



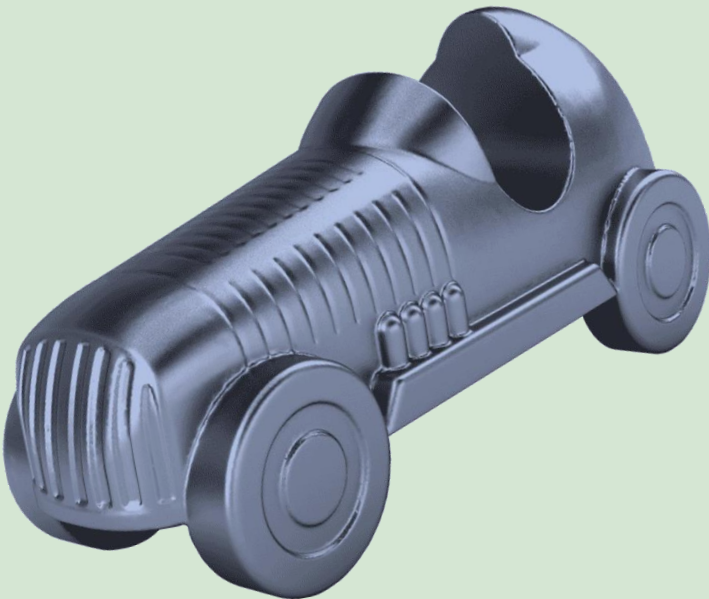
INTERVENING

During the Event-Specific Pregame:

A text message intervention to reduce new students' alcohol use during Orientation Week.



PRE-GAMING



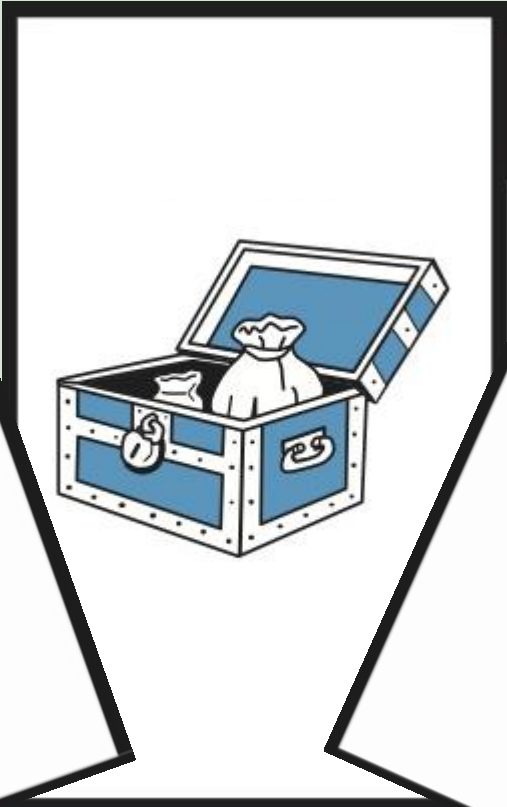
| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | | | <p>COLLECT 250µg/L BEFORE YOU PASS</p> |
|--|--|--|--|--|--|--|--|



PRE-GAMING

**LIQUOR
STORE**

\$2



**AT
EVENT**

\$8



PRE-GAMING

7.1 VS. 4.2

More alcohol on Pre-Gaming nights

23.8% VS. 13.9%

More harm on Pre-Gaming nights

62% VS. 80%

University students Pre-gamed in the past 3 months.





