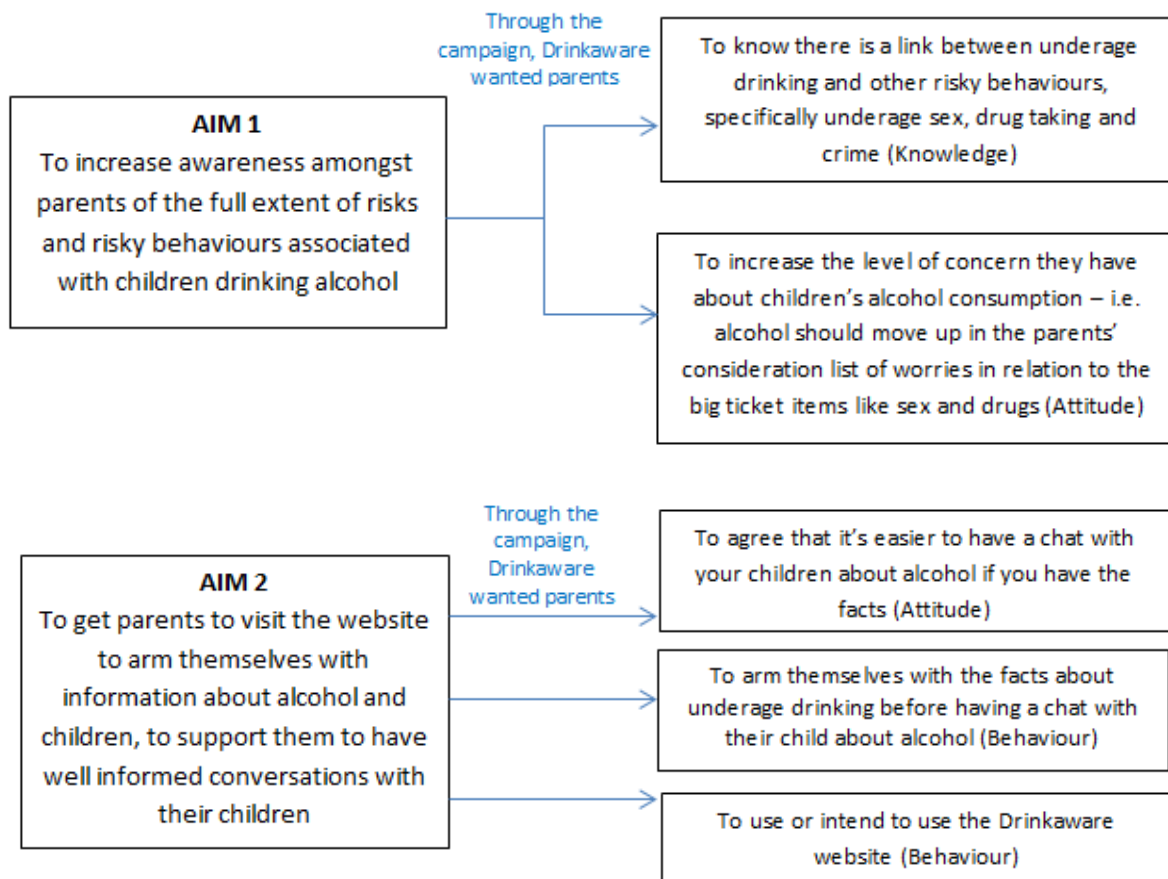


## 2014 UNDERAGE DRINKING CAMPAIGN – SUMMARY EVALUATION

Drinkaware’s campaign focused on the pivotal role parents have in influencing the relationship their child develops with alcohol, specifically by talking to them. Through the campaign Drinkaware aimed to support parents by reminding them to have conversations about alcohol with their children, to be better informed when they do and providing factual information about alcohol in an accessible way to help them structure these conversations.

Through parents, Drinkaware want to help young people understand the risks from alcohol use, which in turn will help protect them from alcohol-related harm if they choose to drink in later life. Parents need to be well informed about the harms linked to underage drinking, so that they can educate their children about these harms.



