

University: NO alcohol behind the wheel

#DrinkResponsibly



Colegilor: NOT aLCOOL la volan
#ConsumaResponsabil
Spirits Romania
Romania
2024 > 2024
#AwarenessRaising
#ReducingHarmfulDrinking

#University



Objective

To help university students be more mindful of their drinking

To increase knowledge about alcohol among students

To raise awareness of national laws and EU regulations regarding drink-driving, with a focus on the #AnastasiaLaw among student

To raise awareness of the risks associated with drink-driving among students

To highlight the importance of responsibility, both as a driver and as a passenger among students

Description

In Romania, thousands of people fall victim to road accidents every year, some of which are caused by drink-driving. To help reduce the number of road accidents and improve safety on public roads, the Spirits Romania Association launched the programme in two universities.

The programme included:

- Pre/post survey: The Mentimeter platform was used to assess students' perceptions of their knowledge regarding drink-driving.
- Information sessions: Sessions were held during November at the Academy of Economic Studies and the American-Romanian University. Led by representatives of the Romanian Police and certified psychotherapists from Clinica Oana Nicolau, these sessions covered the risks of alcohol abuse, relevant statistics, and the legal consequences of drink-driving. Students also received advice and had the opportunity to test an impact simulator, designed to illustrate the difference between driving sober and under the influence.
- Competition promotion: The competition was explained during the information session. A Facebook post was created to encourage competition entries, emphasising that students could contribute to reducing road accidents and improving safety on public roads. Two articles were published in media about the competition.
- Background research: To participate in the competition, students were required to conduct research on responsible alcohol consumption, road accident statistics in Romania, relevant legislation, and any other useful information for their campaign.
- Creative competition: Students were tasked with designing a campaign aimed at their peers—friends, neighbours, university classmates, or colleagues—promoting responsible and moderate alcohol consumption or preventing drink-driving.
- Jury: Any entries were evaluated by a jury comprising representatives from Spirits Romania's partner organizations and institutions.

Unfortunately, no entries were received for the competition, so the programme was discontinued.

Partners

The Academy of Economic Studies (Faculty of Marketing).

The American-Romanian University (Faculty of Management and Marketing).

Clinica Oana Nicolau (one of the country's most renowned psychotherapy institutions).

The Romanian Police.

Results

Three sessions were attended by a total of 150 students.

The articles about the competition were posted on News.ro (readership of 885,000 students/month) and Stiripesurse.ro (readership of 3.8 million students/month).

Measurement & evaluation

The information session survey results that:

- Pre-session: most of the respondents stated that they are responsible drinkers.

- Post-session: 80% of the respondents stated that they are responsible drinkers.

Students showed appreciation for the information sessions and University Deans urged students to join the sessions.

Website

<https://www.consuma-responsabil.ro/concurs/>

Downloads

Photo gallery