ORIENTATION

CHANCE



SPORTS DAY

PRICE \$60

PADDY
WAGON



PRICE \$60

PROCTOR
FEE
♦
PAY 10%
OR
\$200

RUGBY
HGH VS. CRUS

PRICE \$60

COMMUNITY
CHEST

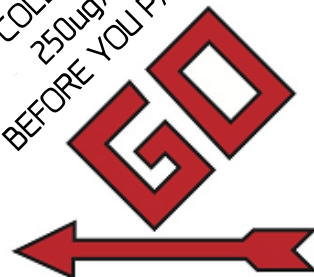


FOLLOW
INSTRUCTIONS
ON THE CARD

TOGA PARTY

PRICE \$60

COLLECT
250ug/L
BEFORE YOU PASS



CHANCE



COLLECT
250µg/L
BEFORE YOU PASS

GO





ORIENTATION

85%

Of new students choose to drink

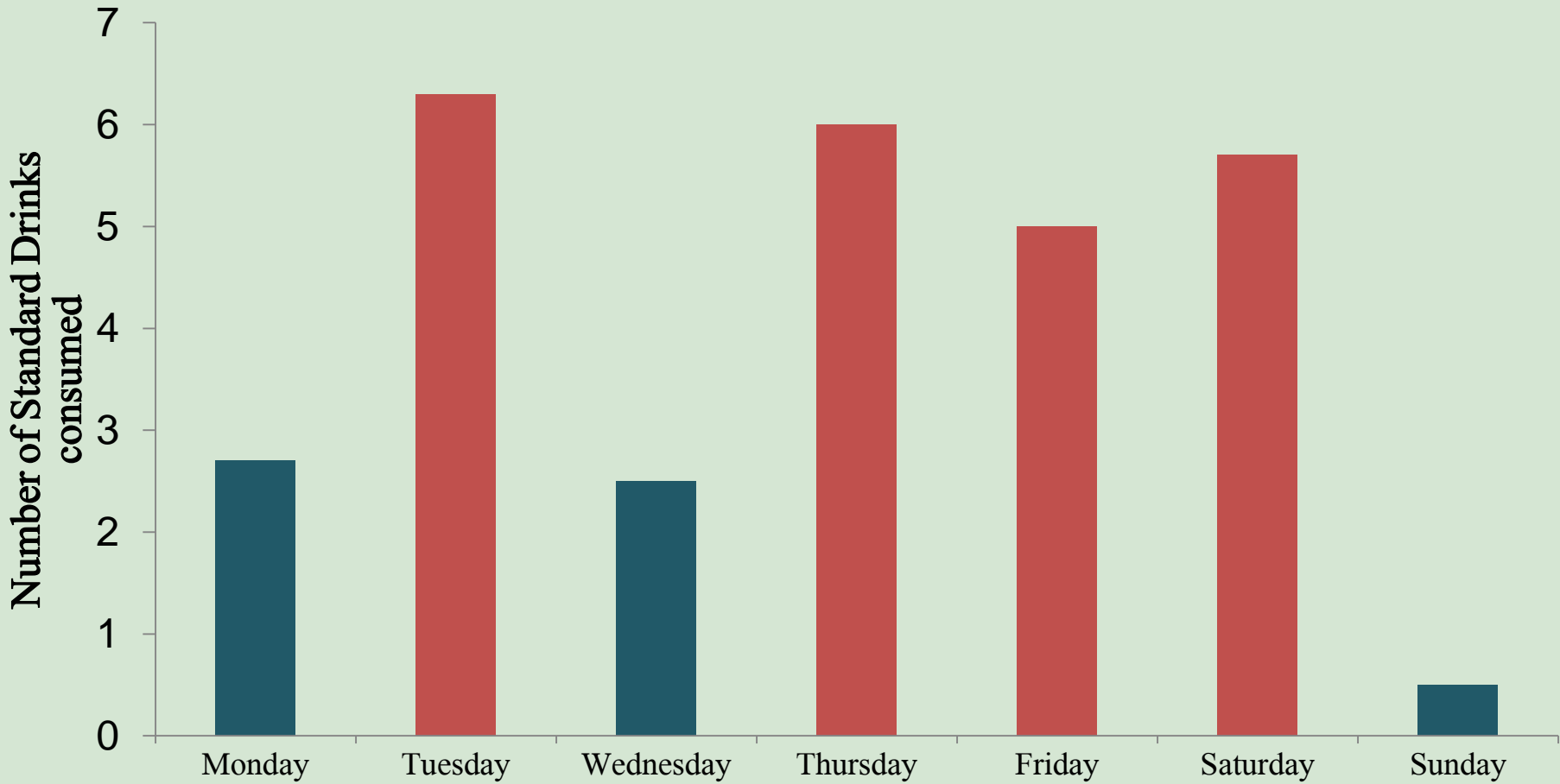
19–26

Standard drinks across the week

1 VS. 5

Academic year VS. O'Week harms





CHANCE

CONVOCAATION

DRINKS 2

TOGA PARTY

