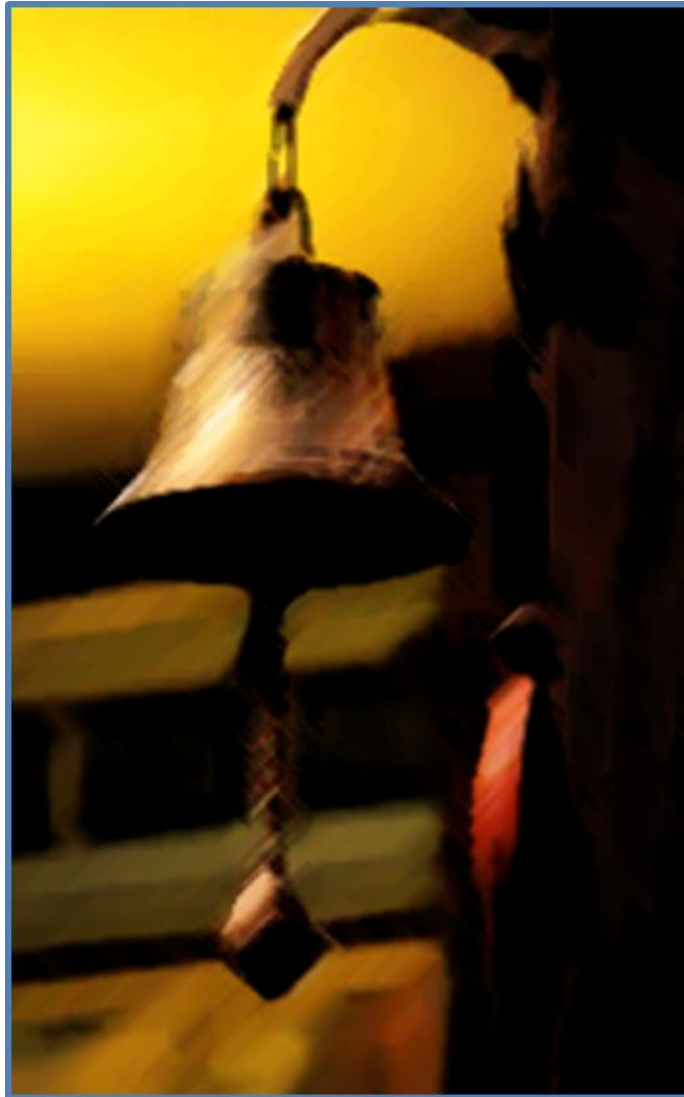


Calling Time



Project Report

June 2014

Introduction

Calling Time is the name of a project designed to raise the awareness of drinking alcohol to young people attending Stourbridge College Brierley Hill Campus October 2013 and June 2014. This project followed on from a listening event in November 2012 by a Community Organiser who worked extensively with young people within the Hawbush and Chapel Street estates.

The Community Organisers report identified that the drinking of alcohol by young people mainly within the 12-17 age group was growing and was a major concern to parents and public services alike.

The listening event identified 7 key solutions:

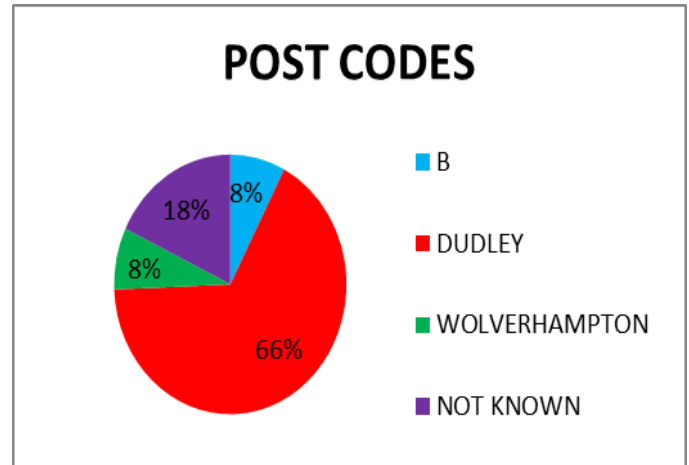
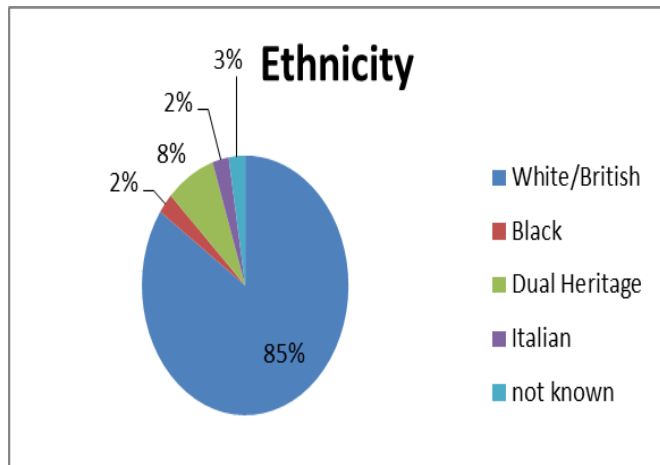
1. The need for more youth ambassadors / role models
2. Making it more difficult for young people to access alcohol
3. Raising the price of alcohol
4. Reducing the number of alcohol promotions within night clubs
5. Engaging young people in alternative activities to combat boredom
6. Developing educational campaigns with young people to raise awareness about the dangers of drinking and alcohol abuse
7. Encouraging dialogue between parents and young people about the dangers of alcohol

The calling Time project sought to address 2 of the 7 key solutions. First developing an educational campaign and secondly encourage dialogue between parents and young people, about the dangers of drinking alcohol.

CfED 'Calling Time' alcohol survey

Who took part;

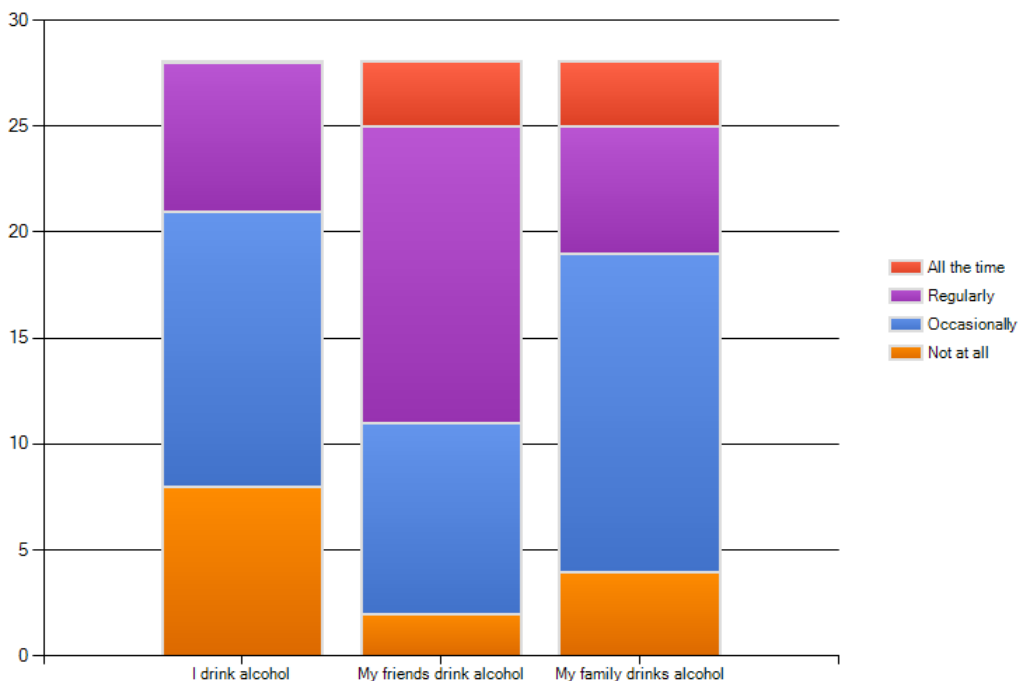
39 young people completed the survey. The majority (66%) lived in the Dudley area.



