

A 'SOCIAL MARKETING CAMPAIGN' AGAINST HAZARDOUS AND HARMFUL DRINKING IN ENGLAND

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BACKGROUND

- The Department of Health's 2007 alcohol strategy identified harmful drinkers as a key target group.
- Key assumption: the provision of new advice and information to harmful drinkers will help reduce the number of people drinking at harmful and potentially harmful levels.
- Central Office of Information (Strategic Consultancy) were commissioned to assist in the development of this social marketing campaign.
- Contribution to PSA 25: Reducing the rate of hospital admissions for alcohol-related harm.
- NH appointed as Alcohol Consultant to this project

TARGET AUDIENCE

- The strategy focussed on drinkers who are 35+, particularly those drinking frequently and at high risk of suffering chronic harm.
- Harmful drinking was assumed to be typically arrived at through an escalation of hazardous drinking. Both hazardous and harmful drinkers were included in the strategy.
- Drinkers with moderate to severe alcohol dependence are less likely to be influenced successfully without more intensive medical treatment and are therefore out of scope. However, dependence is still a factor for harmful drinkers.

STRATEGY OBJECTIVES

- **Units campaign**
 - raising awareness, creating identification and introducing a new language and concept around alcohol risk levels
- **Health risk messages**
 - inform and “shock” with hard-hitting health risk messages (starting with cancer, liver & heart)
- **Individual assessment**
 - promote the uptake of individual assessment by a professional (but anonymous) source
- **Ongoing behavioural support**
 - provide practical and rewarding behavioural strategies that support and inspire sustained behaviour change
- **Partnership activity**
 - create a wider sense of social and environmental support for a fully integrated strategy

FURTHER ASSUMPTIONS

- **Behaviour change does not follow a rational, linear model**
- **Sustained work is required**
- **Government is not a trusted voice**
- **There is no agreed formula for social marketing to an audience of hazardous and harmful drinkers**
- **Information alone is unlikely to change harmful drinking behaviour**
- **The majority of people move into and out of different patterns of drinking without professional assistance**
- **Brief interventions are the most effective proven treatment for alcohol problems**
- **Self-help manuals are the next most effective relevant approach**

Key social marketing issues

- Important to develop a long-term strategy that increases general awareness of consumption and consequences amongst hazardous and harmful drinkers.
- Ultimate objective of reducing consumption at potentially harmful levels requires a change in social norms, not just increases in individual awareness:
 - Requires long-term multi-stage approach
 - 1. Enable most people to accurately assess consumption
 - 2. Increase awareness of the health impacts of harmful consumption amongst target audience
 - 3. Enable most people to assess the pro's and con's of their own harmful consumption
 - 4. Make it culturally acceptable to drink moderately
 - 5. Make it a cultural norm to drink moderately

REFRAMING OF PUBLIC-FACING RISK LANGUAGE

- **“Sensible” = Lower risk**
 - For men: not regularly drinking > 3-4 units per day
 - For women: not regularly drinking > 2-3 units per day
- **“Hazardous” = Increasing risk**
 - For men: regularly exceeding > 3-4 units per day > – but not drinking at levels incurring the highest risk
 - For women: regularly exceeding > 2-3 units per day >– but not drinking at levels incurring the highest risk
- **“Harmful” = Higher risk**
 - For men: regularly drinking > 50 units per week or regularly drinking > 8 units per day
 - For women regularly drinking greater than 35 units per week or regularly drinking > 6 units per day

ASSESSMENT WEBSITE

- Based on New Zealand “Drinkline” website
- Essentially an online version of AUDIT (called “DrinkCheck Quiz”)
- Respondent checks each of 10 AUDIT items which are then summed by programme
- Respondent then asked to discover which of 4 categories they fit into (based on WHO AUDIT, Babor et al.)
 - 0-6 “Your current drinking is putting you at lower risk of health harms”
 - 7-15 “Your current drinking is putting you at increasing risk of health harms”
 - 15-19 “Your current drinking is putting you at higher risk of health harms”
 - 20+ “Your current drinking is putting you at higher risk of health harms and we recommend that you consult your GP for advice
- More extended description of these risk levels

TELEPHONE HELPLINE

- Number provided in all other materials and communications (assessment website, self-help booklet, leaflets for GPs, etc.)
- Free on landlines
- Staffed by counsellors to provide BI

SELF-HELP BOOKLET

- **Fairly standard cognitive-behavioural self-help material**
- **“Your drinking and you: The facts on alcohol and how to cut down”**
- **Based on WHO Drink-less materials (6-step plan)**
- **Draft booklets thoroughly market tested by 2CV**
- **A limited number of copies available here**

WHAT HAS BEEN DONE SO FAR?