DRINKS 6

COMEDY NIGHT

TWO DRINKS

CONCERT

DRINKS 6

RUGBY NIGHT

DRINKS 5

CONCERT

DRINKS 6

COLLECT 250ug/L BEFORE YOU PASS



ORIENTATION

Students establish a pattern of alcohol use during Orientation Week.

THE O'WEEK PREGAME!

ALCOHOL
USE

BREATH
TEST



ug/L

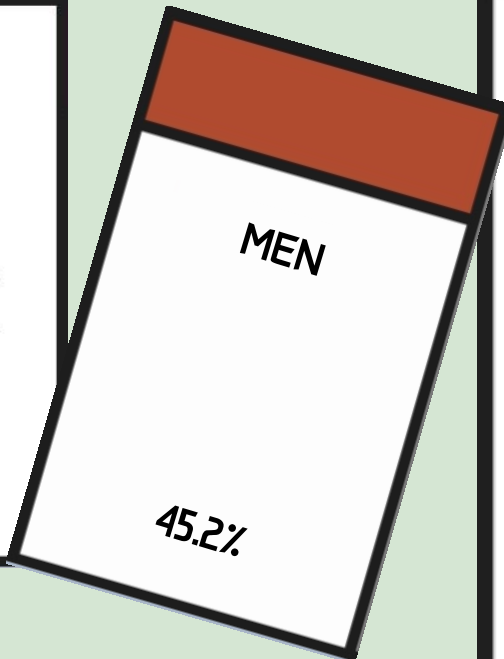
INTOXICATION

0 to 10

AIM

Investigate the degree to which students pre-game before O'Week events

THE O'WEEK PREGAME!



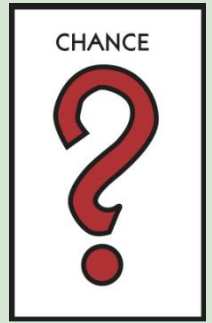
INTERCEPT

Working in teams we intercepted students outside O'Week events.



