

Changing the way we drink

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About Drinkaware

- Founded in 2007 by an MoU between government, public health and industry
- Independent charity
- Funded by voluntary donations from the drinks industry
- Unique partnership with industry, public health community and supported by government
- Public health and industry trustees

Why we exist

- **1 million+** alcohol-related hospital admissions in 2010/2011
- **16,400** NHS admissions due to alcohol liver disease
- **8,790** alcohol-related deaths in the UK
- **17million** working days missed due to alcohol misuse by employees



- **£18 billion** per annum cost to society

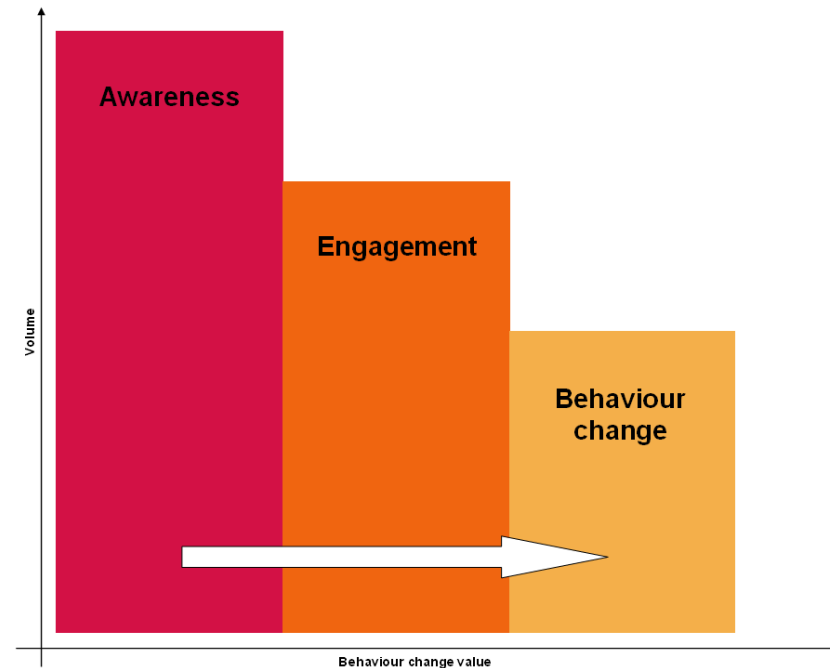
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What does Drinkaware do?

- Reduce alcohol-related harm
- Raise awareness
- Change the culture around alcohol misuse

By

- Targeting three audiences
- Ensuring our campaigns are evidence-based
- Providing information, tools and resources
- Maximising stakeholder support



Young adults

Audience: 18-24 year old regular drinkers – drink with the intention to get drunk

Problem: Binge drinking leads to physical, mental and social harms

Challenge: Drinking responsibly = drinking less, fewer mates, having less fun, having less sex

Approach: Encourage adoption of sensible drinking tips and tools

“Most of my best memories from my adult life are from when I’ve been out drinking” Male, 22-24



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Adults

Audience: 25-44 'Increasing risk' drinkers

Problem: Long term excessive consumption associated with a range of health harms

Challenge: They do not realise they are drinking to excess. Alcohol seen as a stress reliever

Approach: Raise awareness of alcohol units and health-related harms / encourage self reflection and track drinking

"I personally don't see a significant effect on my life from drinking alcohol. Maybe 10 years down the line it will come back to hit me in the face" Male, 37, London

The screenshot shows the MyDrinkaware website. At the top, there's a navigation bar with 'Home', 'Features', and 'Promotion' links, along with social media icons for Twitter, Facebook, and YouTube. The main content area features a sign-up form on the right with fields for 'Email', 'I am' (Male/Female), and checkboxes for 'Send me Drinkaware news and updates' and 'I've read and agree to the terms and conditions'. A green 'Get started!' button is below these. To the left of the form is a promotional message: 'BECAUSE IT'S MONDAY' followed by text about the health risks of alcohol and the benefits of using the MyDrinkaware calculator. Below this, there's a section titled 'Your weekly consumption' with a slider showing '175ml glass of wine (13%)' and 'Pint of lager (4%)' on a scale from 0 to 12. To the right of the slider, it says 'You're drinking this each week' and shows a result of '7.6 burgers' in a green circle. At the bottom right, there's a small red circular badge that says 'Sign up to MyDrinkaware in August for a chance to WIN a spa break'.

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Parents and young people

Audience: Mums with children aged 10-17

Problem: Young people drinking at an earlier age / many parents allow their children to drink alcohol at home