- Launch of *Drinkcheck* quiz at www.nhs.uk/drinkcheck
- Development of self-help booklet *Your Drinking and You*
- Expansion of *Drinkline* telephone service to include brief intervention
- Broadcast advertising campaign highlighting *Units* in June.

TEST CAMPAIGN IN NORTH-WEST ENGLAND

- Three core health messages:
 - General health risks
 - Liver and heart risks
 - Cancer risks
- Media channels include:
 - newspaper and magazine inserts
 - door drops (non-addressed envelopes)
 - direct mail
 - email

Free confidential advice to help cut down.

For more information and advice or to order your free booklet, call **0800 783 5782**

You can also order the booklet by sending this coupon in an envelope to our Freepost address: FREEPOST DL UNITS, or by taking our short quiz at www.nhs.uk/drinkcheck

Please send me a free booklet

Title Forename
 Surname
 Address
 Town
 County
 Postcode Phone

Please tick the box if you are happy for The Department of Health to contact you in the future to ask about how you get on with the booklet or for research purposes. Yes No

Alcohol Advice and Information

For immediate advice and/or information on where to go for help within your region: Call 0800 783 5782

Recycle



ALCOHOL KNOW YOUR LIMITS

SHOULD NOT REGULARLY EXCEED
3-4 2-3
UNITS PER DAY



When does drinking start to affect your health?



You're around 5 times more at risk of mouth, throat and larynx cancer if you regularly drink above a certain amount.



If you're having problems viewing this message, please [click here](#)

You are 13 times more at risk of cirrhosis of the liver if you regularly drink above a certain amount.



It sounds obvious but it's true. Drinking more really does put your health at greater risk.

For instance if you are in the higher risk group you're 13 times more at risk of cirrhosis of the liver, which can lead on to complete liver failure. You're also more at risk of heart disease and high blood pressure. If you're a man, you have four times the risk of high blood pressure, and if you're a woman, you double your risk.

How much you drink on a regular basis determines where you fit in the key categories. So how do you work out if the amount you drink is putting you at risk?

Have a look at the guide below.



TAKE OUR QUIZ
 FIND OUT WHERE YOU ARE IN THE RISK CATEGORIES
 CLICK HERE

FOR A FREE BOOKLET
 CLICK HERE

	Women		Men	
	who regularly drink daily or on most days of the week	Risk of getting cirrhosis of the liver (compared to non-drinkers)	who regularly drink daily or on most days of the week	Risk of getting cirrhosis of the liver (compared to non-drinkers)
Increasing risk	Over 2-3 units a day	Around 1.7 times more likely	Over 3-4 units a day	More than 2 times more likely
Higher risk	More than 6 units a day (or over 36 units a week)	More than 13 times more likely	More than 8 units a day (or over 48 units a week)	More than 13 times more likely

*This refers to a 175ml glass of 13% wine and one pint of 4% lager.

The alcohol risk guide above shows which category people fall into depending on what they drink from day to day...and you might be surprised at how little it takes to be in the increasing or higher risk category.

Want more information? Or advice on cutting down? Get in touch.

Click [here](#) or call 0800 783 5882.

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ALCOHOL KNOW YOUR LIMITS

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When does drinking start to affect your health?



<The Occupier>
 <Any House>
 <Any Street>
 <Any Trade>
 <ANY TOWN>
 <Anythine>
 <A11 302>

There's a proven link between drinking and liver and heart problems.

Research shows that if you drink regularly above a certain amount there are serious health risks. Did you know that if you are in the higher risk group, you're 13 times more at risk of cirrhosis of the liver, which can lead on to complete liver failure. You're also more at risk of heart disease and high blood pressure; if you're a man, you have four times the risk of high blood pressure, and if you're a woman, you double your risk.

