Changing the culture around alcohol

Annual Review 2011
Achievements and future plans
About Drinkaware

Drinkaware provides consumers with information to make informed decisions about the effects of alcohol on their lives and lifestyles. Its public education programmes, grants, expert information, and resources help create awareness and effect positive change.

As an independent charity Drinkaware works with the health community, the alcohol industry, government and voluntary groups to achieve its goals.

Foreword from the Chairman

Derek Lewis

Despite falling consumption levels in the UK, tackling alcohol misuse remains a high priority and continues to be extensively debated in and out of the media. The announcement of the Responsibility Deal in March 2011 reinforced the commitment made by government and industry to support Drinkaware and its aims, with support for Drinkaware forming one of the eight alcohol pledges. Over 80 signatories pledged their support. The Drinkaware board was encouraged by this ‘stamp of approval’, which acknowledges the role Drinkaware plays in reducing alcohol misuse and alcohol related harm.

Providing further recognition for the charity during this period, Drinkaware was invited to present evidence at the Science and Technology Select Committee on units and asked to respond to the Department of Education’s PSHE review, helping to establish Drinkaware as an authoritative source for information on alcohol.

More significantly though, Drinkaware’s carefully planned and targeted campaigns have started to demonstrate the potential to achieve behaviour change. During 2012 we will be reviewing the structure and setting the future direction of Drinkaware, ensuring the organisation is fit for purpose and has the support it needs to be able to make a sustained impact on the national drinking culture.

I hope you are encouraged by the contents of this review and will continue to work with Drinkaware over the coming months, spreading the responsible drinking message through your own organisations.

The Drinkaware Board

Drinkaware is governed by a board of trustees comprising health professionals, members of the alcohol industry and independents, including the Chairman. The board’s role is to provide governance, maintain independence and deliver the charity’s strategic objectives.

Our trustees

- Alex Hunter, Another Brother Ltd
- Benet Slay, Carlsberg
- Carolyn Bradley, Tesco
- Prof David Foxcroft, Oxford Brookes University
- Derek Lewis, Chairman
- Prof Gill Valentine, Leeds University
- Helen Humphreys, Acorn Communication
- Mark Hunter, Molson Coors
- Dr Michael Wilks, Standing Committee of European Doctors
- Nick Grant, Sainsbury’s
- Dr Nick Sheron, Southampton General Hospital
- Ted Tuppen OBE, Enterprise Inns

Thank you from the Chief Executive

Chris Sorek

More than 300,000 people a month are now visiting drinkaware.co.uk looking for the facts about alcohol. This 75%* increase in web traffic from the previous year is testament to the progress made by Drinkaware in engaging and motivating all three of its target audiences to start evaluating their drinking.

108,000 adults are tracking their alcohol consumption using MyDrinkaware, our online drink diary and unit calculator, with regular users reducing their average weekly intake by more than a unit. Parents are also engaging with us online; 48,000 have accessed our website for conversation starters and age-appropriate advice as they recognise the influence their drinking has on their child’s attitudes towards alcohol. And eight out of 10 young adults are open to moderating their behaviour on a night out using Drinkaware’s sensible drinking tips.

Our stakeholders have enabled us to talk to more consumers than ever before. Grants to theatre in education, sports and community organisations helped us positively influence 800,000 consumers and bring our messages to life. A million unit measure cups, brochures, factsheets and unit calculators were distributed via the public health sector and an increase in financial and ‘in-kind’ contributions from industry extended the reach of our campaigns, targeting consumers in and out of home.

These results lay the foundations for a promising year ahead. Key to embedding and normalising these positive behaviours in 2012 will be working with you to reach more people, more often, in more engaging ways.

