

Throwing conventional government harm minimisation campaign approaches out the window to successfully reduce risky drinking behaviour in young Queensland females.

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Why do so many harm
minimisation communication
campaigns focus on the harm?

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Too late to put on your helmet
 The National Institute for Research in Dementia (NIDA) has found that people who drink too much alcohol are more likely to have dementia. The risk of dementia rises by 10% for every 10 units of alcohol consumed.

She thought turning down a drink would make her look hot
 NHS

ALCOHOL KNOW YOUR LIMITS
 knowyourlimits.gov.uk

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Make up your own mind about drinking.

Saying "No thanks" to a drink shouldn't be a big deal. It's not like it's the end of the world or your night out. In fact it could lead to a far better one. So, make up your own mind about drinking.
 Visit www.health.gov.au or call 3236 2414 or 1800 177 833 (outside metropolitan Brisbane)

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Background & Policy Context

High levels of risky consumption of alcohol amongst young Queensland women aged 18 - 22

- 51% drank at short term risky and high risk levels compared to their counterparts (41%) in other states of Australia*

* Source: 2001 National Drug Strategy Household Survey (NDSHS)

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Behavioural Goal

Maintain or increase the number of Queensland women 18-22 years that:

- take action to reduce their alcohol consumption
- claim to have reduced the amount of alcohol they drink at any one time
- claim to have reduced the number of times they drink

* Source: 2001 National Drug Strategy Household Survey (NDSHS)

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Customer Orientation

- Varying levels of maturity
- Some drinkers saw alcohol as the key to a good night out
- Others saw it as an accompaniment - on occasions a saboteur
- Exhibited a clear desire to:
 - be in control,
 - share quality time with friends
- Alcohol always a factor in their socialising

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Insight

Three key insights:

1. An internal conflict arose based on what was important to them (being in control, sharing quality time with friends)
2. A huge cultural barrier to overcome where drinking to excess is encouraged.

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Insight

External Pressures

Don't go there,
sober people
are boring people



Internal Fears

If I do go there,
I could end up
being very lonely



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Insight

Three key insights :

3. They were already living with the negative consequences each week and weren't changing. It didn't take them anywhere.

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Segmentation

Four Clear Segments Identified

NOVICE DRINKERS
 an experimental attitude towards alcohol consumption

MATURE DRINKERS
 want to maintain control of drinking behaviour at all times, even if it means becoming a light drinker

IMMATURE DRINKERS
 enjoy engaging in heavy drinking behaviour and intend to do it again soon

RELUCTANT DRINKERS
 a reluctant attitude towards engaging in heavy drinking behaviour, but social and cultural pressures form a hurdle they have difficulty getting over

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Theory

The Extended Sheth-Frazier Attitude-Behaviour Segmentation Model

Behaviour

Attitude	Strongly Perform Desired Behaviour	Moderately Perform	Do Not Perform Desired Behaviour
Positive	Cell 1	Cell 4	Cell 7
Neutral	Cell 2	Cell 5	Cell 8
Negative	Cell 3	Cell 6	Cell 9

Source: Donovan-Henley 2003

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Theory

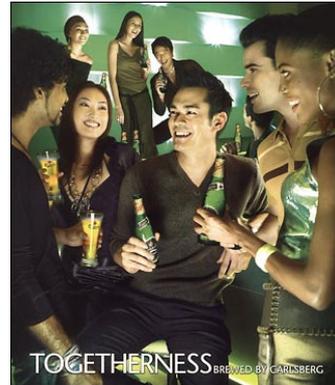
The Extended Sheth-Frazier Attitude-Behaviour Segmentation Model

Behaviour

Attitude	Strongly Perform Desired Behaviour	Moderately Perform	Do Not Perform Desired Behaviour
Positive	Mature	Reluctants	Reluctants
Neutral	Mature	Cell 5	Cell 8
Negative	Cell 3	Cell 6	Novice/Immature

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Competition



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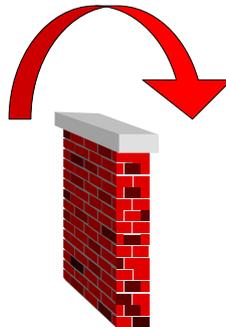
Exchange

The Cultural Hurdle

- Am I ready to leave the fun and freedom of getting drunk behind?
- Can I actually have a good time without getting smashed?
- Will I seem so sober and boring that nobody will notice me?
- How will my friends react if I stop getting drunk with them?
- Will I have to stop seeing some of my friends?
- Will I end up with no social life at all? Am I getting old?

