

To the committee,

AlcoCups Online Alcohol Educational Module

Introduction

The 'Online Alcohol Module' is a non-accredited course developed by AlcoCups designed to further increase user's knowledge of alcohol and further reduce alcohol related harm.

Furthermore the 'Online Alcohol Module' enables organisations to highlight expectations and attitudes towards alcohol.

Users are able to complete the Online Alcohol Module without being removed from work requirements/duties or the classroom. The module can be completed on their own smart phones or tablet devices (also laptops).

Upon completion of the online alcohol module users receive a certificate via email. This certificate can then be provided to the appropriate staff member/s or teachers, along with other relevant documentation.

The module increases user knowledge of alcohol topics, including * Standard Drinks * B.A.C. (blood alcohol concentration) * Water Safety & Alcohol Statistics * Effects and harms of alcohol * Assistance for Alcohol Related Issues.

The 'Online Alcohol Module' further strengthens the educational strategies and resources which have already been implemented.

AlcoCups and Griffith University Alcohol Research Team have developed a specialised evaluation program which has been built into the Online Alcohol Module. This enables participating organisations to review data (Pre and Post completion of the module) regarding user's alcohol knowledge and attitudes towards alcohol.

Currently 10,000+ university residential students have completed the online alcohol educational module. Our statistics are showing that the module has a significant impact on increasing knowledge and changing specific alcohol attitudes. Please contact us directly for the detailed analysis of the statistics as reviewed by Griffith University.

We would love to see this resources be made widely available to all Australians, from school students, parents, employees unemployed etc. Furthermore it would be ideal to make the resource FREE (if government funding is received).

How Does the 'Online Alcohol Module' Work?

Organisations indicate how many User Access Passes they require (1,500+). AlcoCups then provide them with a Username and Password which is typed into the appropriate web address login page. Note the Username and Password will be the same for every user upon their first use (Username: VirginLoungeSyd, Password: alcohol2016).

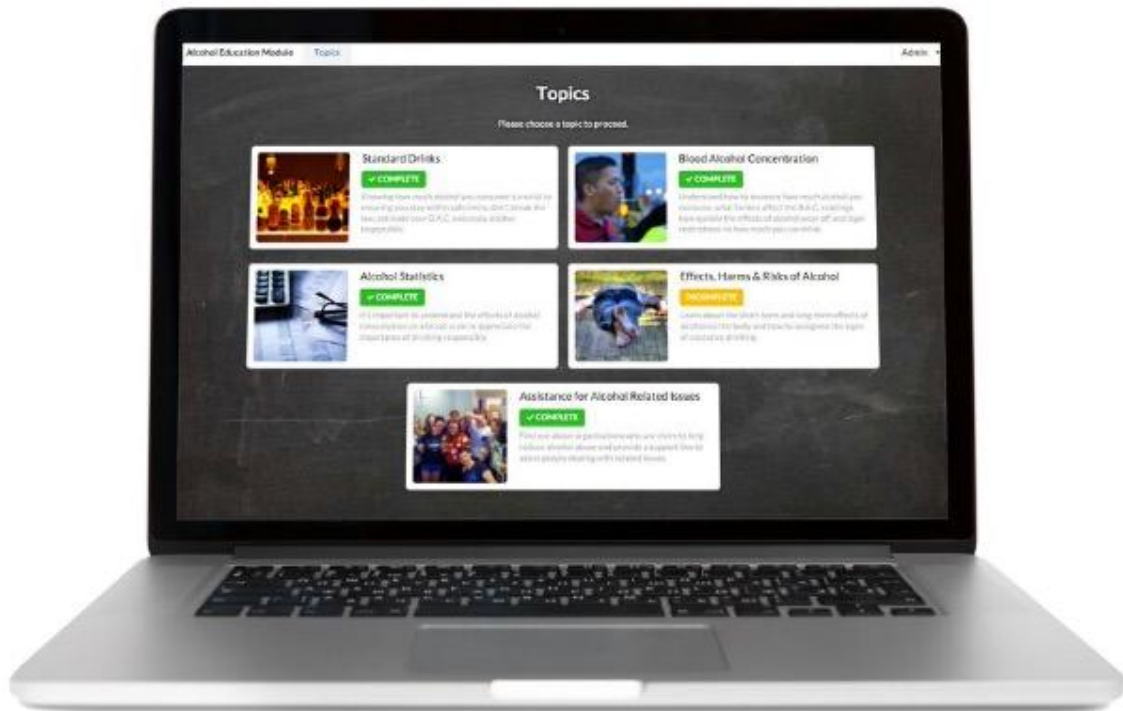


Once the user types in the Username and Password correctly they will then be required to fill out details including name, staff/student number (if applicable), email address and reset password.

