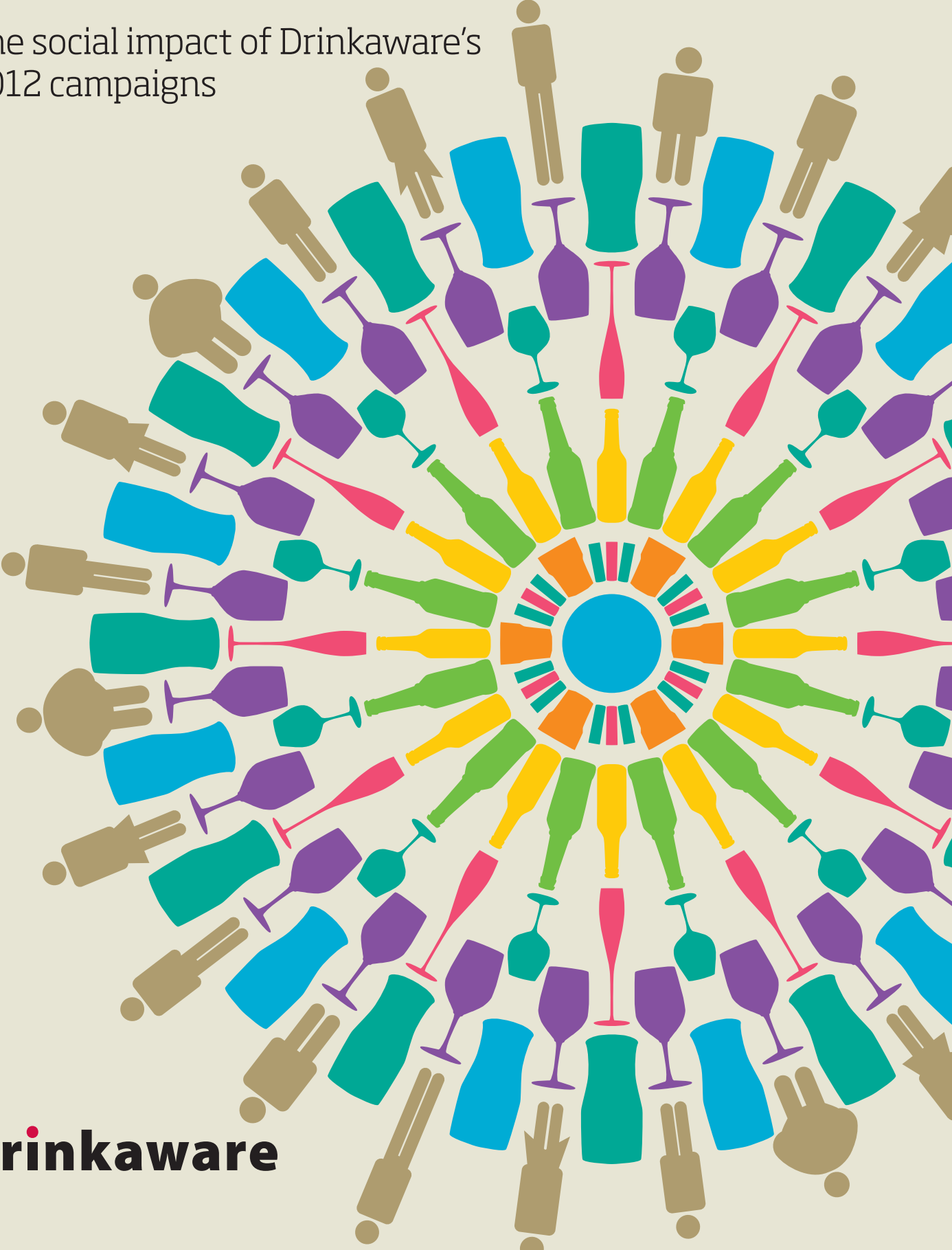

Changing the culture around alcohol

The social impact of Drinkaware's
2012 campaigns



drinkaware

Drinkaware aims to change the UK's drinking habits for the better. We provide unbiased, accessible, comprehensive information about alcohol and look for innovative ways to challenge the national drinking culture to help reduce alcohol misuse and alcohol-related harm.