* 326,787 unique visits in December 2011 compared to 185,593 in December 2010
2011 Drinkaware highlights

2.8 million unique web visitors in total drinkaware.co.uk

10.5 million webpages viewed

MyDrinkaware launched
108,000 people tracking their drinking online

9,000 downloads of Good Times app voted sixth best app of 2011 by Campaign Magazine

9,000 ‘likes’

2.3 million unit and calorie calculators mailed out to target ABC1 households

10 more companies pledged their support

2011 Drinkware highlights

Nine grants awarded totalling £154,000

Launched three new campaigns

Launched new online shop

93,000 Unit measure cups distributed

713,000 Unit and calorie calculators distributed

315,000 Drink diaries distributed

25,000 Parents leaflets distributed

Drinks Business Award 2011 responsible drinking message

Expert advice on units
Evidence presented at the Science and Technology Select Commitment

In:tuition pilot launched
Life-skills education programme for schools

Your kids and alcohol
Facts and advice to help you take the right approach
Visit drinkaware.co.uk for more information on young people and alcohol

Parenting
Family Lives is a national charity providing help and support in all aspects of family life. Visit familylives.org.uk or call the 24/7 Parentline advice line on 0808 800 2222.

To talk to other parents about how they deal with talking to their children about alcohol you can visit the forum pages at dadtalk.co.uk, mumsnet.com or netmums.com.

Mental health
YoungMinds provides information and advice on young people and mental health. Visit youngminds.org.uk or call 0808 802 5544.

Sexual health
Brook provides sexual health advice. Visit brook.org.uk or call 0808 802 1234.
The FPA provides information, advice and support on sexual health, sex and relationships. Visit fpa.org.uk or call 0845 122 8690.

Other useful contacts
Drinkaware is an independent alcohol awareness charity.
Registered Charity No. 1094586.

General advice on alcohol
Drinkaware’s website offers a range of information, tips and advice about alcohol, including MyDrinkaware – a tool to find out the number of units in drinks – and a number of printed and downloadable resources. Drinkaware also has a dedicated parents’ section with more information on talking to children about alcohol. Visit drinkaware.co.uk

The NHS website has more information on alcohol and its effects. Visit nhs.uk/alcohol.

Targeted support and advice is available to help you at direct.gov.uk/whyletdrinkdecide

For young people sites.org and talktofrank.com have sections with advice and information about alcohol and young people.

Addiction
If you think your child is drinking too much, contact your GP, phone Drinkline on 0800 917 8282 or visit addaction.org.uk to find local Addaction services.
Challenging habitual behaviour

The problem
There are 17 million 25-44 year olds in the UK. Approximately 20% are drinking to ‘increasing risk’ levels.

Excessive consumption increases the risk of health harms and costs the NHS £2.7 billion a year.

Drinkaware insights
Increasing risk adult drinkers, those regularly drinking more than the government’s daily unit guidelines, drink at home to unwind after a stressful day and tend to use excuses to justify their drinking.

They have limited knowledge of the government’s alcohol advice and the health harms associated with regular over consumption. They view their drinking as normal and controllable with many rejecting the idea of daily guidelines as too restrictive. They struggle to equate the drinks they are pouring at home to units.

However, when given facts around health harms, particularly in relation to calories, liver disease and cancer, increasing risk adult drinkers are receptive to the idea of moderating their alcohol consumption.

Our approach
We developed an ‘Excuses’ digital banner ad campaign to interrupt this audience’s habitual behaviour and drive them to MyDrinkaware. MyDrinkaware is our online drinks tracker and lifestyle tool, where adults can self evaluate their drinking, receive tailored advice and set personal goals.

The tool and supporting campaign were independently evaluated by 340 MyDrinkaware users over an eight-week period:
- 83% agreed the campaign made them think about how much they were drinking.
- 79% agreed the campaign made them want to track how much they were drinking.
- 75% agreed they could personally relate to the campaign.
- All tool users increased their awareness of health harms during the eight-week period.
- All users of the tool surveyed showed some level of decline in their self-reported alcohol consumption during the eight-week period.
- Lapsed users of MyDrinkaware reported to have reduced their alcohol consumption from 4.8 to 4.5 units per day - one less drink per week.
- Active users of MyDrinkaware (30,000) reported to have reduced their alcohol consumption from 5 to 3.9 units per day – two to three less drinks per week.
- By the end of the eight-week period there was a 14% increase in the number of active users who felt more in control of their drinking.

Results
Our ‘Excuses’ campaign engaged the target audience and drove 108,000 sign-ups to MyDrinkaware.

Results
Active users of MyDrinkaware reported to have reduced their alcohol consumption from 5 to 3.9 units per day.

Campaign spend £1.4 million
Includes: digital, advertising production, communications, media, evaluation, staff and agency costs
Delivering the age of first drink

The problem
There are 3.6 million 11-15 year olds in the UK. 45% have drunk alcohol at least once, 13% in the last week.

