

# **A National Prevention Programme based on Social Marketing Strategies: The German Campaign *„Alcohol? Know your limit.“***



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# **The Federal Centre for Health Education and Health Promotion (BZgA)**

The Federal Centre for Health Education and Health Promotion is an authority in the portfolio of the Federal Ministry of Health.

Its main tasks:

- Development of guidelines on the contents and methods of health promotion
- Co-ordination of national and international collaboration
- Planning, implementation and evaluation of prevention campaigns

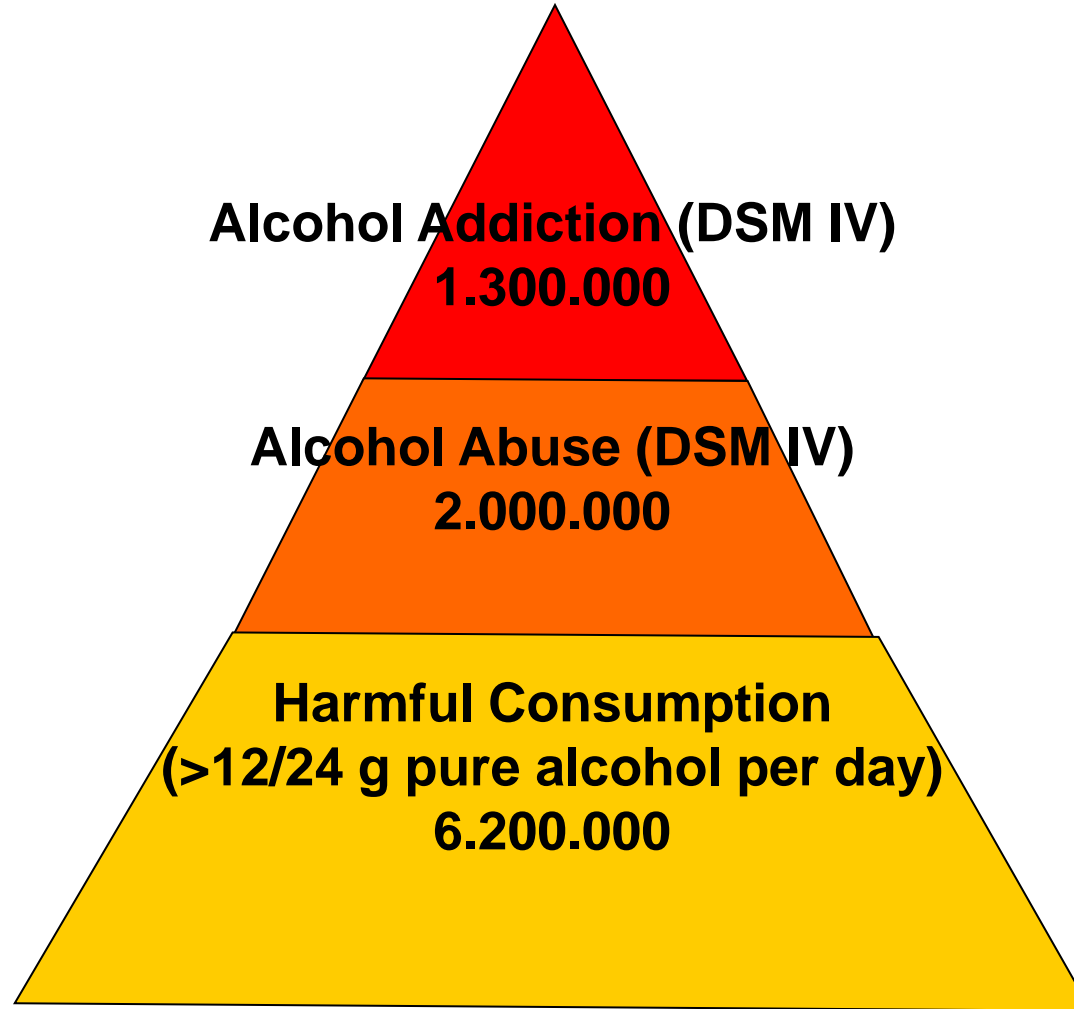
# Presentation

→ **Alcohol consumption in Germany**

