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Introduction

Message from the Chair and Chief Executive

Sir Leigh Lewis KCB
Chair

Drinkaware’s mission, with the active help and support of our many partners across a wide variety of sectors from industry and the public services to academia and government, is to reduce alcohol-related harm.

We are a proudly independent organisation with a growing reputation for drawing upon the very best evidence based research to shape and inform the information we provide to the public around alcohol and its use.

As this Impact Report demonstrates, our wide range of initiatives, programmes and interventions are indeed helping to change attitudes to and behaviours around alcohol.

We are, however, all too conscious of the numbers of people drinking in excess of the Chief Medical Officers’ Low Risk Drinking Guidelines which is not only impacting on their own health and wellbeing but also on society more widely.

Our role as a non-judgemental, evidence based organisation to empower people to make better decisions about their drinking has never been more important.

Elaine Hindal
Chief Executive

This Impact Report showcases Drinkaware’s unswerving commitment to helping people make better decisions about alcohol.

It highlights the results that we consistently deliver in providing high quality, evidence based information and support to people of all ages and from all backgrounds across the UK.

It also focusses on our new and growing body of behaviour change work and the growth in our innovations and products which are helping increasing numbers of people to engage with Drinkaware in new and exciting ways.

Everything we do is grounded in a deep understanding of the terrain we are working in and concentrated on areas and issues where we can affect the greatest change.

We remain digitally-led and are continually looking for ways of innovating and improving. And we are continuing to work with a growing number of partners and funders who share our commitment to reducing the effects of alcohol harm.

Drinking attitudes and behaviours in this country are constantly changing – and are set to do so further still in the years to come.

Drinkaware continues to invest substantially in consumer insight and over the past three years, we have built a unique understanding of why and how people drink.

This understanding presents us with an exciting opportunity to focus our work further, on groups of people most at risk of harm, and to concentrate our efforts on making a difference.
Drinkaware Impact Report 2016        |        drinkaware.co.uk

Drinkaware is an Information Standard accredited producer of reliable health and social care information and our website is an essential resource for people looking for support and information about alcohol.

In 2016, the website had 9.2m unique visitors. 28% of respondents to our website survey said that they had visited it in order to get a better understanding of their own drinking whilst 23% wanted to reduce the amount that they are drinking (Bonnar and Larsen, 2017). Health information searches drove around 35% of the website’s traffic and 65% said that after visiting they had a ‘better’ or a ‘much better’ understanding of the effects of alcohol.

The UK Chief Medical Officers issued their low risk drinking guidelines on the 8th January 2016 and we quickly responded to update the website with this new information on the same day. Traffic to the website increased following the announcement and for the first time we exceeded 1m unique visitors in a month.

64% of website survey respondents said that after having visited they had a ‘better’ or ‘much better’ understanding of the guidance on low-risk drinking.

90% respondents said that they would recommend the website to friends or family in the future.

We re-launched the website in April 2016 to ensure that it remains current and user friendly.

The main updates include better signposting and an expanded research section. It also provides access to several digital tools to help people understand more about the impact of their drinking.

Reference

Information and advice

9.2m website visitors

1.2m completions of the unit and calorie calculator to learn more about the units and calories in their drinks

373,000 self-assessment completions

84% of website users found the information relevant

90% would recommend it to others

Drinkaware.co.uk Unique visitors


4.2 M 5.9 M 8.4 M 9.4 M 9.2 M

Drinkaware is an independent charity working to reduce alcohol misuse and harm in the UK. Write here to help people make better choices about drinking.

How can we help you today?

Information and advice

Not drinking today?  
Medical or accumulated injuries  
Full medical information  

Drinking in moderation

Drinkaware’s UK drinker segmentation analysis (Ipsos Mori 2015) revealed that midlife men were displaying particularly high levels of drinking.

The *Have a Little Less, Feel a Lot Better* campaign was launched in response to these findings in 2016. The campaign aims to encourage these midlife men to reduce their routine home drinking, by showing them how small reductions in alcohol intake can make a big difference to their health.