88.6%

Consumed alcohol before the event



6.9

Drinks were consumed on average before the events



4.3

Self reported intoxication



ORIENTATION

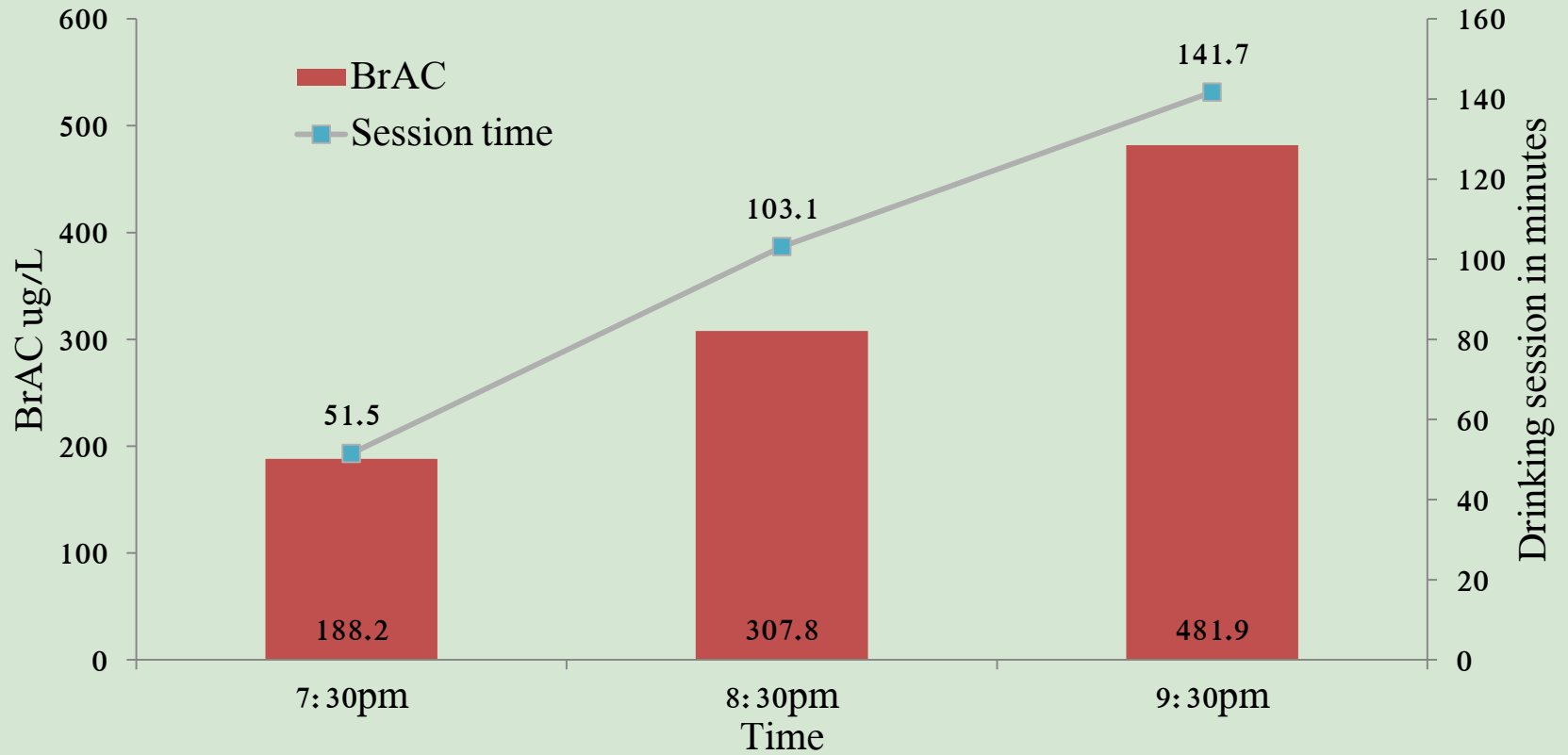
**COLLECT
288ug/L
BEFORE YOU PASS**

GO

**COLLECT
250ug/L
BEFORE YOU PASS**

GO

TIME



COLLECT
250ug/L
BEFORE YOU PASS



POLICY SUGGESTIONS

**INCREASE
ACADEMIC
REQUIREMENTS**

**LIMIT PRE-
GAMING TIME**



**RESIDENTIAL
COLLEGES**



INTERVENTION?

Can we reduce drinking during Orientation Week by aiming at the Pre-Game?



TEXT MESSAGES

Work around Orientation Week schedule

Allow us to intervene during/close to a drinking session

First year students are predictable during O'Week

Stop the flow-on?





SOCIAL!



"LOOK AFTER
YOUR MATES"



