KNOW YOUR LIMITS
BINGE DRINKING
CAMPAIGN
RESOURCE PACK
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INTRODUCTION

The UK recently topped a poll as Europe’s heaviest alcohol consumers’ and young people in Britain are increasingly using alcohol as a central part of their social lives. Binge drinking can turns parts of our town centres, public transport, and public spaces into intimidating or unpleasant places, and can lead to anti-social behaviour and crime, including violence.

Despite increased awareness, many young people still do not consider the negative consequences associated with binge drinking, and just don’t know their limits when it comes to alcohol. The KnowYour Limits binge campaign aims to raise awareness of the risks, with tailored messages around physical aggression for men and vulnerability for women.

ABOUT THIS PACK

This pack has been produced to support you in developing local activity to reflect the national KnowYour Limits binge campaign. It has been designed to act as a communications guide. In it you will find all the practical tools and resources you need to plan, run and evaluate activity to promote sensible drinking messages to 18-24 year olds in your local area.

THE CORE MESSAGE FOR THE CAMPAIGN FOCUSES ON INFLUENCING YOUNG PEOPLE’S THINKING ABOUT THEIR BEHAVIOUR WHEN DRUNK: ‘YOU WOULDN’T START A NIGHT LIKE THIS, SO WHY END IT THAT WAY?’
The Know Your Limits campaign was launched in October 2006 and targets 18-24 year olds with sensible drinking messages. Supported by television, radio and online advertising, the campaign has received very high levels of awareness among 18-24 year olds with virtually all the target audience claiming to have seen the campaign (96% in recent research).

While it is early in the life of the campaign to expect dramatic changes in attitudes, the campaign is having an impact. A third of the audience claims the Know Your Limits messaging made them consider the negative consequences of getting drunk, with greater concern about ending up in A&E, and campaign research shows messages that successfully resonate with the audience refer to regret and embarrassing incidents when binge drinking1.

Know Your Limits advertising uses dramatic images to highlight the possible consequences of drinking too much, with tailored messages around physical aggression for men and vulnerability for women.

Running alongside this year’s binge drinking messaging is the Government’s ‘units’ campaign which raises awareness of the number of units contained in different alcoholic drinks. Launched in May 2008, it aims to increase people’s understanding of the health and lifestyle consequences of excessive drinking. While many young people who drink regularly may not immediately relate to this type of health information, the units messages are supportive of the binge campaign.

Binge Drinking – The Here and Now

It is clear that many young people see drinking as fun, and consume alcohol with the sole purpose of getting drunk. Alcohol can be central to young people’s lives for a number of reasons: increased social confidence, relief from stress, and enjoying the feeling of getting and being drunk.

While the majority of people do not have problems regularly on a night out, there can be serious issues linked to drinking such as personal injury, violence and sexual assault.

- Of young people aged 18-24, those who binge drink were far more likely to admit to committing criminal or disorderly behaviour during or after drinking (63%) than other regular drinkers (34%) of the same age group2
- Offenders were thought to be under the influence of alcohol in nearly half of incidents of domestic violence2
- Around half of all violent incidents take place at the weekend (when binge drinking is most prevalent), with 66% of stranger violence and wounding offences taking place between midnight and 6am2
- Alcohol related offences by women have increased by as much as 1,000% over the last five years2

Sources:
1 Source: Home Office review of Know Your Limits, 2007/8
2 Source: Home Office research finding 277
This section looks at 10 elements that will be important to the success of your campaign, each of which should be carefully considered from the outset. Some of the recommendations may seem obvious, but we have tried to list everything to make the planning process easier.

**Step one: Bring together the working group**

As a first step, confirm which partners will be in the working group and agree a lead contact to co-ordinate activity. The more relevant partners you involve the more opportunities there will be for the local community to hear about your work. Consider which potential partners will best help you achieve your objectives. These might include, but are not limited to:

- Borough council
- Community Safety Partnership
- Constabulary
- DAAT
- Specialist Health Promotion Team

It can work well to set up an initial meeting to give all partners the opportunity to share their knowledge, generate ideas, discuss what form the campaign will take and agree how everyone will work together.

Consider additional local organisations you could partner with – and bear in mind that they are more likely to get involved if they can see the benefit for their organisation. These might include:

- Alcohol support groups – including their details on supporting materials; offering their services as street teams
- Colleges - placing branded screen savers on students’ computers; offering street team volunteers, or even providing actors for the drunk drama activity
- Football clubs – inserting campaign information in programmes, and the Know Your Limits logo on the scoreboard at half time; allowing street teams to hand out materials at half time
- Licensed premises - placing campaign posters in their washrooms
- Retailers – distributing information cards at till points

**Step two: Confirm a launch date**

Look ahead and pin-point a date to commence activity well in advance – this will help you and your partners plan team resourcing effectively. Don’t forget to check other campaigns and communications activity that your colleagues are planning, to make sure that you don’t end up clashing and competing for resourcing and media space. We recommend that you allow three to four months to plan and implement your campaign.
Step three: Define your target audience

It is important to consider your audience. While the Know Your Limits campaign targets 18-24 year olds, are you trying to reach men or women? Are you trying to reach a specific group of people, such as students? Use statistics and local insight to inform your decision. Once you have defined your audience, ensure that the campaign activity, including supporting materials and locations, will both reach and resonate with them.

To ensure the messages resonate with each group, there needs to be a difference in focus in what it said to young men and women. For young women the emphasis should be on vulnerability and shame. While young men also do not want to look stupid in front of their friends, in their case it is important to talk about the personal peril they may face when drunk: for example getting involved in arguments that become violent.

Step four: Confirm objectives

Set out clear objectives and agree them locally, while ensuring they are in line with the national campaign. These might include:

- Raising awareness of the Know Your Limits campaign
- Raising awareness of the links between excessive drinking and vulnerability (especially female campaigns)
- Raising awareness of the links between excessive drinking and both anti-social behaviour and violent crime (especially male campaigns)

Step five: Agree key messages

Keep the campaign focused with three or four key messages to return to throughout the campaign. These might include:

- You can have fun on a night out but think about the consequences if you drink too much
- You wouldn’t start a night like this, so why end it that way?
- Make sure you don’t have an expensive end to the night: you could get an on-the-spot police fine of £80 for vomiting or urinating on the street
- Ensure you consider your personal safety when under the influence of alcohol (female campaigns)
- Having too many drinks could lead to you becoming a victim or perpetrator of violent crime (male campaigns)
PLANNING YOUR CAMPAIGN

Step six: Agree the main activity
A number of activity options are outlined in section three, each of which has already been successfully piloted. For each of the main activity ideas a step-by-step guide takes you through the process.