The problem

Up to 17 million working days are lost each year because of alcohol-related sicknessⁱ

10 million adults drink above the lower-risk unit guidelinesⁱⁱ

3.4 million children live with a parent who binge drinksⁱⁱⁱ

740,000 live with a heavy or hazardous drinker^{iv}

1.2 million hospital admissions a year are due to alcohol^v

1 million violent crimes are fuelled by alcohol^{vi}

Over 18,000 children under 18 were admitted to hospital because of alcohol misuse from 2008 to 2011^{vii}

8,750 people died of alcohol-related causes in 2011^{viii}

£3.5 billion health^{ix}

£6 billion workplace^x

£8 billion crime and disorder^{xi}

**Estimated cost to society:
£21 billion annually**^{xii}

Our reach in 2012

Four million people visited the Drinkaware website, 64% of those asked said they intended to reduce their alcohol intake^{xiii}

Frontline public services used **1 million** of our factsheets, unit and calorie wheels and unit measure cups

100,000 copies of the *Your Kids and Alcohol* advice leaflet for parents were distributed through health and parenting organisations

Almost half of all parents exposed to our Parents campaign claimed they would talk to their children about alcohol^{xiv}

181,000 people use the 'My Drinkaware' tracker. Alcohol consumption of active users of MyDrinkaware **fell** from an average of **5 units per day** to **3.9 units**^{xv}

Our online animation about units was viewed **70,000** times

Eight out of 10 young adults say they have tried one or more of our tips to keep track of their drinking and **more than half** claimed that our campaigns made them consider drinking differently^{xvi}.

Foreword

Drinkaware aims to get people to think differently about alcohol. Our entire focus is on helping people to understand the harm alcohol can do to our health, our families and those around us through information, campaigns and social marketing. And, this year, we've achieved encouraging signs of change in some people's drinking habits – and faced difficulties challenging others.

I'm delighted to present this overview of Drinkaware in 2012. It draws attention to our recent achievements, shares what we've learnt and explains how this is informing our future strategy.

Joining Drinkaware at the beginning of the year, at a critical point in its development, I've reviewed its activities with interest. I'm encouraged by Drinkaware's accomplishments to date and excited by the organisation's potential to make a significant contribution to reducing alcohol-related harm.



Elaine Hindal,
Chief Executive

Our progress

Our research shows that parents allow children to have alcohol at home as a way of teaching them to drink responsibly. We also know that a significant proportion of young adults continue to believe they need to get drunk to have a good time and that adult drinkers in general struggle to equate drinks to units, especially ones they pour themselves at home. As the following pages reveal, in 2012 we targeted these different audiences to try to change their thinking and, overall, we've made encouraging progress.

More people are engaging with us than ever before. Four million people visited the Drinkaware website in 2012 and frontline public services used 1 million factsheets, unit and calorie wheels and unit measure cups. Drinkaware has become an essential reference for the facts about alcohol, and we hope to become an important destination for partner organisations too.

Our future

In the coming months, we will review and act upon the recommendations of the 2013 Drinkaware Audit which assessed our work from 2009 to 2012. Our focus for 2013/14 is on four programmes:

- Continued efforts to delay the age of first drink, with a refreshed Parents Campaign
- Evaluating In:tuition, our in-schools education programme for children in Key Stages 2 through 4 in pilot schools across the UK
- Reducing the social harm of binge drinking, with targeted interventions
- Informing consumers about alcohol through our website, social media and practical resources.

This work will help inform a longer-term strategy, and develop the future case for support.

Our achievements in 2012 give us a solid foundation on which to build, and we look forward to the challenges ahead.

Elaine Hindal
Chief Executive

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Helping parents delay the age of their child's first drink

The problem

Around 430,000 11-15-year-olds in England will have drunk alcohol in the last week^{xvii}. Our own research among young people indicates that four out of 10 obtained alcohol from their parents the last time they drank^{xviii}. Our research also shows that young people go from supervised to unsupervised drinking within 12 months.