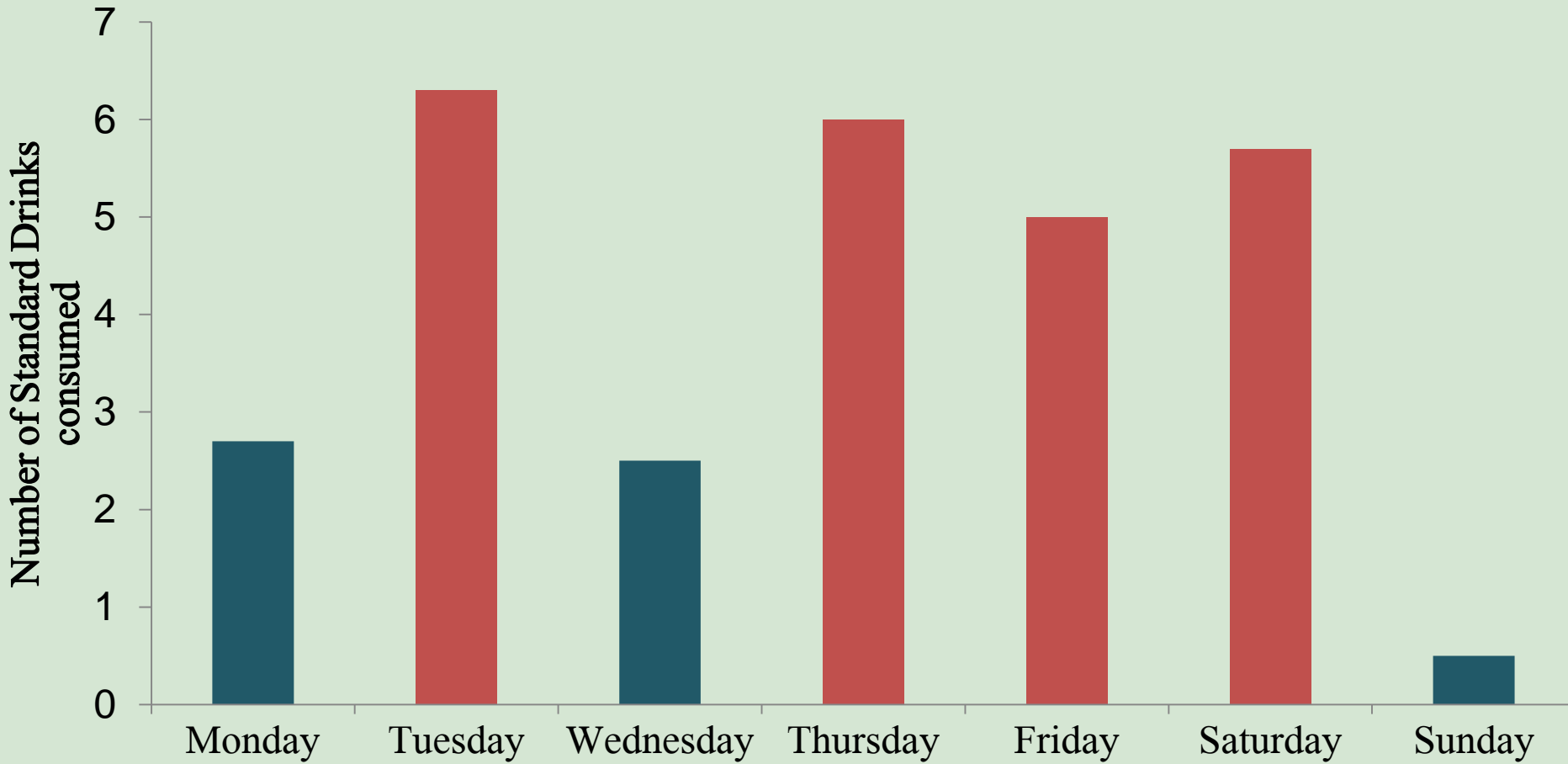
"DON'T BE A
DICK!"

COLLOQUIAL



BIG
EVENTS!