→ **The campaign „Alcohol? Know your limit.“**

→ **Conclusion**

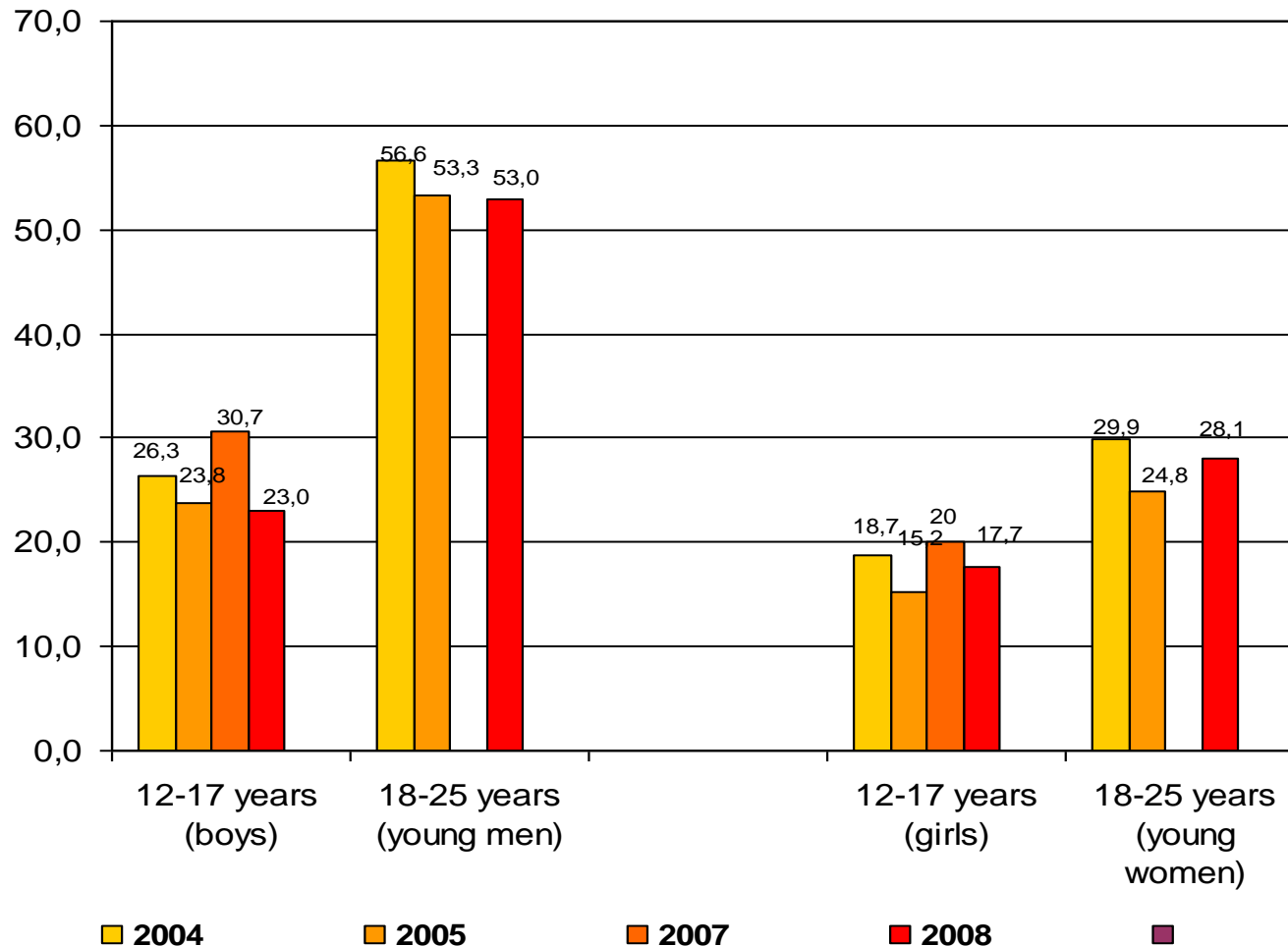
# Alcohol Consumption in Germany



**Around 9,5 million persons aged 18 to 64 years  
consume alcohol in a harmful way.**

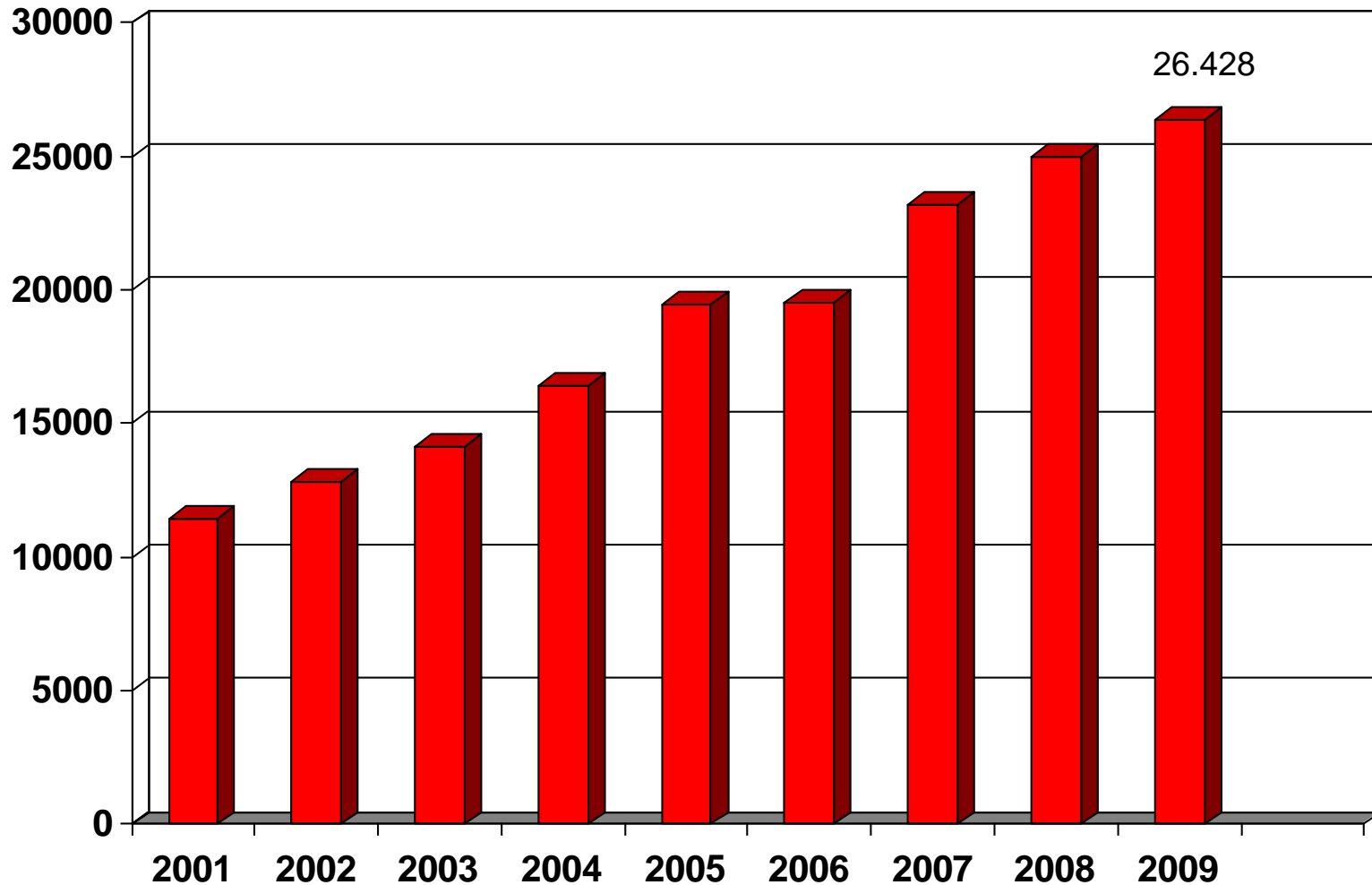
# 30-day prevalence of binge drinking

## Age groups: 12-17 and 18-25 years, 2004-2008



# Hospital admissions due to alcohol intoxication

## Age group: 10-20 years, 2000-2009



## Analysing the target groups - Addressing different age groups



„Zero Alcohol –  
Full Power“

key target group:  
12- to 15-year-olds

„Alcohol? Know  
your limit.“

key target group:  
16- to 20-year-olds

„Alcohol? Know  
your limit.“

key target group:  
adults (30 to 50  
years)

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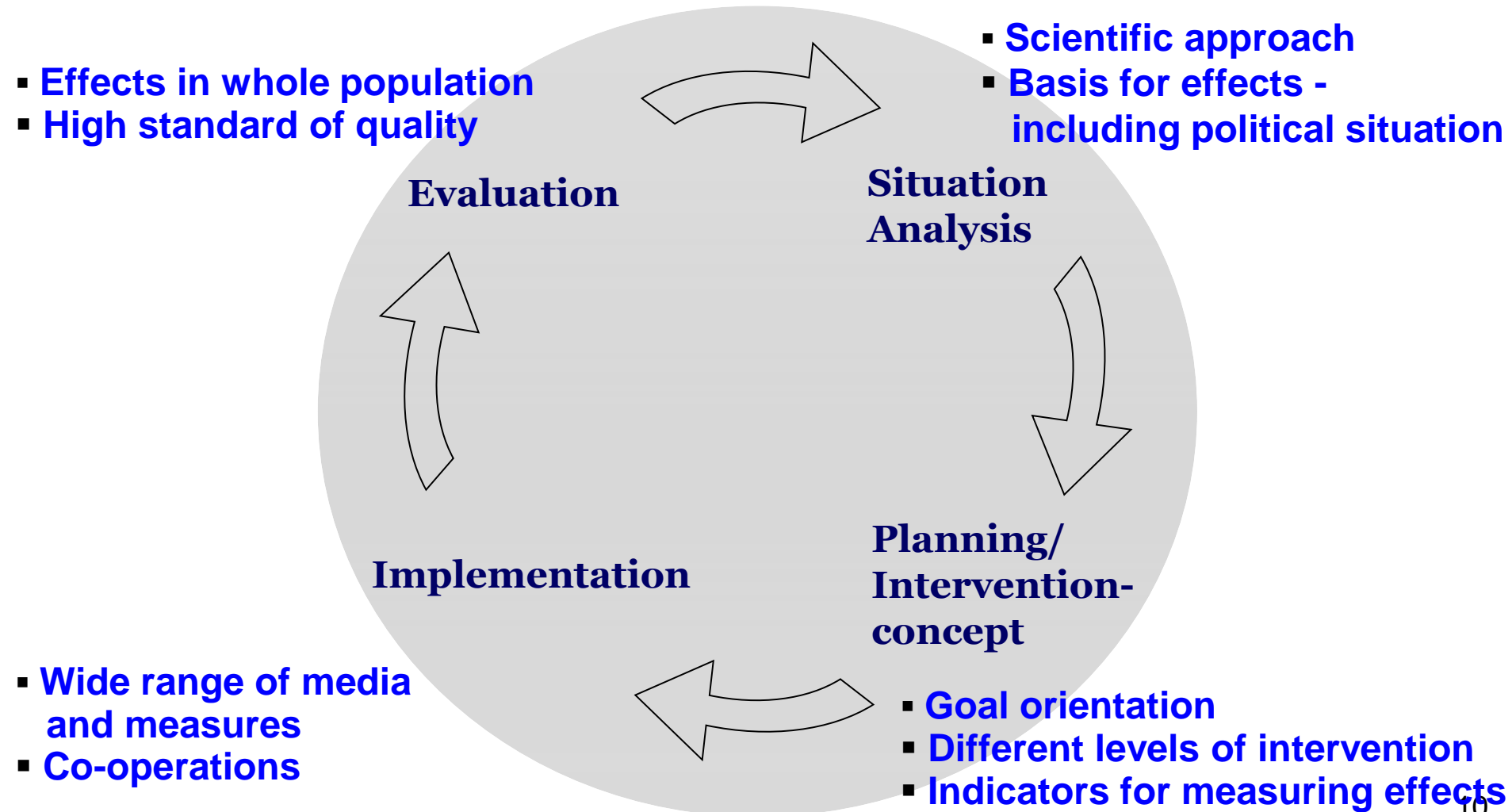


Claim

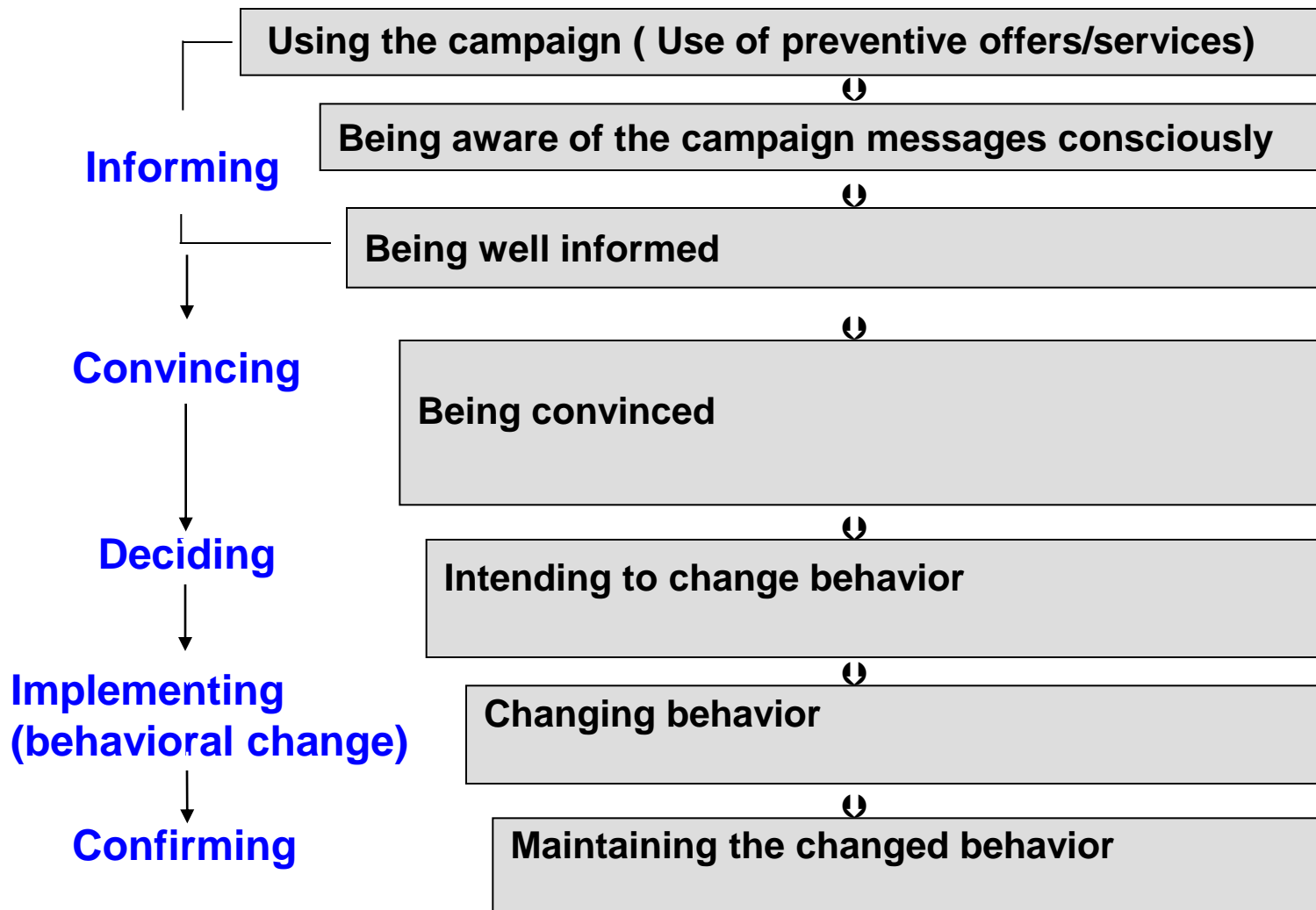
**„Alcohol damages more than you think.“**

Start: 2009 – In the framework of a **public-private partnership** financially supported by the German Association of the Private Health Insurances (PKV) with 10 million Euro per year.

