Figure 1: Research Design

Review of previous intervention studies (August 2010)
Project Officer (PO) intervention development work with universities (n=6)
(Oct 2010 to Dec 2010)

4 Universities recruited to implement the intervention
(Dec 2010) 2 universities unable to implement intervention in study period

Academic supervisor support for PO (from Feb 2011)
Survey of 1st year undergraduates (n=8,331) across universities (April to May 2011)
Social norm messages indentified from responders (n= 998)
Development of social norm materials and toolkit by PO and Intervention Steering Group
(June to August 2011)

Randomisation of university halls (n= 50) across university campuses
(August 2011)

Intervention halls (n= 25) Control halls (n= 25)

University wide Alcohol Toolkit implementation (from Sept 2011)

Social norm intervention implementation
(Oct – Dec 2011)
(Jan to March 2012)

On line and post survey of 1st year students in universities (Feb – March 2012)

Primary outcome
Units of alcohol per week DDQ

Secondary outcomes -
Alcohol consumption DDQ / AUDIT
Rutgers Alcohol Problem Index
Drinking Norms Rating Form (Baer et al, 1986)
Injunctive norms (Neighbours et al, 2008)

Process evaluation
(Oct 2011 to June 2012)
Focus Groups
(Years 1 to 3).
Observation of materials and context.
Stakeholder Interviews.
Survey of exposure and reception.