The key messages were:

- Drinking underage is associated with a number of risks, such as engaging in risky sex, being exposed to violence, getting injured and underperforming at school.
- Talk to your child about all the risks of drinking alcohol underage so that they are able to reduce the risk of future harm from drinking alcohol.
- Drinkaware can support you with the facts and advice to help inform a conversation with your child. Find out more at [www.drinkaware.co.uk/underagedrinking](http://www.drinkaware.co.uk/underagedrinking).

Drinkaware’s core target audience was the 1.6m parents with children aged 10-13 years<sup>1</sup> in the areas where the evidence of harm from underage drinking is greatest, as provided by Local Alcohol Profiles for England (2014)<sup>2</sup> (see map in Appendix). The campaign launched on 3rd November and ran for 6 weeks. The campaign strapline was: “It’s easier to have the chat if you have the facts”.

<sup>1</sup> An estimate based on 2013 ONS data.

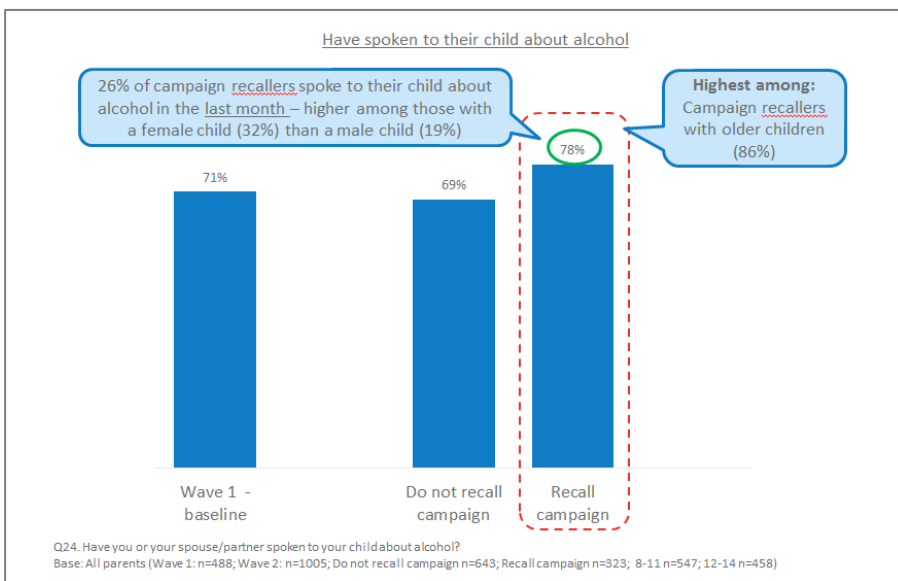
<sup>2</sup> Local Alcohol Profiles for England (2014) [Online]. Available from: <http://www.lape.org.uk/images/maps/under18s.jpg>

The campaign combined outdoor posters, GP surgery advertising, radio adverts, online and social media promotion, blogger outreach through Mumsnet and PR support. A dedicated section on the Drinkaware website was developed which includes information approved by a Consultant Paediatrician and Drinkaware’s Medical Advisory Panel, video resources and guides at [www.drinkaware.co.uk/underageddrinking](http://www.drinkaware.co.uk/underageddrinking). Drinkaware also ran two webinars in conjunction with the Royal College of Paediatrics and Child Health and Family Lives.

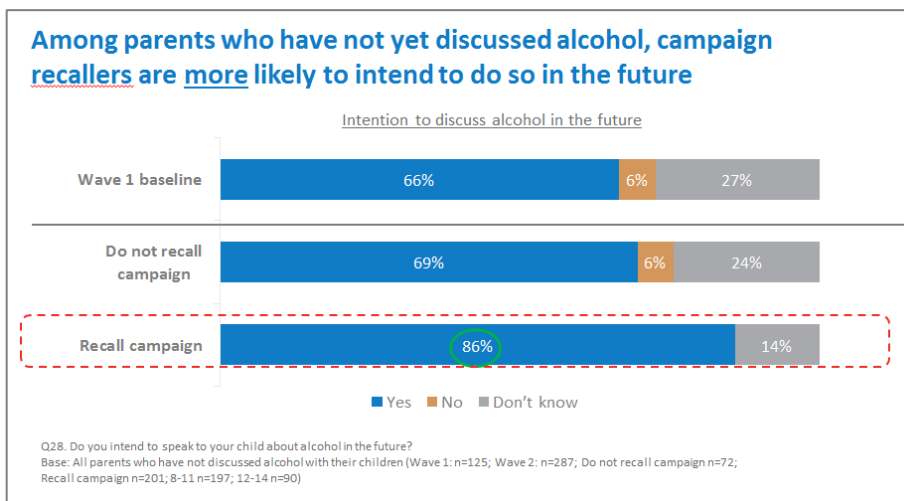
## Outcomes and Impact

The campaign was quantitatively evaluated via an online survey<sup>3</sup> of primary caregiving parents in the region whose oldest child was aged between 8 and 14. The survey was conducted in two waves; pre-campaign (n= 488) and post-campaign (n=1,005). All highlighted results are significant at the 95% confidence level.

- **Post campaign 78% of respondents (equivalent to 520k parents<sup>4</sup>) said they had talked to their children about alcohol: +7 percentage points on the pre-campaign level**



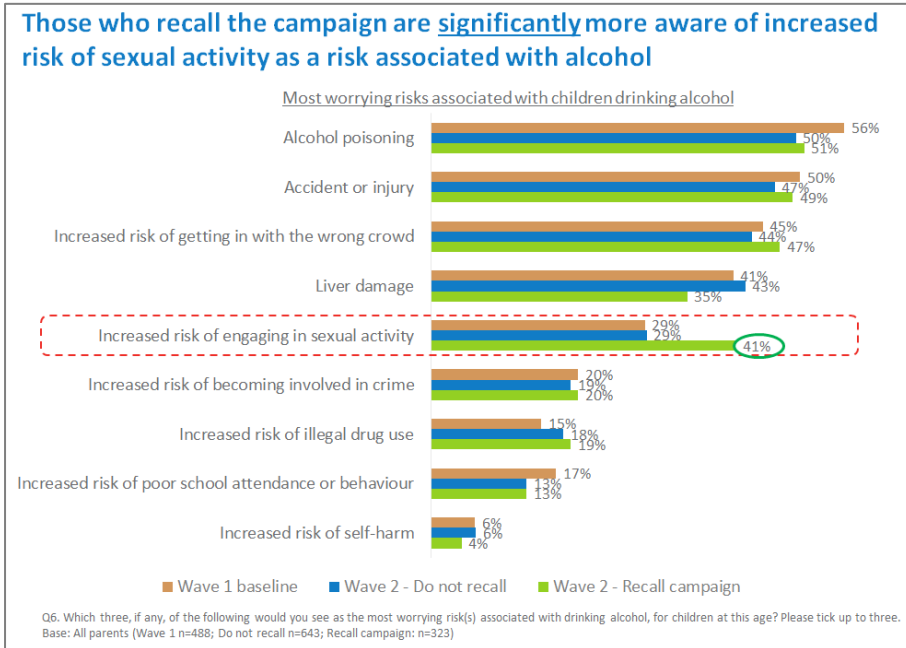
- **Post campaign 86% of respondents (equivalent to 126k parents) said they intended to have conversations in the future: +20 percentage points on the pre-campaign level**



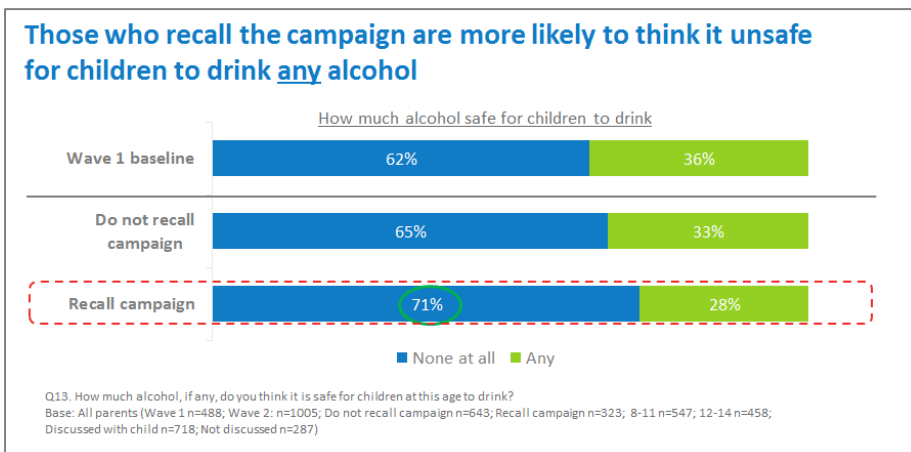
<sup>3</sup> Gunstone, B., and Piggott, L. (2015) Parents campaign evaluation [unpublished] internal document: YouGov for Drinkaware

<sup>4</sup> Number of parents impacted is calculated based on estimates of the number of parents of 8-14 year olds in the target areas. This information has been sourced from ONS 2013 mid-year population estimates. This applies throughout.

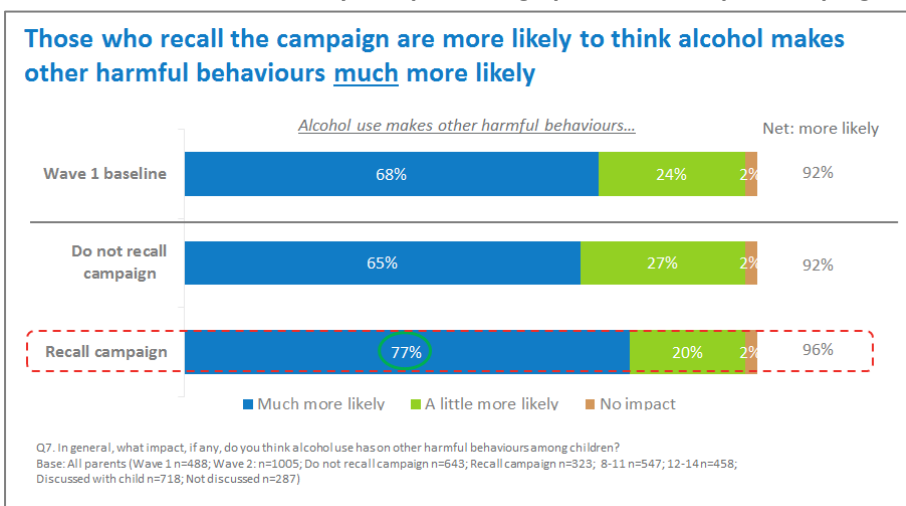
- **Post campaign 41% of respondents (equivalent to 273k parents) considered sexual activity as one of the main risks associated with children drinking: +12 percentage points on the pre-campaign level**



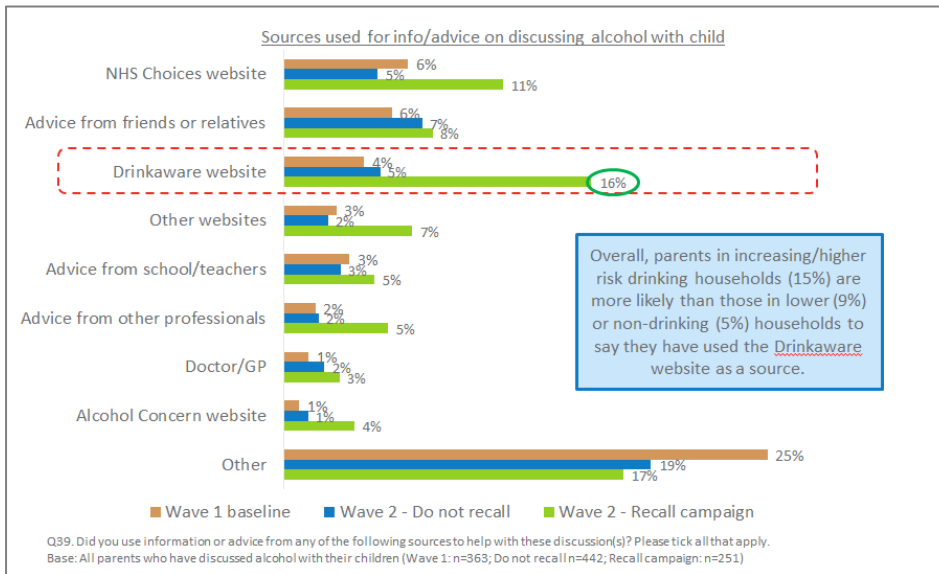
- **Post campaign 71% of respondents (equivalent to 474k parents) considered it unsafe for children to drink any alcohol: +9 percentage points on the pre-campaign level**