Screenshot of the AlcoCups Sign Up page in a browser. The page has a title bar "Alcohol Education Module" and a "Login" button. The main content area is titled "Sign Up" and contains two columns of form fields. The left column includes "College Username" (forest-valley), "College Password" (masked), "Student Email" (student@email.edu.au), "Student Password" (masked), "First Name" (John), and "Last Name" (Smith). The right column contains explanatory text: "Your college or university will provide you with their username and password. This is shared for all students and used to identify your college." and "Use your student email address and create a new password for using this education module. You will use these to log in." Below the fields are "Sign Up" and "Cancel" buttons. The footer shows "© AlcoCups, 2015".

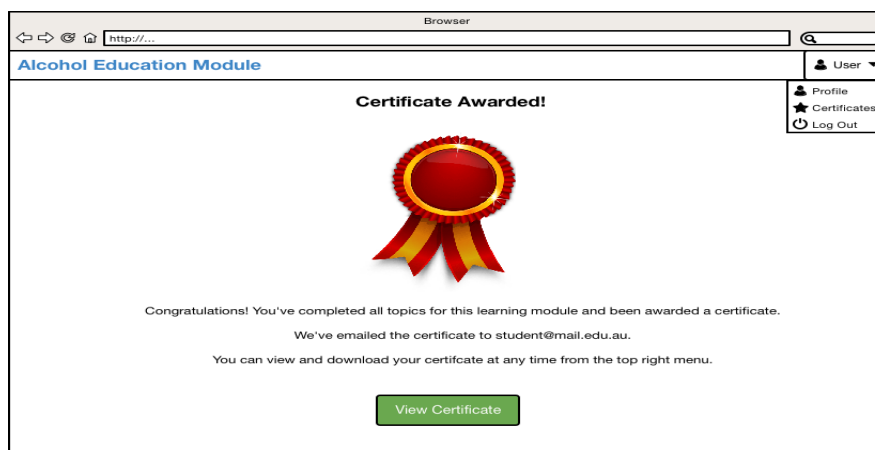
Note: this image will not represent the final look of the AlcoCups Online Alcohol Module.

The online alcohol module will comprise of 5 subheadings. Each subheading will contain text, images, videos and interactive activities. The online module will take between 20-45 minutes to complete.

