

THINK B4U DRINK EVALUATION

1. The attached Executive Summary is taken from an evaluation report produced by the University of Durham on the Think B4U Drink campaign that has been running in Stockton since 2005. This report provides a summary of the main findings and recommendations.
2. The evaluation included a review of evidence based need for the campaign and findings suggest that:
 - Binge drinking in Stockton is significantly higher than the England average
 - Nine wards are in the highest quartile locally for binge drinking
 - Stockton's breath test rate is close to the average for the Cleveland force area.
 - Alcohol admissions to hospital have been increasing since 2000 to 2004 (latest data available) however they are lower in Stockton than for the rest of the Tees Valley.
 - Admission rates are higher for 15 to 19 year olds than for the 20 to 39 age group but the peak age for admissions is 45 to 49 for both men and women
 - Death rates related to alcohol causes are higher than the average for England the peak age being 50-54 for both men and women
 - Victims believe that the offender is under the influence for 46% of violence offences
3. During the evaluation the Community Safety Officer and the evaluation team visited nine licensed premises, seven retail premises and a range of student events.
4. Key findings in the report are:
 - a) The approach used by SSP to develop the campaign using a range of partners is sound and appears to be delivering a number of positive outcomes in an efficient manner. This confirms the findings from Viewpoint – 49% of people interviewed and 68% of those who were amongst the key target group were aware of the campaign.
 - b) The campaign has made a significant impact on the licensed trade in Stockton who overwhelmingly felt that it was a valuable and effective campaign.

- c) A clear strength of the campaign is the adaptability of resources and the focus on changing trends. The campaign is well designed, flexible and appropriate to the needs of the area.
 - d) The impact of the campaign does not appear to have been diminished by other bigger national campaigns. Across a range of the study areas there was a perceived value by respondents placed upon local origin and staffing of the team. This level of local knowledge and direction seems to have generated a valuable level of respect and acknowledgement.
 - e) The campaign's resources, materials and general approach are a significant strength.
 - f) The evaluation found that the campaign provided value for money, was a success and warrants continuation.
5. It is recommended that the following actions should be considered:
- a) A large scale full consultation with consumers across the Borough is recommended
 - b) The use of mobile phones to send text messages relating to the campaign
 - c) Be spoke website alongside material on the partnership website
 - d) Further more significant funding should be sought to develop ideas and potentially employ dedicated full time staff
 - e) The project should try to expand to adjacent areas whilst maintaining the focus on providing a local response.
6. It is worth noting that obtaining funds remains a key issue for the campaign. The report stated "Think B4U Drink has achieved a number of successes across the Borough of Stockton, despite an extremely limited budget and access to financial resources".
7. Anyone who would like a full copy of the evaluation should contact Sarah Graham in the Community Safety Team on 527827.
8. Members are asked to consider this report and provide any feedback to Sarah Graham on sarah.graham@stockton.gov.uk .

Community Safety Manager
7th March 2008