



**WHAT  
ARE YOU  
DOING  
TONIGHT?**

## **Safer Leicester Partnership Alcohol Harm Reduction Delivery Group**

### **Alcohol harm reduction social marketing campaign**

#### **1.0 Introduction**

The Alcohol Harm Reduction Delivery Group of the Safer Leicester Partnership commissioned ICE Creates Ltd to undertake a social marketing campaign in 7 wards across Leicester City. The purpose of this paper is to update the Health Scrutiny Commission of progress to date.

#### **2.0 Background**

The Leicester Alcohol Harm reduction strategy (2009-12) set out a number of priority areas to address the high levels of alcohol harm within our city. One of these priorities was to develop a targeted campaign aimed at increasing and higher risk drinkers in some of our most deprived wards where levels of alcohol harm are particularly high. It was decided to develop a campaign based on social marketing principles and techniques.

#### **3.0 The campaign**

The aim of the campaign is to reduce alcohol related harm and encourage safe and responsible drinking habits. It is specifically targeted at;

- Increasing and higher risk drinkers aged 25-44
- Residents of Beaumont Leys, New Parks, Braunstone Park & Rowley Fields, Eyres Monsell, Castle, Freeman, or Charnwood Wards
- People for whom alcohol use is an everyday reality
- People for whom alcohol is a natural part of socialising
- People who regularly drink above recommended guidelines
- People who wouldn't call themselves dependant drinkers

The insight gained from previous work tells us that this group;

- feel patronised by traditional alcohol campaigns
- hate feeling "talked down to" and being told what to do
- Are distrustful of (but often reliant on) local authorities and Government
- Want to be treated with respect, and as adults
- Aren't interested in the long term
- Are interested in short-term results, gains and benefits
- are NOW PEOPLE

With this in mind the campaign has been developed to ensure that it is not perceived as:

- nagging
- preaching
- patronising
- concentrating on long term effects

#### **4.0 Progress and Timescales**

The campaign is currently being rolled out in the target ward areas. Local community venues and shopping centres are hosting the events. Specialist workers, experienced in delivering alcohol brief interventions and motivational interviewing, are asking local residents “What are you doing tonight?” to spark a conversation about alcohol. Using motivational interviewing techniques, workers then begin a face-to-face conversation and dialogue with residents around their drinking habits.

Residents are invited to take the World Health Organisation (WHO) Alcohol Use 10-point Audit (i.e. ‘alcohol quiz’) to screen and identify ‘increasing’ and ‘higher-risk’ drinkers, i.e. the target audience.

People identified as ‘low risk’ are given free advice, ‘top tips’, to help maintain safe and responsible drinking habits, and are entered into a free draw for a cinema package (£50 value).

People identified as ