

STAKEHOLDER UPDATE 10

AUGUST 2008

Consultation

In the Government's renewed alcohol strategy, Safe. Sensible. Social (June 2007), there was a commitment to carrying out three reviews of industry practice and then to consult on whether there is a need for further regulation of alcohol retailing.

On 2 June 2008, the Department for Children, Schools and Families, the Home Office and the Department of Health (DH) announced plans to work with the alcohol industry to develop a new 'alcohol retailing code', with a view to making this code mandatory.

On 22 July the Department of Health published a consultation aimed at gathering views on how far Government action should go in restricting harmful alcohol retailing practices, the legitimate balance between individual responsibility and consumer choice, and what more can be done by the NHS and others to make sure advice and help on alcohol are available for those who need them.

New statistics on alcohol-related hospital admissions (based upon the new NHS 'vital signs' indicator), a recently completed review of the alcohol industry's social responsibility standards, and an update of two other reviews still under way, on labelling and on the effects of alcohol pricing and promotion, were published alongside the consultation.

Responses to the consultation will be vital to inform Ministers' decisions on whether or not to place restrictions on the sale of alcohol through the NHS Reform Bill and Police and Crime Reduction Bill.

The closing date for the consultation is 14th October.

The consultation documents and accompanying documents can be downloaded from: www.dh.gov.uk/en/Consultations/Liveconsultations/DH_086412 or ordered from Prolog, using the details in this link: www.orderline.dh.gov.uk/ecom_dh/public/home.jsf or by telephone on 0300 123 1002 (quote 289054b/Safe, Sensible, Social – Consultation on further action impact)

Units. They all add up

The Know Your Limits units campaign spearheaded by the Department of Health, was launched on 19 May 2008 by Public Health Minister Dawn Primarolo. Its aim is to help people understand how many units

are in typical alcoholic drinks and how to stay within the recommended daily guidelines for regular drinking.

The campaign advertising included TV, radio, web and print and there has been widespread media coverage ranging from BBC Breakfast to The Grocer and Nursing Times.

To access the free units materials (see resources section below), visit the stakeholder website www.nhs.uk/alcoholstakeholders. There is also a consumer facing site to support the campaign, www.nhs.uk/units, which includes a calculator enabling drinkers to assess their units intake.

Increasing and higher risk self help pathways – social and direct marketing pilot

Since September 2006 research has been undertaken to understand what motivates harmful drinkers and what influences them. Key elements of this social marketing strategy formed part of the units campaign launch in May, including:

- Reframing the public-facing language from sensible, hazardous and harmful to the risk-based "lower", "increasing" and "higher".
- Promoting delivery of 'Information and Brief Advice' (IBA) through front-line services including media relations and the provision of materials and support to GPs, such as a surgery wall-chart, fact sheets and fact cards to hand out to patients.

Phase 2 of the programme involves direct marketing and will be tested from August 2008 onwards. We hope to begin 'acquiring' drinkers to receive self-help materials and agree to participate in follow up research and testing. This is a similar structure to the smoking campaign.

The higher risk drinkers campaign will focus on the North West of England, which has the greatest concentration of our target group. We are testing three core health messages:

- General health risks
- Liver and heart risks
- Cancer risks

For more information about other materials and services developed for the social marketing campaign or information about the work in the North West go to www.nhs.uk/alcoholstakeholders

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Would you?

In June 2008 the Home Office launched its Know Your Limits binge campaign. Adopting the tag-line 'You wouldn't start a night like this, so why end it that way?', the campaign seeks to encourage its target audience of 18-24 year olds to consider the negative effects of alcohol.

To mark the launch, six adjacent shop windows in central London were dressed with mannequins in various drunken poses, to depict what could happen as a result of drinking too much. Street marketers were based outside the display, asking questions to passers-by and collecting feedback in exchange for a free usb. Evaluation of the activity showed that 60% felt what they had seen would make them think about the consequences of excessive drinking.

A viral 'catwalk' video, hosted on YouTube, was central to the launch activity. It was available via Bluetooth at the shop window and seeded via forums, blogs and social networking sites including Kontraband, popbitch and Facebook. The video received over 750,000 views in the first month – one of the most successful government viral campaigns to date. To view the video visit www.youtube.com/watch?v=T8vCUSD6nuc

To access all the binge campaign materials (see resources section below) visit www.nhs.uk/alcoholstakeholders.