The young people were then asked a number of questions relating to experience of alcohol, when they think drinking becomes a problem, what to do when their friend is drunk, what is a sensible drinking message and how best to get messages out to young people.

Question 1

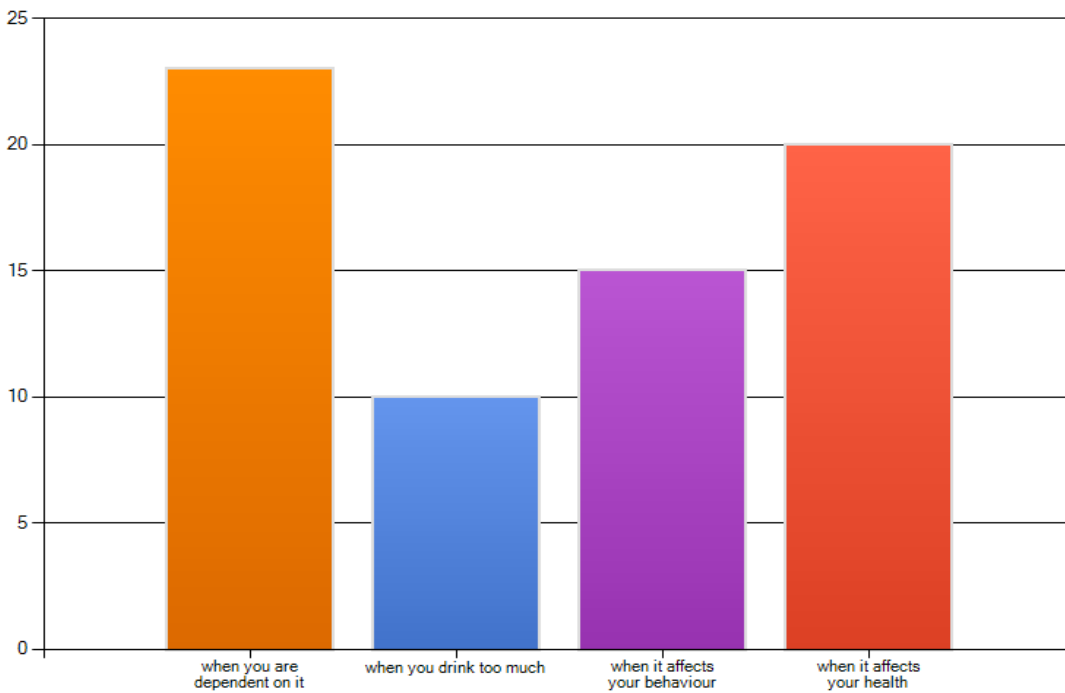
What is your experience of alcohol use? Below is a list of statements. Tick all that apply to you.



51% of respondents stated they drink alcohol occasionally. 54% said their friends drink regularly, 56% said their families drink occasionally. 12% said both their friends and family drinks all the time.

