

## **Moderation Nation**

A bus poster campaign to encourage moderate alcohol consumption.

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## Chapter 1

### Moderation Nation – A Promotion Campaign to Encourage Moderate Alcohol Consumption

#### Introduction – aims and objectives of the initiative

##### Health Challenge Wales

Health Challenge Wales highlights a further need to be actively involved in promoting healthy living. This recognises a new national focus to stimulate even more action for improving better health, acknowledging that health is perhaps our greatest asset. Flintshire has responded to this by developing the campaign to spread the message that drinking sensibly can avoid adverse effects of alcohol. This project contributes to national joint efforts to improve levels of health in Wales.

Health Promotion forms part of Environmental Health. Flintshire County Council's Environmental Health Department has developed a sensible drinking poster campaign in the run up to the Christmas period.

The poster campaign will run from 27<sup>th</sup> November 2006 until 7<sup>th</sup> January 2007. The posters will be displayed on the rear and on the inside of public buses. The aim of the campaign is to raise awareness of the health implications of excessive alcohol consumption. The message for this Christmas by Flintshire's Environmental Health Department is to drink moderately.

Alcohol was chosen as a campaign topic as it is considered to be an issue that contributes to a significant proportion of avoidable ill health.

Britain has a culture of binge drinking. We have the worst teenage drinking problem in Europe. Alcohol consumption is increasing, particularly among women and young people. 5.9 million people in the UK drink more than twice the recommended daily guidelines on some occasions <sup>(1)</sup>. Although drinking more than a daily average of 3 units for an adult male and 2 units for a female increases the likelihood of various diseases <sup>(4)</sup>. A measure is a half pint of ordinary beer or a single pub measure of spirit is also 1 unit <sup>(3)</sup>.

Binge drinking is becoming a big problem in the UK. Around 40 per cent of patients admitted to A&E are diagnosed with alcohol-related injuries or illnesses. Binge drinking is defined as drinking eight or more units of alcohol in one session for men, and more than six units in one session for women <sup>(5, 3)</sup>.

In the last decade there has been a marked increase in the number of women drinking to excess. Alcohol can be consumed for pleasure and relaxation and most people drink responsibly. However there are many long term effects associated with drinking too much alcohol. It is a dangerous drug which can cause physical damage and can increase the risk of getting some diseases and make other diseases worse <sup>(2)</sup>. Moderate use of alcohol can be enjoyable and a safe experience <sup>(6)</sup>.

Alcohol causes 1 in 10 of all ill-health and premature deaths in Europe. In the UK, deaths from alcohol are increasing. For example there were over 4000 deaths from liver cirrhosis (the main cause of which in the UK is alcohol). Other health effects of alcohol consumption include: <sup>(4,7)</sup>

- Arthritis
- Cancer
- Foetal alcohol syndrome
- Heart disease
- Hypoglycaemia
- Kidney disease
- Liver disease
- Malnutrition
- Nervous disorders
- Obesity
- Psychological disturbances
- Loss of brain cells
- Liver failure
- Stomach ulcers
- High blood pressure
- Some types of cancer
- Nerve damage
- Heart failure
- Epilepsy
- Sexual problems
- Infertility
- Muscle disease
- Skin problems and inflammation of the pancreas
- Worsen depression
- Mood swings
- Violence
- Suicide

## References

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3. Drinkaware.co.uk, *Questions and Answers on Responsible Drinking, 2005*, available from [www.drinkaware.co.uk](http://www.drinkaware.co.uk)
4. Institute of Alcohol Studies, *IAS fact sheet, Alcohol and Health*, available from [www.ias.org.uk](http://www.ias.org.uk)
5. National Public Health Service for Wales (2006), *Health Needs Assessment 2006*, National Public Health Service for Wales
6. National Council on Alcohol and Drug Dependence, Inc., *Alcohol and Your Health*, [www.healthchecksyste.ms.com](http://www.healthchecksyste.ms.com), accessed 20/06/2006

7. Public Health Strategy Division, Welsh Assembly Government (2005), *Health Challenge Wales, Be Part of It*, Welsh Assembly Government

## Chapter 2

### Moderation Nation – A bus poster campaign to Encourage Moderate Alcohol Consumption

#### Running an Initiative

##### 1. Initial Considerations

- Ensure objectives are specific, measurable, achievable, realistic and time bound.
- Teamwork
- Ensure that team developing the campaign meet regularly to ensure campaign runs smoothly
- Make sure that the team are all aware of the objectives and all working to the same
- Establish who you will need help from to deliver the campaign
- Are there any key partners?
- Decide on target group
- Decide how the target group can be reached
- Pick a key message
- How is the campaign going to be funded ?
- Consider other campaigns/events running in the area and see if possible to link in with any, as campaign may then have greater impact if resources pooled
- Consider time of year (Flintshire chose Christmas and New Year as this is a sociable time and many attend parties and other events at this time of year)
- Ensure any advertisement space is booked early
- Liaise with graphic design to ensure design idea developed by team is produced in the right format
- Liaise with Corporate Communications to ensure media coverage
- Liaise with Pubwatch members, ask their thoughts about the campaign

