

Derbyshire County Safer Drinking Programme

18-24 Campaign, December 2009



Alcohol in Derbyshire

Derbyshire County has more alcohol related hospital cases than the UK average. In 2008, 15,000 alcohol-related admissions in Derbyshire cost the NHS £3.7m, with alcohol-specific hospital admissions for the 18-24 year old age group costing the NHS a staggering £162,000.

In response to this, a three year safer drinking programme was commissioned by the Derbyshire Drug and Alcohol Action Team (DAAT) to raise awareness of safer drinking, consequences of alcohol misuse and where to get help and information to support a reduction in alcohol harm in Derbyshire.



Overview

- Setting the scene in Derbyshire
- Communicating to 18-24 year olds: An evidence-based approach
- ‘Cocktales’ the campaign
- What did we achieve?
- Q&A
- Future communication plans for the programme
- Close



Setting the scene

- Alcohol misuse in Derbyshire
- Background and context to the safer drinking 3 year programme commissioned by DAAT
- Aims and objectives of the 3 year programme
- Objectives for year one – safer drinking campaign aimed at 18-24 year old binge drinkers



Communicating to 18-24 year olds: An evidence-based approach

Campaign objectives

- To open the lines of communication with 18-24-year-olds across Derbyshire
- To raise awareness of safe drinking levels and the consequences of alcohol misuse amongst the 18-24 year olds in Derbyshire.

Insight development (using 'social marketing techniques')

Focus groups with 18-24 year olds to;

- find out the main 'motivations and barriers to drinking' amongst 18-24 year olds
- test various communication messages (financial costs vs health costs) and communication methods (eg. posters, leaflets, website, freebies etc)



Main findings

- live for the weekends and nights out
- myriad of reasons why they drink;
 - to get drunk and lose inhibitions/ gain confidence
 - social time with friends
 - not concerned about long-term health issues
- reluctance to listen to any kind of messaging that impacts on the night out
- little awareness of what is safe/ unsafe drinking – it's not unusual for women to drink 15-20 units and men to drink 20-30 units in an evening
- don't believe their drinking levels are unsafe – feel that unsafe drinking is extreme drinking/ alcoholism
- Drinking is an accepted norm – the positives outweigh the negatives



'Cocktales': the campaign

1. **Campaign budget £33k** - includes research, development, implementation and evaluation
2. **Make 'em laugh make 'em think** - opening the lines of communication with 18-24 year olds
3. **Use a range of communication channels to generate a buzz;**
 - Seemingly real video clips of embarrassing and shocking drunken 'tales' of young drinkers on a night out that end in a scenario they would rather forget
 - Advertisements on YouTube promoted by e-virals (emails) and Facebook advertising to drive people to the website to watch the videos
 - Competition for free i-Touch to drive people to the website to find out more about alcohol
 - Face to face outreach work in bars and clubs to promote safer drinking messages (handing out free water and food vouchers and signposting people to the website competition and advice)



www.cocktalesmix.co.uk



Campaign brand and key message:





Mary would never normally drop her knickers in the middle of town.
But after ten alcopops, she wasn't really thinking straight.

Cocktales
Get your mix right for the weekend

£1 off any low fat sub.
Valid at Subway, Cavendish Street
Chesterfield 7pm – 3.15am only.



Paul's turkey dance is usually a right crowd-pleaser on a Friday night.

But after necking too many tequilas, nobody's laughing.

Cocktales
Get your mix right for the weekend

£1 off any low fat sub.
Valid at Subway, Cavendish Street
Chesterfield 7pm – 3.15am only.



Don't end up a Cocktale like Paul here...

Grab a bite to eat with this tasty offer!

Watch Tequila Slammer at: cocktalesmix.co.uk & find your mix.



Win an iTouch* when you visit: cocktalesmix.co.uk

*Terms and conditions apply.

Cocktales
Get your mix right for the weekend

This offer is only available on the regular 6" Low Fat Subs. Not to be combined with any other offer. One voucher per order. Present voucher on collection. This coupon has no cash value. Offer valid until Jan 31st 2010. Subject to availability. Terms and conditions apply.



Don't end up a Cocktale like Bloody Mary...

Grab a bite to eat with this tasty offer!

Watch Bloody Mary at: cocktalesmix.co.uk & find your mix.



Win an iTouch* when you visit: cocktalesmix.co.uk

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Promotional water bottles and food vouchers





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Posters and beer mats distributed in local bars and clubs by peer educators



What did we achieve?

- **We successfully started a conversation with 18-24 year olds about safer drinking**
- The Cocktales campaign was the first step in raising awareness of alcohol misuse amongst the 18-24 age group in Derbyshire
- **Production of two videos and a dedicated website** - to communicate with 18-24 year olds about safer drinking (can be used in range of educational settings)
- **Generated huge media interest** - ranging from stories in the local, national, health sector and trade press to radio, TV and online news features (including Sky News and BBC Radio 4), and numerous blogs and forums both nationally and internationally;

Total PR (un-paid for media) value = £163,414

PR value for Derbyshire County = £119,866 (Dec 09 – end Jan 2010)



- **YouTube video hits totalled over 31,000** – indicating the success of viral marketing, new media and social networking to engage this audience
- **Cocktales website hits totalled 11,000 visitors** – 5,000 were direct hits indicating success of face to face promotions and PR
- **Survey findings** indicate that, from the 18-24 year old age group in Derbyshire;
 - 58% are aware of the campaign
 - 45% agreed that it would ‘make you think twice about how much you drink’
 - 20% felt that the campaign would sway them to moderate their future drinking behaviour
 - 78% felt that a shock/ humour campaign was an effective way of getting the safer drinking message across



Future communication plans for the programme

18-24s campaign 2010-11:

- Festivals – tbc

Plans so far include face to face engagement activities with target audience to promote safer drinking through promotional freebies, street theatre

- Development of Cocktales website – interactive video/ game tbc

Plans to launch late Autumn 2010

25-30s campaign 2010-11:

Research being carried out currently. Activity to follow research results planned for later this year.



Thank you for listening

Do you have any questions?