# The Public Health Action Cycle

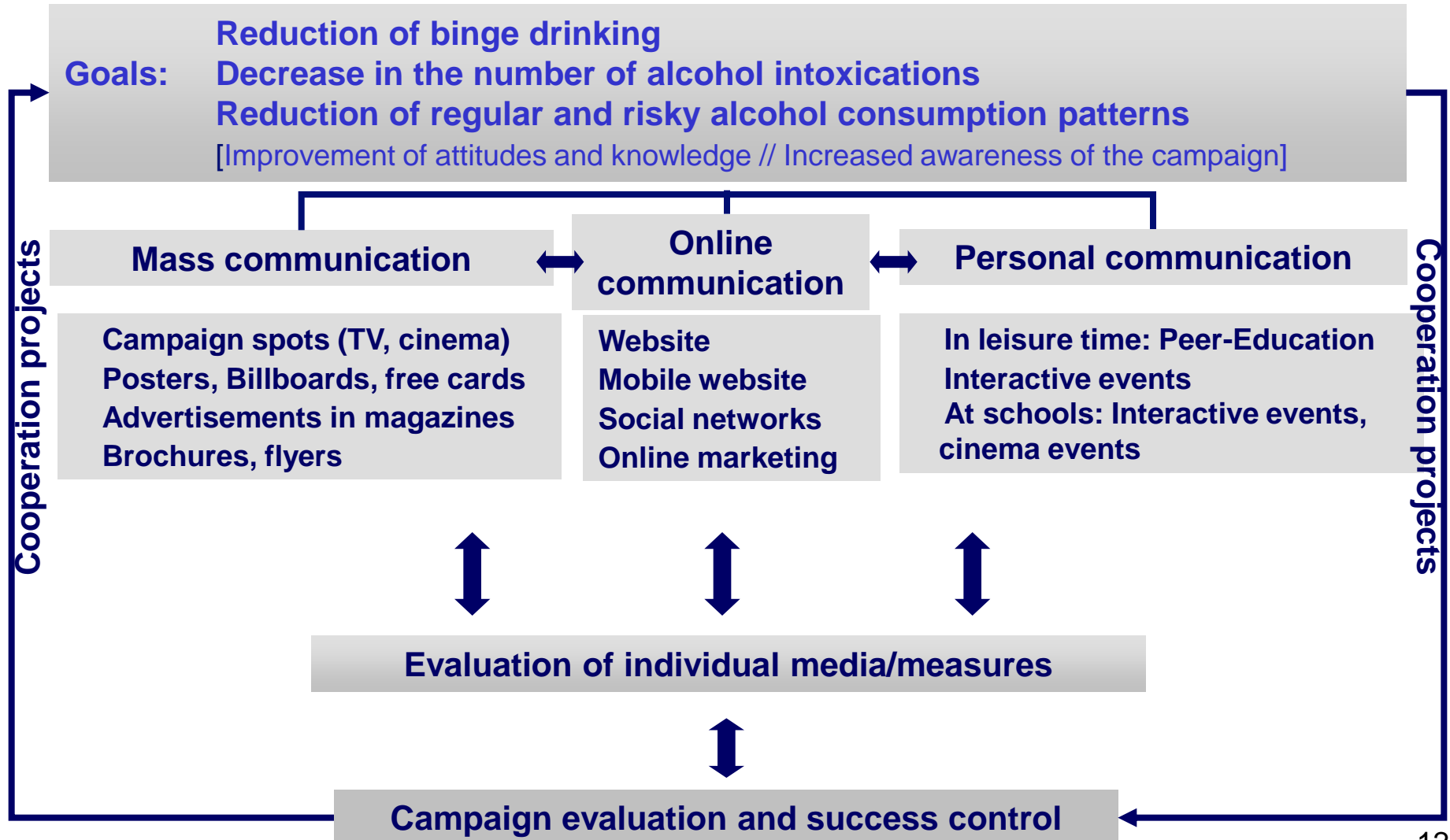


# Theoretical Framework of communication by McGuire/Rogers





## Multi level approach



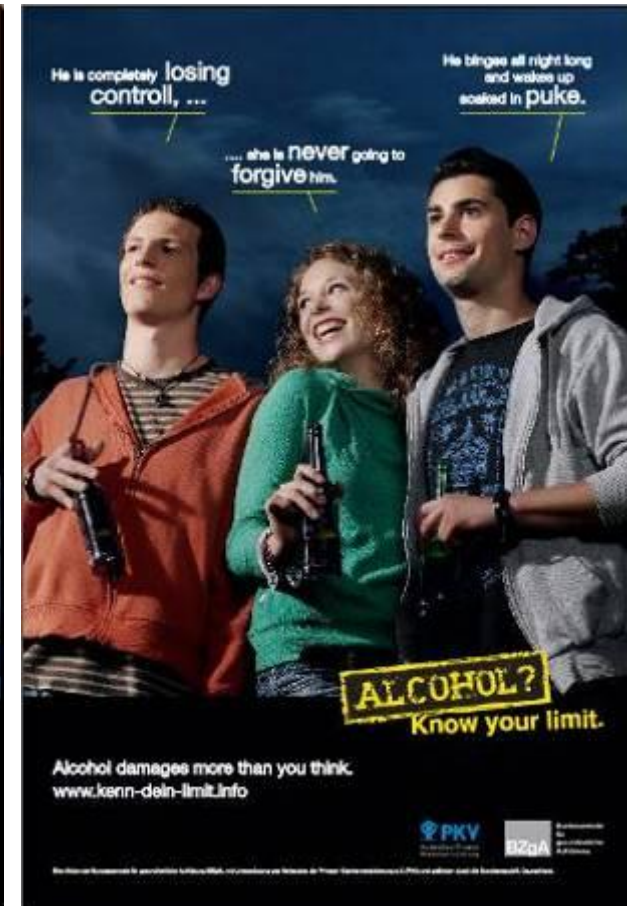
# Mass media communication



“Disco”



“Party at home”



“Outdoor”

Clear messages, easy to understand



# Mass media communication



“Girlfriends”



“Couple”



“Boyfriends”

More emotional, more grown up: your decision

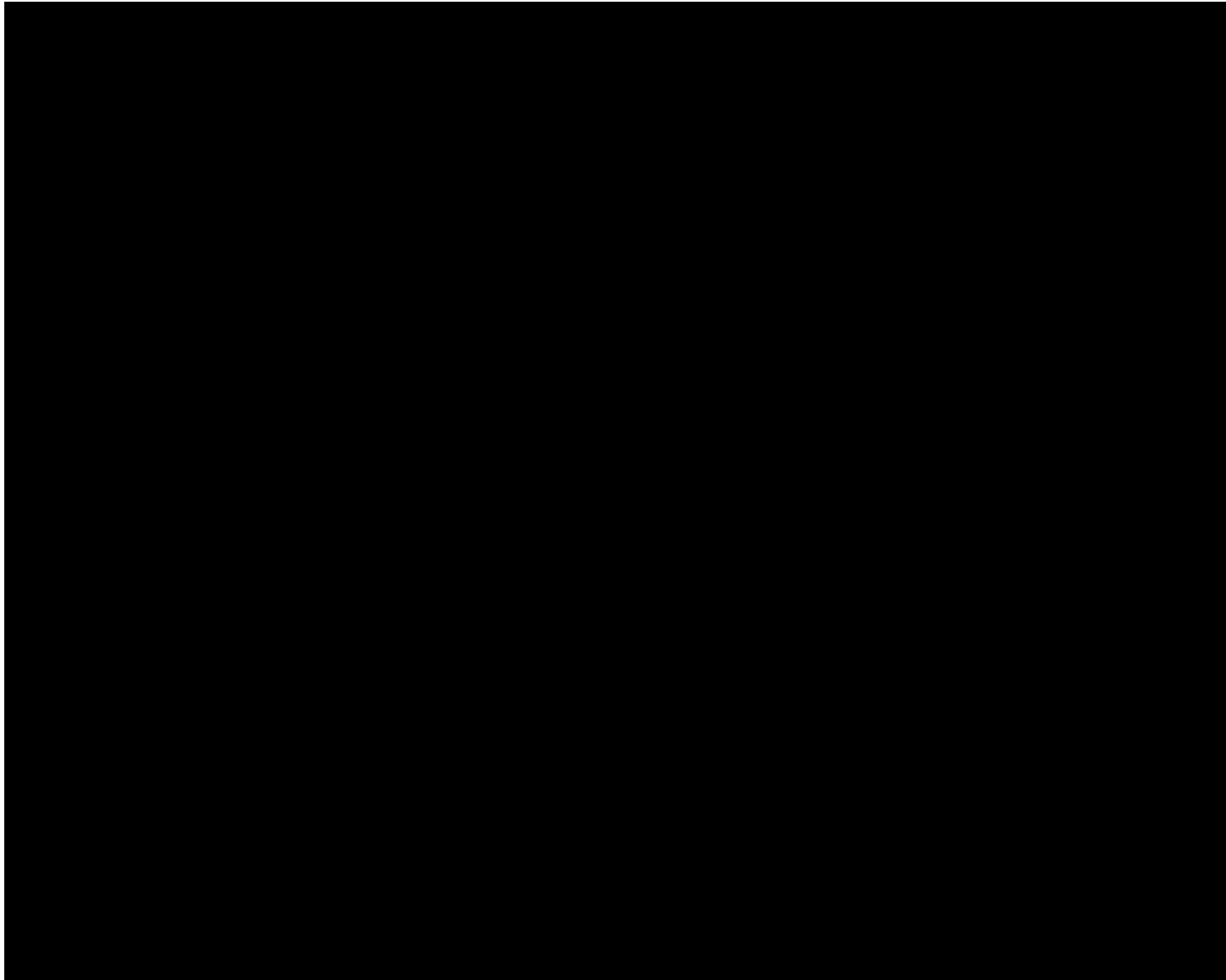
# Three Spots: „Disco“, „Party at Home“ and „Decisions“

for TV, cinemas and internet



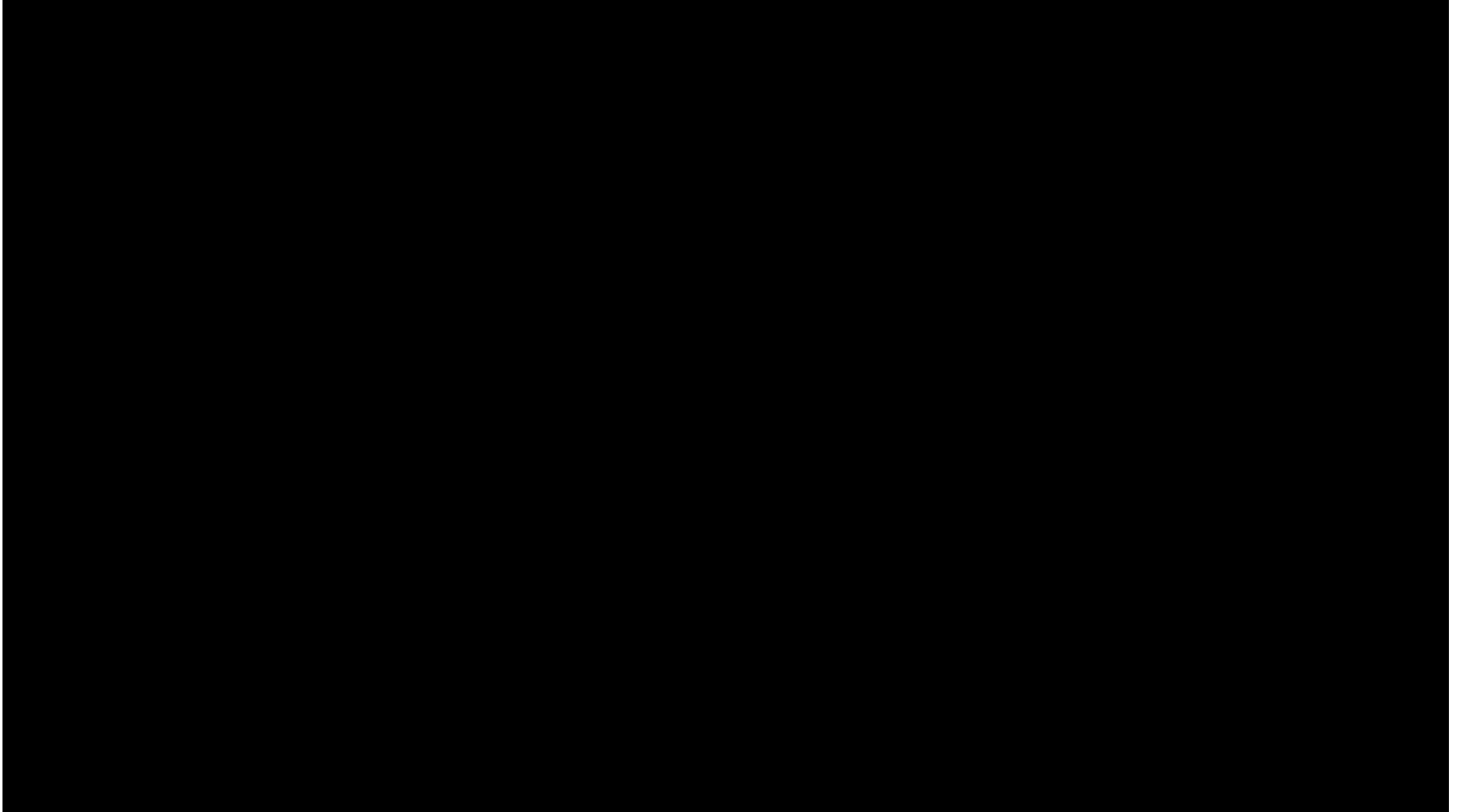
Emotionally touching the target group

# „Disco“ (2009)





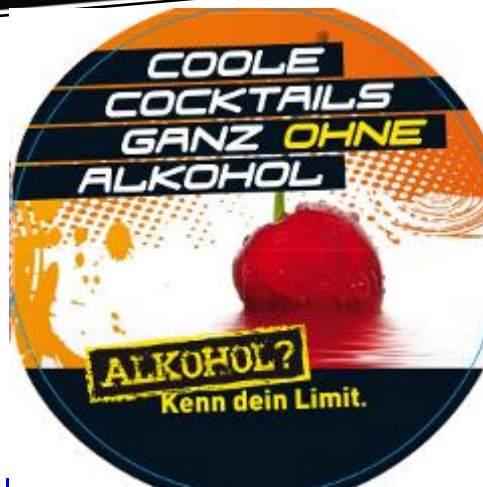
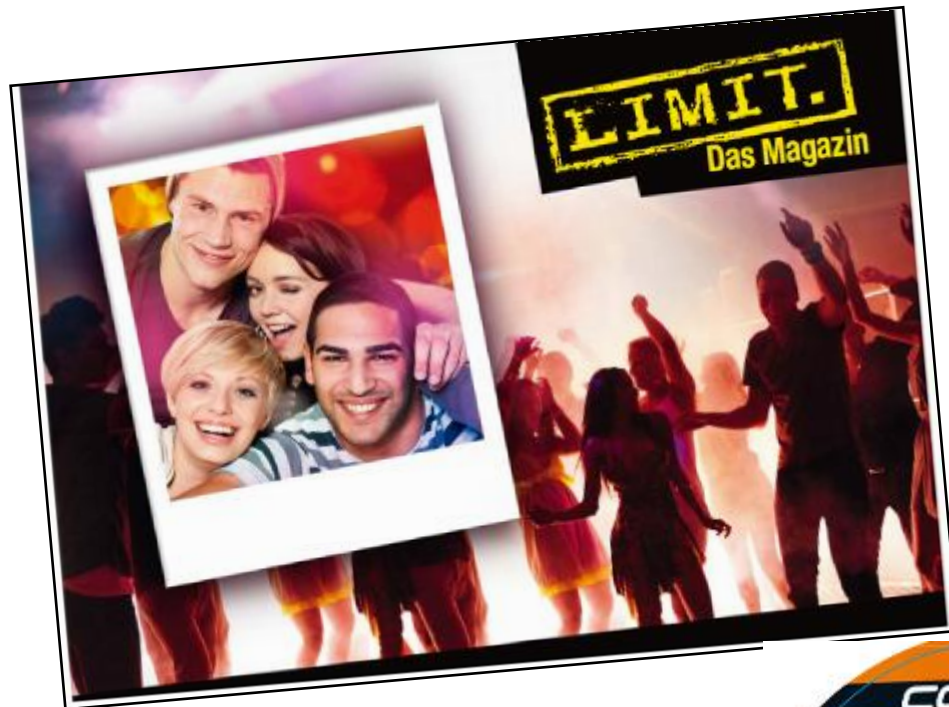
# „Party at home (2011)“