- Involving the media and by having a press release reinforces the message and explains the reason behind the bus campaign
- Keep press release short and to the point, try to include a quote from a Councillor
- Organise for a photo to be taken of the campaign poster and a picture of those who were involved in the development of the campaign. Invite Councillors and Chief Officers of department to reinforce the importance of the campaign message
- Keep clippings of any press releases
- If Council has any staff magazines try to include write-up in this as provides a large target audience
- Put information on the Council website or Infonet site about the campaign

## **2. Target Group**

The slogan chosen for the campaign was 'Let's Start a Moderation Nation' and the overall aim of the campaign was to raise the awareness of individuals in the target group (18 – 35 years of age) to the implications of excessive alcohol consumption. However as the campaign poster was on public buses it was expected that all ages would have noticed the poster therefore not restricting the campaign as negative effects of alcohol can affect all ages.

The objective was to encourage the target group to think about consequences of their decisions regarding alcohol consumption and reduce negative effects. Anticipated outcome was reduction in alcohol related illness and crime and disorder. The proposed performance measures was a small scale evaluation carried out by Environmental Health using a questionnaire survey, qualitative research, to identify immediate effects of the initiative.

## **3. Reaching the Target Group**

The bus campaign poster message tried to remind people to drink sensibly. When Flintshire County Council developed the campaign it was important to consider the graphics and the appropriateness of the message, words and poster language. The design colours followed the Flintshire colours. The cartoon style supported the message and beer pumps represented the ill effects that can be caused by excessive alcohol consumption. Flintshire Council wanted to convey the message in a creative format and Health Challenge Wales logo was incorporated to connect the campaign message to Health Challenge Wales.

Flintshire County Council wished to see the campaign raise awareness of people to drink more sensibly as alcohol consumption is a significant contributory factor with respect to a range of health effects.

#### 4. **Achieving the Desired Outcome**

Getting the message across to all ages was very important. It was hoped that the bus advert would empower individuals to have confidence in taking control over their health.

#### 5. **Who are the Key Partners in the Initiative?**

Consultation with other groups took place in January 2006, however bids for funding were unsuccessful. Therefore Flintshire County Council Environmental Health Department decided to run the campaign by pooling a portion of the budget for each of the four sections to cover the campaign cost. Even though a little money was allocated from each section to help fund the campaign development it was solely the Licensing Team and Environment Health Development Officer that organised, co-ordinated and delivered the campaign.

However if time and funds permit then the following are suggestions for partnership working:-

- Alcoholic Anonymous
- Pubwatch
- JAG Joint Action Groups
- BII British Institute of Inn Keeping
- Police
- Local Health Board
- Trading Standards

Ensure regular meetings and correspondence with all partners to ensure smooth running of the campaign.

#### 6. **How Will the Initiative be Evaluated ?**

It will not be possible to evaluate with confidence that there has been a reduction in ill health. However it is hoped that through the use of a questionnaire survey, it will be possible to establish that a portion of the local population noticed the bus poster and can remember the message. With the evaluation methodology, care must be taken with such evaluation measures, since it relies on perceptions and beliefs, however as a qualitative indicator of success it will have some value.

#### 7. **Cost of the Initiative – would it deliver value for money?**

The approximate cost of pilot project includes:-

Bus Advertisements Space	£2,000
Cartoon Graphics	£200
Press Photographer	£50
Approximate Cost	<hr/> £2250 <hr/>

The overall cost of the project was relatively low as the advert creative development and slogan were produced by the Licensing and Health Promotion team. Questionnaires and wordsearch were also designed by the team with the only costs incurred being photocopying. In addition shuttle and theatre bus cost only included that of printing in colour on A3 paper.

## Chapter 3

### Running the Bus Poster Campaign

Bus poster campaign using the slogan “Let’s Start a Moderation Nation”.

#### Preliminary Steps

Firstly the target group needed to be chosen. Flintshire County Council chose the target group (18 – 35 years of age) to raise their awareness to the implications of excessive alcohol consumption.

The team working on the project then developed the graphics idea and the slogan for the campaign. Artwork was later enhanced by Flintshire County Council’s Design and Print department. ([Appendix 1](#), [Appendix 2](#))

The slogan for the campaign was “Drink Sensibly – Let’s Start a Moderation Nation”. This was decided upon as it was short and catchy and summed up clearly what was required in order to tackle the health effects of alcohol consumption.