What we are doing

In line with the Chief Medical Officers' recommendation that an alcohol-free childhood is best, our long term goal is to raise the average age of first drink to 15. In 2012, we tackled this in two ways:

1. Our *Your Kids and Alcohol* campaign challenged misconceptions among parents. It provided them with the facts and encouraged them to have meaningful conversations with their children about alcohol.
2. *In:tuition*, our free life-skills based alcohol education programme for schools, improves young people's understanding of alcohol-related risks and is designed to delay the age of first drink.

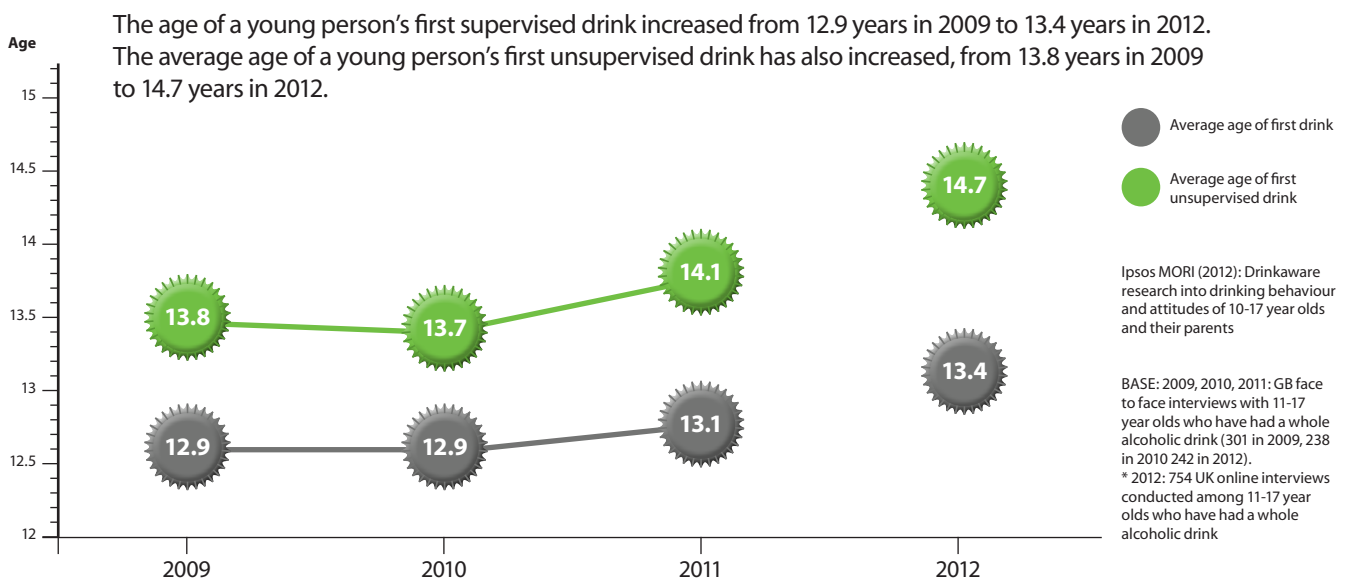
Our impact

Evaluation^{xix} of *Your Kids and Alcohol* found that, after seeing our campaign, nearly half (44%) of parents claimed they had a conversation with their child about alcohol and felt it was successful. The same proportion claimed they talked about the issue with their partner, and two out of 10 couples concluded that they would not allow their child to drink before they were 16.

In addition:

- Parents shared our interactive video which allows them to practise tricky conversations about alcohol, 3,500 times
- 31,000 people visited the parents section of our website for facts and advice
- 100,000 copies of the *Your Kids and Alcohol* advice leaflet for parents were distributed through health and parenting organisations

The average age of first unsupervised drink has risen to 14.7 years, a positive move towards the Chief Medical Officers' recommendation that an alcohol-free childhood is best



What next?

In 2013, we will support parents to restrict their child's use of alcohol, particularly before the age of 16, and help parents understand that they can be positive role models, consistent with evidence that children of parents who drink above the daily unit guidelines are more likely to drink at a younger age.

What parents said about our campaign:

"Very good and very informative. It gives parents different ways of tackling possibly awkward questions."