Step seven: Select supporting materials
We recommend that alongside the main activity you produce supporting materials to convey key campaign messages and extend the reach of the campaign. Please see section four for suggestions of materials you can use.

Step eight: Media planning
Media coverage can be an excellent way to convey your campaign messages to a wide cross-section of the local community; therefore we recommend that you incorporate media activity into your plans. We suggest you work with your press team to develop a media plan in the early stages of the campaign. Please see section six for media ideas and materials.

Step nine: Evaluation
Before you commence implementation consider how you will evaluate it. See section eight for advice on ways to evaluate your activity.

Step ten: The national brand
When choosing to implement a Know Your Limits campaign it is important to use images, materials and messages that conform to the national brand. Please read section seven on brand guidelines before you begin implementation, to ensure that all elements of your local activity echo those of the national campaign.

Campaign checklist
Whatever activity you decide to run, this checklist will help you ensure all aspects of the campaign are covered:

- All elements of the campaign and materials approved by Know Your Limits prior to implementation
- Adequate resource is in place - from colleagues and stakeholders - to implement all elements of the campaign, from media and photography to the distribution of supporting materials and evaluation documents
- A ‘roles and responsibilities’ document has been produced so everyone knows what they are supposed to be doing and when
- Objectives, target audience and key messages agreed – all campaign elements in line with these
- Main activity agreed and implemented
- Supporting materials agreed, designed and confirmed for delivery prior to launch date
- Posters and other supporting materials circulated for distribution via local organisations
- Street teams secured for agreed dates and times, and fully briefed with quantities of supporting materials to hand out
- Media plans in place, including approval of press release, contacting local media, organisation of photo call, confirmation of local spokespeople and (if applicable) hiring of local photographer
- Plans in place for evaluation
**Why drunk drama?**

We have used drunk drama street theatre as part of local Know Your Limits binge campaign activity in two areas recently, Nottingham and Stoke-on-Trent. In both cases women were targeted in the run up to Christmas as this is traditionally a peak binge drinking period, but this activity can be run at any time throughout the year. The activity can be geared towards male or female binge drinkers.

The street theatre approach helps to reinforce key messages of the Know Your Limits binge campaign, e.g. focusing on the vulnerability and shame that can be associated with drinking excessively. It shows young people what they potentially look like during and after a night out and prompts them to think about their own behaviour: “If I saw how I looked at the end of the night, it would make me think about how much I drink and the potential risk that I’m putting myself in.”

**Case study: Nottingham**

A consortium of local stakeholders including the police, city council, Trent University and local alcohol advisory service APAS teamed up to target local young women with Know Your Limits messages. Young women in the East Midlands lose four months from their life as a result of excessive drinking, nearly a five percent increase on the national average for females

The activity aimed to raise awareness of the risks of excessive drinking during the Christmas party season and how to reduce the risks of becoming a victim of crime and personal violence when under the influence of alcohol.

A group of actresses performed scenarios depicting a night out drinking, encouraging the target audience to think about the potential consequences of their actions in the cold light of day. The activity took place in the city’s main shopping centre, The Victoria Centre, and young women watching the actresses were given scratch cards with the opportunity to win Know Your Limits branded prizes.

Over 1,500 people watched the six 15-minute performances and 213 people completed prize draw evaluation cards. Along with extensive media coverage, 62% of the target audience said the activity would make them think about watching out for themselves and their friends when drinking and 36% said they would now consider having fewer drinks on a night out.

**Source:**
1 Source: NW Public Health Observatory, July 2007
STEP-BY-STEP GUIDE

Step one: Confirm a suitable location
You will need to make sure the street drama is performed in a busy area that is well attended by the target audience, for example a shopping centre, university campus or football ground. We recommend speaking to your preferred venue at least two months in advance. To increase the number of people who will see the performances, we recommend that they are repeated throughout the day. Consider which day of the week will attract the highest number of people to the area where the drama is being acted out.

Step two: Obtain the scripts
Three versions are available:

- Female only cast targeting female binge drinkers
- Male only cast targeting male binge drinkers
- Mixed cast targeting male and female binge drinkers

Each script comes complete with stage directions, prop suggestions and everything that the actors should need to be able to perform the street theatre. You should build a small allowance into your budget to cover the cost of props and the actors’ expenses on the day itself. Scripts can be obtained by downloading the Thames Valley Resource pack at www.alcoholstakeholders.nhs.uk.

Step three: Recruit actors
Although you can employ professional actors, working with a local university or college group will reduce costs considerably. It will also help to boost your relationship with the organisation and ensure that local young people are involved in delivering the messages on a peer to peer level. We recommend setting up a meeting with the local course leader and/or students at least three months before you want to run the activity to discuss how they might be able to help. You might find that this is something that can be slotted into their course plan so it will not be an extra imposition on their time.

Letting them know that media will be attending the event and that there may be resulting media coverage for their portfolios may also encourage them to get involved – make sure you have the actors’ permission to use their names in any press releases and subsequent media coverage.

An alternative is to work with amateur actresses; your local theatre or amateur dramatics group may be able to help.

Top tips
- For maximum impact we recommend running the play four or five times throughout the day during peak footfall times
- We strongly suggest using a PA system to ensure that the actors can be heard
- As well as recruiting local actors it is preferable to also have a director to oversee activity
- Organise an initial meeting with the actors to talk through the aims and objectives of the campaign and their involvement within it
- Keep in regular contact with the actors to check on their progress - attend at least one rehearsal to ensure the scenes are on message
Why drunk mannequins?
Life-sized mannequins of young men and women suffering from the ill-effects of too much alcohol can be hired for set periods of time. The mannequins, which resemble those found in high street fashion store windows, are accompanied by campaign branding with messaging that reads, “You wouldn’t start a night like this so why end it that way?” The mannequins are placed in a shop window to provide an eye-catching reminder of the potential consequences of binge drinking.

