



Evaluation Report

Project Title: Out of Order

Descriptor: Responsible Drinking Programme for Students

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1.1 Executive Summary

In early February 2011 Replay began devising a creative programme to fulfill the following brief:

To deliver a Responsible Drinking Performance or Programme to students at Northern Ireland Universities to communicate a clear campaign message. The performance will be delivered to students at Queen's University Belfast and University of Ulster, Jordanstown to coincide with activities connected to St Patrick's Day. To develop a concept around responsible drinking that communicates to students in a language and manner they can relate to. To engage students' imaginations and emotions with a concept that conveys key messages of responsible drinking in an interactive and challenging manner.

Replay engaged with the key stakeholders at the Students Union of University of Ulster, Jordanstown and Queen's University Belfast to prepare for the delivery of the programme.

Both qualitative and quantitative data confirms the levels of engagement of the student population with the programme: over 2000 students directly came into contact with the programme. There were also over 400 visits to the website; a 20% follow up rate of those who were hand-stamped with the web address going on to visit the site.

The report below sets out in detail the findings following a comprehensive evaluation process with stakeholders.

1.2 About the programme

Following the success of 'Leave It Out' - the previous project for students delivered during Fresher's Week 2010 in Northern Irish universities, Replay Theatre Company were again commissioned by the funder. This time the task was to create a responsible drinking campaign around the St Patrick's Day celebrations on 17th March – a celebratory occasion notorious in Belfast for drunk and disorderly students.

This programme created was called 'Out of Order' and was designed to be delivered on St Patrick's night in the respective Student Unions through a three part campaign, as outlined on page 6 under 'methodology'.

1.3 About Replay

Replay is a theatre company inspired by the integrity of educational theatre and the power of storytelling. Transforming spaces into theatres for a day, we want to give all of Northern Ireland's children and young people their first opportunity to experience live theatre.

At Replay, we believe that theatre finds truth in discussion. By empowering their authentic voice, we aim to grow the possibility and potential of our young audiences. Established in 1988, Replay is dedicated to providing high quality theatre that entertains, educates and stimulates children and young people throughout Northern Ireland and to supporting and inspiring the adults that work with, and care for them. All projects provide unique curriculum support, encourage increased understanding, development and learning (at school level and in life skills) and promote concepts of cultural identity and diversity.

Replay receives revenue funding from the Arts Council of Northern Ireland, Belfast City Council and the Lloyds TSB Foundation's Creative Change programme. Replay delivers a comprehensive programme throughout the year and each element of this programme is independently fundraised from a diverse range of sources.

Replay is committed to ensuring best practice in the safeguarding of children and young people. Replay's Safeguarding Policy may be accessed via the company's website at www.replaytheatreco.org or copies are available from the designated Safeguarding Officer who can be contacted at operations@replaytheatreco.org

1.4 Objectives

Student Community Engagement Objectives

Replay's engagement with young adults within a student community seeks to

- enhance their critical and emotional engagement concerning alcohol misuse,
- personalise their understanding of their choices with regards to alcohol consumption,
- empower young people to become attitude-formation leaders amongst their peers concerning responsible drinking.
- In the context of a one-off event this campaign will specifically seek to communicate a clear campaign message.

Project Objectives

This programme was designed to

- deliver a clear Responsible Drinking Message,
- critically explore the concerns of alcohol misuse in young adulthood through performance and participation,
- explore attitudes and expectations concerning alcohol in a peer led environment,
- generate both critical distance and emotional engagement on the effects that alcohol can have on their lives and relationships.

1.5 Overview of project

Research: Replay would carry out comprehensive research on the culture around students and alcohol.

Development: Replay would design and develop all aspects of the performance programme including script, choreography and web presence.

Training: Replay specialises in using performance trained facilitators. All artists will receive bespoke training in the delivery of the programme.

Delivery: Replay would create a 'Flash Mob' dance routine that could be delivered on both university campuses as well as a pre recorded scene that would be played on a loop in male and female toilets.

Evaluation: The project would be monitored at all stages and an evaluation framework created. A final evaluation report will be created.

2.1 Methodology

Replay proposed to deliver this programme in three concurrent parts.

Part 1 – Hand stamps

Students received a hand-stamp (thus becoming branded) as they arrived at the Union. The hand-stamp consisted of the Out of Order logo and the Out of Order website address as seen below:



The hand stamp was used as it was the most retainable way for a student who was socialising to keep the website address. They could then either look this up on a smart phone during the evening, or the next day. The web-site consisted of information on students and alcohol as well as Top 5 Tips for drinking responsibly when socialising. The main draw to the website would be the video of the flash mob which would be taking part that night, and which was Part 2 of the campaign.