In addition when considering the style of the poster the design tried to be eye catching. Cartoon effect graphics were chosen over 3D graphics as easier on the eye and possibly more appealing to a broader age range.

During the design stage a lot of thought went into whether the message was easy to understand and consideration was given to the language of the promotional material. Consideration was also given to when the information would be distributed. Flintshire County Council chose Christmas and New Year as for many this is a party time thus making the message more relevant.

#### Running the Initiative

Poster campaign space was organised for the rear of 10 public transport buses and headliner space in 10 public transport buses. The campaign ran for two months from 27<sup>th</sup> November 2006 until 7<sup>th</sup> January 2007. The public transport buses used travelled across Flintshire county to allow a widespread dispersal of the sensible drinking campaign message.

The campaign was launched during the run-up to Christmas as this is a busy time and provided an immediate base audience.

In addition to the 10 public transport buses the poster was attached to the inside of 6 Flintshire Shuttle buses that are owned by Flintshire County Council and are used to transport local workers to and from work at local industrial estates. The shuttle buses run approximately 600 trips a day around the local areas therefore again allowing a large audience for the sensible drinking campaign poster message. Flintshire County Council also run a theatre bus, a poster was placed inside this bus so individuals using the bus to and from the theatre would also see the message.

There was no cost involved in using the advertisement space on any of these vehicles as they are owned by Flintshire County Council, however a request for the poster space had to be reserved early in the year.

To spread the message further a press release was issued during the first week of the campaign to explain the campaign. It was also organised for the campaign press release article to be included on the Council website and Infonet site and to be included in the Council staff's in-house magazine, in order to increase the size of the target audience.

### **Following up the Initiative**

The evaluation took place mid-January 2007 and included personal interviews involving completion of a questionnaire. ([Appendix 3](#)) The interviewer asked the question face to face with the interviewee and completed the questionnaire form. Questionnaire interviews were done in two high streets of local towns in Flintshire and at one of the local colleges.

The questionnaire was designed with a space for further comments so that respondents could offer further remarks or suggestions. Flintshire decided to carry out random sampling.

The questions were chosen carefully to ensure that they were clear and non leading. No personal details were asked on the questionnaire so the respondent remained anonymous once the form was completed. During the interview the interviewer explained that the evaluation data was for the local Environmental Health Department to establish whether the message had been seen and whether bus adverts were a successful way to get the message across.

Personal questionnaire interviews were chosen for the evaluation to reduce the amount of non-response to the questionnaires and to ensure there were significant numbers completed to provide representation of a sizable portion of the local population. 300 questionnaires were selected as a sample size.

The questionnaire was designed so that the questions were short, in order to encourage a stronger response rate.

The most important questions were asked first just in case people did not complete the entire questionnaire. The language of the questionnaire was kept easy to understand. The questionnaire used open questions in part to allow the respondent to reply in their own words. The questionnaire should provide sufficient information to evaluate the success of the campaign.

As a small thank-you gesture and as a means of compounding the campaign's message, an 'Alcohol Wordsearch' was given to those completing the questionnaire ([Appendix 4](#)). A wordsearch was chosen as they appeal to broad age range.

## Appendix 1

See attached document - [Picture of poster on bus](#)

## Appendix 2

See attached document - [Picture of campaign poster](#)



## Appendix 4

### Word Search Health affects of excessive alcohol use ...

L	F	O	E	T	A	L	A	L	C	O	H	O	L	S
T	M	Q	R	N	E	I	I	R	I	O	Y	T	O	Y
P	A	E	S	A	E	O	N	E	R	H	P	U	S	N
S	L	N	S	T	S	S	M	D	R	S	O	K	T	D
Y	N	B	U	A	A	R	O	R	H	I	G	I	A	R
C	U	D	E	V	E	U	S	O	O	T	L	D	P	O
H	T	O	I	N	S	S	N	S	S	I	Y	N	P	M
O	R	B	I	V	I	H	I	I	I	R	C	E	E	E
L	I	V	E	R	D	T	T	D	S	H	E	Y	T	V
O	T	W	A	E	N	U	Y	S	T	T	M	D	I	T
G	I	C	O	C	P	E	S	U	P	R	I	I	T	A
I	O	Y	Z	N	E	I	Y	O	U	A	A	S	E	S
C	N	A	W	A	V	R	N	V	E	W	L	E	T	A
A	W	T	V	C	N	U	P	R	Z	B	O	A	H	L
L	Y	T	I	S	E	B	O	E	P	T	O	S	L	E
D	I	S	T	U	R	B	A	N	C	E	S	E	I	R