# „Decisions“ (2012)



# More Information - Brochures, Flyers



# Addressing people personally 40 specially trained peer educators



**More than 36,000 young people are addressed in personal talks per year!**



# Events in the leisure time and in schools

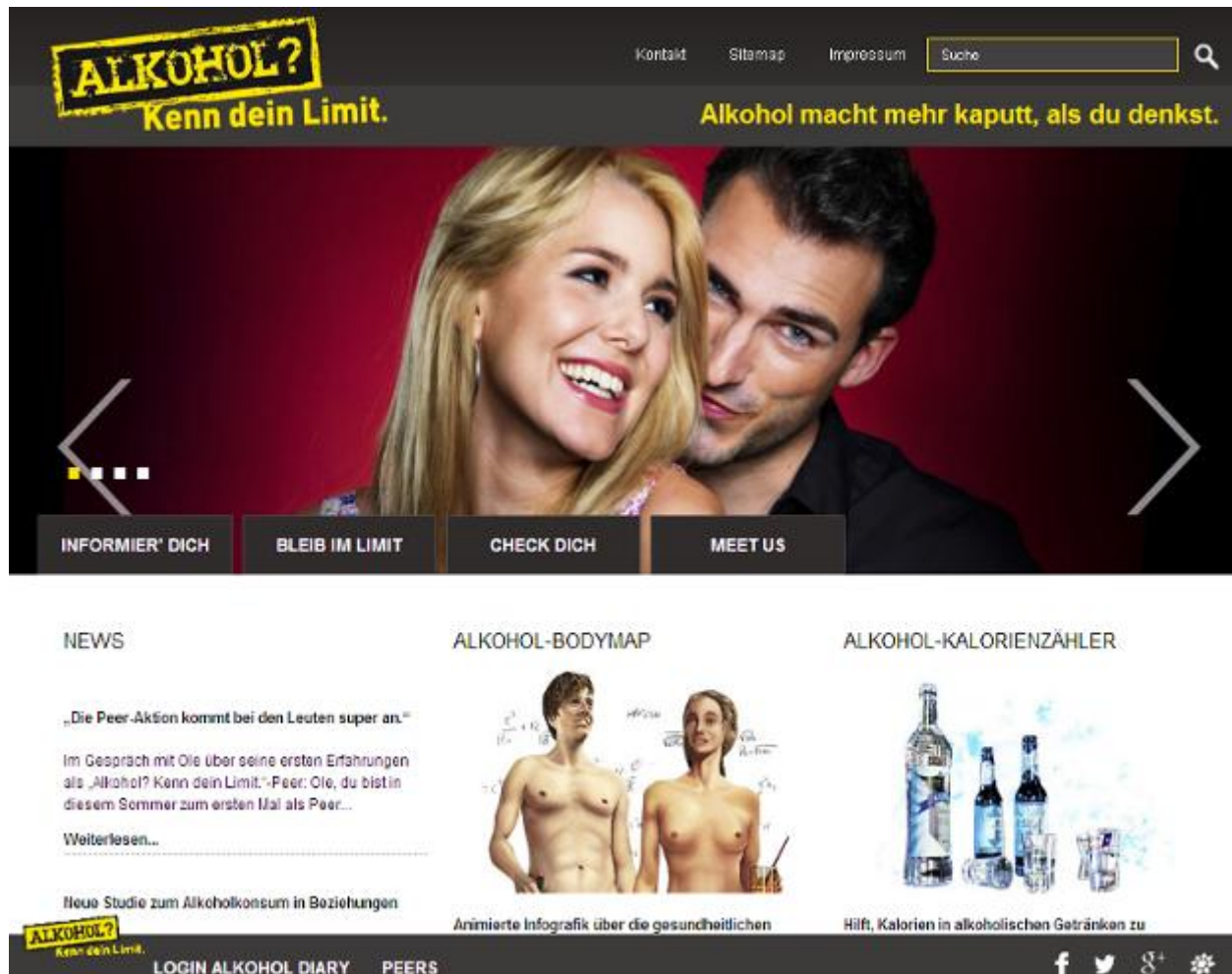
**Leisure time:**  
in cooperation with sports  
organizations, activities at sports  
festivals addressing 35,000  
young people per year



**Schools:**  
for example with an interactive  
„join in circuit“ addressing  
28,000 pupils, 2.300 teachers per  
year

# Using new technologies: Web 2.0

## www.kenn-dein-limit.info



- Information
- Interaction
- Participation

**Around 60,000  
monthly visitors**

# ALKOHOL?

## Kenn dein Limit.

## Alkohol macht mehr kaputt, als du denkst.

INFORMIER' DICH

BLEIB IM LIMIT

CHECK DICH

MEET US



DU BIST HIER: HOME / INFORMIER' DICH / WIRKUNG / ALKOHOL UND AGGRESSION

### Alkohol und Aggression bei Männern

## Alkohol und Aggression



„Am letzten Wochenende wäre ich beinahe in eine Schlägerei geraten. Ich war mit ein paar Freunden bei einem Festival. Die meisten Leute da waren gut drauf – bis auf ein paar besoffene Typen, die irgendwann richtig aggressiv wurden. Uns wollten sie auch provozieren, aber wir sind nicht drauf eingestiegen und haben uns den Spaß nicht verderben lassen.“ (Thorben, 20 Jahre alt)

Alkohol ist in vielen Fällen die Ursache für Aggression und Gewaltvorfälle in der Öffentlichkeit. Ein Blick in die Kriminalstatistik zeigt, dass es auch einen Zusammenhang zwischen dem Konsum von Alkohol und Straftaten gibt: 13 % aller Tatverdächtigen standen demnach unter Alkoholeinfluss. Bei einigen

► Fakten

▼ Wirkung

Wie wirkt Alkohol?