Challenge: Parents feel they have alcohol covered / alcohol not a priority

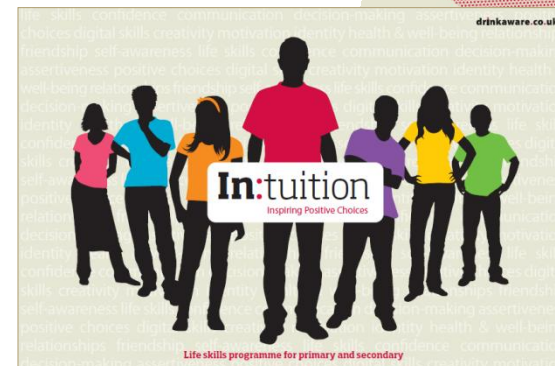
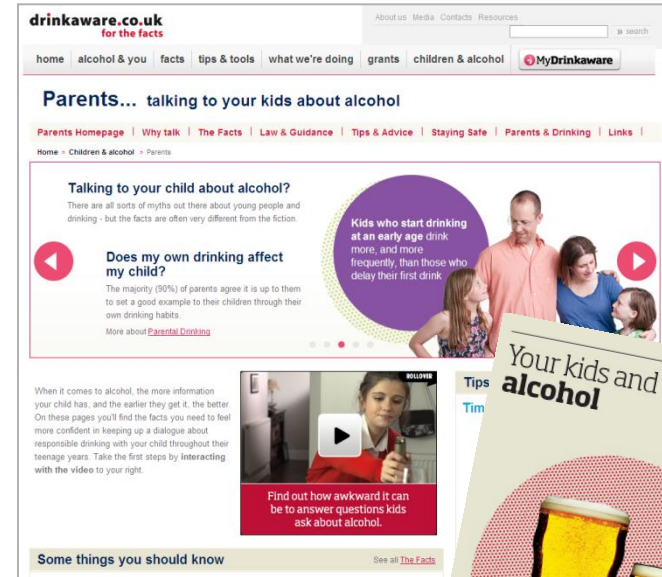
*“The general consensus among sources I trust and respect is to introduce young people to a small amount of, say, watered down wine, in the supportive safety of their family home environment. We do this occasionally, in an inclusive way when adults are sharing a drink.
Mum, 50, West midlands, 5 kids*

Campaign approach 2010- 2011

- **Encourage** parents to talk about risks before kids start drinking
- **Support** parents to maintain dialogue throughout teenage years
- **Help** parents understand influence of own drinking and attitudes

Schools

- In:tuition **life-skills** programme for secondary and primary schools



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Campaign video



drinkaware.co.uk

Integrated campaign

Awareness

Digital banner advertising

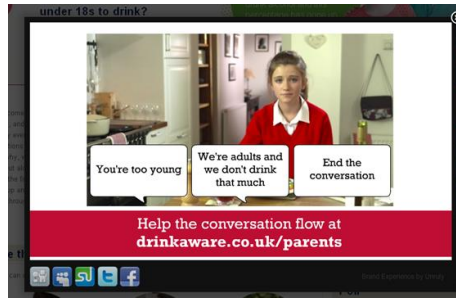


Browsing online



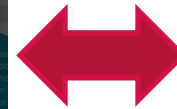
Engagement

Interactive video



Sharing

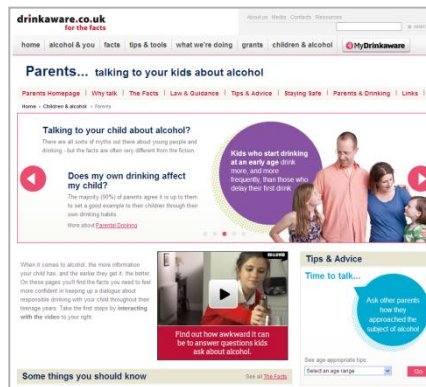
Blogger event/Twitter party



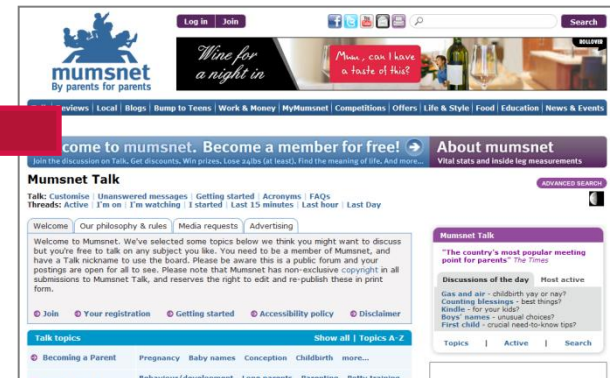
Media relations



drinkaware.co.uk/parents



Peer to peer



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New approach for 2012 and onwards

- Parents are talking
- But they are also allowing their children to drink at home
- Need to challenge 'forbidden fruit' theory



Parents' journey

Current Mindset
I'm talking to my kids about alcohol but its not the top of my priorities

I want to do the best by my child

Pre-contemplation

We've got alcohol covered
I am confident what I am doing is right, but you have made me think

We've got it covered, alcohol just isn't as much of a concern as sex and drugs

I am not alone on this issue
Credible CMO advice

Contemplation

I agree that an alcohol free childhood is best for my child and what I say and what I do will make a difference

I can't imagine my child ever being in that situation or at that risk

I have more influence than I first thought.

Preparation

Drinkaware can advise and support me and my family on this issue

I don't associate Drinkaware with parental advice

I'm am doing the best for my children

Action

I'm using Drinkaware's tips & tools to support me and my family.
I have cut down my drinking

I really want to avoid any confrontation with my kids

Talking to other parents about this issue means we can help each other

Maintenance

I am talking to my children, restricting access to alcohol before 16yrs and talking to other parents

I have slipped up recently and now I am not sure what to do

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Approach for 2012 and beyond

DISRUPT: Continue 'talk' message. Challenge 'forbidden fruit theory'

ENLIGHTEN: Provide credible evidence-based "new news"

EMPOWER: Give parents information and emotional support so they can make a difference

MOTIVATE: Highlight the impact and benefits of changes to their family

POPULARISE: Highlight new social norms to encourage and support ongoing conversations between parents



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How are we doing?

Awareness

- Record numbers visiting our website
- High recall of young adult campaign
- Generating debate through media coverage

Engagement

- Nearly half a million parents played the video
- 14,000 app downloads

Behaviour change

- Targets are adopting our tips and tools
- Promising signs of behaviour change



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Changing the way we drink?

Maybe, a little bit

But there is still a long way to go.....



for the facts about alcohol
drinkaware.co.uk

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