We also started work on the development of a Drinkaware Identification and Brief Advice (IBA) delivery kit based on an assessment of the opportunity in community pharmacies. During the initial development tests, the Drinkaware IBA was used by pharmacy staff and health champions to engage people in face to face conversations about their weekly drinking and to help them make better decisions about it.

The *Cut Back, Feel Better* campaign supported people wanting to moderate their drinking or to abstain at key periods of the year. The campaign emphasised that cutting back on alcohol can bring many health benefits, such as weight loss and improved sleep and mental wellbeing.

References
Alcohol brief intervention development

Alcohol brief interventions, also known as Identification and Brief Advice (IBA) programmes, are well evidenced and proven interventions for alcohol reduction in primary care settings (Kaner et al., 2009).

Alcohol brief interventions use a validated screening tool to identify risky drinking which is then followed up with brief, structured advice on the impact of alcohol, the benefits of cutting down and guidance on how people might start to reduce the amount they are drinking.

Traditionally delivered in Primary Care settings and by GPs, research suggested that delivering IBAs in community pharmacies could help to widen people’s access to this valuable source of advice and support (Partners in Creation, 2016).

In order to test this theory and to scope its possibilities, we partnered with pharmacies in Liverpool as well as Unique Improvements, a Salford based not for profit organisation, to develop and test a Drinkaware Identification and Brief Advice (IBA) delivery kit.

The Drinkaware IBA used experiential training to help pharmacy staff and health champions to engage people in non-judgemental face to face conversations about their drinking.

A scratchcard questionnaire was developed to help people see how much they were drinking, with the delivery staff then offering empathetic and structured advice to help people to reduce their alcohol consumption of their own accord. High-risk or dependent drinkers were signposted to local alcohol treatment services for more appropriate support.

Initial testing took place in November 2016 in pharmacies and community locations in Salford and Liverpool. The University of Sunderland is evaluating the pilot work which is to continue into 2017, involving additional delivery partners.

Phase one – pilot  November

Salford

8 Health Champion teams

4 weeks

561 AUDIT-C scratchcards completed

Liverpool

4 pharmacies

2 weeks

141 AUDIT-C scratchcards completed
The Cut Back, Feel Better campaign supported people wanting to moderate their drinking or to abstain at key periods of the year.

The campaign emphasised that cutting back on alcohol can bring many health benefits, such as weight loss, improved sleep and mental wellbeing.

People were encouraged to download the Drinkaware: Track and Calculate Units app to help them monitor their drinking in order to set and achieve goals.

We made a number of improvements to the app in 2016. A new cost tracking feature enabled people to see how their drinking was affecting their wallet and app updates reflected the UK Chief Medical Officers’ Low Risk Drinking Guidelines.

For the second consecutive year, the campaign ran over the Christmas and New Year 2016/17 period and was promoted through social media and partnerships with major supermarkets. There was also an advertising campaign on the London Underground and at train stations in the North of England.

97,226 downloads

Drinkaware: Track and Calculate Units app in 2016

Downloads since launch

380,000
Drunken nights out

Drinkaware is committed to reducing the harms and costs of drunken nights out by helping to keep people safe.

A student survey revealed that 54% women and almost 14% men aged 18-24 had experienced sexual harassment on a night out (ICM Unlimited, 2015). In 2016, we ran the second year of our **If You Wouldn't Sober. You Shouldn't Drunk** campaign to tackle the issue.

Through **Drinkaware Crew**, we’re also continuing to train staff in bars and clubs to spot the signs of alcohol-related vulnerability and to offer in venue help and support.

References
Wouldn’t Shouldn’t

In 2016, Drinkaware-commissioned research revealed that sexual harassment was the most common alcohol-related incident for female students on a night out, with 54% of all 18-24 year old female students having had experience of it (ICM Unlimited, 2015).

A significant number of male students (14%) had also experienced inappropriate or unwanted sexual comments and touching.

Both groups agreed that sexual harassment was a common occurrence on a night out.

In response to these findings, we launched a social media campaign with the online publishers, UNILAD, who are influential with young people.

Using the hashtag #gropefreenights, the You Wouldn’t Sober. You Shouldn’t Drunk campaign ran during Freshers’ Week and encouraged young people to discuss sexual harassment and to challenge its normalisation.