Wie viel ist drin?

Von Prozent zu Promille

Promille und Folgen

Abbau von Alkohol

Bodymap

Alkohol und Sexualität

Alkohol und Sport

► Alkohol und Aggression

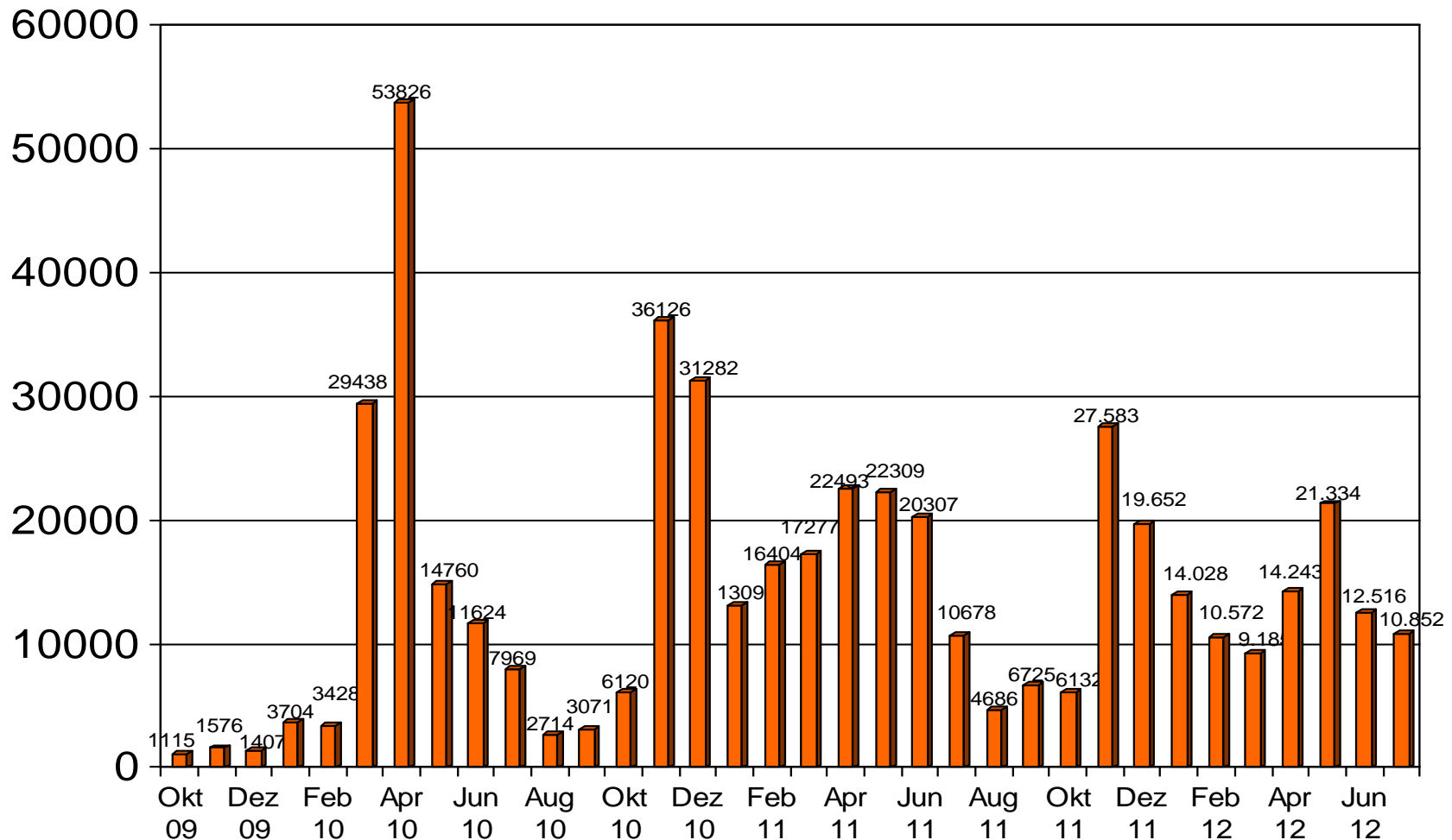
Leistung / Schule / Beruf

► Risiken

**Genderspecific  
information**

# Online self test „Check your drinking“

Promote self reflection and behavioral change: scientific based, computer tailored feedback, 15,000 monthly users





# Behavioral change programm „Change-your-drinking“


Anonymously, computer tailored feedback, evaluated – good effects, 150 registrations per month

## CHANGE YOUR DRINKING

[Login](#)  
[Das Programm](#)  
[Risikoarmer Konsum](#)  
[Anmeldung](#)  
[Kontakt](#)

### Beratung finden

## Change your drinking



Trinkst du manchmal mehr Alkohol als du eigentlich willst? Hast du schon **Titelbild** an gedacht, deinen Alkoholkonsum zu reduzieren? Oder willst du mal eine Weile keinen Alkohol trinken? Das Programm change your drinking unterstützt dich dabei, deinen Alkoholkonsum selbstständig in den Griff zu kriegen und zu reduzieren. Das Programm ersetzt keine Therapie, kann dir aber helfen, Überblick über deinen Konsum zu bekommen.

Zur Anmeldung im Programm change your drinking ist es notwendig, zunächst den Selbsttest **Check your drinking** durchzuführen. Darin wirst du unter anderem gebeten, deinen Alkoholkonsum der letzten sieben Tage einzugeben. Diese Angaben werden für die Anmeldung im Programm change your drinking benötigt.

[Zum Selbsttest Check your drinking](#)

# Engaging the target group

## Facebook Fanpage



**Online since August 2010:** Daily Updates/Posts, Votings, Photos, Clips, Link to Website etc.

**Research Study in 2011-2012 on effects**

# Evaluate and optimize the campaign

## National Surveys of the BZgA

**Study of young people's drug use (tobacco, alcohol, cannabis etc.)**

(age group: 12 – 25 years)

**2008**

**2011**

results published in 2012

**2015**

**Study of young people's alcohol consumption**

(age group: 12 – 25 years)