"I was pleased with my daughter's reaction to the video. I was surprised by how much notice she took of the website, and she seemed well-informed when I asked her."

Mumtank

A team of six mums, expert in everything from health and child psychology, to education and parenting, make up our Mumtank panel.

They help us provide parents with practical advice on how to tackle issues around young people and alcohol.

Our Mumtank members are:

- Dr Sarah Jarvis, a London-based GP
- Carrie Longton, Co-Founder of the website Mumsnet
- Sally Whittle, from Tots100, a network of parenting blogs
- Superintendent Julie Whitmarsh, from Devon & Cornwall Police
- Eileen Hayes, Vice Chair of Parenting UK, a membership body for parenting professionals
- Dr Pat Spungin, a Child and Family Psychologist

Eileen Hayes, Vice Chair of Parenting UK:

"As parents, we might think that nothing we say will make a difference to our kids' attitudes towards alcohol, or that the effects of peer pressure will make it inevitable that they drink as they get older. But parents have much more influence than they might think – particularly in the pre-teen years.

"Communication is key and the worst thing parents can say to their kids about alcohol is nothing at all."

Two Twitter parties were held where Mumtank members answered questions from concerned parents and teens on kids and alcohol. Using the #kidsandalcohol, they generated a combined total of 7.6 million impressions.

Changing adults' daily drinking habits

The problem

More than a quarter of men and two out of 10 women between the ages of 25 and 44 drink above the lower-risk guidelines^{xx}.

There has been a rise in hospital admissions for preventable illnesses such as liver cirrhosis, diabetes, and heart disease in England over the last decade.

What we are doing

Our *Excuses* campaign targeted those who regularly drink above the lower risk guidelines at home. The campaign invited consumers to track their drinking with MyDrinkaware, an online tool that also calculates the calorie equivalents of drinks and offers tailored advice on how people can cut back. Our aim was to increase knowledge of the unit guidelines and the health risks associated with regularly exceeding them.

Our impact

Evaluation of MyDrinkaware found that even limited use can have a positive impact on consumer understanding of the unit guidelines and the health risks of drinking too much. This research found that reported alcohol consumption among active users fell from an average of 5 units per day to 3.9 units^{xxi} - the equivalent of over 40 bottles of wine in one year.

Over the last year:

- 181,000 people signed up to MyDrinkaware, helping them to cut down on what they drink
- Our infographics and animated videos were viewed more than 70,000 times, educating people about the lower-risk guidelines and the health risks of alcohol.

Awareness of the daily unit guidelines among adults has increased by 10%, from 85% awareness in 2011 to 95% in 2012.

What next?

We need to encourage adults who drink too much to accept the fact that their health is at risk. We will continue to help people understand units and support those who need help cutting down with practical tools and resources.

Drinkaware.co.uk motivates visitors to cut back on alcohol

In 2012, 4.1 million people visited our website.

We asked 600 of these visitors how often they drink, what advice they were looking for and how we can help them to sustain changes to the way they drink^{xxvii}.

64% said they were motivated to reduce their drinking and more than one in three would adopt at least one of our tips to support them to cut down.

71% of respondents said they drink at least once a week, with half drinking more than the unit guidelines. The majority said they came to drinkaware.co.uk:

- to learn about the health risks associated with excessive drinking
- with concerns about how much they drink
- with concerns about their health
- to reduce their drinking.

Just under a quarter of visitors were in our target audience of 25 to 44-year-olds regularly drinking over the lower-risk guidelines.

This infographic appears on our website and illustrates the calories in drinks and their food equivalents, encouraging people to re-evaluate their drinking.





Challenging young adults' attitudes to getting drunk

The problem

Nearly a quarter of men aged 16-24 and 18% of women from the same age group binge drink in Britain^{xxiii}. Drinking is often an integral part of young people's social lives. Many say they feel like they have to be drunk to have a good time.

What we are doing

In 2012 our goal was to shift attitudes to drinking and reduce the public acceptability of drunkenness. Six in 10 people aged 18-24 say they drink with the intention of getting drunk at least occasionally.^{xxiv}

Launched in 2009, our *'Why let good times go bad?'* campaign highlighted the difference between a good and bad night out to help motivate young adults to use our tips and track their drinking.