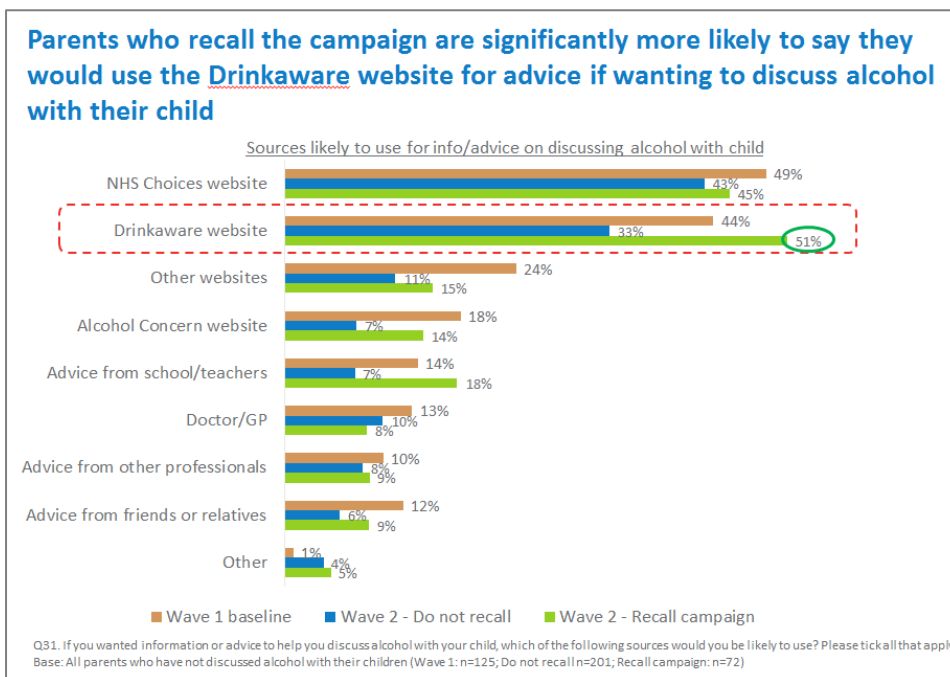
- **Post campaign 77% of respondents (equivalent to 514k parents) believed that alcohol makes other harmful behaviours much more likely: +9 percentage points on the pre-campaign level**



- **Post campaign 16% of respondents (equivalent to 83k parents) reported having used the Drinkaware website for information: +12 percentage points on the pre-campaign level**