Question 2

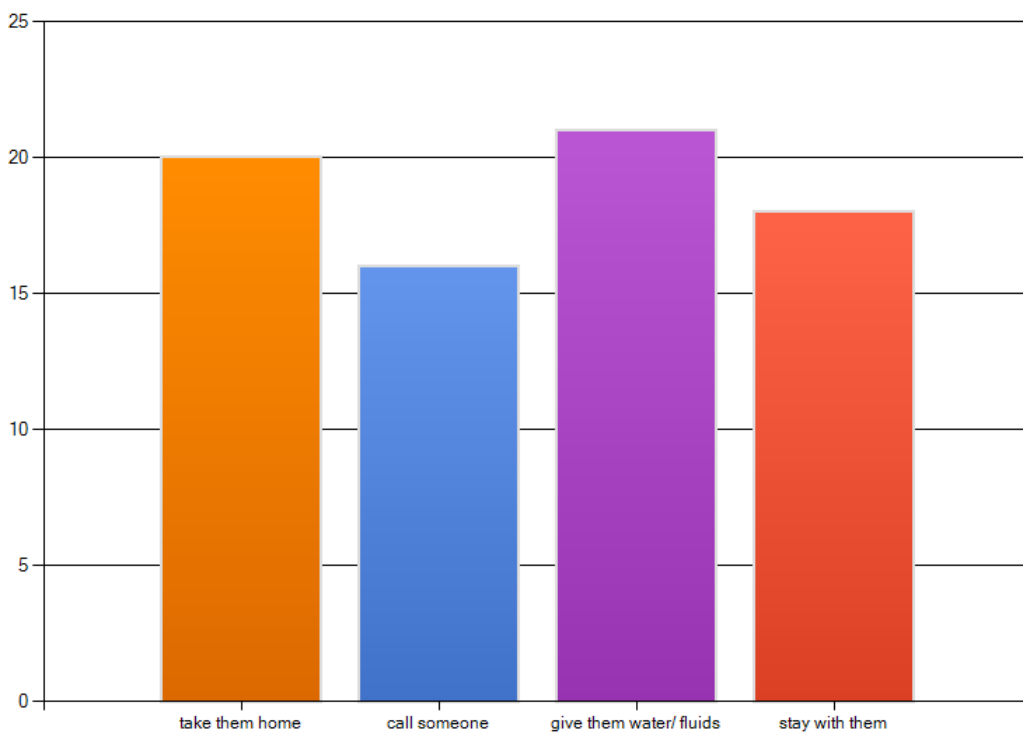
When do you think drinking becomes a problem?



79% said drinking becomes a problem when you are dependent on it. 79% said when it affects your health and 59% said when it affects your behaviour.

Question 3

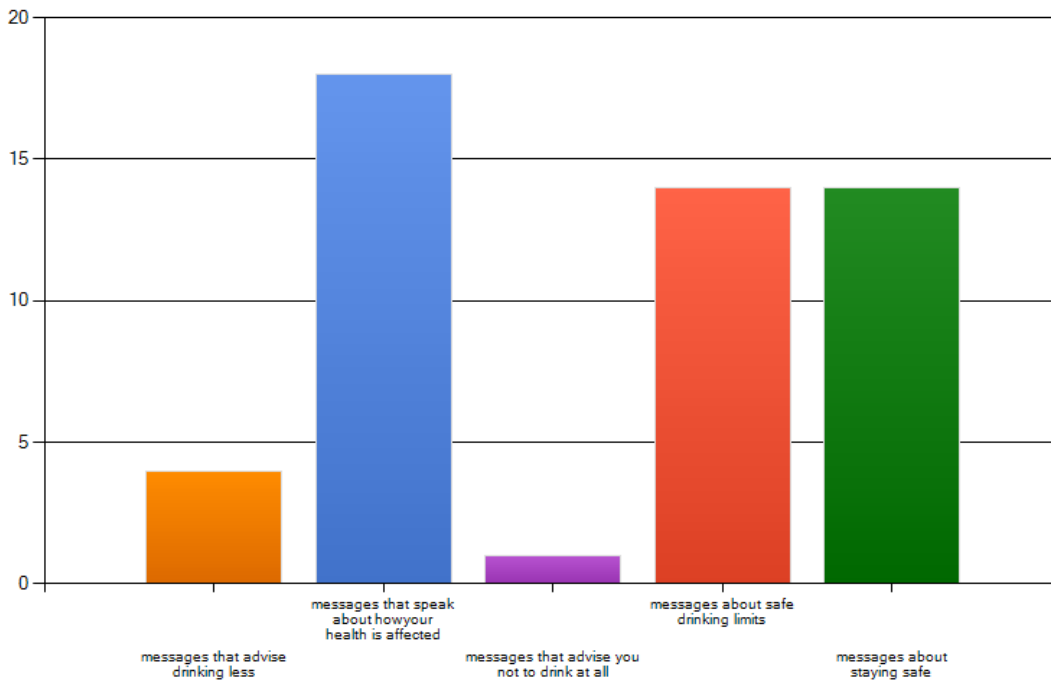
What would you do if your friend got really drunk, how would you make them safe?



