Pssst! be alcohol aware

Liverpool NHS
Primary Care Trust

Pssst! … be alcohol aware

Targeted Social Marketing in Liverpool

www.pssst.org.uk

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Alcohol

What alcohol provides for economy

- Nationally the drinks industry generates 1 million jobs
- North West pubs and breweries have an estimated annual turnover of £8 billion
- 1,875 licensable premises in Liverpool

What alcohol costs

- The effects of alcohol misuse cost the NHS in the North West £400m each year
- 73,000 crimes per year in the North West are attributable to alcohol
- 28% of Liverpool residents are estimated to be binge drinkers
- The national cost of crime and anti-social behaviour linked to alcohol is £7.3b

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A unified brand is born

- 6 months of negotiations
- Competing priorities; e.g: regeneration based on bars/ restaurant's, aspiration to promote city centre living, public health, crime & disorder
- Partners with differing resources, objectives and own brands

LAW ENFORCEMENT

RAISE AWARENESS OF THE CONSEQUENCES OF BEING DRUNK AND DISORDERLY – FINES, PRISON ETC.

CRIME PREVENTION

RAISE AWARENESS OF THE INCREASED RISK OF BECOMING A VICTIM OF CRIME - ROBBERY, VIOLENT ATTACK, RAPE ETC.

HEALTH EDUCATION

RAISE AWARENESS OF THE EFFECTS OF ALCOHOL ON HEALTH IN THE SHORT AND LONG TERM - BRAIN DAMAGE, MEMORY LOSS, KIDNEY DISEASE ETC.

FIRE/ACCIDENT PREVENTION

RAISE AWARENESS RE: ALCOHOL AND FIRES/ACCIDENTS

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4 Advertising and Branding awards in 2007 (including HSJ award)

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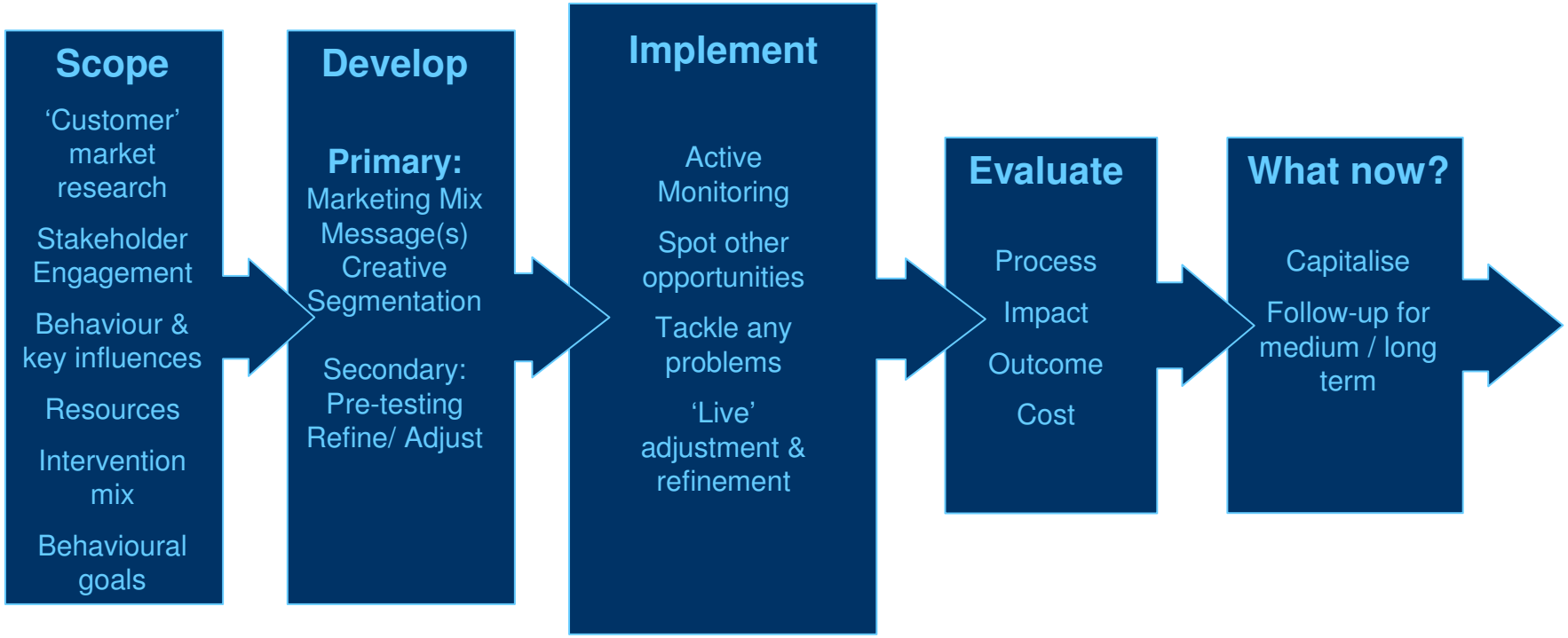
Targeted Social Marketing