The male and female mannequins represent common scenarios involving young people on a night out binge drinking. They also link directly to the two TV adverts that were produced for the national campaign. The visual nature of this activity, which causes the audience to recall similar situations they themselves may have experienced, is particularly effective and offers good photo opportunities for local media. This activity can be used to target male or female binge drinkers: male mannequins for a male-focused campaign, female mannequins for one centring on women.

Case study: Grimsby
Drunken Mannequins have been used as part of local binge campaign activity in Durham, Grimsby and Weymouth. In Grimsby, Know Your Limits was used to raise awareness of the potential consequences of drinking too much among both men and women aged 18 to 24. The Specialist Health Promotion department worked in conjunction with a number of local partners including the Public Health Directorate, the Community Safety Partnership, Humberside Constabulary, the DAAT, Grimsby Institute for Higher Education, and substance support groups NEST and Roundabout.

Life-sized drunken mannequins of young people suffering from the ill-effects of too much alcohol were placed in the window of an unused shop in the town centre. The mannequins attracted strong media attention leading to coverage on BBC Look North (TV news), BBC Radio Humberside, Compass FM, Grimsby Telegraph, Cleethorpes Chronicle and BBC Online. In addition scratch cards and information cards were handed out to the target audience by street teams.
STEP-BY-STEP GUIDE

Step one: Confirm a suitable location

It is crucial to select a location where large numbers of the target audience will walk by, whether during the day or in the evening. Possible locations for the mannequins are:

**A local retailer**
Stakeholders in Weymouth secured a window of WHSmith in their town centre for activity. To enhance your chances of success:

- Highlight the fact that you will be able to mention the shop in the press release which may result in positive media coverage
- If you are approaching a store that is part of a chain, factor in time for approvals through their head office. Bear in mind that while a local retailer may be keen it may not fit in with head office strategy

An advantage of this option is that the shop will have its own security and electricity source.

**Top tips**
- If you are using the window of a local retailer, please note that they must not be referred to as a ‘partner,’ and shop staff should not be included in any photos for media. This is to avoid any assumption that they are sponsoring the activity or are involved with the campaign on a national level
- Any press materials, including the press release, should refer to the retailer only in the body of the release and ‘notes to editors’ as outlined in the template press release in Appendix 1

**A local council building**
An advantage of this option is that the building may be owned by one of the campaign’s partners. Stakeholders in Durham displayed a mannequin in the local library window, a good choice as the library was situated next to a new development of pubs and bars in the city centre.

**An unused shop**
Stakeholders in Grimsby used this option for their display. To enhance your chances of success:

- Approach the agent managing the space with a clear explanation of the campaign
- Emphasise the network of stakeholders that is working together on the project
- Be prepared to pay a fee for the space

Bear in mind that you may need to pay for security, and that you will need to ensure that electricity is available as lighting is an important part of the display.
Step two: Order the mannequins

Check that the mannequins are available for the duration of your campaign. For enquiries about ordering the mannequins, and transportation costs, please contact TRO via the TRO Event Support Hotline on 01603 785776.

At this point consider how long you will require the mannequins and how many you would like. We recommend that you:

- Select male or female mannequins according to which demographic you are targeting
- Hire two mannequins rather than one if you have the space to create a stronger impact
- Order no more than two mannequins due to the size of the sets, and delivery costs
- Hire the mannequins for a period of between four and six weeks

Each mannequin set consists of one mannequin, along with props, black walling, Know Your Limits branding on the walling, and lighting. It also includes a how-to-assemble guide.

Two people will be needed to assemble the mannequin. Ensure the mannequin arrives at least a day before launch to allow time for assembly. Once the mannequin has been put in place, conceal it from the public with shutters or blacking paper on the window until launch day.

Top tips

- Ensure you place the mannequins in a location which will be seen by high numbers of your target audience
- Your first choice location may not be available so have in mind at least one back up location that is still in a prime position. Allow plenty of time for this process!
- The mannequins should only be used in the setting of a window and displayed complete with props, enclosed walling and messaging
- Make sure you double check that the space you are considering is large enough to accommodate the mannequin, props and back walling
- If you are approaching local retailers it can be better to approach a shop that is not fashion related so that the mannequins stand out more strongly
Why projections and spotlights?

The Know Your Limits logo can be projected onto buildings in high footfall areas. You can choose to add slides including local messages and details of relevant local support groups. An additional option is the use of spotlights which shine the Know Your Limits logo onto pavements. This activity can be geared towards men or women.

Case study: Southampton

Projections have been used in Weston-super-Mare and Stoke-on-Trent, while projections and branded spotlights have been used in Southampton.

In Southampton, the problems associated with binge drinking and the night time economy provided the focus for activity. The campaign to further reduce alcohol related crime and disorder was led by the Southampton Safer City Partnership and included the council, police, health and voluntary services. Spotlights projected the Know Your Limits logo onto pavements in the Above Bar area, the city’s main drinking zone; the logo was also projected onto the Bargate monument. To target 18-24 year old men who binge drink in the city centre at weekends, the images shone out on Thursday, Friday and Saturday evenings over a two week period.

To support the activity, street teams handed out information cards, scratch cards and USB sticks. Local licensed premises supported the activity by displaying posters and mirror stickers in male washrooms. Raising awareness of the activity through local media was a key aim, and the campaign secured coverage in the Southampton Daily Echo, BBC Radio Solent, Ocean Radio, Unity Radio, Radio Hampshire and Coast 106FM.

STEP-BY-STEP GUIDE

Step one: Confirm a suitable location

To be successful, the locations and timings for the projections need to be carefully chosen to guarantee a high number of the target audience will see them during their night out. This might be an area where there are pubs and bars, or near the local taxi rank.