79% knew to give their friends fluids/ water if they were drunk, 74% would also stay with them.

Question 4

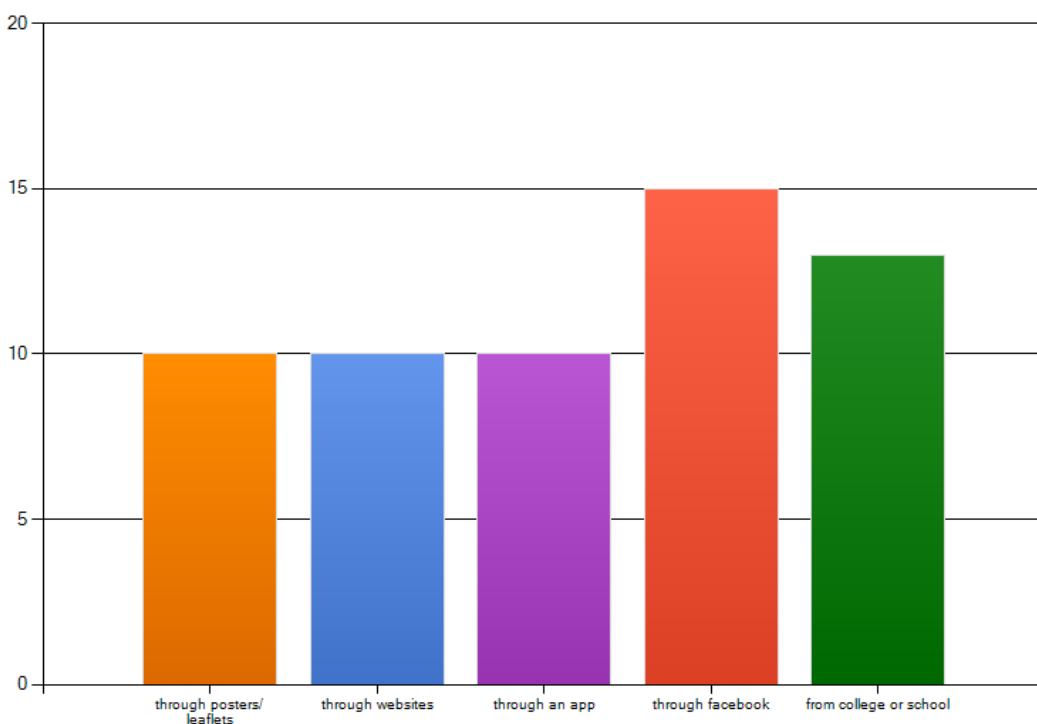
What is a sensible drinking message, what would make you either stop or reduce the amount you drink?



66% of young people said messages that spoke about your health were most likely to influence the amount you drank. 50% also felt that messages about safe drinking limits and staying safe were also important.

Question 5

How would you like to receive safe drinking messages?



56% believed using Facebook was a good way to get messages out to young people. 43% also believed getting messages from school and college were helpful as was receiving information through Facebook.

Workshop

In addition to completing a survey, students took part in a workshop that looked at previous safe drinking campaigns and were asked to critique them.

They were asked to answer the following;

- 1) What is the message?
- 2) Is it effective in getting that message across? Why?
- 3) How could you do better?

The overall opinions from the group were that in order to reach young people posters/ films or moving images need to be;

- Realistic and gritty,
- Show the effects on the family,
- Something that grabs peoples attention,
- Is graphic, looks genuine and is not staged.

Posters were suggested as being useful on public transport and at bus shelters/ train stations. Youtube adverts were also suggested as being a good vehicle to reach young people.

The students then developed their own ideas further.

Idea 1. (5 members)

The overall message was one of staying safe and safe drinking limits.