CHANCE

CONCERT

PRICE \$60

PADDY WAGON

PRICE \$60

PROCTOR FEE

◆

PAY 10% OR \$200

RUGBY HGH VS. CRUS

PRICE \$60

COMMUNITY CHEST

FOLLOW INSTRUCTIONS ON THE CARD

TOGA PARTY

PRICE \$60

COLLECT 250ug/L BEFORE YOU PASS

THE O'WEEK INTERVENTION

PRE UNI
ALCOHOL
USE

O'WEEK



2 TXTS

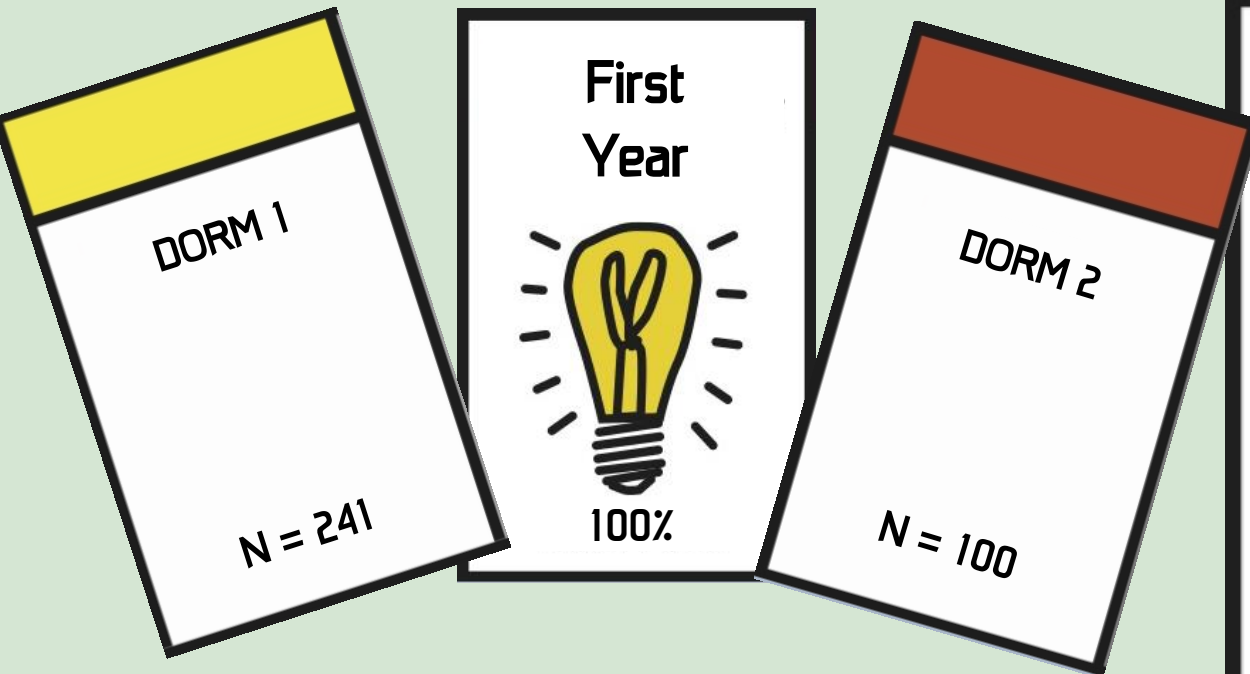
ACADEMIC
YEAR ALCOHOL
USE

7 WEEKEND
TXTS

AIM

Can we reduce alcohol use during O'Week and beyond by aiming at the O'Week Pregame

THE O'WEEK INTERVENTION!



TRACKING

We tracked participants during O'Week and the academic year via text.



