

Alcohol Social Marketing in Action

Stakeholder newsletter

Issue 1 June 2009

Welcome to the Department of Health's first alcohol social marketing newsletter designed to support you in developing social marketing programmes to tackle higher risk drinking behaviour. It will keep you updated on the DH social marketing strategy, showcase PCT work happening across the country and highlight the tools and resources available to support you in implementing social marketing activity locally.

Why social marketing?

Alcohol-related hospital admissions are increasing at a rate of around 70,000 per year. The Department of Health is committed to reducing harm from alcohol. Delivering a fall against trend of alcohol-related hospital admissions each year until 2010/11 is an important indicator of success (PSA 25, indicator 2, which 99 PCTs have included in their Local Area Agreements).

The key audience being targeted is higher risk (previously known as harmful) drinkers – men who consume over 50 units of alcohol per week and women who consume over 35 units of alcohol per week.

Men drinking between 22 and 49 units per week and women drinking between 15 and 34 units per week are at increasing risk of alcohol-related illness (previously called hazardous drinkers).

The guidelines recommend women shouldn't regularly drink more than two or three units per day, and that men shouldn't drink more than three or four units per day.

The risk of alcohol-related harm rises in a linear fashion, broadly-speaking, so there is no clear differentiation between those drinking at increasing and higher risk levels. Those drinking at increasing risk levels are a legitimate secondary audience for social marketing.

The PSA indicator delivery plan states that: 'For reductions in alcohol-related hospital admissions to be sustained and to de-normalise higher risk drinking behaviour, broad focused population-level interventions such as social marketing are an absolute necessity'.

The Department of Health is developing an integrated programme to support everyone involved in delivering against our PSA indicator. This will provide PCTs with guidance to assist in the delivery of local and regional social marketing activity. Supporting tools are available as part of our new toolkit. Visit www.alcohollearningcentre.org.uk to download your copy.

In future, information on the Know Your Limits campaigns will also be included in this newsletter.



PINT OF LAGER: ABV 5.2% **3 UNITS**



What support do PCTs want?

Earlier this year, the Department of Health consulted all PCTs in England about activity they are running to address alcohol-related harms, looking at research and audience segmentation, interventions, evaluation and planning processes.

The research has enabled the Department to assess current progress in social marketing activity, and to get a picture of what support is needed. Findings will feed into the ongoing development of the social marketing strategy and of materials and activity to support your work.

The results from the consultation show that there is a need for greater national guidance and support to facilitate the delivery of social marketing programmes locally. This should focus on:

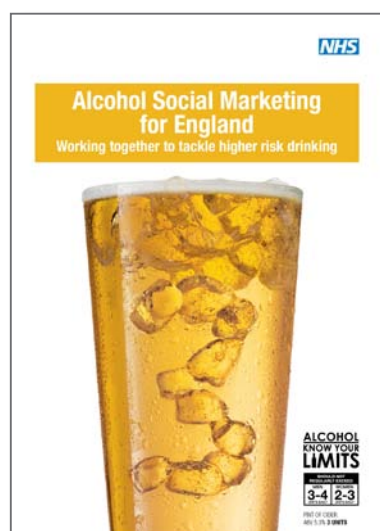
- How to commission social marketing programmes
- Developing audience insights
- Segmentation techniques and existing learnings
- Activity planning and best practice
- Evaluation techniques and reporting



What new support is available?

Social marketing toolkit

In response to the need identified in the research, the Department of Health is launching a new toolkit incorporating support tools, best practice examples and background information on its social marketing strategy and progress to-date. The toolkit will guide you through the social marketing process and provide you with information on national segmentation, audience insights and evaluation to support your local and regional programmes. To access the toolkit please go to www.alcohollearningcentre.org.uk.



New segmentation tools

As many PCT research respondents asked for more information on segmentation, the Department of Health is developing new tools to help you implement cost-effective communications activity most likely to deliver against the PSA. These will be available from www.alcohollearningcentre.org.uk later in the year.

The Department of Health will provide you with segmentation for targeting communications to higher risk drinkers, as well as an insight into who is most responsive to communication.

The Department is developing maps for all PCTs to highlight where these segments live. The maps will incorporate recommendations on the most appropriate segments to target with communications first in order to impact on the PSA target.

You will be able to use these maps to support the development of your communications activity e.g. assisting you with media buying. At a national level we will also be following this segmentation for all communications so that we are all working in synergy.

Where can I access support?

The Alcohol Learning Centre is now hosting Department of Health information relating to reducing the levels of higher risk drinkers – www.alcohollearningcentre.org.uk.

At this 'one-stop shop', you can access:

- Social marketing segmentation tools
- Better social marketing practice from across England
- An online forum to discuss PCT alcohol activity
- Training and conference opportunities
- Latest news and updates

The Alcohol Learning Centre will be regularly updated with new guidance and tools, including a new evaluation model to assess how effectively PCT activity is contributing to the delivery of PSA 25.



Social marketing best practice



In Autumn 2008, the Department of Health developed a pilot acquisition campaign to target drinkers in the **North West** (which has the highest rates of alcohol-related hospital admissions). Having received a leaflet through the door, an insert in a newspaper or magazine, a direct mail piece unaddressed, or an email, drinkers were encouraged to fill out a coupon and return via a FREEPOST address, call Drinkline or visit the DrinkCheck website to order the self-help booklet 'Your Drinking and You'. For information on how to refer drinkers to Drinkline/Drinkcheck as part of your own campaigns, see the new toolkit at www.alcohollearningcentre.org.uk.

The North West campaign demonstrated strong results. Approximately 6,000 people responded to the campaign. Targeting was very accurate leading to 'high quality' responses from the appropriate socio-economic groups, indicating that they were ready to change their behaviour.

A second pilot campaign, funded by the region, ran in the East Midlands in Spring 2009. Results are due shortly and will be uploaded to the Alcohol Learning Centre when available.

Tell us about your work

We are keen to hear more about your work with higher risk drinkers. Please send details to socialmarketing@alcohollearningcentre.org.uk.

We are particularly interested in hearing about:

- Current number of higher risk drinkers/alcohol-related hospital admissions
- Details of the segmentation used
- Details of the activity including stakeholders engaged
- KPIs set and any measurable behaviour change that has occurred because of the social marketing activity
- Results/impact of the activity
- Future activity planned



DOUBLE GIN AND TONIC(50ML): ABV 40% **2 UNITS**

**ALCOHOL
KNOW YOUR
LIMITS**

SHOULD NOT REGULARLY EXCEED	
MEN	WOMEN
3-4	2-3
UNITS DAILY	UNITS DAILY