

Review of previous intervention studies (August 2010)
Project Officer (PO) intervention development work with universities (n=6)
(Oct 2010 to Dec 2010)

4 Universities recruited to implement
the intervention
(Dec 2010)

2 universities unable to implement
intervention in study period

Academic supervisor support for PO (from Feb 2011)
Survey of 1st year undergraduates (n=8,331) across universities (April to May 2011)
Social norm messages identified from responders (n= 998)
Development of social norm materials and toolkit by PO and Intervention Steering Group
(June to August 2011)

Randomisation of university halls (n= 50) across university campuses
(August 2011)

Intervention halls (n= 25)

Control halls (n= 25)

University wide Alcohol Toolkit implementation (from Sept 2011)

Social norm intervention implementation
(Oct – Dec 2011)
(Jan to March 2012)

On line and post survey of 1st year students in universities (Feb – March 2012)

Primary outcome

Units of alcohol per week DDQ

Secondary outcomes -

Alcohol consumption DDQ / AUDIT

Rutgers Alcohol Problem Index

Drinking Norms Rating Form (Baer et al, 1986)

Injunctive norms (Neighbours et al, 2008)

Process
evaluation
(Oct 2011 to
June 2012)

Focus Groups
(Years 1 to 3).

Observation
of materials
and context.

Stakeholder
Interviews.

Survey of
exposure and
reception.