The idea was to create a film that showed how excessive drinking makes you an easy target and can lead to dangerous situations. Photographs were taken to show how the story would develop;



Girl leaves home, goes to party, friends leave her, she staggers along alone a stranger approaches her and robs her. (The pictures in colour represent the happy times the black and white pictures demonstrate the danger)

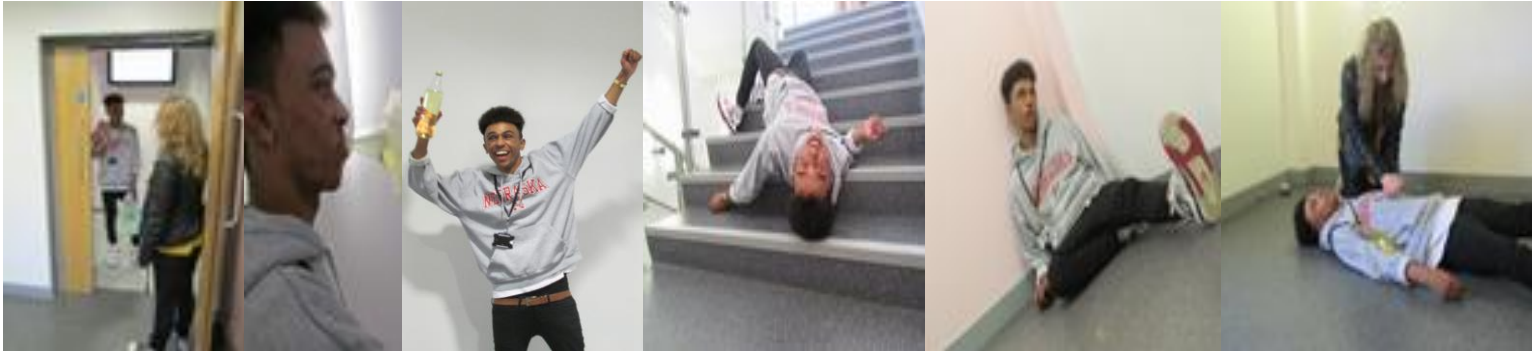
The group felt the idea could be developed further by;

Showing the girl beginning by drinking at home and filling the 'in between' scenes could add alternative dangers and endings. They also wanted to overlay a target image on the final photo. The strap line could be 'do you want to be an easy target?' the group felt the final photo with the strap line would also work well as a poster on its own.

Idea 2 (3 members)

The overall message was how excessive drinking can affect your health.

This idea was also to create a film about how excessive drinking can have serious consequences. Photographs were taken to show how the story would develop;



Mum waving son off to party, son drinking, son falling down stairs, son dazed, son needing CPR.

The message would be 'Know the consequences'.

Idea 3 (4 participants)

The overall message was staying safe whilst drinking with a focus on people's perceptions of drunk women/ girls. They were also interested in incorporating ideas about how drinking can affect the family.

A poster was designed showing a drunk girl with a group of men commenting on her.