So what is regular drinking? Regular drinking means drinking every day or most days of the week. The NHS recommends that men should not regularly drink more than 3-4 units a day, and women no more than 2-3 units a day. Above this level, you're in the 'increasing risk' category.

Find out more about the risks of regular drinking.

In the enclosed leaflet, you will see a guide that illustrates the 3 different risk categories that relate to the amount of units a person drinks.

You may not think that you drink that much. Maybe you just have a couple after work or a glass of wine with dinner a few times a week. But when you consider that one pint of 4% lager, or a 175ml glass of 13% wine has 2.3 units in them you can see that it soon all adds up.

Check out the leaflet and the risk categories. If it has made you think about your drinking and you'd like more information there's a booklet available that has the facts and figures on drinking and units as well as a 6-step plan to help you cut down.

To order yours, take our short quiz at www.nhs.uk/drinkcheck, call free* anytime on 0800 783 5827 or fill in the coupon below and send it back in the Freepost envelope provided.

The Know Your Limits Team

Regularly drinking more than 6 units a day (or 36 units a week) for women; 8 units a day (or 48 units a week) for men

Higher risk category

Compared to non-drinkers you are 13 times more likely to get liver cirrhosis

ALCOHOL KNOW YOUR LIMITS

SHOULD NOT REGULARLY EXCEED
3-4 2-3
UNITS PER DAY



There's a proven link between drinking and certain types of cancer.

It sounds obvious but it's true. Drinking more really does put your health at greater risk.

For instance you're around 5 times more likely to get cancer of the mouth, throat and larynx, and 3.5 times more at risk of liver cancer if you regularly drink in the higher risk group, than if you didn't drink at all.

How much you drink on a regular basis determines where you fit in the key risk categories.

And it's worth noting that drinking at any level has health risks, it is never completely safe.

So how do you work out if the amount you drink is putting you at risk? Have a look at the guide below.

	Women		Men	
	who regularly drink daily or on most days of the week	Risk of getting cancer of the mouth, throat and larynx (compared to non-drinkers)	who regularly drink daily or on most days of the week	Risk of getting cancer of the mouth, throat and larynx (compared to non-drinkers)
Increasing risk	Over 2-3 units a day	Around 1.2 to 1.7 times more likely	Over 3-4 units a day	Around 1.8 to 2.5 times more likely
Higher risk	More than 6 units a day (or over 36 units a week)	Around 4 to 5.5 times more likely	More than 8 units a day (or over 48 units a week)	Around 4 to 5.5 times more likely

*A 175ml glass of 13% wine = 2.3 units and a pint of 4% lager = 2.8 units. In the diagram above these numbers have been rounded to the nearest unit.



Free confidential advice to help cut down.
 For more information and advice or to order your free booklet, call **0800 783 5732**

You can also order the booklet by sending this coupon in an envelope to our Freepost address: FREEPOST DL UNITS or by taking our short quiz at: www.nhs.uk/drinkcheck

Please send me a free booklet

Title Forename
 Surname
 Address
 Town
 County
 Postcode Phone

Please tick the box if you are happy for The Department of Health to contact you in the future to ask about how you get on with the booklet or for research purposes. Yes No

Title Forename
 Surname
 Address
 Town County
 Postcode Telephone number



Please tick the box if you are happy for The Department of Health to contact you in the future to ask about how you get on with the booklet or for research purposes.

Telephone Post

WHO IS THE TEST CAMPAIGN AIMED AT?

- Primary audience:
 - men 35+, lower social class demographic
 - This audience may be the least receptive to both messaging about their health and about the need to use support, but are a priority as they are the most likely to be drinking harmfully.
- Secondary audiences:
 - women 35+
 - Women who are health-aware and concerned about the social effects of drinking, its effects on their appearance and weight and, at younger ages, the consequences of getting drunk.
 - General harmful drinkers