The evaluation showed that talking about drunken sexual harassment had increased significantly over time in the North West where we ran the campaign, whereas it had remained fairly constant in the Midlands which was the control area.

Overall, 59% of those experiencing harassing behaviours in the North West, and 63% in the Midlands, took any action in response. This remains very similar to levels seen in 2015, showing that there is still work to do on encouraging people to confront harassment (Gunstone and Fowler, 2017).

Your text here...

Stay With Your Pack

The normalisation of sexual harassment on a night out also prompted us to develop the Stay With Your Pack social media video campaign, linked to the overall ‘Wouldn’t Shouldn’t’ campaign activity.

The campaign was launched in September 2016 and ran for eight weeks in the North West of England, a region with a high proportion of younger binge drinkers.

It encouraged 18-24 year-olds to stay within their friendship groups on nights out and to keep a close eye on anyone who is drunk and potentially vulnerable to unwanted behaviour and harassment.

UNILAD also produced a bespoke video featuring this messaging which was promoted to their audiences throughout December.

Your text here...

References


Drinkaware Crew support young people who might be vulnerable as a result of drinking too much. The Drinkaware Crew help to keep people safe on a night out and their work seeks to minimise the associated costs that drunken behaviour can have on the local night-time economy.

Working in pairs, trained staff are present throughout the night, mingling in venues and offering help and support to anyone who needs it.

Drinkaware Crew launched in seven new locations in 2016. Following the University of Exeter’s evaluation of the pilot scheme, we introduced a number of improvements including new branding and standardised uniforms to make the Drinkaware Crew easily identifiable in busy venues (Drinkaware, 2017).

We worked with a range of local partners, including police forces, community safety partnerships, and established night time economy initiatives such as Best Bar None and Purple Flag.

Drinkaware Crew was also recommended by the Home Office as part of their 2016 Modern Crime Prevention Strategy (Home Office, 2016).

New Drinkaware Crew members trained

55

Total venues with Drinkaware Crew

15

Total people helped by Drinkaware Crew in venues

2,965

male (1,028)
female (1,937)

References
One in three young people aged 10-17 say they have felt encouraged by others to drink alcohol (Ipsos Mori, 2015). Whilst the recent overall trend has seen a fall in underage drinking (Fuller, 2015), we are continuing to educate young people on the risks of drinking alcohol.

In 2016, our Talk campaign gave parents and carers advice and support on how to model responsible drinking behaviours and on how to discuss alcohol issues with their children.

Through the Drinkaware for Education initiative, Drinkaware provided teachers with alcohol learning resources for students aged 9-14.

References
Parents and Underage Drinking

Overall, underage drinking is declining in the UK, and the number of 15 year-olds who regularly drink alcohol has halved over the last decade (Fuller, 2015).

The Drinkaware Monitor highlighted the role that parents play in giving their children alcohol information, advice and support (Ipsos Mori, 2015). 79% of young people reported that their parents have spoken to them about alcohol, while 58% said that they had asked their parents questions on the subject.

Through our Talk campaign, the Drinkaware website provided parents with relevant alcohol advice, information and resources. An evaluation of the online resources concluded that overall the Talk campaign has been very well received (Valentine and Harris, 2016).

In December 2016, we worked in partnership with Mumsnet who featured Talk as a guest charity campaign and who shared links to our free parental advice resources and social media channels.

Mumsnet also hosted a Facebook Live session on alcohol and children with two parent bloggers and Dr Sarah Jarvis, from Drinkaware’s Medical Advisory Panel.

mumsnet

Mumsnet Facebook Live reach

103,565

93%
of the Facebook Live audience were in the UK and primarily women aged 30-45

Unique visitors to parents page

541,000

YouTube Underage Video views

47,357

Most popular video is about friends

29,023 views

Products ordered total

156,671

References


Drinkaware for Education

The Drinkaware for Education programme provides accredited and flexible resources for teachers to use as part of Personal, Social, Health and Economic (PSHE) Education in schools.

The resources have been developed for use in both primary and secondary education settings and cover topics such as the risks and harms of alcohol, advice on handling peer pressures around alcohol and alcohol and emotional health.

