

Optional Action Point 3:

Develop reporting mechanism for tracking high risk promotions by local licenses.

1. Purpose

The objective of this toolkit is to;

- Outline different ways that your campus could track high risk promotions by local licenses.

2. Scope

High risk promotion is an extremely broad term. For the REACT Project a high risk promotion is any drink special or other promotions that encourage students to drink excessively. As an example if it is a drink deal that promotes large amounts or high percentage alcohol content drinks at a low cost then it could be considered high risk. Other high-risk marketing strategies used by local licenses include all-you-can drink specials, “two-fers”, “coin nights”, “ladies nights”, “bladder busts”, and pub crawls. Such high-risk promotions demonstrate a disdain for responsible business practice and jeopardize the health and safety of the entire community. Reporting mechanisms may require a great deal of effort but they do produce effective change in reducing hazardous alcohol consumption. As far as the REACT team are aware, no centralised tracking system has been developed at any college/university/institution in Ireland.

3. Procedure

There are different ways a college/university/institute of technology could develop a reporting mechanism for tracking high risk promotions by local licenses. The following points outline different ways your college could develop a reporting mechanism;

1. Options include:
 - a. Your campus could identify one point of contact for all reports of high risk promotions by local licenses to be sent to e.g. Director of Student Services/ Head of Student Experience/ Student Engagement Officer / Students’ Union Welfare Officer etc.
 - b. Another option could be to set up a separate email which is just used for reporting high risk promotions. This email would be controlled by one individual who would monitor all the high risk promotions that are reported.
 - c. A third option could be to form a committee who would have responsibility for the reporting mechanism.
2. It is important to develop a tool that will work across all age ranges, students and staff. For example your tool could be online, by phone, drop in etc.
3. When a report is made of a high risk promotion there must be proof of this high risk promotion e.g. a photo should be taken which includes the date and time of when this high risk promotion was on display or witnessed.
4. It would be sensible to identify an individual who would take responsibility for the review of complaints and make a decision on legitimacy.

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RESPONDING TO EXCESSIVE ALCOHOL CONSUMPTION IN THIRD-LEVEL

5. Each college/university/institute of technology is welcome to create their own idea on how they would like to report and track high risk promotions by local licenses. This idea would then be discussed with the REACT project coordinator to discuss its suitability.
6. A report on high-risk promotions should be completed and submitted to the Registrar at the end of the REACT programme.