Top tips

• This activity is highly weather dependent. If weather is inclement people are unlikely to be outside or spend time looking up at the projections
• Ensure that you obtain the necessary permissions required to run the activity and to project images onto local buildings
Step two: Collate materials and hiring equipment

_Projection equipment_

If you are hiring equipment, costs for one day’s activity comprising a six hour block, including hire and transport of projection equipment, security, and a technician to operate the equipment would be in the region of £2,000.

Please email knowyourlimits@forster.co.uk to obtain a copy of the Know Your Limits logo.

_Spotlight equipment_

To implement this activity you will need to work with a local production company who can supply, install and remove the lights. You supply them with a jpeg of the Know Your Limits logo and the company will reproduce it on a gobo, which is attached to each spotlight and enables the image to be shone onto a pavement or building.

You may need to ensure the spotlight equipment is kept indoors as outdoor lighting is a much more expensive option. This will entail securing approval from people who own first or second floor rooms in buildings near to where the lights will be situated.

As a guide, costs for creating materials, installing and maintaining the spotlights for a ten day period, and removing them, will be in the region of £2,000.

Top tips

- Factor in ample time to secure permissions from local premises where the lights will be placed
- It works well to keep the lights in situ for a one or two week period, switching them on for a specific time slot each evening (e.g. 6pm-12am)
- Ensure you get agreement from the production company that they will monitor the lights and check the lights are in working order for the duration of the campaign
Why life-sized floor stickers?

Life-size stickers of young men or women suffering from the ill-effects of too much alcohol can be placed on the floor in a number of locations frequented by the target audience. The main sticker would be accompanied by a smaller second sticker which contains the campaign message, “Would you start a night like this?” along with the Know Your Limits logo.

Case study: Stevenage

This activity has been run in Barking, Stevenage and Wolverhampton. In Stevenage, Know Your Limits was used to raise awareness of the potential consequences of drinking too much, particularly in regard to anti-social behaviour and violent crime, among young men aged 18 to 24. The campaign supported work that had already been undertaken across the town by So Safe, a partnership consisting of Stevenage Borough Council, Stevenage Homes Ltd, Hertfordshire Fire & Rescue Service, the Police, the Probation Service, the Primary Care Trust and units of Hertfordshire County Council.

The five foot long stickers were produced and placed in a variety of Stevenage locations including outside the train station and the male washrooms of local clubs and pubs. 2,000 information cards, containing contact numbers for local taxis, services and substance support groups, Drugsline and The Living Room, were handed out and distributed through local outlets including McDonald’s, and via the local police. Scratch cards were handed out by street marketing teams to engage with young men on a peer to peer level. Positive media coverage resulted, including a news item on ITV Anglia (TV news).
**STEP-BY-STEP GUIDE**

**Step one: Confirm suitable locations**
Decide where the stickers will be placed. Select locations that are frequented by the demographic you are targeting and where footfall is high. Locations might include transport hubs, the toilets of pubs or bars, shopping areas, police stations or hospitals.

Ensure that you only place the stickers in indoor or covered areas: the stickers can only be applied to clean and dry surfaces and if outdoor locations are chosen, wet weather may prevent them sticking.

**Step two: Design stickers**
We are not able to provide you with ready-made stickers but can provide you with example images of the stickers to enable you to design and print your own.

Factor in at least £2,000 for the design and production of the floor stickers.

**Step three: Put the stickers in place**
With permissions secured, the stickers will need to be put in place just before the campaign launches. Follow any application instructions carefully; in particular the floor surface will need to be well cleaned just prior to the application of the sticker to ensure that it stays in place.

**Top tips**
- Securing permissions from each location can be time-consuming so make sure you allow enough time for this
- Contact design companies early in the planning stage to give you ample time to choose an appropriate agency
- Allow enough time for the stickers to be designed and produced - ensure the company you are working will be able to deliver in time for the launch of the campaign
- If you are storing the stickers before the start of the campaign make sure they are kept flat and that the edges do not get crumpled
- Choose floor surfaces that are smooth (i.e. not uneven, tiled or cobbled)
- Take time to clean the floor surface thoroughly just before you apply the sticker to ensure it bonds to the floor surface
- Stickers are easy to unpeel at the end of the campaign

**LIFE-SIZED FLOOR STICKER ACTIVITY**

![Image of people working on a floor sticker活动中
To complement the main activity and broaden the reach of the campaign, materials containing key messages and details on where to go for advice can be produced and distributed. Ensure that all the materials you produce have images and messages that are appropriate for your target audience.

Please see section seven for guidance on when and where to use supporting materials.

Alcohol quiz scratch cards
These have a Know Your Limits creative on one side, and two alcohol related questions on the other side. Correctly answered cards can be entered into a draw to win a prize, such as an iPod or gift vouchers. Scratch cards can be distributed by street teams and offer a way for the target audience to engage with the subject.

Questions for inclusion on the scratch cards can be selected from the following (answers in bold):

- What is the UK’s number one date rape drug? Rohypnol/Alcohol (females only)
- How many units per day does the NHS recommend that women should not regularly exceed? 1 unit / 2-3 units / 4-5 units (females only)
- How many units are there in a pint of 5.3% ABV lager? 1 unit / 3 units / 5 units (males only)
- How much could you be fined for vomiting or urinating in the street? £20 / £50 / £80 (either sex)

Local information cards
These have a Know Your Limits creative on one side, and on the other side campaign messages alongside local taxi numbers, police contacts and travel information to help people get home safely after a night out.

These can be handed out by street marketing teams. They can also be distributed through the stakeholder network to organisations that could include local hospitals, gyms and local retailers.

Questions for inclusion on the information cards might include variations on the following:

- Know what you can handle – different types of alcohol affect people in different ways
- You could be fined £80 on-the-spot for vomiting or urinating in the street
- Be prepared: take the numbers of licensed taxi firms with you when you go out
- Plan your return journey before going out so you get home safely
- Whenever possible eat before you go out
- Use more mixers in your drinks
- Keep an eye out for friends
- Try to have fewer large drinks especially doubles or large glasses of wine
Would you push a mate into the road to get a laugh? you wouldn’t start a night like this, so why end it that way?

Mirror stickers
Mirror stickers containing an eye-catching phrase such as “Would you pour red wine down you dress?” or “Would you smear a takeaway down your top?” and the national strap line “You wouldn’t start a night like this so why end it that why?” can be created and placed on mirrors in pubs and club washrooms and in the changing rooms of fashion retailers.