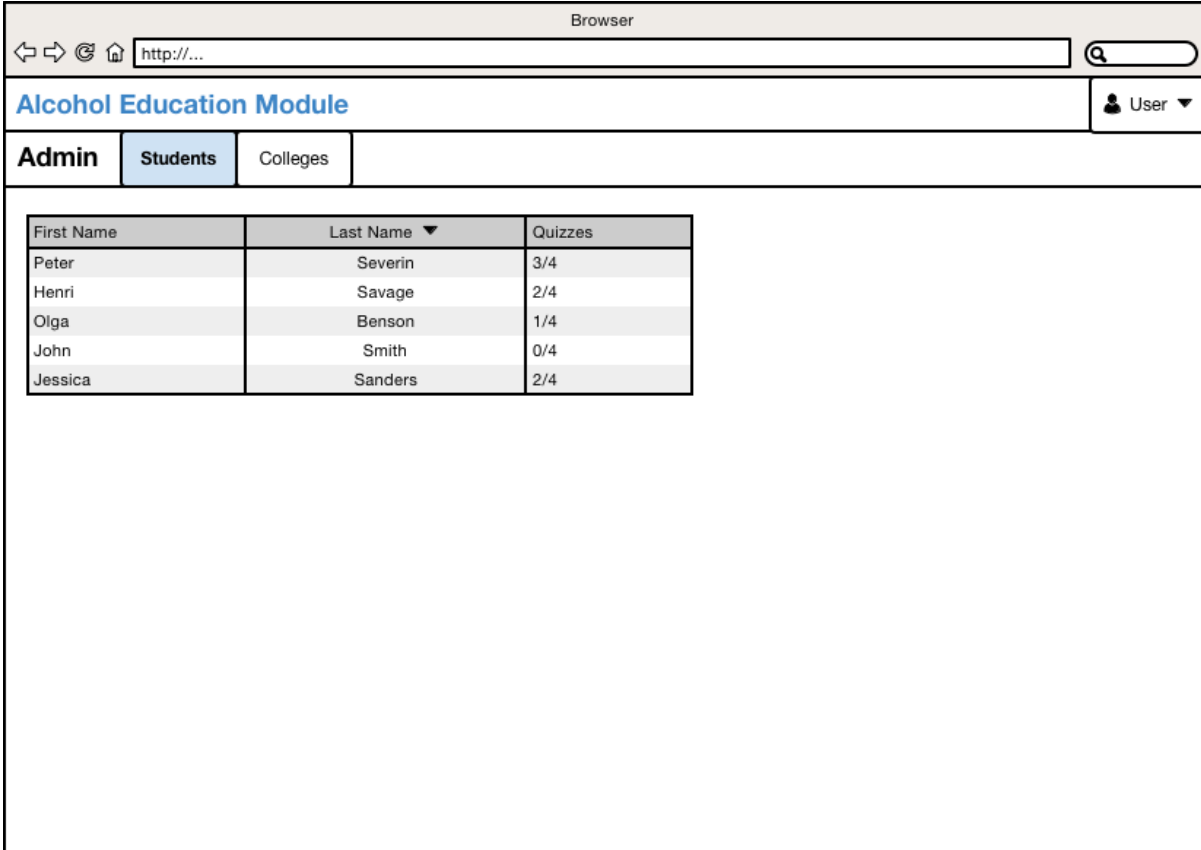


Note: this image will not represent the final look of the AlcoCups Online Alcohol Module.

Each user will be required to complete a series of quiz questions at the end of each subheading. All questions must be answered correctly to receive a certificate of completion. The certificate will then be emailed to the user.



Organisations will have access to view which students have signed up and completed the online module.



The screenshot shows a web browser window titled "Browser" with a search bar containing "http://...". The page content is for the "Alcohol Education Module" and includes a user profile dropdown menu showing "User". Below the navigation tabs, a table lists student information:

First Name	Last Name ▼	Quizzes
Peter	Severin	3/4
Henri	Savage	2/4
Olga	Benson	1/4
John	Smith	0/4
Jessica	Sanders	2/4

Evaluation and Data Collation

AlcoCups and Griffith University have developed a specialised Pre and Post data analysis which has been embedded into the Online Alcohol Module. This outlines staff's alcohol knowledge and attitudes just prior to commencing the module. As well as assessing users alcohol knowledge and attitudes after completing the module.

Individual organisations will have complete access to their own Pre and Post data obtained from their staff/students/communities etc. This data will not be shared with any other services. Government will have access to data (but not user's personal information such as name and email addresses) to assess specific variables of interest.

For further information regarding the way which Griffith University will be conducting the data analysis please contact AlcoCups directly.

Benefits of Implementing the Online Alcohol Module:

- Increase all users understanding of alcohol
- Supports existing alcohol educational messages outlined by the organisations including government bodies
- Further highlights individual organisations expectations on alcohol.
- Proactive approach to addressing alcohol
- Ability to compare data of user's alcohol knowledge and attitudes before completing the module and after completing the module. The likes of which have not been seen on such a large scale of numbers before.
- Innovative, Interactive and Informative way of educating users.
- Increase the ability for individual organisations to influence alcohol culture and therefore reduce alcohol related harm.
- Effective way of independently reviewing whether the program reduces harm over numerous alcohol issues (violence, sex, education, water safety etc).

Where to from here?

AlcoCups would like to explore implementing this service into numerous sectors all over Australia. These sectors include Schools, Universities, Sports Clubs, Work Place and Community Organisations.

The Online Alcohol Module is the ideal tool for all staff/students to complete to assess changes in alcohol knowledge and attitudes. As well as reviewing the impact on alcohol related harms including alcohol fuelled violence (reviewing reported incidents accordingly through internal and external sources).

Please contact AlcoCups directly to obtain more information.

We look forward to hearing from you shortly and to work collaboratively in potentially implementing this program throughout Australia.

AlcoCups are more than happy to appear before the Committee to further outline the Online Alcohol Educational Module.

Yours Sincerely

Ashley Gurney

Managing Director and Founder

AlcoCups Pty Ltd

