

Safer Stockton Partnership

Think B4U Drink Campaign



Campaign Evaluation January 2008



1. Executive Summary

1.1 Introduction

This document is an evaluation of the Think B4U Drink campaign hereafter TB4UD), a multi-agency campaign developed in 2005 under the auspices of the Safer Stockton Partnership, to deliver a range of alcohol awareness and alcohol-related harm prevention information within the Borough of Stockton.

The campaign has focussed upon a range of client groups, including the licensed trade, retail outlets and University students in Stockton. The campaign has utilised a range of resources and methodologies to access these groups, including posters, beer mats, a DVD and multimedia advertising. The evaluation reviews:

- How the campaign has performed and the extent to which the campaign has been successful in raising awareness, i.e. its impact on target sectors
- Identification of the successful and less successful methodologies
- Some consideration of value for money, although detailed budget analysis is not part of this study's remit
- Potential for campaign continuation
- Conclusions and recommendations as to future alcohol related harm strategies and project development

A number of other related surveys and evaluations, including those by Stockton Borough Council, Pubwatch and TB4UD have been also carried out since 2005; which are commented upon within the text.

1.2 Evidence base and demonstration of need

National and local evidential data supports the need for alcohol awareness campaigns such as TB4UD, particularly in relation to health and crime factors. The partnership approach adopted by TB4UD incorporates representatives of other stakeholders such as Stockton Borough Council, the Police and the Health sector. Additionally it is acknowledged that although crime and health are focussed upon here, the misuse of alcohol also impacts across most areas of society including the economy, social welfare and employment.

1.3 Comparative campaigns

The TB4UD is a campaign which exists in an environment of a multitude of local and national campaigns supported by central and local government, charities and the drinks industry itself. In comparison the budget and resources available to TB4UD are modest.

1.4 Surveys

The main data contributing to this evaluation was drawn from interviews with a sample taken from licensed premises, supermarkets and Durham University, based in Stockton.

The licensed premises survey revealed strong support for the campaign. All consulted were members of Pubwatch and saw this as an important component of the TB4UD campaign. All had received resources of some description, citing beer mats and posters as the most popular. All agreed that the TB4UD resource and materials were valuable and useful. There was also reasonably good level of awareness of other media (DVD and advertisements) within the licensed trade. Customer feedback had also been positive with most of those consulted agreeing that the campaign was of benefit to them and would be happy to receive more material.

The feedback from the supermarkets was less detailed but revealed a good level of enthusiasm for the campaign aims and in receiving further material. Stores had received floor graphic and shelf promotion materials. It was clear that they are restricted in respect of national chain guidelines and participation in other national campaigns but were happy to consider further participation.

The feedback from Durham University's Queen's Campus in Stockton also revealed useful data. The campaign team had attended specific events at the campus and were also tailoring resources to the specific needs of the students. Representatives of TB4UD also attend internal University meetings related to alcohol awareness. The University is keen to remain engaged with TB4UD, linking to its own strategies.

1.5 Conclusions

The main conclusions reached as a result of this study are:

- There is a clear need for the development of partnership based strategies to address the issues of alcohol consumption and alcohol-related harm in the Borough of Stockton
- The TB4UD/SSP partnership approach is robust and efficient
- The TB4UD campaign has made a very significant and positive impact
- A clear strength within the TB4UD model is the campaign's flexibility and adaptability of resources and focus in response to changing trends
- The local aspect of the campaign is of positive value

- The campaign's resources and materials and general approach are a significant asset and require limited refinement currently
- The campaign is good value for money
- The campaign warrants continuation and development

1.6 Recommendations

The main recommendations resulting from this study are:

- The campaign should be continued
- A full consumer survey should be carried out as soon as possible, subject to available resources
- The current portfolio of resources should not be drastically altered as it is effective
- The campaign should consolidate existing work with, e.g. the licensed trade but continue to be flexible in response to changing trends in alcohol related issues
- Consideration should be given to further embracing of new technologies, specifically the creation of a website and the utilisation of mobile phones to access younger client groups
- Funding should be sought to develop resources and consideration be given to employ full time dedicated staff
- Consideration should be given to the expansion of the campaign model to other local authorities within the Tees Valley/North East Region