Posters
Know Your Limits binge campaign posters could be distributed through your stakeholder network and placed in locations such as hospitals, pub washrooms (e.g. through Pubwatch) and police stations. The posters have an image of a toilet with the message “Would you go to sleep in here?”

Campaign materials should not be distributed in pubs and bars (with the exception of wash rooms), nor handed out to people in the street when they have been drinking. This is to avoid targeting people when they are already out drinking and are not in the right frame of mind to reflect on the campaign messaging.

Some materials are available to you for free. All supporting material will need to use images and strap lines from the national campaign – there is a selection to choose from.

Visit the campaign stakeholder website at www.nhs.uk/alcoholstakeholders to view available images or email knowyourlimits@forster.co.uk.
Street marketing teams help get across campaign messages on a peer to peer level. It works best to use people of a similar demographic to the target audience, and from the local area, as your audience is more likely to relate to them. Volunteers might be sourced from a local alcohol service, street pastors, or from a nearby college or university. If you are unable to find local volunteers, an alternative option is to pay a professional street marketing company. See Appendix 2 for a template document which you can complete and issue to street teams.

Street team checklist

- It is important to brief your teams fully in advance so they are adequately prepared to act as campaign ambassadors and handle questions.
- We recommend that street team members wear black t-shirts branded with the Know Your Limits logo.
- Street marketing activity can be weather dependent. Organising teams for a number of different days not only broadens the reach of the campaign but also places less importance on a single day’s activity.
- Carry out street marketing during the day or early evening to help ensure your audience is sober when approached.
- Choose high footfall locations, ideally near to where the main activity is taking place.
Media coverage can be an excellent way to get across your campaign messages to a wide cross-section of the local community. As well as raising awareness of the campaign to the wider community and enabling in depth messaging to be conveyed, it can have a secondary benefit of showcasing the work you and your partners are doing in the local community.

In the early stages of putting your campaign together we recommend you work with your press team to develop a media plan. Things to consider include:

- Allowing time for all partners to input into the plan
- Giving main partners the opportunity to input into the press release
- Agreeing which local media to contact
- Deciding who the campaign spokespeople will be – select representatives who can talk authoritatively about the campaign, perhaps a local councillor or senior police figure

It can be beneficial to hold a photo call where you invite local photographers and journalists to the launch of activity, to capture their own images and interview campaign spokespeople. The main activity ideas suggested in this pack are all highly visual and likely to be of interest to local media.

You might wish to pay an official photographer to attend the photo call and take images of the campaign spokespeople alongside the activity. You can then e-mail an image out to any local media who are unable to attend the launch to encourage them to cover the story. The images may also be useful for you internally as a visual record of the event.

Template press releases for each of the activities are included in Appendix 1. Please adapt and regionalise these as you wish and remember to involve your partners for maximum impact.

Press materials will need to be approved by the Know Your Limits team before they are issued. Please email your materials to knowyourlimits@forster.co.uk allowing five working days for approval.

**Photo call checklist**

- Confirm a date, time and location for your photo call - consider holding your photo call late morning, which is often the most convenient time for local media
- Make sure that stakeholders and your spokespeople are all aware of the timings and are available to attend
- In addition to securing the attendance of your spokespeople at the photo call, check their availability in the days leading up to the launch in case you get requests from local media for pre-recorded interviews
- Ensure your spokespeople are fully briefed before they are put forward for any interviews; develop a question and answer briefing sheet which they can refer to
- Contact local media up to a week in advance with the press release, details of the spokespeople available for interview and timings for the photo call
- Plans in place for evaluation
To ensure clarity and consistency for the general public it is important that all regional campaigns reflect the aims and tone of the national campaign. This section offers guidelines to help you successfully implement your campaign while staying within the parameters of the national campaign.

**Messages**

- The campaign should always feel like a conversation, never a lecture. Once the audience have thought about it we want them to make up their own minds.
- Ask don’t tell – we want people to think about what they do, not do what we tell them
- Use images that reflect reality
- Empathise don’t patronise – the tone of voice should be adult to adult
- Get to the point – provide easily digestible amount of relevant advice, information and ideas
- Use questions to provoke thought
- The campaign materials should not scare local residents into thinking that there is a big drinking problem in their area, nor engender a climate of fear
- If you are planning to mention other local campaigns alongside Know Your Limits, consider carefully whether the two are complimentary in terms of messages and objectives

**Producing materials**

- The wording on all materials, from floor sticker strap lines to supporting materials, must reflect the tone and content of the national campaign
- The photographs shot for the national campaign show a variety of familiar urban locations, familiar to the audience. The aim is to achieve a clear view of each situation, as it would be seen sober, in the cold light of day. Please use these graphics and strap lines in any supporting materials
- Please avoid using images of people - none of the national campaign materials feature people, but are taken from the point of view of someone at the scene
- Drunk mannequins should be placed in a window and set up complete with accompanying walling and campaign messages

**Licensed premises**

- Campaign materials should not be distributed in pubs and bars (with the exception of wash rooms), nor handed out to people in the street when they have been drinking. This is to avoid targeting people when they are already out drinking and are not in the right frame of mind to reflect on the campaign messaging
- The Know Your Limits logo should not be used on beer mats or branded t-shirts for bar staff serving drinks, as this could provide mixed messages

**Media**

- A template press release can be found in Appendix 1 – please adhere to the Know Your Limits descriptor in the ‘notes to editors’ section
- Please do not contact local media to announce competition prize winners
- Use only Home Office approved national statistics, rather than local statistics

To ensure brand consistency please approve your proposed campaign elements with the Know Your Limits team before implementation, including all supporting materials, media materials and press releases. Please email knowyourlimits@forster.co.uk allowing five working days for approval.
It is important to evaluate your Know Your Limits activity and there are a number of elements you can consider to determine its success.

