

Think B4U Drink Evaluation and Update report

Full copy of the evaluation document can be obtained from Heather.Hutchings@Stockton.gov.uk. For the purpose of this report only the key findings from TB4UD advertising along with recommendations will be discussed.

Please note this report is for information only

Introduction:

The Think B4U Drink Campaign has been active in the area since 2005, and employs a range of activities, themes and resources to promote the awareness of alcohol consumption and alcohol-related harm issues across the Borough of Stockton.

Previous evaluation of the Think B4U Drink Campaign reported in January 2008 was qualitative, and focused largely on intermediate stakeholders: licensed trade, supermarkets, and Durham University college representatives (including some direct consultation with students).

The current evaluation (August 2011) was commissioned by the Think B4U Drink steering group and conducted by NWA Research. The evaluation aimed to evaluate Think B4U Drink as a brand to assess recognition and focused on more recent material, and primarily on those to whom the campaign messages are directed.

Most recent Think B4U Drink campaign activity (2009 to present) related to:

- The negative influence that drinking in the home can have upon young children 'Sheep campaign'.
- Domestic Violence
- Vulnerability (young adults/clubbers getting home safe after a night out)
- Young people and social norms

In addition a campaign has been run with a professional managerial group through the 'Workplace Network' - and campaign material has been targeted in 15+ workplaces (covering around 13 00 staff), and including Stockton Borough Council.

The evaluation employed a mixed methodological approach, and attempted to focus on those who most of the recent TB4UD material is aimed at: young/middle aged (16-55) residents who drink alcohol.

Evaluation key findings:

Think B4U Drink advertising:

Gathered from an in- street survey of Stockton residents (300 at 16-55 year old).

- All respondents were asked if they had seen or heard any recent advertising that refers to 'Think B4U Drink' campaigns. 58% of all respondents recalled that they had seen or heard recent advertising that refers to 'Think B4U Drink'
- Almost three-quarters (73%) of all respondents gave positive responses when prompted with the 'Think B4U Drink', campaign themes, slogans or posters.

- Estimated exposure to the 'Think B4U Drink' campaign material is therefore 73%.
- 16% of those who recalled alcohol awareness advertising felt that it had 'made them stop and think about their own use of alcohol, and a further 20% gave 'maybe/ not sure' responses. Almost two-thirds, however, felt that the advertising they had seen had not made them stop and think about their own use of alcohol.
- Sub-groups most likely to believe that the advertising they had seen may have made them stop and think about their own use of alcohol were 'those without children in the household' (46% 'yes' or 'maybe'), 'those who mainly drink in pubs, clubs or bars' (47%) and 'increasing/higher risk drinkers' (42%). Differences between other sample sub-groups were generally insignificant.

Findings from report for consideration for any future campaigns:

Data gathered from in street survey results and focus group discussions from 12 participants from the Stockton area.

- The TB4UD logo has easily understandable words but was not thought to be eye catching
- Some of the advertising material (sheep / DV) did not appear to send a clear message to all participants and although eye catching and moving the messages would not necessarily apply to them.
- There was a perceived need to include drinking at home as an advertising target.
- Advertising relating to the number of units was described as 'patronising': rather than focussing on units it was suggested advertising to explore the reasons why people drink, or concentrate on the health damages of regular drinking.
- Social norms posters were praised as it was thought peer pressure would be strong amongst this age group and participants found the positive message refreshing.
- Local advertising through radio and bus stops were considered appropriate places for advertising, as was advertising on a bus, whilst there was less support in the focus group for advertising in a public house or other venues where alcohol is sold. Survey findings suggest that these locations may have been effective in previous campaigns through beer-mats as those who mainly drink in pubs were a little more likely than those who drink at home to believe that the advertising they had seen may have made them stop and think about their own use of alcohol.
- Those who drink in pubs are more likely to be 'increasing or higher risk drinkers' than those who drink at home so therefore these venues are likely to be an appropriate location for future marketing.

Next steps for Think B4U Drink

Stockton's Multi Agency Alcohol Crime and Disorder group met Friday 9th March 2012 and discussed the next steps for TB4UD. The TB4UD current budget stands at £12K. The following suggestions were put forward for the progression of the Think B4U Drink campaign:

- Source funding from various opportunities that may arise with the hope to carry on as usual completing a couple of campaigns under Think B4U Drink each year. This campaign could be established from the recommendations within the evaluation report i.e. 'pre drinking'. This however could not be possible with the current 12K budget, around 25-50K is needed to put out a worthwhile campaign.
- Fund money towards Balance and associated campaigns with the condition that Balance will steer funding towards Stockton for various resources/ projects etc

- Consider applying for Baroness Newlove funding regarding tackling alcohol related anti social behaviour and use the Think B4U Drink funding to contribute to this project. This funding will need buy in from community groups who feel strongly about alcohol misuse in their area, it will be lead by the community with support from statutory partners such as the council, police etc. Full description and guidelines can be found at <http://www.communities.gov.uk/news/corporate/2112742>. All applications have to be received by May 1st 2012 5pm. Opportunity for funding has been submitted.

Other non costly ideas were suggested such as; re producing posters, supporting the DAAT with Foetal Alcohol Spectrum Disorder campaign and using some of the money towards setting up a Google Clicks account. Google Clicks can guide internet users via the search engine to Stockton support services, i.e. if somebody searches from Stockton DV support Harbour will appear in the search engine.

Feedback from Alcohol Crime and Disorder group

Having discussed suggestions of progression, the majority of the group agreed that bidding for the Baroness Newlove funding for 50k towards the overall aim of a reduction in alcohol related anti social behaviour was a good idea. We discussed that it would need primary buy in from the community and discussed potential areas in Stockton where this could work well (Hardwick). Hardwick was chosen as it currently has the second highest rate of alcohol related disorder, Stockton Town Centre has the highest but it was felt that resources were currently being dedicated to this area via Operation Diamond. The group also noted that this project would need continued partner commitment and time.

The group also thought reproducing old campaign posters at a low price would be a good idea to keep promoting TB4UD messages through mediums such as Pub Watch. Supporting the DAAT and Public Health with FAS campaign was also favoured and agreed.

Opportunity for funding has been submitted.

Heather Hutchings
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