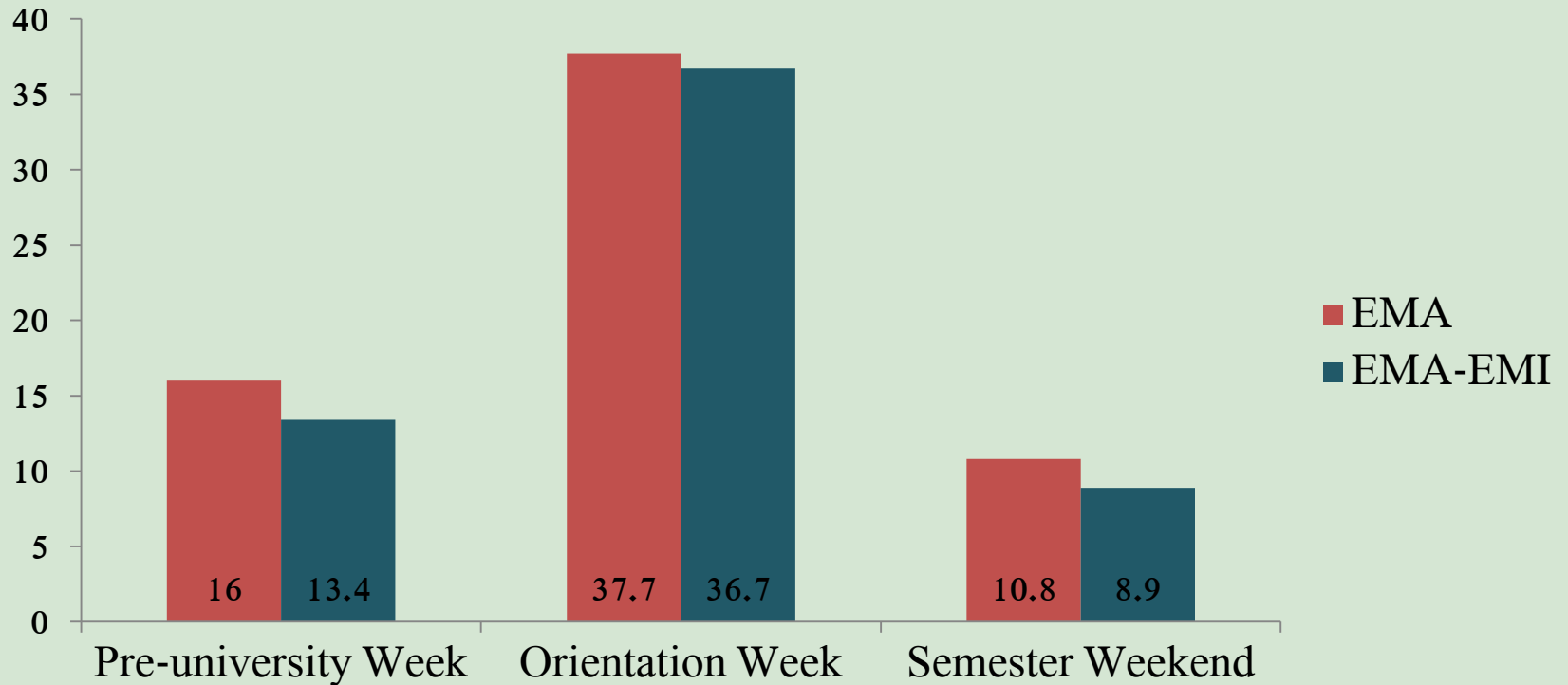
INTERVENTION

INTERVENTION



CONTROL

DORM 1 (N = 241)