Our impact

In 2012, awareness of *'Why let good times go bad?'* among young adults increased by 12% to 39%. Working in partnership with the alcohol industry, we received significant in-kind advertising coverage for the campaign, helping to spread its key messages.

While results showed good reported adoption of our tips and advice, young people's attitudes and behaviour around responsible drinking have proved difficult to shift and remain unchanged overall. In fact, the proportion of young adults who believe you need to get drunk to have a good time has gone up.

What next?

2013 is the final year of this five-year campaign. We will focus on engaging young adults through social media and on direct intervention in targeted local areas to influence behaviour change.

Developing strong partnerships



In order to bring people together and harness their support, we need to show that what we do works, communicate our successes and partner with others to develop our campaigns.

In 2012 we worked with:

- **Parenting experts** including Eileen Hayes, Vice Chair of Parenting UK, the membership body for parenting professionals, to develop our campaign on underage drinking.
- the **Department of Health**, joining their Health at Work Network, to encourage employers to take more responsibility for their employees well-being and commit to actively support them to lead healthier lives.
- the **Royal College of General Practitioners** to begin developing a health and well-being tool for GPs.

In 2013, we will work with:

- Partner organisations to promote our website and online tools to young people and parents.
- the **Scottish Government Alcohol Industry Partnership** to pilot an Autumn 2013 campaign to encourage adults in Glasgow to try a lower ABV version of their preferred drink.
- **Community Alcohol Partnerships**, which brings together local retailers and licensees, with trading standards, the police and health services, to support alcohol education in schools.

Our information

Of all professionals who ordered Drinkaware materials from our online shop, 70% used our information resources, which include factsheets, unit measure cups and our unit calculator, in frontline public services including NHS Trusts and alcohol treatment services. Just under half (44%) of health professionals say they've used our resources in one-to-one sessions with people.

"The calorie calculator has had an important role in brief intervention work." **Substance misuse trainer**

"I use Drinkaware information, downloadable resources and leaflets regularly when I am talking to people about their alcohol intake. I signpost people to the website as I feel that the information is helpful, easy to understand and navigate." **Lancashire Care NHS Foundation Trust professional**

"It is useful to have visual aids which help our clients see the implications of their drinking behaviour and to reiterate government guidelines on units." **Shropshire Community Health NHS Trust professional**

Developing our evidence

When external auditors reviewed our work for effectiveness, they made two points relating to our use of evidence. The first was around the extent to which our strategies and choice of target audiences are evidence-led. The second was how we demonstrate our impact to people who are involved with or support our work.

Evidence-led

We will make sure our work is based on robust evidence by commissioning reviews of research as required and consulting with the Medical Advisory Panel to ensure that new evidence is taken into consideration.

Our Medical Advisory Panel

The Medical Advisory Panel was established in 2010 to help ensure that all Drinkaware publications, including our website, are medically evidenced and that our campaigns and communications are strongly supported.

Professor Paul Wallace FRCGP, FFPHM

Chief Medical Advisor to Drinkaware, Chair of the Panel, University College London Emeritus Professor of Primary Health Care

Professor Jonathan Chick

Consultant Psychiatrist at Queen Margaret University Edinburgh

Professor Chris Day

Professor of Liver Medicine at Newcastle University

Dr Sarah Jarvis FRCGP

GP

Professor Graham Ogden

Professor of Oral Surgery at the University of Dundee

Professor Jonathan Shepherd CBE

(up to June 2013)

Professor of Oral and Maxillofacial Surgery at Cardiff University and Director of the Violence Research Group

Our governance

Drinkaware is funded by donations from the alcohol industry. The Board of Trustees, which is responsible solely for the furtherance of Drinkaware's mission, includes people drawn from the alcohol industry, public health, medicine, management and communications.