The resources have been widely received (Valentine and Harris, 2016).

The Drinkaware for Education programme provides accredited and flexible resources for teachers to use as part of Personal, Social, Health and Economic (PSHE) Education in schools.

The resources have been developed for use in both primary and secondary education settings and cover topics such as the risks and harms of alcohol, advice on handling peer pressures around alcohol and alcohol and emotional health.

21,853 resources downloaded

3 x more than 2015

1087 organisations

4 x more than 2015

Overview

This lesson makes students aware of the relationship between peer pressure and underage drinking. Students will watch a video to see the reality of peer pressure in a group of young people. The lesson will be most effective if they are at times of vulnerability, such as starting to use alcohol, and talk about the impact on their behaviour. This could lead to arrest and a criminal record. Drinking could affect performance at school.

Learning objectives

To understand how peer pressure can lead to irresponsible drinking
To understand the relationship between peer pressure and irresponsible drinking
To understand the potential consequences of irresponsible drinking
To understand peer pressure and its impact on self-esteem and decision-making skills
To show awareness of the risks and harms of alcohol

Resources

Alcohol and handling peer pressure

Overview

This lesson makes students aware of the relationship between peer pressure and underage drinking. Students will watch a video to see the reality of peer pressure in a group of young people. The lesson will be most effective if they are at times of vulnerability, such as starting to use alcohol, and talk about the impact on their behaviour. This could lead to arrest and a criminal record. Drinking could affect performance at school.

Learning objectives

To understand how peer pressure can lead to irresponsible drinking
To understand the relationship between peer pressure and irresponsible drinking
To understand the potential consequences of irresponsible drinking
To understand peer pressure and its impact on self-esteem and decision-making skills
To show awareness of the risks and harms of alcohol

Resources

Alcohol and handling peer pressure
The University of Exeter evaluated Drinkaware Crew

"The evaluation project allowed us to observe this novel intervention "in action" at the point of delivery. By engaging different stakeholders—intervention designers, Drinkaware Crew, club customers—we developed a holistic insight into the intervention’s mechanisms and, through this, were able to make evidence-based suggestions for its future implementation and evaluation."

Dr Mark Tarrant, evaluation lead

Research and Impact Committee

The Research and Impact Committee provides support and guidance for Drinkaware's work and ensures that our activity is based on the best available evidence. The Committee oversees robust evaluation and determines whether our resources and efforts are being effectively applied.

In 2016, we published the Drinkaware Monitor which examined adults' experiences of and views on, cutting down on their alcohol intake.

We also completed the six month pilot of the Drinkaware Crew scheme, which was evaluated by a team led by Dr Mark Tarrant from the University of Exeter.

Committee members
Dr Timothy Walker Chair of the Committee and Drinkaware Trustee
Prof Anthony Goodman Professor in Community Justice, Middlesex University
Manita Kerrick Marketing Planning Lead for Live Well and Aging Well, Public Health England
Dr Anthony C. Moss Director of Education and Student Experience, School of Applied Sciences, London South Bank University
Dr Paul Nelson Director of Pharma and Drinkaware Trustee
Dr Paul Wallace UCL Emeritus Professor of Primary Care and Drinkaware Chief Medical Advisor
Dr Matthew Wood Principal Lecturer in Marketing, University of Brighton

Medical Advisory Panel

Drinkaware works with an independent panel of expert medical advisors to ensure that our information and advice is based on the most current medical evidence.

The Panel is responsible for providing a strategic overview of Drinkaware's medical evidence and for reviewing all content for accuracy.

The Panel is chaired by the Chief Medical Advisor who reports independently to Drinkaware's Board of Trustees and attends Board meetings in an observer role.