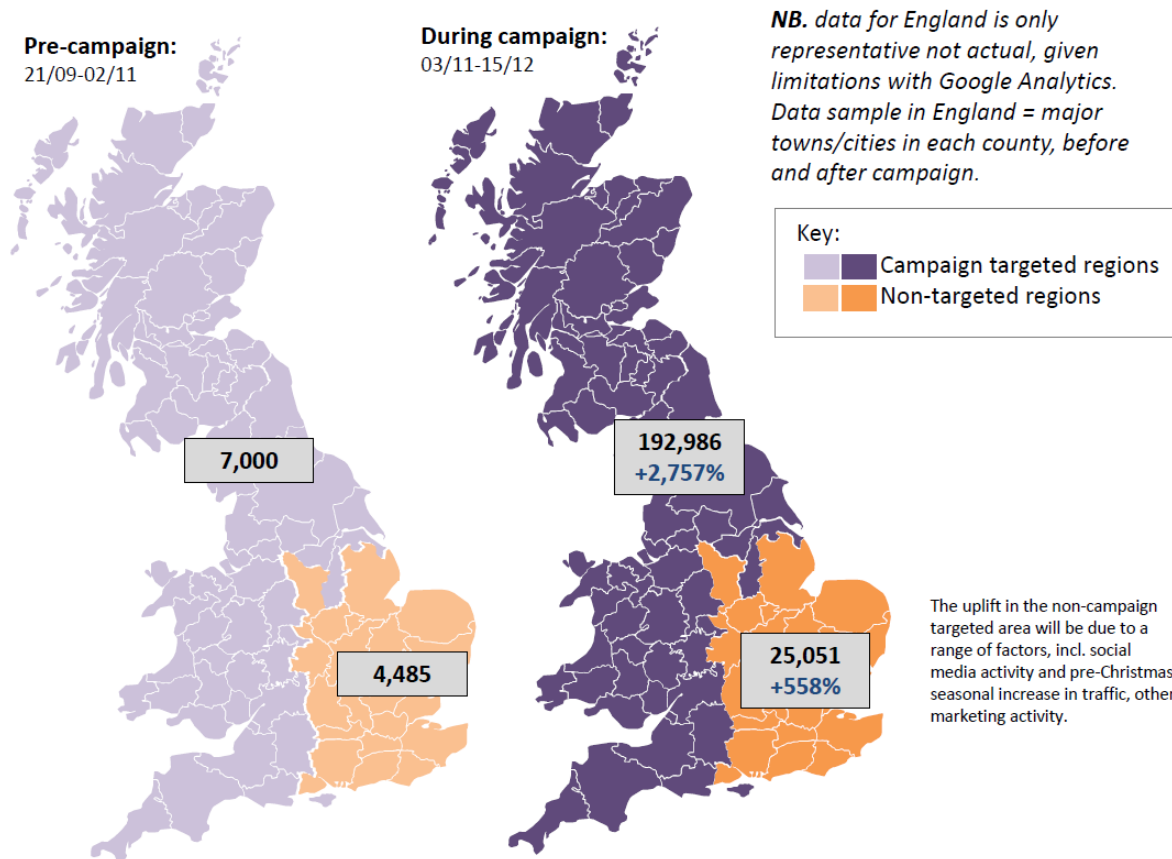
- **Post campaign 51% of respondents (equivalent to 340k parents) said they would use the Drinkaware website for advice to help with discussing alcohol with their child: +7 percentage points on the pre-campaign level**



## Visibility and Reach

- Media reach and frequency was estimated at 80% @15 OTS/OTH for parents with children aged 0-15.
- Campaign recall through the evaluation survey was 31% amongst parents with an oldest child aged 8-14. This equates to around 667,000 parents in the targeted regions<sup>5</sup>. This rose to 34% amongst mothers and 41% overall in Scotland.
- Over 450k online engagements were delivered, with 253k visits to the website pages, 218k unique visits to parent-related content and 199k engagements with social content.
- There was a 2,757% increase in unique visits to the Underage Drinking website pages in the campaign targeted areas (during the campaign period compared to the pre-campaign period).