The earlier a child starts drinking, the more likely they are to experience problems with alcohol later in life.

Campaign spend £800,000
Includes: digital, advertising production, communications, media, evaluation, staff and agency costs

Drinkaware insights
Many parents sanction the use of alcohol by children at home in the hope that it encourages a more responsible attitude to consumption and removes a taboo. Few parents are aware of the impact of alcohol on child development. Many feel confused about the right approach, but acknowledge their responsibility in educating their children about alcohol.

The average age of first unsupervised drink is 13.8 years, but most parents don’t have a plan talk to their children about alcohol until much later – or will wait until it becomes an issue.

Our approach
Many parents think they can answer questions their children might have about alcohol. Drinkaware challenged this with an interactive video which allows parents to shape a fictional conversation. It exposes gaps in parents’ knowledge and guides them to the parents section of the Drinkaware website where they can find simple facts about alcohol, conversation starters and age-appropriate advice:

• 190,000 parents viewed the interactive video (10% of the 1.9 million ABC1 target audience).
• 48,000 went through to the new parents section (a click through rate of 25%).
• 2,700 shared the video with other parents.

Results
44% of parents claimed to have had a conversation with their child after engaging with our campaign.

Results
19% agreed they would not allow their child to drink under the age of 16.

Delaying the age of first drink

Drinkaware solution
Challenge parents’ assumptions and support them to talk to their children about alcohol before they start drinking by providing them with conversation starters, facts and age-appropriate advice.

This support was also made available offline with 25,000 copies of our ‘Your Kids and Alcohol’ leaflet distributed during the launch period.

After engaging with the campaign:
• 44% of parents surveyed claimed to go on and have a conversation with their child.
• 44% of parents surveyed claimed to discuss the issues with their partner or spouse.
• 19% agreed with their partner that they would not allow their children to drink under the age of 16.
• 43% of parents surveyed said at the start of the research process they were confident they could handle any questions about alcohol. After exposure to the campaign, this dropped to 33% prompting them to seek further information.
Reseting **the social norm**

**The problem**
There are 5.9 million 18-24 year olds in the UK. Although their average weekly consumption is falling, heavy episodic binge drinking remains the social norm.

It is an integral part of their social lives and there is a strong acceptability and desirability of getting drunk.

**Campaign spend £1.7 million**
Includes: digital, advertising production, communications, media, evaluation, staff and agency costs

**Drinkaware insights**
For many young adults, drinking is a ‘social glue’ that binds friendship groups together and provides common ground. Drunken episodes are generally shared experiences and stories of drunken behaviour can be traded post event as a form of social currency.

Despite many young adults finding it difficult to stay in control of their drinking, they feel invincible rather than vulnerable. They do not appreciate that their behaviour puts them and others at risk of physical, mental and social harm.

**Our approach**
Drinkaware further developed the ‘Why let good times go bad?’ campaign this year to explicitly dramatise the difference between a good night and a bad night while continuing to offer tips and tools to help reduce drunken behaviour.

With digital being a key channel for communicating with this audience, a multifunctional mobile site and mobile app were added to the campaign. The ‘Why let good times go bad?’ Facebook page was viewed 86,000 times and a seven day takeover of the NUS homepage in September provided access to 2.5 million students.

In-kind media support from industry increased by 40% in 2011 totalling £26.5 million, exceeding the government’s target of £15 million per year for the length of this five-year campaign.

**Results**
8 out of 10 young adults are willing to adopt the campaign tips communicated to reduce binge drinking. (680,000 18-24 regular drinkers)

**Drinkaware solution**
Highlight the difference between a good and bad night and provide young adults with the tips and tools to help reduce drunken behaviours and their consequences.

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2012 plans and beyond

Our campaigns

Our 2012 creative approach and messaging will continue to:

• Interrupt the habitual behaviour of increasing risk adult drinkers with our ‘Excuses’ campaign and drive sign-ups to MyDrinkaware.
• Challenge parental assumptions about giving alcohol to under 18s and support them to have a conversation with their child about alcohol, signposting them to drinkaware.co.uk/parents.
• Devalue drunkenness among young adults and encourage safer drinking practices through our ‘Why let good times go bad?’ campaign, working in partnership to reach them before during and after their night out.