Part 2 - Flash Mob

The flash mob required the skills of twenty professional dancers, a choreographer and a DJ. A track was specially mixed for the event, and was a 'mash-up' of various songs about drinking, including Tipsy by J-Kwon, Blame it On the Booze by Jamie Foxx and Whisky Bar by The Doors. The track and choreography started off as upbeat and energetic and gradually slowed down, becoming more and more confused before winding down to a stand-still, representing a night that can start off well but quickly go downhill as a result of excessive drinking. A robotic voice was mixed in at the end saying "Having unprotected sex. Destruction of property. Being sick on your mates. This is all out of order" in order to reinforce the message. The flash mob was back announced by the DJ, and the flash mob was filmed and uploaded onto the website.

Part 3 – Toilet Cubicles

Two toilet cubicles (one in the male toilets and one in the female) were reserved for use by the campaign. A sign reading 'Out of Order' (using the same logo as the hand stamp) was placed on the cubicle doors. Two scenes were recorded and played on a loop from inside these toilets throughout the evening. The scene played in the

female toilet was two female students discussing something bad (undisclosed) that had happened the previous night while one of them was drunk, while the same scene was played in the male toilets (slightly adapted) with two male actors. At some points the scenes requested interaction from those outside the cubicle listening. (Eg. asking for toilet roll / asking if 'that person' had left). As the campaign was required to engage with as many students as possible, it was agreed that the toilets were the place where almost everyone who was out for the evening could be reached.

2.2 Findings Summary

Queen's University Belfast (QUB) and University of Ulster Jordanstown (UUJ) received slightly different campaigns in response to the requirements and preferences of their respective Student Union Presidents.

At UUJ the advice was to run all three parts of the campaign throughout the day on Tuesday 15th March. This decision was made as evenings at UUJ are quiet in general and there is no large union night on 17th since most of their students go into QUB Student Union in Belfast.

QUB decided to run the flash mob and hand stamps on St Patrick's night, however declined the cubicle recordings for this night or any of the two preceding days and/or evenings.

Quantitative

Performance: Flash mob

The flash mob at UUJ took place at lunchtime in the main mall area of the university, with a sizeable crowd of around 50 people (the majority of those who walked by) gathering to watch.

At QUB the flash mob took place in the club area of the union, was front announced by the DJ during the first few bars of the song and back announced at the end with

“That was the Out of Order crew. Just make sure tonight when you’re drinking that you don’t get out of order. Check out the video of the flash mob at the website stamped on your hand.” The club area held approximately 200 people.

Performance: Cubicle Scenes

Due to the nature of this part of the campaign it is not possible to give an amount for the number of people who listened to/ engaged with it.

Reinforcement & Impact: Hand Stamps & Website

Over 2000 hand stamps were given between UUU and QUB. At UUU hand stamps were used from approximately 11.30am until 1pm, stamping approximately 300 people. At QUB a team of four Out of Order branded hand stamping staff worked from 8.45pm to 11.45pm, stamping 1700 students. The website received over 450 hits and is still receiving hits to date, which means that the message of the campaign continues to be promoted after the campaign is finished.



Hand-stamping team at Queen’s University Belfast, St Patrick’s night 2011

Qualitative

Performance: Flash mob

Although the flash mob at UUU was well performed and gathered a crowd, it was agreed that the message could be more impactful. Part of the reason for this was that the ‘boom box’ that was used for the flash mob track was not loud enough, and therefore the messages contained in the music (both theme and reinforcement of

message via end vocal) were slightly lost. For that reason it was decided that in order to reinforce the message, t-shirts with the Out of Order logo would be printed and that the following day a five person promotional team wearing the t-shirts would be situated in the UUJ mall to hand-stamp people, directing them to the website, and distribute responsible drinking material. These t-shirts would also be used for the dancers in the flash mob at QUB to reinforce the campaign brand. It was also agreed that at QUB the DJ would front and back announce the flash mob to ensure students awareness.