Our Board of Trustees in 2012:

Derek Lewis, Chairman

Benet Slay, Chief Executive Officer, Carlsberg UK

Professor David Foxcroft, School of Health and Social Care, Oxford Brookes University

Carolyn Bradley, Global Brand Director, Tesco

Dr Michael Wilks, President of the Standing Committee of European Doctors (CPME)

Alex Hunter, Digital branding expert and angel investor

Dr. Catherine Brogan, Founding Director and Chief Executive of Public Health Action Support Team (PHAST)

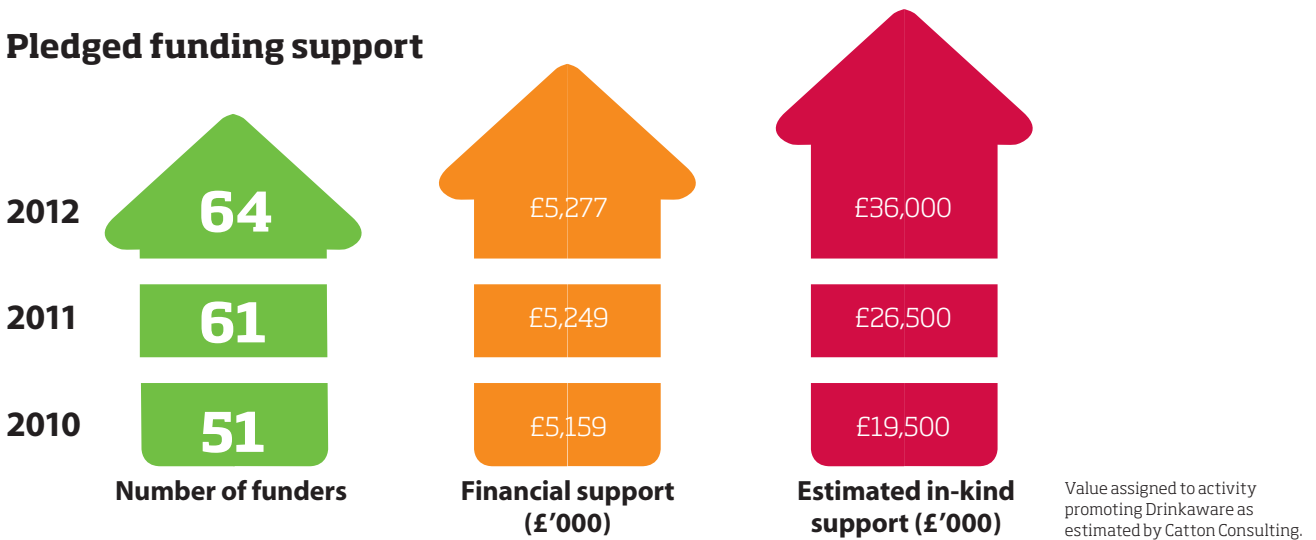
Dr Nick Sheron, Head of Clinical Hepatology, Southampton General Hospital

Nick Grant, Head of Legal Services, Sainsbury's and Chair of the Retail of Alcohol Standards Group