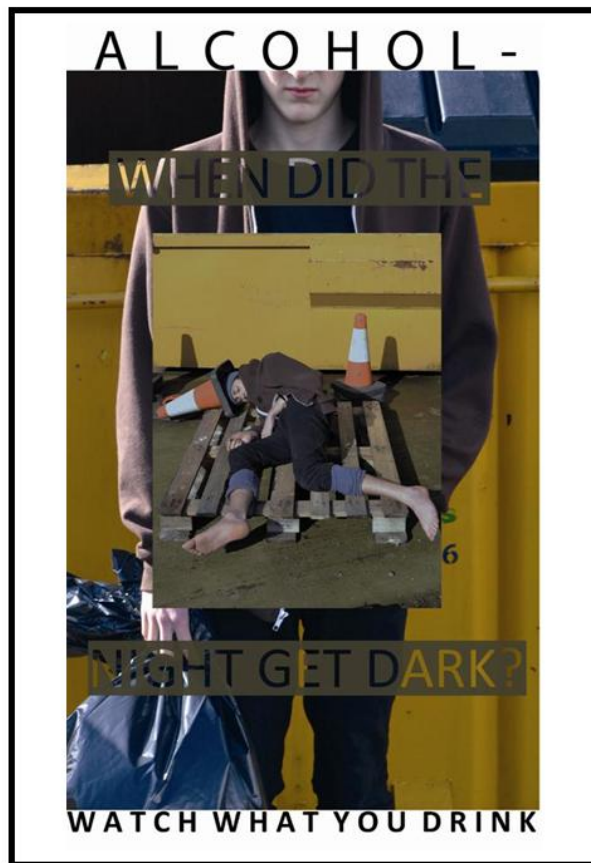
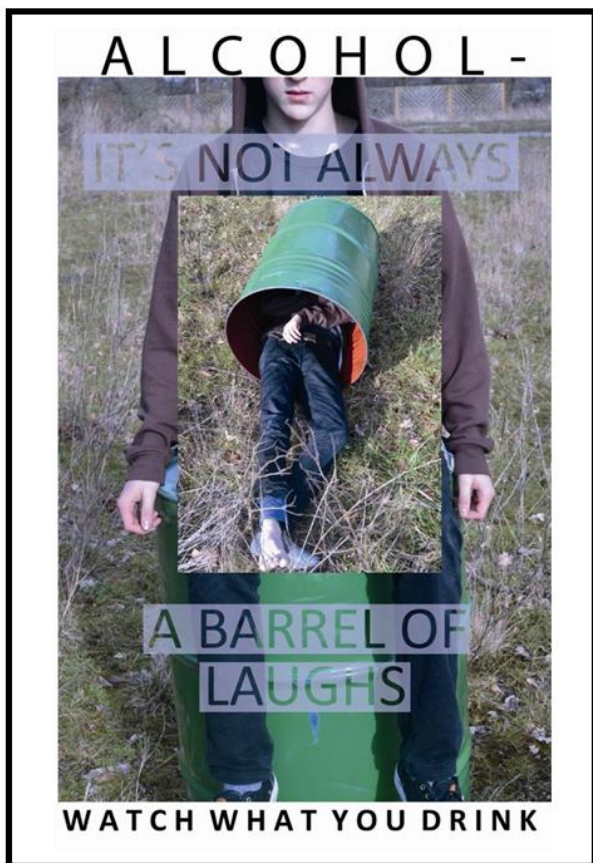


The group thought the idea could be developed further to include strap lines such as 'what would your parents think? 'What if this was you/ your sister?'

Other ideas from this group included; young people drink driving, unwanted pregnancy, FAS and how excessive drinking whilst pregnant can affect your baby.

Idea 4 (4 members)

This group also designed a couple of posters. The message was one of safe/ responsible drinking.



This group felt their photographs could be more developed and realistic. E.g. empty bottles etc... and that perhaps a series of photos could be created to include two that represented a girls perspective.

Idea 5 – 1 individual

This idea was very different as it was to create a 'flick' book either actual or filmed. The book would begin with a glass of beer and end in a variety of scenarios e.g. drink - fight – prison, drink – sex – baby or drink- collapse – robbery. It would be a first person view of what could happen and the effects of drinking.



The book would go through 1 drink – effect, 2 drinks – effect, 3 drinks – effect and so on and end a variety of ways; ill, robbed, blurred vision, sex, fighting etc...

The original idea came from thinking about the artic monkeys video
<http://www.youtube.com/watch?v=bpOSxM0rNPM>

Some of our learning

Young people:

- Are able to identify when drinking can become a problem in people's lives
- Were able to identify what to do with a friend who was very drunk
- Welcome seeing safe drinking message
- Are very interested in learning about the different ways that alcohol can affect their physical and mental health
- Thought social media or school and colleges was a good way to share safe drinking messages
- Prefer to see realistic and "gritty" images to get message across
- Prefer to see messages that they can relate to
- Are interested in showing how alcohol affects the whole family rather than just the drinker

Others:

- 80% of young people, their friends and family drink alcohol on occasional or regular basis
- Working with and utilising the skills of arts and design students is a great way to tap into local creativity and develop new promotional materials appealing to young people
- Developing links with more colleges and undertake practical activities with young people may enable CfED to develop more awareness related projects i.e. smoking and health related issues
- Testing out promotional materials first with young people may be a great way to develop posters etc for a wider audience