Panel members

Dr Mark Tarrant from the University of Exeter.
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<thead>
<tr>
<th>PAGE</th>
<th>TOPIC</th>
<th>FACT</th>
<th>DATA SOURCE</th>
<th>SAMPLE SIZE</th>
<th>POPULATION REPRESENTED</th>
<th>DATA QUALITY*</th>
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<tr>
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<td>Drinkaware website</td>
<td>84% of website users found the information relevant</td>
<td>Drinkaware website user feedback, 2016 (Bonnar and Larsen, 2017)</td>
<td>4,110</td>
<td>Website visitors</td>
<td>indicative</td>
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<td>4</td>
<td>Drinkaware website</td>
<td>90% would recommend it to others</td>
<td>Bisnarr and Larsen, 2017</td>
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<td>1.2 million completions of the unit and calorie calculator</td>
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<td>Website visitors</td>
<td>robust</td>
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<td>373,000 completions of the self-assessment</td>
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<td>Website visitors</td>
<td>robust</td>
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<td>Website visitors</td>
<td>robust</td>
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<td>8</td>
<td>Midlife male drinking</td>
<td>1.4 million (21%) out of 6.7 million target audience reached</td>
<td>Mid life men: campaign evaluation (YouGov, 2017)</td>
<td>2,934</td>
<td>Men aged 45-64</td>
<td>indicative</td>
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<td>Midlife male drinking</td>
<td>61,985 DrinkCompare completions</td>
<td>Google analytics</td>
<td>n/a</td>
<td>Website visitors</td>
<td>robust</td>
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<td>8</td>
<td>Midlife male drinking</td>
<td>66% said that the campaign had an effective message</td>
<td>YouGov, 2017</td>
<td>2,934</td>
<td>Men aged 45-64</td>
<td>indicative</td>
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<td>9</td>
<td>Identification and Brief advice pilot</td>
<td>All</td>
<td>University of Sunderland evaluation</td>
<td>n/a</td>
<td>Internal evaluation data (publication pending)</td>
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<td>All</td>
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<td>robust</td>
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<td>14</td>
<td>Wouldn’t shouldn’t campaign</td>
<td>Unlad collab reach 1,582,810</td>
<td>Audience reach analytics</td>
<td>n/a</td>
<td>National</td>
<td>indicative</td>
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<td>329 media hits</td>
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<td>indicative</td>
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<td>Wouldn’t shouldn’t campaign</td>
<td>78% of messages featured a Drinkaware spokesperson</td>
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<td>National</td>
<td>indicative</td>
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<td>Wouldn’t shouldn’t campaign</td>
<td>84% of target audience agree with the statement ‘if it’s groping when sober, it’s groping when drunk’</td>
<td>Wouldn’t Shouldn’t campaign evaluation (Gunstone and Fowler, 2017)</td>
<td>779</td>
<td>18-24 year olds in the North West of England who drink in clubs and bars</td>
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<td>Stay with your pack campaign</td>
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<td>National</td>
<td>indicative</td>
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<td>Drinkware Crew monitoring data</td>
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<td>16</td>
<td>Drinkaware crew</td>
<td>Total people helped by Drinkware Crew in venues 2,960 of which 1,028 male and 1,932 female</td>
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<td>n/a</td>
<td>Drinkware Crew activity log</td>
<td>robust</td>
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<td>Parents campaign</td>
<td>Mumsnet figures</td>
<td>Audience reach analytics</td>
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<td>indicative</td>
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<td>Parents campaign</td>
<td>Unique visitors to parents page (541,000)</td>
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<td>Parents campaign</td>
<td>YouTube Underage Videos views 47,357 and most popular video</td>
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<td>Drinkware Youtube viewers</td>
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<td>Products ordered total 156,671</td>
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<td>People who bought Drinkware Parents resources</td>
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<td>Drinkware for education campaign</td>
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<td>n/a</td>
<td>People who bought or downloaded Drinkware for Education resources</td>
<td>robust</td>
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*Data quality: note that we have indicated the quality of the data presented using these terms:
Robust: We consider the data ‘robust when we are basing the figure either on a count of the whole data set using an established methodology or a calculation based on a pre-post survey of a representative sample and ONS data for the size of the relevant population.
Indicative: We consider the data ‘indicative’ when the figure is based on analyses using findings from surveys either using a self-selective recruitment methodology that may not be representative of the total user population or where the sample is small, or when presenting media reach figures which are based on general circulation and readership figures but do not guarantee that users see or engage with the information presented.

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