**2010**

results published in 2011

**2012**

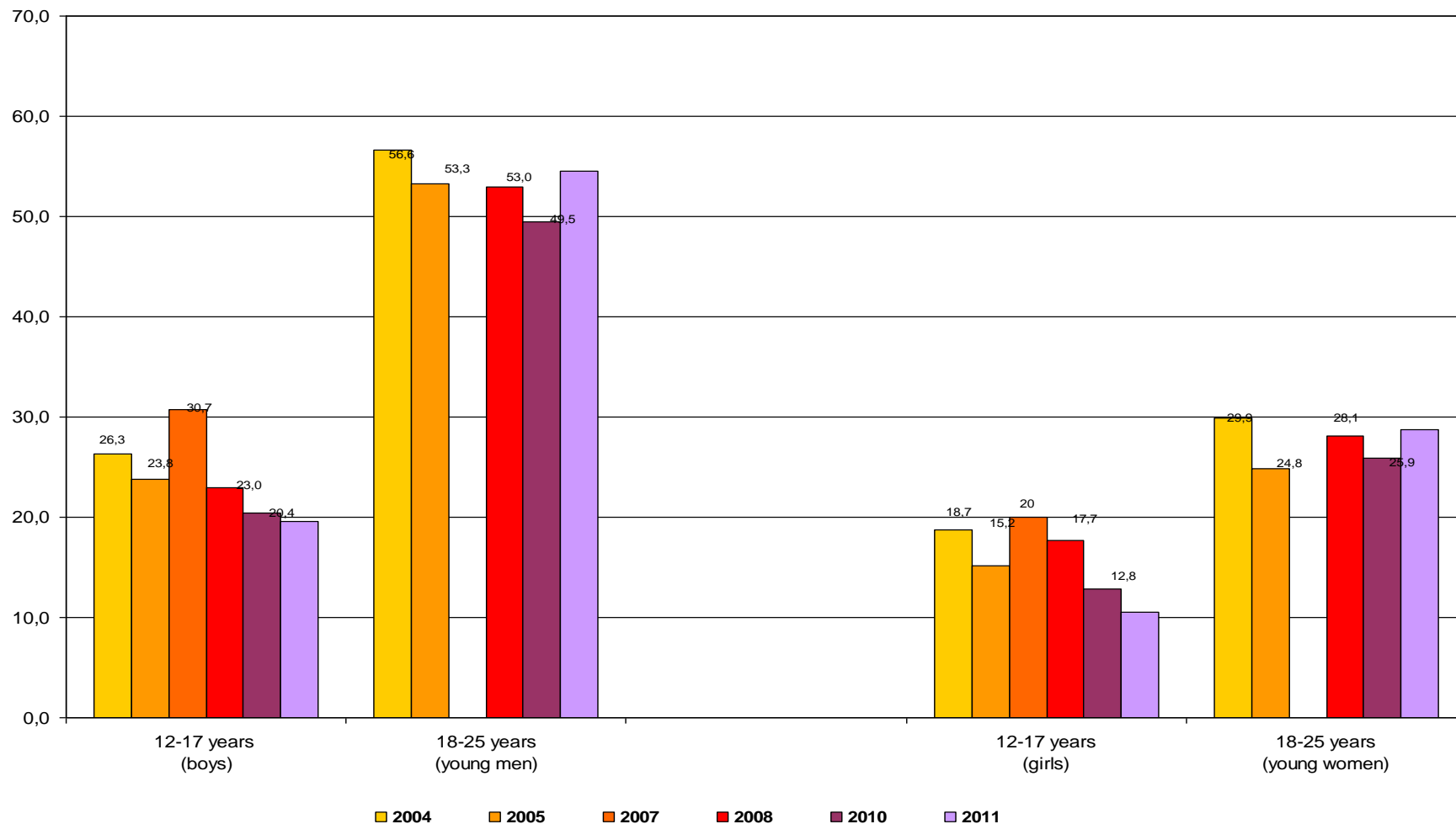
results due for 2013

**2014**

**Results of the survey in 2010: Over 90% report knowing the campaign „Alcohol? Know your limit.“ - or one part of it.**

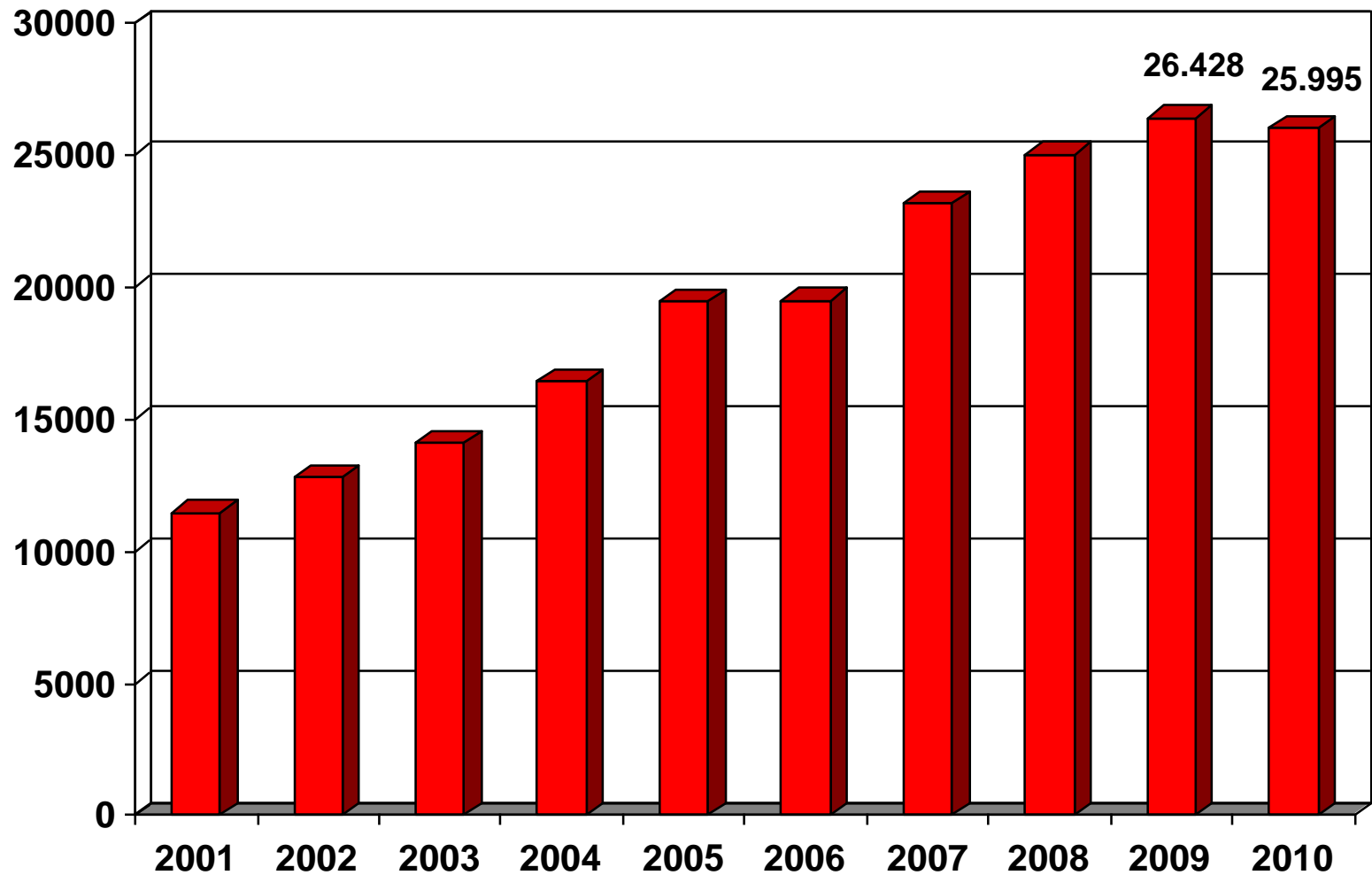
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## Conclusions

- **Up-to-date Social Marketing Strategies are being widely used in the Federal Centre for Health Education and Health Promotion.**
- **Successful alcohol prevention is based on a well planned strategy and comprises the whole society.**
- **Nonetheless, prevention and behavioral change take their time and need continuous engagement at a high level.**

**In order to further develop and optimize  
social marketing strategies  
international exchange and cooperation  
is a must.**