Digital will also remain the primary channel of communicating with consumers. Responding to a 200% increase in mobile phone traffic, a new mobile version of our website was launched in early 2012, enabling consumers to access our content day or night, at home or on the move. We will enhance the digital tools developed to support our campaigns, including our mobile app, to increase the frequency of their use and drive deeper engagement to cement sustained behaviour change by users.

Extending channels

Over the last three years, Drinkaware has increasingly partnered with devolved administrations, industry and the public health community to reach more consumers through their channels. In 2012, we will engage with current and prospective partners in delivering alcohol education and information at a local level, within the workplace, and in schools across the UK. These efforts will build upon current insights and seek to broaden the delivery of factual information and digital resources.

Drinkaware goals

Following the audit of Drinkaware’s past activities as required by the 2009 Addendum to our Memorandum of Understanding, we will develop an operational plan that means we continue to be the UK’s leading provider of information and education on alcohol. This will provide us with the direction to improve our ability to positively change consumer behaviour.

This will include the continued provision of best-evidenced information that is widely used by consumers, parents, professionals and others, and campaigns and digital resources that help make behaviour change possible. It will also require increased coordination and cooperation with stakeholders and government administrations at all levels to help reduce health and social harms related to alcohol and create a significantly better alcohol culture in the UK.
Financial review

Drinkaware funders
Drinkaware is funded by voluntary contributions from across the drinks industry.

- AB-InBev UK Ltd
- Accolade Wines Ltd
- Admiral Taverns Ltd
- Aldi Stores Ltd
- ASDA Stores Ltd
- Aston Manor Brewery Company Ltd
- Bacardi Brown-Forman Brands
- Bargain Booze Ltd
- Beam Global Spirits and Wine
- Beverage Brands (UK) Ltd
- Bibendum Wine Ltd
- Booker Ltd
- Brakspear Pub Company
- Burns Stewart Distillers Ltd
- Carlsberg UK Ltd
- Cellar Trends Ltd
- Charles Wells Ltd
- Concha y Toro UK Ltd
- Daniel Thwaites Plc
- Diageo Great Britain Ltd
- E & J Gallo Winery
- Enterprise Inns Plc
- Everards Brewery Ltd
- First Drinks Brands Ltd
- Frederic Robinson Ltd
- Fuller Smith & Turner Plc
- Halewood International Ltd
- Hall & Woodhouse Ltd
- Harvey & Son (Lewes) Ltd
- Hatch Mansfield Ltd
- Heineken UK
- Inver House Distillers Ltd
- J D Wetherspoon Plc
- JW Lees & Co (Brewers) Ltd
- Majestic Wine Warehouses Ltd
- Marks & Spencer Plc
- Marston’s Plc
- Mitchells and Butlers Plc
- Moet Hennessy UK Ltd
- Molson Coors Brewing Company UK
- Morrison Bowmore Distillers Ltd
- Pernod Ricard UK
- Punch Taverns Plc
- SA Brain & Company Ltd
- SABMiller Plc and Miller Brands
- Sainsbury’s Supermarkets Ltd
- Shepherd Neame Ltd
- Spar (UK) Ltd
- Spirit Pub Company
- St Austell Brewery Company Ltd
- T&R Theakston Ltd
- Tesco Plc
- The Co-operative Group
- The Edrington Group Ltd
- Treasury Wine Estates
- Wadworth Co. Ltd
- Waitrose Ltd
- Whyte and Mackay Ltd
- WM Magner Ltd
- WM Morrisons Supermarkets Plc
- Young & Co.’s Brewery, Plc

Drinkaware funding

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<th>Year</th>
<th>Number of funders</th>
<th>Financial support</th>
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<td>2010</td>
<td>51</td>
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How we allocated our funding in 2011

- Stakeholder engagement: 12%
- Campaign: Young adults: 34%
- Campaign: Parents and young people: 23%
- Campaign: Adults: 22%
- Central*: 4%
- Publications & resources: 5%

*Office, staffing and governance costs

drinkaware

Samuel House
6 St Albans Street
London SW1Y 4SQ

T: 020 7766 9900
W: drinkaware.co.uk
E: info@drinkaware.co.uk