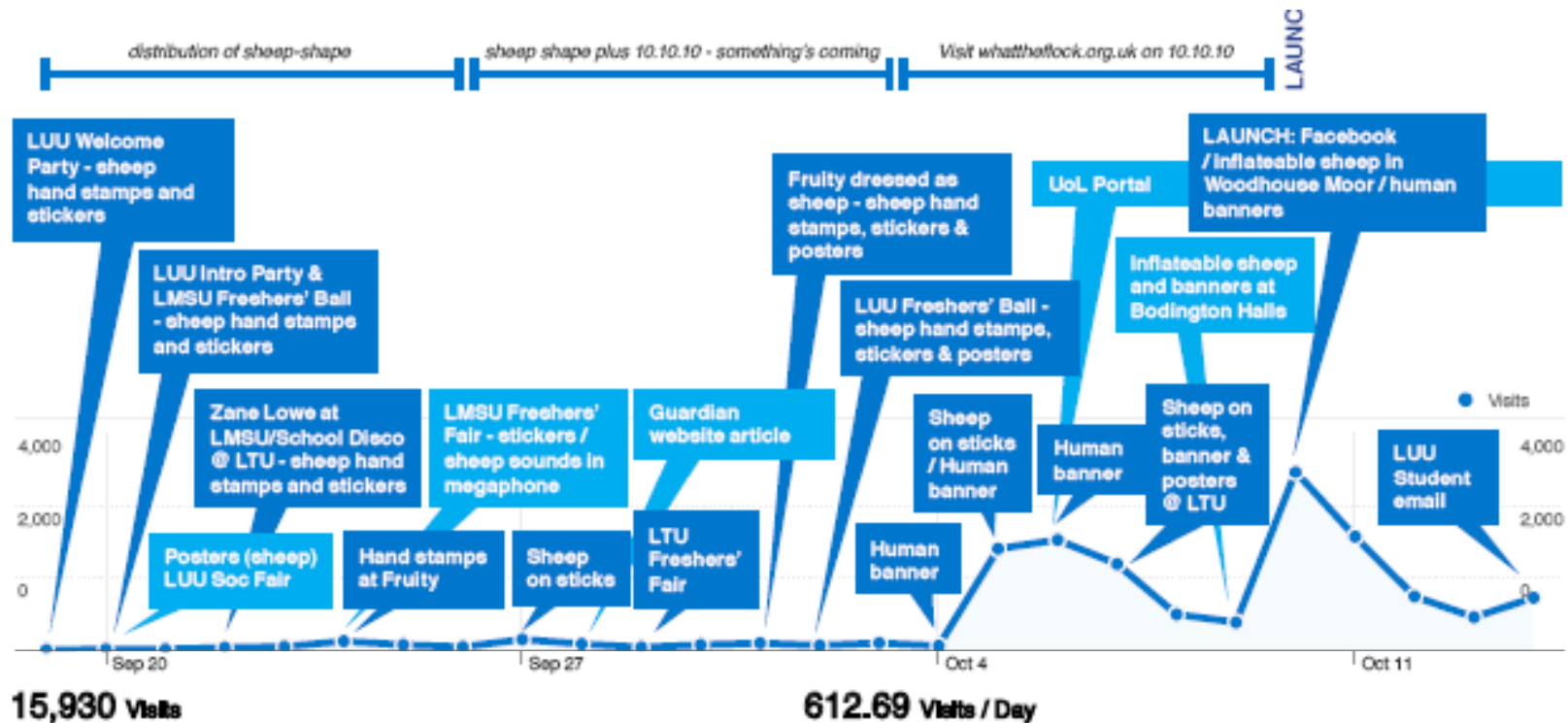
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Q. How many students in Leeds have recently used hallucinogens (like ketamine and magic mushrooms)?

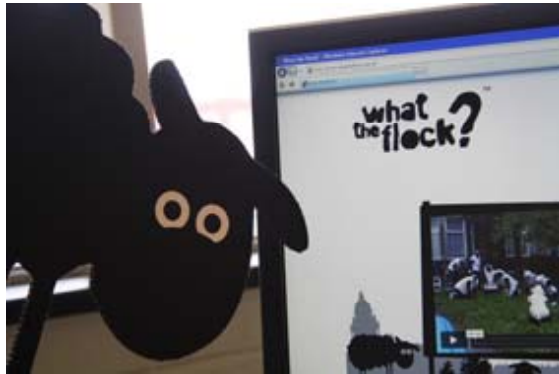
14%

The answer is... 4%

?



10.10.10 – 1.2.11 n=2549 completed online quiz



Conclusion

- ▶ It's feasible to create an innovative social norms campaign that can be delivered to multiple communities simultaneously with limited resource.
- ▶ Conducting campaign activity on- and off-campus and ensuring students contributed to campaign delivery were key to ensuring successful student engagement.
- ▶ Subsequent work will seek to evaluate behaviour change as well as intervention engagement.

Leeds Institute of Health Sciences
Academic Unit of Psychiatry and Behavioural Sciences



UNIVERSITY OF LEEDS

Thanks for listening



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What the flock

Montana, C. and Bewick, B. (2009) Student substance use and well-being: Results of an online audit commissioned by Leeds Student Substance Use and Mental Health Group. Internal report prepared by University of Leeds, UK.