Two priority target audiences:

- 18 – 35 drinkers in city centre Liverpool
- The student population (currently 50,000)

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18-35 year olds drinking in City Centre

- Priority for all partners
- In depth Qualitative and Quantitative research and access to national data
    - Aware of the dangers
    - Don’t remember messages when out
    - Immune to ‘leaflets’; used to ‘clever’ marketing
    - Feel there are no ‘alternatives’
    - Peer pressure/ drinking culture etc

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2006

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The Launch

- Late night shopping
- Providing an alternative
- Working with commerce

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In Bar Campaign 2006

- Launched November (peak alcohol admissions)
- Work with BEDA and local pubs and clubs
- ‘In Bar’ Innovative media channels
    - Talking ‘in toilet’ posters
    - Urinal messaging
    - Award winning online presence
    - Relevant promotional items (water bottles, unit wheels)
    - Lobbying against drink promotions
- High PR value and successful partnership work

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Smoothie and Mocktail
Recipe Book
Pssst!
BBC NEWS
Alcohol warnings played in loos
Messages warning people of the dangers of drinking too much alcohol are to be played to revellers visiting toilets in bars and pubs across Liverpool.
http://www.pssst.org.uk/
PUB QUIZ
Pssst!
earth
15
BENNETT
Standard Beer
3.5% ABV
1 pint [568ml]
Standard Lager
4% ABV
1 pint [568ml]
Alcopop/RTD
5% ABV
275ml bottle
Sherry
17.5% ABV
50ml glass
Pssst!
units: 1.4 2.8 4.1 5.5
number of drinks
HOW MANY UNITS ARE YOU DRINKING?
www.pssst.org.uk

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2007

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Out of Bar Campaign 2007

- General awareness campaign targeting 18 – 35 year olds using outdoor media (buses, kiosks, projections, Bluetooth messaging)
- Used Police data (showing areas where most alcohol related incidents occur) to buy the media this targeting the audience as they move between venues.
- This was the background to the targeted student campaign.

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Target: Students

Research showed:

- Lack of real alternative
- Saturation of student nights and offers

Intervention:

- ‘Chill Out’ Log Cabin in City Centre in December
  - Mocktails
  - Music, games massage
  - A place to sit down and relax without alcohol
  - Advice on alcohol, safety, buses.

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DAILY POST Thursday, December 13, 2007

Health trust haven takes on student drink culture

Advice and relaxation offered in log cabin

BY LIZA WILLIAMS
Daily Post Staff

A LOG cabin haven offering massage, mocktails and giant board games has been set up in the city centre to encourage students to reduce their alcohol intake.

Liverpool Primary Care Trust's Chill Out Log Cabin is touring Liverpool centre, stopping off at popular student drinking spots, and is providing revellers with an alternative to alcohol and excessive consumption.

Last night drinkers near Bold Street were pampered in the cabin and enjoyed free head and shoulder massages, hair and beauty treatments, water and non alcoholic cocktails, games and music.

Information such as alcohol wheels which show units by type of drink, and registered taxi numbers, were also available to encourage students to think about their safety while drinking.

During many of the sessions, a welfare officer from the charity Young Addiction will also be on hand to offer advice and support to anyone who is concerned about their alcohol consumption.

Gideon Ben-Tovim, chair of Liverpool PCT, said: "There are approximately 40,000 students in Liverpool and they enjoy a vibrant nightlife as many drinking establishments provide cheap drinks offers throughout the week.

"This campaign will not only provide the student community with a positive distraction from drinking while they are enjoying a night out, but it will also carry serious health and safety messages about the effects of drinking."

The cabin is part of a wider alcohol awareness campaign aimed at students, and has been devised following consultation with them.

Tips and advice about drinking safety will be issued to mobiles in the city centre during weekend evenings.

Dr Paula Gray, joint director public health for Liverpool PCT and Liverpool city council, said: "Liverpool currently has one of the highest rates of alcohol related hospital admissions in England, and we are determined to put in place a programme to reduce such admissions by at least 1% within the next three years."

Arriva buses have teamed up with the campaign to encourage students to plan their journeys home. Promotional leaflets outlining night bus times and routes will be available at the cabin, and posters displayed on their buses.

Once the campaign is over, Liverpool PCT is planning to donate the cabin and is currently investigating where its permanent home should be.

It will be in operation on Monday, Tuesday and Wednesday nights between 9pm and midnight until December 19.