Conclusions & recommendations

- Parents, Schools and colleges should ensure they reinforce safe drinking messages with their children, pupils and students
- Information about how alcohol affects your health and wellbeing should be shared with parents, children and young people.
- Parents/family members to be aware of how their drinking can affect the wider family
- Using art and design students is a great way to tap in to new and emerging designers
- Stronger partnership working between public health and colleges should be developed

- Any future project should be developed in conjunction with senior staff at the college to ensure full cooperation and support of lecturers and students.
- Any active design projects should be prepared sufficiently in advance to enable them to be included in college timetables and curriculums.
- Future design projects should allow sufficient time for the designs to be created and actually produced during the lifetime of the project.

Art & Design students call time on alcohol awareness

Birmingham Metropolitan College Art & Design students based at the outstanding Art & Design Campus in Brierley Hill have called time on an alcohol awareness project organised by the Centre for Equality & Diversity, the Office of Public Health and Dudley Council.

Students studying for Level 3 Art & Design Diplomas took up the challenge to create poster designs and story boards for the 'Calling Time' campaign to raise awareness of alcohol misuse by young people after local research identified problems with drinking in the area.

Kenneth Rodney, Director at the Centre for Equality & Diversity, said: "Local research into drinking patterns, especially amongst younger people, has shown us that there is a real need for local ambassadors and role models to pioneer an alternative lifestyle for young people in the area. We thought that by involving students in the campaign, we could reach our target audience more effectively with messages and images that are relevant to them."

The students were tasked with creating a series of posters and story boards depicting how they would call time on alcohol misuse. Jo Raynor, Lecturer at Birmingham Metropolitan College, said: "The group was briefed on the need to create images for immediate effect based on their own first-hand experience. Students explored a range of scenarios, some using humour to convey the messages and others creating more hard-hitting visuals. This was a fantastic 'live' project giving students a real insight into the world of graphic design using a real brief with proper deadlines. I'm really proud of their professional approach."

Purdeep Gahlan, Alcohol Health Improvement Advisor at the Office of Public Health, said: "This campaign has given us an idea of what young people think about alcohol misuse. Our aim is to reduce the impact of alcohol misuse on individuals, families and communities to enable people to live healthy, prosperous lives. The poster designs will be incorporated into a wider campaign and will appear, hopefully, on billboards in the local area."

Student Cameron Wilson, 17 from Stourbridge, said: "Being able to work on a live project was definitely different from doing college work. We all had to work together as a team, but because we're all in the same group, it wasn't too difficult. I'm really interested in becoming a graphic designer, so it was useful to have a real project to work on – it would be great to see our work on billboards around Brierley Hill!"



Feedback

The participants were asked for feedback about their involvement in the project. In particular they were asked;

- Did you enjoy being involved in the project?
7 said yes 1 said no and 9 said they were indifferent
- What did you think of the alcohol awareness activity? (drawing round the body and busting myths)
3 said this was excellent and a further 14 said they were good

Were ALL activities useful in helping you think about alcohol and drinking? (if so why and if not, why not) 15 participants said the activities were useful because; it was informative, made them realise the effects of drinking, they learned new facts, learned about the effects of alcohol on the body and mind and learned about unit. 2 participants said it wasn't useful as they already knew the information being shared.

- What did you enjoy most from being involved in this project?

Participants stated they most enjoyed; busting the myths, creating, learning new stuff, the group work and team building exercises, drawing round the body and learning about the effects about alcohol on your body, creating the messages, producing ideas, photography task, the goody bag, being involved and designing the posters.

- What did you enjoy least about the project?

Participants least enjoyed; drawing round the body, not having enough time to design something properly, being left alone to create ideas, having to talk a lot, having to listen to talks about alcohol, making the advertisements, looking at other ads as it went on too long and nothing came out of it.

- Would you be interested in doing a similar project in the future?
8 said yes 7 said no and 2 did not reply

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