Out of Order promotional team, University of Ulster Jordanstown, 16th March 2011

Performance: Cubicle Scenes

The cubicle recordings were set up at 9am and remained until approximately 7.30pm at UUJ. The sound equipment was placed in the toilets between the bar and the cafeteria areas. Bar Manager Declan Lagan reported a number of people (including both staff and students) coming into the bar to inform him (among other things) that someone in the toilet needed toilet roll, there was a fight about to break out in the gents, and that two girls were arguing in the ladies. Clare Flanagan, incoming SU President of UU and current Site VP at Jordanstown also reported various people talking about it and asking her for information. Although we cannot numerically quantify engagement on this section of the campaign, this feedback reassures that those who encountered the cubicle recordings did connect very effectively.



Reinforcement & Impact: Hand Stamps & Website

The hand-stamps proved effective in directing people to the website – as previously mentioned there were approximately 2000 hand stamps given and there were 450+ hits on the website which is a take-up rate of over 20%. There was also good consistency of presentation across the hand stamp, toilet cubicle sign and t-shirts both on flash mob dancers and on hand-stampers. The website’s message was clear, although club lighting in QUB SU meant that the video quality was somewhat disappointing.

2.3 Key Outcomes

- *enhance their critical and emotional engagement concerning alcohol misuse*

The choreography and music of the flash mob was produced to encourage emotional engagement with the subject of alcohol misuse, to promote a feeling of “I want to be like the person at the beginning of this song, and not the person at the end”. The other aspects of the campaign, including the content of the website and to an extent the toilet cubicle conversations, were designed to encourage longer-term critical thinking about the issues connected with irresponsible drinking.

- *personalise their understanding of their choices with regards to alcohol consumption*

Both the cubicle conversations and the content of the track and choreography were designed to encourage students to consider that the choice was entirely theirs – they could drink responsibly and have a good night or they could drink irresponsibly and be ‘out of order’.

- *empower young people to become attitude-formation leaders amongst their peers concerning responsible drinking.*

In a one night campaign, the focus remained mainly on the personal impact of the performances, however the scripted conversations in the toilet cubicles were purposely created to promote positive peer pressure, with the drunken character having feelings of regret, and the friend encouraging responsible drinking.

- *In the context of a one-off event this campaign will specifically seek to communicate a clear campaign message.*

This programme was specifically designed to make an impact on as large a number of students as possible, communicating the message that drinking too much can make your behaviour ‘out of order’. Through branding with hand-stamps, t-shirts, toilet door signs, website and vocal branding at the end of the track we believe that this message was communicated.

Appendix A: Participation

Total hand stamps given	2000
Total immediate audience to flash mob	500
Visits to website	460+
Total wider exposure	6000

Appendix B: Feedback

Feedback from Adrian Kelly, outgoing Student Union President, University of Ulster

Why did you decide to host Leave It Out within your student union?

It is a well acknowledged fact that a vast number of students are known for alcohol abuse. It is almost synonymous with being a student. This continuous abuse of alcohol has meant that for a number of students their academic prospects have suffered as a result. Excessive consumption of alcohol has also led to deterioration in community relations in many of the communities where our students reside. Therefore the University of Ulster Students Union saw the opportunity of being able to host the 'Out of Order' campaign as a positive in trying to address these issues. Having previously worked with Replay, we knew that the campaign would be well organised and rolled out and that it would engage with the student body in a way that other campaigns cannot.

Did you think the project was worthwhile in terms of communicating a message about responsible drinking?

I believe the project was extremely worthwhile and I would hope that we will have the opportunity of developing and running out similar campaigns in the years to come. Many of the students were heard to be talking about the flash mob for a number of days after the event and a number of students told friends through social media such as Facebook.

Did you think it was a valid method of delivering that message to students?

I think it was a very effective way of communicating the message to the student body. Students are constantly handed flyers and are bombarded with colourful and glossy posters. As a result they no longer absorb the information on flyers or posters and simply look for the closest bin to disregard the information. By having the 'flash mob', the information being readily available, as well as having people there to explain what the campaign was about, and giving the 'audience' a stamp which directed them to the website where there was additional information meant that the students were then making a more conscious decision to take on board the message of the campaign and I believe ultimately it stayed more in their memory than other, more traditional campaigns.

Feedback from Clare Flanagan, current Site VP Jordanstown and incoming Student Union President, University of Ulster

Why did you decide to host Leave It Out within your student union?

I saw this campaign as a new way to promote these issues amongst students in a way which they could recognise. This campaign provided an experience of the issues for students not just a flyer or leaflet.

Did you think it was a valid method of delivering that message to students?

Yes I think this is a way of delivering a message to students which is interesting and something which stands out.

I look forward to any progression of the campaign and I am sure we could get students here involved in the activities.