It is worthwhile asking yourself questions around the following two areas:

- **Outputs** i.e. the actual deliverables of the campaign
- **Outcomes** i.e. success in changing attitude and behaviour

**Outputs**
- Media coverage: How many people did you reach? What is the total circulation of the coverage you generated? How much of your media coverage contained one or all of your agreed key messages? Was the coverage positive or negative? Remember to consider any broadcast and website coverage as well as newspaper cuttings.
- Stakeholder support: How successful were you in establishing new relationships or securing support from existing stakeholder groups? Do these stakeholder groups want to continue working with you? How many more people have you reached by partnering with these organisations?
- Material distribution: How much literature did you distribute? Was any feedback you received positive or negative? Was there demand for more literature?

**Outcomes**
- Target group awareness of the Know Your Limits campaign messages: If you have partnered with an advice service, have they seen an increase in requests for advice/information?
- Target group change in behaviour: Did the activity make people think about their own behaviour? Would they consider having fewer drinks on a night out?
- Decline in number of individuals committing alcohol-related offences: Do police statistics indicate that through increased awareness, there is a decrease in alcohol related violent crime?

N.B. To evaluate awareness raising and potential behaviour change, it is useful to ask questions during the activity, perhaps incorporating it into any street marketing activity. For example, if using the drunk drama activity, you could ask members of the audience:

- Are you aware of the Know Your Limits campaign?
- Would you consider having fewer drinks on a night out as a result of watching this?
- Have you been in a similar situation before?

While it is vital to evaluate at the end of a campaign, it can also be very helpful to ask these questions at a mid-way point – then if the results are not as you had hoped, you have an opportunity to make changes which will impact the second half of the campaign.

And remember, change happens over time. You are tackling sensitive issues and attitudes will not transform over night.

**Tips when evaluating**

- Be honest
  - What could you do differently?
  - What could you improve?
- Look for opportunities
  - What next? Keep up the momentum
  - How can you develop a stakeholder partnership further?
  - What other groups can you get involved with?
- Be brave
  - Ask for feedback from partner organisations - their honest views can make a real difference to your future plans

Template evaluation forms can be found in Appendix 3.
Once the activity and evaluation are complete, why not take the opportunity to let colleagues know what has been achieved? Although we understand that this can be time consuming, it does help to show people within your local area what you have done to help reduce binge drinking and engage with the target audience. Also, importantly, it can inspire other communications staff to do similar activity in their areas.

Please do help us to share your best practice by emailing your case study to us at knowyourlimits@forster.co.uk.

Writing up the activity as a case study will enable the information to be adapted to easily publicise your campaign through a range of communication channels. You should include:

- What you did
- How you did it
- What you achieved
- Advice that you have for others looking to do a similar activity in their area

To accompany the write up, a visual case study of media coverage, photographs and video of the event will help to bring the campaign to life.

Once the case study has been prepared, think about the communication channels that you could use to publicise the information and achievements. Some potential channels are:

- Posting a news item onto your intranet
- Internal newsletters and e-bulletins
- Speaking opportunities and conferences
- Trade magazines - if you feel that a good impact has been made trade magazines provide a great opportunity to share the results with colleagues across the country

When publicising your activities to others, please let them know that this toolkit is available to download from www.nhs.uk/alcoholstakeholders.
This section contains sample press releases for each type of activity which you can customise with your own information, and sell-in to local media.

(i) drunk drama

[DATE]

[INSERT LOCATION] ENCOURAGED TO KNOW ITS LIMITS

A group of young actors will be in [insert town name] on [insert date] to raise awareness amongst young people of the dangers of excessive drinking, and highlighting how to reduce the risks of personal violence/improve personal safety [delete as appropriate] when under the influence of alcohol.

The local drama students/actresses [delete as appropriate] from [insert name of university/group] will be using various ‘real life’ scenarios of a night out gone wrong as a result of excessive drinking, to prompt 18-24 year olds to think about the consequences of their actions in the cold light of day, and questions, “Would you start a night like this?” They will be performing throughout the day in the [insert location/venue name].

The activity, part of the national Know Your Limits campaign, is being co-ordinated locally by a consortium of key partners including [insert details of partners and police leads]. [Insert additional regional information on why the activity has been chosen and why tackling binge drinking is a priority].

[Insert name, job title, organisation], said [amend quote as appropriate]:

“We hope that this innovative activity will help young people in [insert location] to become more aware of their actions and take steps to look after themselves. This campaign won’t be telling young people to avoid alcohol, but to think about their behaviour when they’ve been drinking so that they have a happy and safe night out.”

[Insert name, job title, organisation said [amend quote as appropriate]:

“Most people enjoy alcohol safely and sociably, but there remains a minority who drink too much and ruin it for everyone else. We are determined to reduce the harm caused by binge drinking and the Know Your Limits campaign is helping us to achieve that goal.”

Nearly half of all violent crime is alcohol related*, and the campaign will remind people that having too many drinks could lead to you becoming a victim or perpetrator of violent crime. [Include the above paragraph and footnote if tackling violent crime is an aspect of your campaign]

Know Your Limits is a Government initiative to highlight the negative consequences of drinking too much alcohol. The campaign stresses the need for young drinkers to know the transformation point that occurs between having a good time and becoming a bad drunk, and the need to be aware of the consequences of excessive drinking.

-ENDS-

To arrange an interview or photography please contact [insert name of press officer] on [insert phone number] or email [insert email address].

Notes to editors
- Launched in June 2008, the Know Your Limits binge campaign is a major Government initiative to encourage its target audience of 18-24 year olds to consider the negative effects of alcohol. It uses the tag-line “You wouldn’t start a night like this, so why end it that way?” The campaign included TV and radio adverts
- [Include standard descriptors, as required, for partners mentioned in the release]

* 45% of violent crime is alcohol-related according to the British Crime Survey (2007-2008)
Dr. Unken Mannequin To Encourage Drinkers In [Insert Location] To Know Their Limits

An innovative new campaign to tackle binge drinking, and reduce anti-social behaviour/advise on how to improve personal safety when under the influence of alcohol [delete as appropriate] is being launched in [insert location] on [insert date].

As a reminder to young people aged 18-24 about the consequences of binge drinking on a night out, eye-catching shop mannequins showing young women/men [delete as appropriate] in a drunken state will be placed in a window in [insert location]. The mannequins are accompanied by the message, “You wouldn’t start a night like this, so why end it that way?”