Immature Drinking Culture

- Fun = being loud, uninhibited & crazy
- Alcohol is the essential ingredient



Mature Drinking Culture

- Fun = laughter & conversation
- Alcohol is a secondary ingredient

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Campaign Goals

Accelerate the maturation process by initiating behavioural change in young women through:

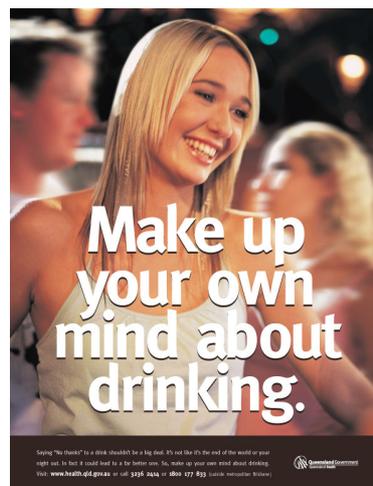
- empowering those wishing to drink less, through positive recognition of their decisions
- removing the stigmas attached to saying “no” to a drink
- putting “drinking less” into perspective and making it more acceptable for the peer group
- avoiding predictable and previously absorbed messages dealing with the consequences of drinking.

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Communications Methods Mix

COMMUNICATION CHANNELS

1. Cinema
2. TV
3. Magazines
4. Ambient Media



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Communications Methods Mix

QuickTime™ and a
YUV420 codec decompressor
are needed to see this picture.

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Communications Methods Mix

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Communications Methods Mix



D'Lite Posters



Convenience Posters and Pizza Boxes

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Evaluation

Short Term Risky and High Risk:

2001 - NDSHS	51%
Nov 2004	55%
June 2005	43%

Young females *who saw either of the two ads were more likely to report behavioural changes* in alcohol consumption over the past 12 months than those who did not see the ads (65% vs 41%)

Specifically, they...

- Reduced the amount of alcohol consumed (40% vs. 29%)
- Reduced the number of times they drank (45% vs. 32%)
- Drank more low alcoholic drinks (17% vs. 5%)

Sources:

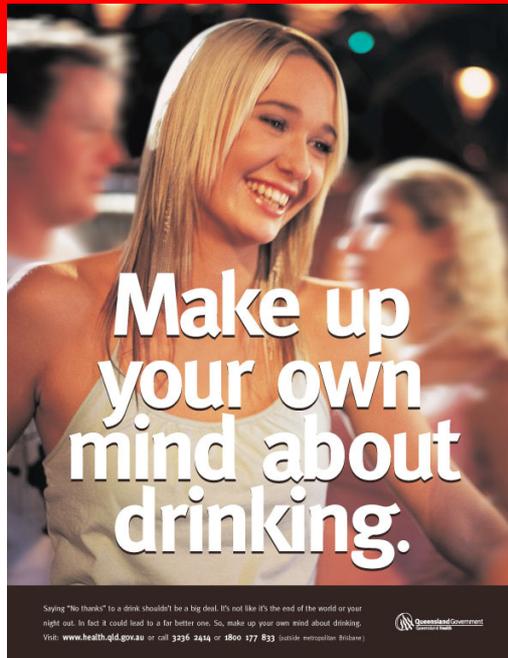
Colmar Brunton Social Research - Survey of Young Queensland Women 18-22 years - Final Findings, June 2005
Footprints Market Research - Drill Down on Post Analysis - August 2005

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Lessons Learned

1. A potent alternative to negative consequences campaigns exists if social marketers commit to identifying barrier removal insights.
2. Advertising campaigns that effectively target those most likely to be influenced by advertising can have an immediate effect - even for difficult to solve problems.
3. Research needs to be robustly interpreted in order to avoid campaigns that simply restate the problem.

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