## Unique visits to Underage Drinking website pages



## Parents' response to the campaign

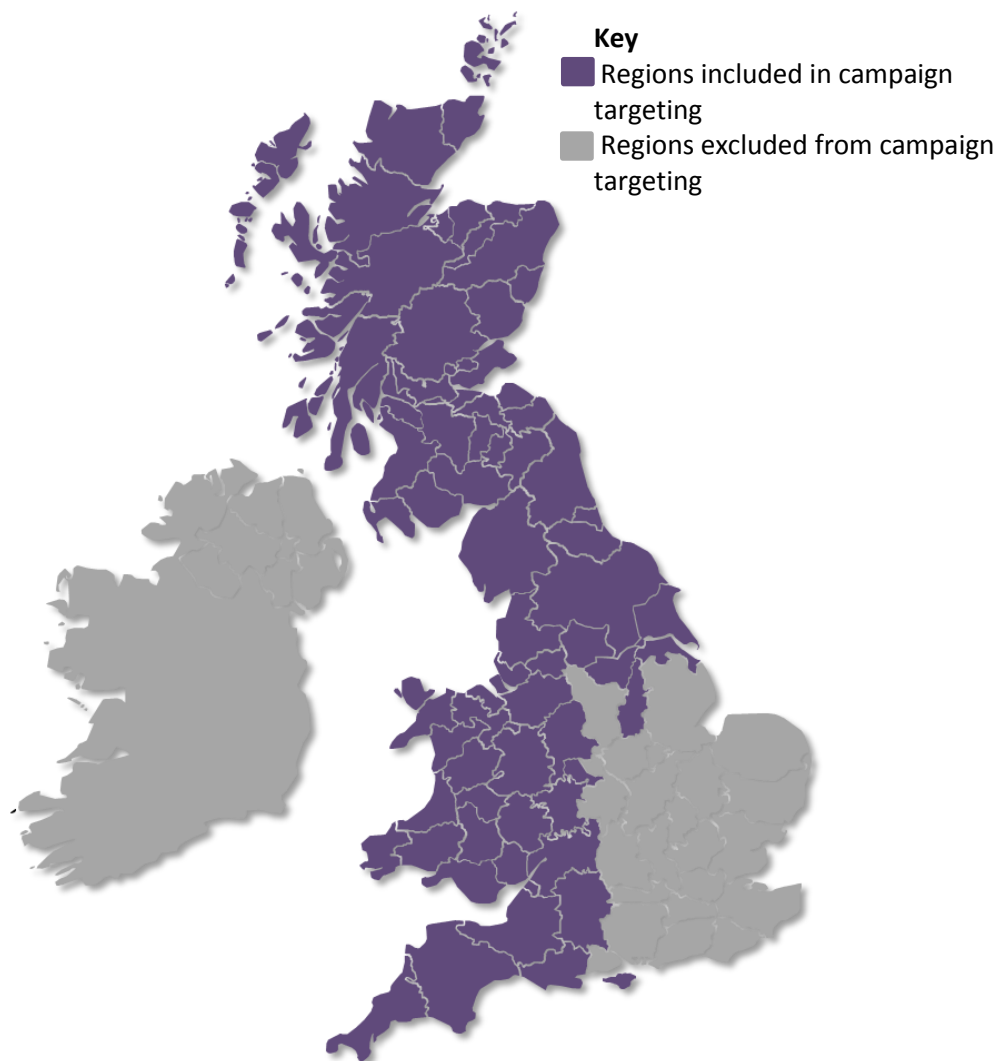
- Most perceptions of the campaign were positive, with 'thought-provoking' the most common (64%). Most respondents agreed that the message was important (85%), and clearly communicated through the adverts (83%). Many respondents (68%) agreed that the advertising 'made me realise it is important to talk to my children about drinking alcohol'.<sup>6</sup>

<sup>5</sup> Number of parents impacted is calculated based on estimates of the number of parents of 8-14 year olds in the target areas. This information has been sourced from ONS 2013 mid-year population estimates.

<sup>6</sup> Gunstone, B., and Piggott, L. (2015) Parents campaign evaluation [unpublished] internal document: YouGov for Drinkaware

## Appendix

Map of the United Kingdom showing the areas targeted based on the evidence<sup>7</sup> of where the harm from underage drinking is greatest. These were the North, West and South West of England, and Scotland and Wales.



<sup>7</sup> Local Alcohol Profiles for England (2014) [Online]. Available from: <http://www.lape.org.uk/images/maps/under18s.jpg>