The activity, part of the national KnowYourLimits alcohol campaign, is linked to the television adverts which show a young man and woman making themselves look unattractive as they get ready for a night out.

The activity supports work already being undertaken across [insert location] by [insert stakeholder organisations e.g. police/council etc as appropriate] to further reduce alcohol related crime and disorder.

[Insert name, job title, organisation], said [amend quote as appropriate]: “We hope that this innovative activity will help young people in [insert location] to become more aware of their actions and take steps to look after themselves. This campaign won’t be telling young people to avoid alcohol, but to think about their behaviour when they’ve been drinking so that they have a happy and safe night out.”

[Insert name, job title, organisation said [amend quote as appropriate]: “Most people enjoy alcohol safely and sociably, but there remains a minority who drink too much and ruin it for everyone else. We are determined to reduce the harm caused by binge drinking and the KnowYourLimits campaign is helping us to achieve that goal.”

Nearly half of all violent crime is alcohol related*, and the campaign will remind people that having too many drinks could lead to you becoming a victim or perpetrator of violent crime.

KnowYourLimits is a Government initiative to highlight the negative consequences of drinking too much alcohol. The campaign stresses the need for young drinkers to know the transformation point that occurs between having a good time and becoming a bad drunk, and the need to be aware of the consequences of excessive drinking.

- ENDS -

To arrange an interview or photography please contact [insert name of press officer] on [insert phone number] or email [insert email address].

Notes to editors

• Launched in June 2008, the KnowYourLimits binge campaign is a major Government initiative to encourage its target audience of 18-24 year olds to consider the negative effects of alcohol. It uses the tag-line “You wouldn’t start a night like this, so why end it that way?” The campaign included TV and radio adverts

• [Include standard descriptors, as required, for partners mentioned in the release]

• [If a local retailer if being used] [shop name] in [town] has kindly donated the use of one of its shop windows for the period of the campaign.

* 45% of violent crime is alcohol-related according to the British Crime Survey (2007-2008)
An innovative new campaign to tackle binge drinking and reduce anti-social behaviour in [insert location] is being launched on [insert date].

As a reminder to young people aged 18-24 about the consequences of binge drinking on a night out, life-sized stickers of young men suffering from the ill-effects of too much alcohol will be placed on the floor in a number of locations in [insert area], including [insert specific locations]. The stickers pose the question: “Would you start a night like this?”

The activity, part of the national Know Your Limits campaign, is being co-ordinated locally by a consortium of key partners including [insert details of partners and police leads]. [Insert additional regional information on why the activity has been chosen and why tackling binge drinking is a priority].

[Insert name, job title, organisation], said [amend quote as appropriate]: “We hope that this innovative activity will help young people in [insert location] to become more aware of their actions and take steps to look after themselves. This campaign won’t be telling young people to avoid alcohol, but to think about their behaviour when they’ve been drinking so that they have a happy and safe night out.”

[Insert name, job title, organisation said [amend quote as appropriate]: “Most people enjoy alcohol safely and sociably, but there remains a minority who drink too much and ruin it for everyone else. We are determined to reduce the harm caused by binge drinking and the Know Your Limits campaign is helping us to achieve that goal.”

Nearly half of all violent crime is alcohol related*, and the campaign will remind people that having too many drinks could lead to you becoming a victim or perpetrator of violent crime.

Know Your Limits is a Government initiative to highlight the negative consequences of drinking too much alcohol. The campaign stresses the need for young drinkers to know the transformation point that occurs between having a good time and becoming a bad drunk, and the need to be aware of the consequences of excessive drinking.

- ENDS -

To arrange an interview or photography please contact [insert name of press officer] on [insert phone number] or email [insert email address].

Notes to editors
- Launched in June 2008, the KnowYour Limits binge campaign is a major Government initiative to encourage its target audience of 18-24 year olds to consider the negative effects of alcohol. It uses the tag-line “You wouldn’t start a night like this, so why end it that way?”
- The campaign included TV and radio adverts
- [Include standard descriptors, as required, for partners mentioned in the release]
- 45% of violent crime is alcohol-related according to the British Crime Survey (2007-2008)
An innovative new campaign to tackle binge drinking and reduce anti-social behaviour among 18-24
year olds in [insert location] is being launched on [insert date].

Eye-catching spotlights will shine the Know Your Limits logo onto pavements along [insert location] for
[insert length of time] / Giant projectors in the city centre will show Know Your Limits images and
messages to raise awareness of the consequences of excessive drinking on a night out [delete as
appropriate].

The activity, part of the national Know Your Limits campaign, is being co-ordinated locally by a
consortium of key partners including [insert details of partners and police leads]. [Insert additional
regional information on why the activity has been chosen and why tackling binge drinking is a priority].

[Insert name, job title, organisation], said [amend quote as appropriate]: “We hope that this innovative
activity will help young people in [insert location] to become more aware of their actions and take
steps to look after themselves. This campaign won’t be telling young people to avoid alcohol, but to
think about their behaviour when they’ve been drinking so that they have a happy and safe night out.”

[Insert name, job title, organisation said [amend quote as appropriate]: “Most people enjoy alcohol
safely and sociably, but there remains a minority who drink too much and ruin it for everyone else. We
are determined to reduce the harm caused by binge drinking and the Know Your Limits campaign is
helping us to achieve that goal.”

Nearly half of all violent crime is alcohol related*, and the campaign will remind people that having too
many drinks could lead to you becoming a victim or perpetrator of violent crime. [include the above
paragraph and footnote if tackling violent crime is an aspect of your campaign]

Know Your Limits is a Government initiative to highlight the negative consequences of drinking too
much alcohol. The campaign stresses the need for young drinkers to know the transformation point
that occurs between having a good time and becoming a bad drunk, and the need to be aware of the
consequences of excessive drinking.

-ENDS-

To arrange an interview or photography please contact [insert name of press officer] on [insert phone
number] or email [insert email address].