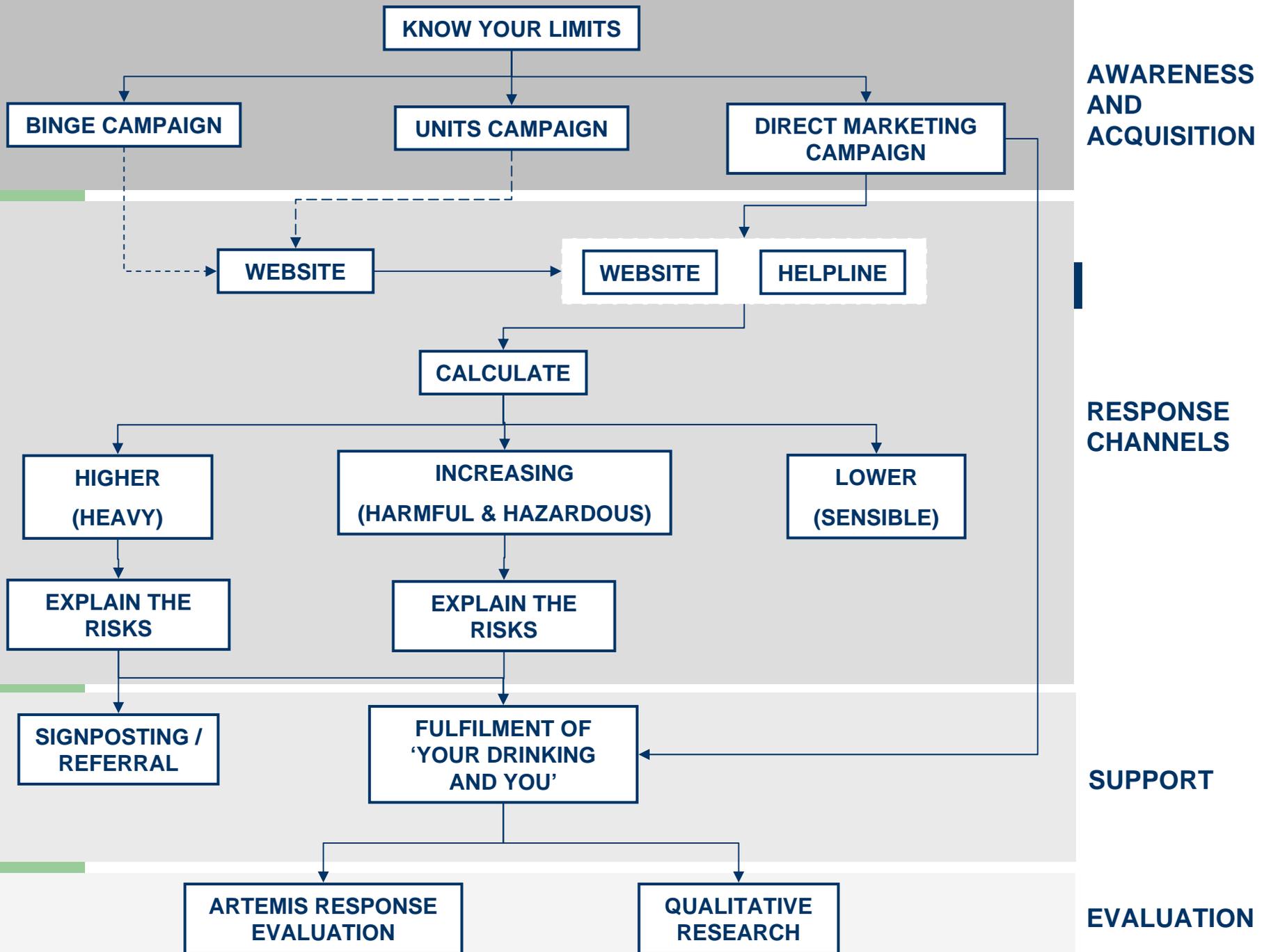
TIMETABLE FOR TEST CAMPAIGN

- Inserts hit between 6th and 28th September.
- Direct Mail hits between 15th and 19th September.
- Door Drops hit between the 15th September and 4th October.
- Email hits on the 16th September.

HOW WILL PEOPLE RESPOND?

- Telephone – Drinkline ‘for more information and to order a booklet’
- Coupon – in a freepost envelope (FREEPOST DL UNITS)
- Website – www.nhs.uk/drinkcheck

All the different creative messages and media channels have dedicated numbers and codes so that we can carefully track what has made the respondent take action.



