



THE UNIVERSITY OF MELBOURNE ARCHIVES

NAME OF COLLECTION	UNIVERSITY OF MELBOURNE. DEPARTMENT OF PUBLIC HEALTH AND COMMUNITY Medicine, Drug and Alcohol Research and Teaching Unit
ACCESSION NO	1994.0017
CATEGORY	University, official
ACTIVITY	University Department
DATE RANGE	1989-1991
SIZE OF COLLECTION	8 Boxes
HISTORICAL NOTE	The records are those relating to the evaluation of "Rage without alcohol" (RWA), a health promotion campaign co-ordinated by the Health Department of Victoria. The campaign challenged the view that alcohol was a necessary part of social participation and enjoyment by funding activities and concerts organised by community groups where alcohol was not involved. The campaign also included posters, audio-visual material, information kits, and sponsorship of organisations and events.
DATE OF TRANSFER	5 th March 1994
ACCESS CONDITIONS	Access: Restricted
DESCRIPTION	Papers relating to the evaluation, by Associate Professor Margaret Hamilton from 1989 to 1991, of the Rage Without Alcohol campaign co-ordinated by the Health Department of Victoria. The 250 subjects interviewed for the study were randomly selected from Melbourne, Ballarat and Shepparton.

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Records received into custody

NAME: The University of Melbourne Department of Public Health and Community Medicine, Drug and Alcohol Research and Teaching Unit.

DATE RECEIVED: 5 March 1994

TRANSFEROR: Associate Professor Margaret Hamilton

QUANTITY: 3 cartons

List of records

(supplied by the Department)

The records are those relating to the evaluation of "Rage without alcohol" (RWA), a health promotion campaign co-ordinated by the Health Department of Victoria. The campaign challenged the view that alcohol was a necessary part of social participation and enjoyment by funding activities and concerts organised by community groups where alcohol was not involved. The campaign also included posters, audio-visual material, information kits, and sponsorship of organizations and events.

The evaluation of the RWA campaign was carried out from 1989 to 1991 by Associate Professor M. Hamilton, Head of the Drug and Alcohol Research and Teaching Unit, Department of Public and Community Health at the University of Melbourne. The 250 subjects interviewed for the study were randomly selected from the following areas-Melbourne, Ballarat, and Shepparton.

The following are a list of files pertaining to this project and a brief description of their contents.

Early stages of the project.

BOX 1 File 1. Documents relating to the early origins of RWA.

(a). Quantum report on development of the slogans.

(b). Education images of campaign.

(c). Neil Mellor's original brainstorm on the

File 2. History of RWA
Origins of RWA

File 3. Background to campaign of RWA

File 4. Aims and Objectives of RWA

Staff time studies.

BOX 2 File 5. Secondary school survey.

File 6. School students and drug use with statistical analysis.

File 7. Education department figures (names, numbers, and statistical details).

File 8. Promotional material, promotional materials.

File 9. Elliot and Shannahan Research (NCADA Media Education Programme).

BOX 3 File 10. Youth and Alcohol programs in other states.

- File 11. Evaluation of sponsorships for RWA.
- File 12. HPU Metarials.
- File 13. Melbourne music show.
- File 14. Victorian Drug Strategy
- File 15. RWA: P4roposal
- File 16. The Big Push Country Tour
- Files for each component report.
- BOX 4 File 17. Skatesafe
- file 18. Radio activities
- File 19. North Melbourne Raging Giants
- File 20(a). RWA: Small Grants Program
- BOX 5 (b). RWA: Small Grants Program.
- File 21. Rock Esteddfod (a, b, c).
- File 22. Saturation Stragegy
- File 23. Youth Expo
- File 24. Next Wave
- File 25. Out of School Youth.
- Master copies of:
- BOX 6 File 26. Final report notes.
- BOX 7 File 27. Final copies of component report.
- File 28. Literature Search.
- File 29. Funding submission, budgets.
- File 30. Evaluation advisory committee (a, b).
- File 31. Computer documents.
- File 32. Meta- Q, core document.
- File 33. Correspondence.
- File 34. Contract staff accounts.
- File 35. Budgets.
- BOX 8 File 36. Rage personnel.
- File 37. Other HPU materials.
- File 38. Report "Rage Without Alcohol"
- File 39. Rage Personnel.
- File 40. VHPF contract.+
- File 41. Final report (a, b).