Notes to editors
• Launched in June 2008, the Know Your Limits binge campaign is a major Government
initiative to encourage its target audience of 18-24 year olds to consider the negative effects
of alcohol. It uses the tag-line “You wouldn’t start a night like this, so why end it that way?”
The campaign included TV and radio adverts
• [Include standard descriptors, as required, for partners mentioned in the release]
* 45% of violent crime is alcohol-related according to the British Crime Survey (2007-2008)
APPENDIX 2
DOCUMENT FOR STREET TEAMS

Background
An innovative new campaign to tackle binge drinking among young people in [insert location] is launching on [insert date]. [Insert location] has been particularly chosen to target this wave of activity at young people/men/women [delete as appropriate]. The activity is part of the national Know Your Limits alcohol campaign, which encourages people to think about how much they drink.

In [insert location] on [insert date] [insert activity description]. The activity asks the question “Would you start a night like this?” and encourages young people, aged 18-24, to think about the potential consequences of drinking too much on a night out.

Your involvement - logistics:
Date: [insert]
Time: [insert]
Location: [insert]
Attire: Branded black Know Your Limits t-shirts will be provided
Activity: Please approach young [people/men/women] who look aged 18-24 and ask them the questions below. If they are not in the age range please do not include their response
On the day contact: Please meet [insert details]
Returning materials: At the end of the activity please return materials to [insert details]

Activity
Questions and answers
You will be standing in a location where the Know Your Limits activity is visible. We would like you to approach young people/men/women [delete as appropriate] who look 18-24. Once your target respondent has been approached, please follow the next steps:
1. Explain briefly that you are from the Know Your Limits team
2. Ask whether they would like information card/scratch card [delete type of supporting material as appropriate]
3. If you are asked any questions about the campaign, please refer to the following Q&A section.

QUESTIONS AND ANSWERS
THE CAMPAIGN
What’s the campaign about?
• The campaign aims to raise awareness of the consequences of binge drinking among 18-24 year olds
• The campaign aims to help reduce alcohol related anti-social behaviour/advice on how to improve personal safety [delete as appropriate] in [insert location] by increasing awareness about the consequences of binge drinking

If asked for further information:
• The activity is promoting responsible drinking. We are not telling young people not to drink – we are providing them with information and advice to help them enjoy safe nights out

What activity is taking place and when?
• Know Your Limits, the successful Government-led alcohol harm reduction campaign, launched in [insert location] on [insert date] with the initial activity continuing throughout [insert time frame]
• [Insert brief description of campaign activity]. The activity will encourage young people to think about the potential consequences of excessive drinking and to stay safe on their way home after a night out

ABOUT KNOW YOUR LIMITS
What is Know Your Limits?
Know Your Limits is a government initiative which
• Is aimed at binge drinkers (18–24 years old)
• Raises awareness of the potential consequences of binge drinking
• Supports them with the advice they need to have a good night out

Where can I go for more information?
If you have any further enquiries about the campaign please e-mail knowyourlimits@forster.co.uk and in your subject box write “[insert location] query.”
Use this template form as a starting point for your evaluation. By asking yourself and your partners these questions, you will be able to adapt any future activity to ensure it meets the needs of your organisation and the target audience.

Rate your answers according to the following scale:
1 = not at all effective
2 = somewhat effective
3 = neutral (neither effective nor ineffective)
4 = effective
5 = highly effective

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<td>1. How effective do you think the activity was in raising people’s awareness of the Know Your Limits campaign? (please highlight)</td>
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<td>2. How effective do you think the street marketing activity was in raising people’s awareness? (please highlight)</td>
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<td>3. How effective do you think the material produced was (e.g. information cards) in influencing peoples awareness? (please highlight)</td>
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<td>4. How effective do you think the media coverage was in influencing people’s awareness? (please highlight)</td>
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<td>5. How well equipped do you feel your organisation, and your network of stakeholder partners, were to implement the activity at a local level? (please highlight)</td>
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[1= not at all equipped; 2 = somewhat equipped; 3 = neutral; 4 = equipped; 5 = highly equipped]

(b) Provide details on any additional skills or experience that would be valuable in carrying out the campaign. Please include details of any particular stakeholder group (e.g. DAAT; council, police) or particular departments (e.g. licensing, communications) you think are crucial to successful campaign implementation. This will help you develop more effective partnership activity going forward.
6. What have been the most challenging elements of the activity for you? (please write YES next to all that apply)

- Tight timings
- Resourcing
- Multi-tasking
- Having to tie in with national campaign & its guidelines
- Securing permissions (for collateral placement)
- Other – please outline below

7. Outline any local links that the campaign has helped you strengthen (e.g. with local colleges, retailers, police, with colleagues within your own organisation)

8. Do you think the campaign activity represented value for money? (please highlight)

1 | 2 | 3 | 4 | 5

[1 = don’t agree at all 2 = agree somewhat 3 = unsure 4 = agree 5 = definitely agree]

Please explain answer
MEDIA EVALUATION GUIDE

You can use the following criteria to evaluate the media coverage you achieved as a result of your activity. It will help inform future media plans to ensure you are targeting the most appropriate media channels with the right messages.

FOR EACH PIECE OF COVERAGE YOU CAN EXAMINE:

- Channel type (TV, radio, press, online, stakeholder channel)
- Date the coverage appeared
- Circulation (print)/ reach (broadcast) – and where possible, specific reach to target audience
- Frequency of agreed key messages:
  - “Know Your Limits” (number of times mentioned)
  - “Would you start a night like this?” (number of times mentioned)
  - It is important to drink responsibly (number of times mentioned)
  - Anti-social behaviour (ASB) message: binge drinking can lead you to become victim of perpetrator of violent crime (message not exact wording)
  - Personal safety message: importance of having a safe night out/binge drinking can compromise your safety (message not exact wording)
- Tone of piece: positive, negative or neutral
- (For press and online) Photo used: Yes or No
- Spokesperson: Yes or No. If yes who quoted
- Coverage location, size and length:
  - Press: page number, size of piece (e.g. half page, news in brief), newspaper section (e.g. news, features, communities)
  - Broadcast: time of day, length, frequency
If you have any questions about implementing your own campaign, and for approval on campaign materials, please email knowyourlimits@forster.co.uk.

We welcome any feedback you have on this resource pack. Please let us know your thoughts at the above address.