WHAT WE WILL LEARN

- The most responsive media channels.
- The most responsive creative within these channels, eg, general health risks, cancer, liver.
- The effectiveness of the supporting self-help materials in delivering behaviour change.

What we learn from the pilot campaign will give us the basis for taking the campaign forward and developing it further.

You are 13 times more at risk of cirrhosis of the liver if you regularly drink above a certain amount.



Professional advice cut down. For information and advice on your free booklet, call 0800 783 5827. You can also order the booklet free of charge by filling in the coupon and sending it to our Freepost FREEPOST CL UNITS, or by taking our card to a local pharmacy. Visit us at: www.nhs.uk/drinkcheck

Name: _____

Address: _____

Postcode: _____

Phone: _____

Send me a free booklet

Alcohol Advice and Information
For immediate advice and/or information on where to go for help within your region:
Call 0800 783 5782

♻️ Recycle



When does drinking start to affect my health?



...drinks equals more risk.

It's obvious but it's true. Whether it's a few drinks at work, a couple of glasses with dinner or a few in front of the telly, drinking more means you're putting your health at greater risk.

When you drink on a regular basis, determine where you fit in the key risk categories in the chart opposite.

- Lower risk means that in most circumstances you have a low risk of causing yourself future harm.
- Increasing risk means that drinking at this level heightens the risk of developing certain serious medical conditions.
- And finally, there's Higher risk. Compared with the other categories there's even more risk of seriously damaging your health and this level of drinking can play a part in more than 60 different medical problems.

Take a look at the chart opposite to see what the risks are. Then go to www.nhs.uk/drinkcheck and find out which category you fall into.

Free advice to help cut down. For more information and advice in confidence or to order your free booklet, call 0800 783 5827. You can also order the booklet by filling in the coupon on the letter, or taking our quiz at www.nhs.uk/drinkcheck



First the lower risk category; this is men who regularly drink no more than 3-4 units a day, and no more than 2-3 units a day for women. Bear in mind that drinking consistently within these limits is called lower risk, rather than safe, because drinking is never completely safe in all circumstances.

Look at the chart below to find out about the next two categories:

Women	Men
who regularly drink 3-4 units a day (or more days of the week)	who regularly drink 3-4 units a day (or more days of the week)
Risk of getting cirrhosis of the liver (compared to non-drinkers)	Risk of getting cirrhosis of the liver (compared to non-drinkers)
Over 2-3 units a day	Over 3-4 units a day
Increasing risk	More than 2
Higher risk	More than 2

Around 1.7

NHS choices

Home

DrinkCheck

Your drinking and you

For many of us, drinking with friends and family is one of life's pleasures – a chance to relax and enjoy ourselves.

But for a lot of people, their drinking habits can lead to problems. And if you frequently drink above a certain level, you're putting your health and welfare at risk.

So how do you know if you could be drinking more than is good for you? If you're worried about your own drinking, take the DrinkCheck quiz. It'll help you assess the effects of your drinking, and if it suggests you are drinking too much, we can also give you advice on how to drink less.

[Click Here to Take The DrinkCheck Quiz](#)

NHS

Your drinking and you

The facts on alcohol and how to cut down

ALCOHOL KNOW YOUR LIMITS
SHOULD BE REGULARLY KEPT BELOW
3-4 2-3

NHS **ALCOHOL KNOW YOUR LIMITS** **3-4 2-3**

FREE ADVICE TO HELP CUT DOWN

FOR A FREE BOOKLET:

What are the health risks of drinking?

NHS

You are 13 times more at risk of cirrhosis of the liver if you regularly drink above a certain level.

It's obvious but it's true. Drinking more means you're putting your health at greater risk. For instance you're 13 times more at risk of cirrhosis of the liver, which can lead on to complete liver failure. You're also more at risk of heart disease and high blood pressure. If you're a man, you have a higher risk of getting prostate cancer, and if you're a woman, you double your risk.

How much you drink on a regular basis determines where you fit in the key categories. So how do you know if you could be drinking more than is good for you? If you're worried about your own drinking, take the DrinkCheck quiz. It'll help you assess the effects of your drinking, and if it suggests you are drinking too much, we can also give you advice on how to drink less.

[CLICK HERE](#)

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