Ted Tuppen CBE, Chief Executive, Enterprise Inns

Helen Humphreys, Group Director of Internal Communications, Lloyds Banking Group

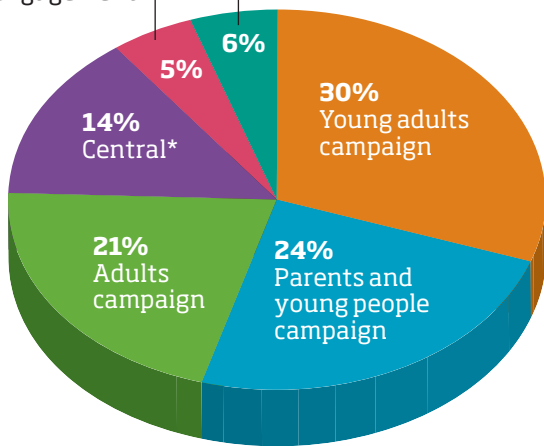
Pledged funding support



How we allocated our funding

Publications and resources

Stakeholder engagement

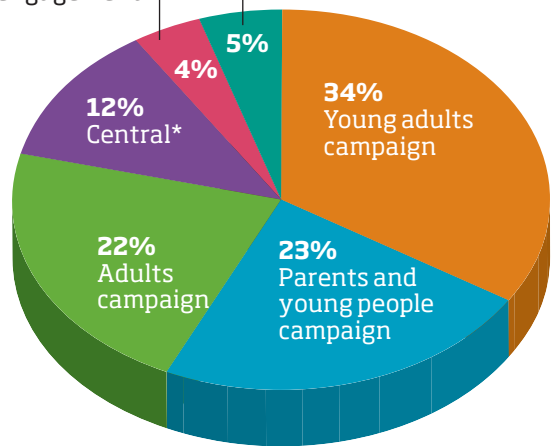


2012

*Office, staffing and governance, including audit and strategic review costs

Publications and resources

Stakeholder engagement



2011

For detailed account information from previous years, visit drinkaware.co.uk/about-us.

Drinkaware funders

- AB-InBev UK Ltd • Accolade Wines Ltd • Admiral Taverns Ltd • Aldi Stores Ltd • ASDA Stores Ltd
- Aston Manor Brewery Company Ltd • Bacardi Brown-Forman Brands • Bargain Booze Ltd
- Beam Global Distribution (UK) Ltd • Beverage Brands (UK) Ltd • Bibendum Wine Ltd • Booker Ltd • Brakspear
- Burns Stewart Ltd • C&C Group Ltd • Carlsberg UK Ltd • Cellar Trends Ltd • Charles Wells Pub Company Ltd
- Concha y Toro UK Ltd • Daniel Thwaites PLC • Diageo Great Britain Ltd • E & J Gallo Winery • Entoria Group Ltd
- Enterprise Inns PLC • Edrington Group Ltd • Edrington Group Ltd • Everards Brewery Ltd • First Drinks Brands Ltd
- Frederic Robinson Ltd • Fuller Smith & Turner PLC • G&J Greenall Ltd • Halewood International Ltd
- Hall & Woodhouse Ltd • Harvey & Son (Lewes) Ltd • Hatch Mansfield Cellars Ltd • Heineken UK Ltd
- Inver House Distillers Ltd • J D Wetherspoon PLC • JW Lees & Co (Brewers) Ltd • Kingsland Wines and Spirits
- Majestic Wine Warehouses Ltd • Marks & Spencer PLC • Marston's PLC • Mitchells and Butlers PLC
- Moet Hennessy UK Ltd • Molson Coors Brewing Company UK Ltd • Morrison Bowmore Distillers Ltd
- Pernod Ricard UK Ltd • Punch Taverns PLC SA Brain & Company Ltd • SABMiller PLC and Miller Brands
- Sainsbury's Supermarkets Ltd • Shepherd Neame Ltd • Spar (UK) Ltd • Spirit Pub Company PLC
- St Austell Brewery Company Ltd • T&R Theakston Ltd • Tesco PLC • The Co-operative Group Ltd
- Treasury Wine Estates UK Brands Ltd • Wadworth & Co. • Waitrose Ltd • Whyte and Mackay Ltd
- WM Morrisons Supermarkets PLC • Young & Co.'s Brewery PLC

Drinkaware's evolution

Drinkaware continues to pursue its mission to increase **awareness**, shift **attitudes** and change **behaviour**.

In June 2012, Chris Sorek, CEO of Drinkaware since 2008, left the organisation. We are very grateful for all that he has contributed.

2013 is an important stage in the organisation's evolution. We must continue to learn and experiment as we have done in the last four years and achieve our mission in the most effective way.

A review of our strategy will help us to determine how we can make use of the expertise both within and outside the organisation, to ensure we are rigorous and transparent in deciding how our work should progress.

It was for these reasons that Trustees authorised an independent audit of Drinkaware, led by Sir Hugh Taylor, Chairman of Guy's and St Thomas's NHS Foundation Trust and former permanent secretary at the Department of Health. The findings of the audit were published in April 2013, and give us a solid foundation upon which to base our future plans.



Derek Lewis
Chairman

Derek Lewis
Chairman

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3rd Floor, Samuel House
St Albans Street, London, SW1Y 4SQ

Telephone: 020 7766 9900
Website: drinkaware.co.uk
Twitter: @drinkaware

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