Make use of the free resources!

To support the new campaigns we have created a dedicated stakeholder website at www.nhs.uk/alcoholstakeholders, which should be your first port of call for campaign updates and resource requests. You can use the website to access the free branded campaign materials including:

- A range of landscape & portrait posters for units & binge (to order & download)
- Penguin stands for units & binge, for use at local events, roadshows, festivals etc (Please note: we are unable to cover delivery costs for the stands)
- Unit counters
- Leaflets – pregnancy & alcohol; units & you
- Folders to enable you to compile your own packs for distribution at events
- A 'How to' guide on developing a communications plan, to help you plan and deliver an effective campaign

- Units & binge campaign toolkits containing template press releases, event planners & activity ideas, for example running a units awareness roadshow
- The binge TV & radio adverts

We can also supply you with the Know Your Limits logo (with or without the units information) to use on your own materials.

Action days

In September we are running a series of regional action days to provide stakeholders with ideas and tools for running their own local alcohol campaigns. Participants will have the opportunity to:

- Hear more about the new units and binge campaigns
- Take part in a workshop on communications planning and working with the media
- Network with peers

Forthcoming dates and venues include:

- Yorkshire & Humberside – Tuesday 2 September
- East – Friday 12 September
- London – Tuesday 30 September

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Sharing ideas

Buckinghamshire DAAT

Buckinghamshire Drug and Alcohol Action Team (DAAT) developed a short clip called "Gourmet Dining" to promote sensible drinking and raise awareness about units in alcoholic drinks. Their target audience is adults aged 30+ who drink regularly at home but are unaware of the long term health risks associated with exceeding the recommended daily alcohol guidelines.

The clip is being used to encourage people to start talking about units, using viral marketing techniques and has already reached 2000 people on YouTube. To view the clip visit www.bucksdaat.co.uk and click on "Gourmet Dining", or for further information about the campaign contact Amy Moore: amoore@buckscc.gov.uk

Isle of Wight DAT

With an estimated 28,000 increasing risk and 6,000 higher risk drinkers, the Isle of Wight Primary Care Trust and Council realised there was the need for a summer health awareness campaign that included the KYL information to communicate the dangers of drinking to young people and their parents at the start of the summer holidays.

To launch the awareness campaign, they developed a 'summer spoilers' theme, focusing on the risks associated with booze, salmonella and sunburn – three hazards of every young summer. This messaging was used on their local radio, in council circulars and newspapers, acting as a light-hearted reminder to young people that the things they love often carry risks too.

In addition to the Summer Spoilers campaign, the DAT has been working closely with the police department and are setting up an 'Alcohol Arrest Referral' scheme. The scheme intends to use the arrest of an individual as the key point at which to address his or her alcohol misuse, including onward referral to appropriate treatment and/or other services. This will be integrated with their successful Drug Arrest Referral service as part of the local Drug Intervention Programme.

If you would like to know more about this campaign, please contact Mandy Sellers: mandy.sellers@iow.gov.uk

Winner!

Thanks to everyone who sent in entries for this Campaign of the Quarter. We received lots of great approaches which demonstrate the innovation, creativity and measurability we are looking for in winning campaigns. As a reminder, we would like campaigns which include the following criteria: development of clear aim/objectives/messages, identification of a target audience, creative and innovative campaign activity, use of KYL resources/campaign messages, planning and working within a budget and clear evaluation plans.

The winner for this quarter is Manchester Public Health Development Service which has developed a self-help guide, "Drink Smart" for Manchester residents who want to know more about alcohol but whose drinking habits aren't in need of professional help. "Drink Smart" includes: units and calories of common drinks, facts on how much is too much and a drinks' diary with tips and exercises for cutting down or having a break from alcohol.

Copies of the guide are being made available in services where people are likely to present with increasing/higher risk drinking patterns including mental health services and criminal justice settings. In addition, a text subscription service has also been set up to order the guide by mobile phone and is being advertised in local pharmacies, health centres, libraries and off-licences. Key words are being used to monitor response rates of local campaign material and so far over 80 members of the public have used this service. For more information or to download the guide, please visit: www.manchesterpublichealthdevelopment.org/mphds/alcohol/alcohol-news.html#drinksmartnewsletter

For more information please contact knowyourlimits@forster.co.uk

Well done to Manchester Public Health Development Service and keep your entries coming in!