For more information about the wider campaign – Psst! be alcohol aware – log on to www.psst.org.uk

Cllr Gideon Ben-Tovim

Maddie Robinson and Kelsey Lee outside the PCT Cabin, to the left, on Bold Street with their non-alcoholic mocktails

Masseuse Kim Mellor gives Mo Rashid a massage at the Cabin

Cash vote backs cycling plan

A NATIONAL project to create a new cycling and walking route through Liverpool has won £16m.

The Connect2 scheme, which topped a public vote in The Big Lottery Fund's contest, The People's £100m

Sustrans will improve local travel in 79 communities across the UK by building walking and cycling bridges and tunnels, developing links, and even re-instating a ferry. It is also hoped Connect2 will

Cllr Eddie Clein, chairman of Liverpool Cycling Forum, said: "This is great news and I would like to thank everybody who supported Connect2."

John Grimshaw, chief

Employment Cla
Specialists in Employment Law & Employment Tr
NO WIN - NO FE
Contact: Andrew Newton

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Evaluation

- 3,000 visitors
- 99% of visitors stated that the cabin was an appropriate way to promote sensible drinking
- 84% stating that the cabin had an impact on their drinking habits
- 41% of visitors saying they drank less that evening following their visit to the cabin
- 70% stating that they were likely to look for other non-alcoholic facilities in the future
- Liverpool was No1 Binge drinking city in 2006 now 7th

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2008

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Target: City centre drinkers

- **Objective:**
  An awareness campaign targeting 18-35 year old city drinkers highlighting the message of moderation during pre-Christmas period

- **Research showed:**
  Following previous campaigns, the target audience wanted “real life” and “shocking” imagery

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Intervention

- Concept focuses on the negative side of popular alcohol brand advertising that resonate with the target audience

- Targeted through the line campaign during December 08 including:
  - 6 sheet posters (bus stops) between L1 and L3: mapped using Police and high traffic data
  - ATMs throughout the city centre: targeting people as they are withdrawing cash for their nights out
  - Beer mats, urinal & mirror stickers, washroom posters, bar screen media, “electro jackets”, *Facebook* advertising

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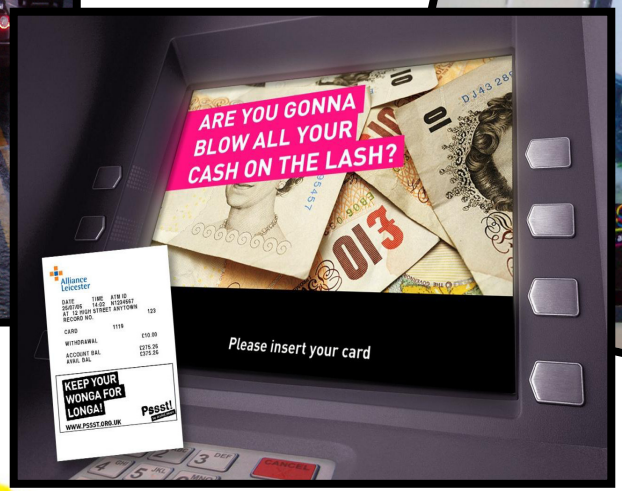

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Evaluation

- 510 face-to-face interviews in city centre bars
- Good awareness of Pssst brand: 7% spontaneous and 38% prompted recall
- Website traffic increased 3 fold during the campaign
- Awaiting stats to track effect on alcohol related A&E admissions
- Good press coverage gained locally and nationally including The Daily Telegraph
- 55% believe the adverts to be “quite to very” effective in terms of informing people about the dangers of alcohol

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2009

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Target: City centre female drinkers 18-25

Objective:

A campaign targeting 18-25 year old city female drinkers highlighting the message of personal safety and the increased risk of vulnerability to sexual assault when drunk.

Research showed:

Following previous campaigns, the messages of female vulnerability had the most impact on target audience as well as the fact that there was a lot of media focus (at the time) of the dangers of being at risk to sexual assault when drunk

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Intervention

- Concept focuses on female's vulnerability when having drunk too much and being alone

- Targeted campaign during December 09 including:
  - Information cards (with info on night buses, marshalled taxi ranks, etc) handed out to girls going home
  - In bar posters
  - Handing out of branded pac-a-macs in the evening
  - Radio advertising on Juice FM
  - Joint working with British Transport Police handing out branded personal alarms at Lime Street & Central Stations

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Evaluation

- 302 interviews conducted
- 4 in 5 had seen or heard campaigns on the danger of alcohol
- 41% recalled (unprompted and prompted) the Pssst! campaign
- 79% felt the visuals were very effective as a means of informing on the dangers.
- 81% of under 25 year olds who come into the City Centre to socialise are aware of the Pssst! brand

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Going Forward

- Strong partnerships and working group
- Recognised brand
- City-wide strategy
- National recognition
- Future campaigns to communicate impact on health
- Change the environment – focus on culture, health AND lobbying