CHANCE



CONCERT

PRICE \$60

PADDY
WAGON



PRICE \$60

PROCTOR
FEE

◆
PAY 10%
OR
\$200

RUGBY
HGH VS. CRUS

PRICE \$60

COMMUNITY
CHEST



FOLLOW
INSTRUCTIONS
ON THE CARD

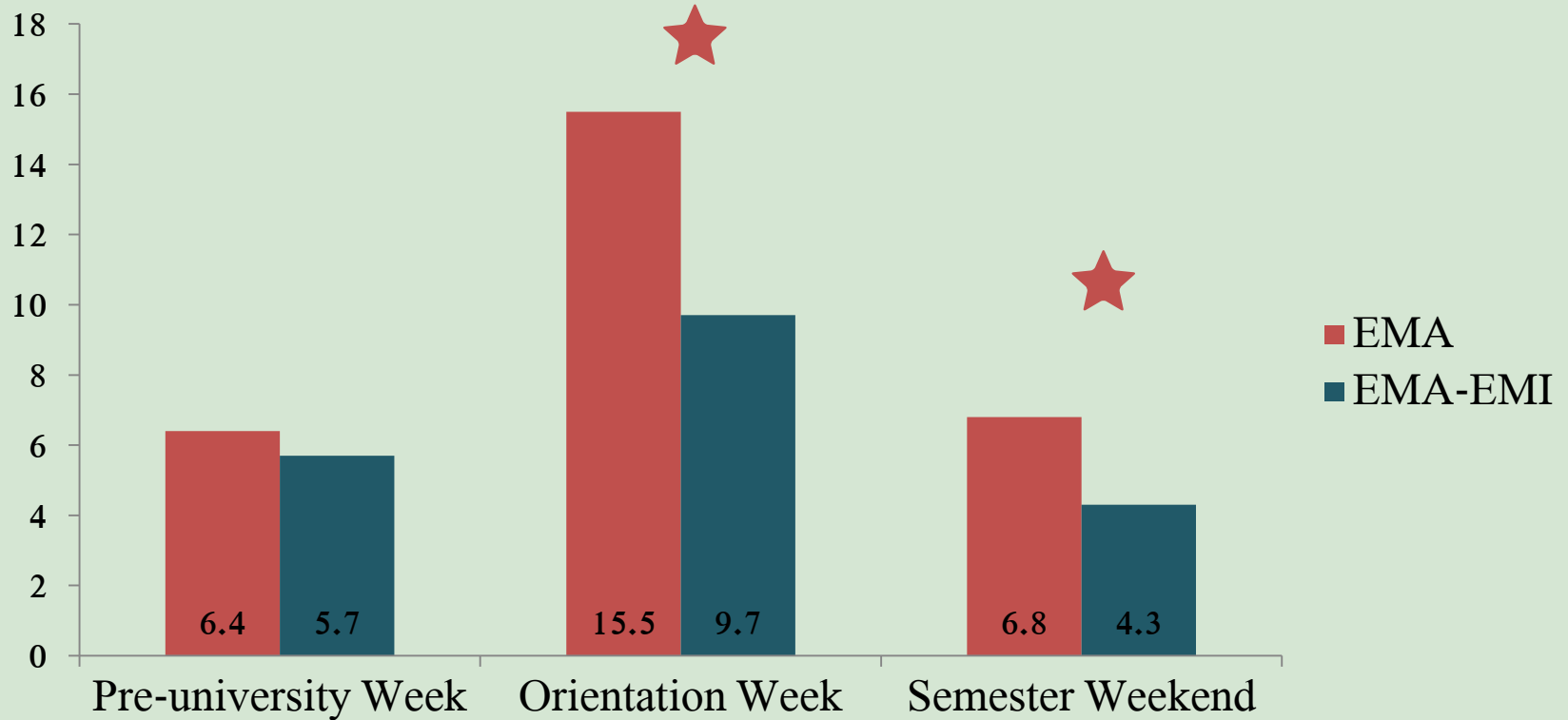
TOGA PARTY

PRICE \$60

COLLECT
250ug/L
BEFORE YOU PASS



DORM 2 (N = 100)



CHANCE



CONCERT

PRICE \$60

PADDY
WAGON



PRICE \$60

PROCTOR
FEE

◆
PAY 10%
OR
\$200

RUGBY
HGH VS. CRUS

PRICE \$60

COMMUNITY
CHEST



FOLLOW
INSTRUCTIONS
ON THE CARD

TOGA PARTY

PRICE \$60

COLLECT
250ug/L
BEFORE YOU PASS





INTERVENING

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ACKNOWLEDGEMENTS

UNIVERSITY OF
OTAGO
TRAVEL
SCHOLARSHIP

FULBRIGHT
NZ

CLAUDE
MCCARTHY
FELLOWSHIP





INTERVENING

During the Event-Specific Pregame:

A text message intervention to reduce new students' alcohol use during Orientation Week.

DANIELLE



O'BRIEN

TOD
COXHEAD

FINN
SHEWELL

KATE
BROOKIE



JESSICA
RIORDAN

PHOEBE
POULTER

LOUISE



CODY

KIRA
BELT

NIC



DROSTE