

## University training in responsible consumption



**El Día del Consumo responsable en Universidades**

### Objective

To spread the responsible drinking message among young adult consumers.

### Description

It is hoped that by raising awareness about responsible drinking among university students, it will help them make more responsible decisions when they drink alcohol. The initiative consists of a talk of about an hour, where college students (18-25) are taught the following points:

- Basic concepts about what alcoholic beverages are.
- Benefits and harms of their consumption.
- What a responsible consumption is.
- How to estimate BAC levels and UBE (standard units).
- How to uncover myths and false beliefs about the consumption of alcohol.

Training is based on the peer influence model. A small group is trained with the idea, and later, they inform and influence on the rest. This means that communication and transmission of values, are made between equals, and it makes both the intervention and messages, fit the final recipient.

### Partners

Granada town hall and Granada University  
Huelva town hall

Huelva Universitiy  
Universidad Rey Juan Carlos  
Ciudad Real Town Hall

## Results

In 2019, 245 university students were trained.

In 2017, more than 300 young adults in different universities and municipalities were trained.

In 2016, 200 young adults were trained. Until 2014, five universities in Granada and Huelva took part reaching around 500 students.

## Downloads

## Photo gallery

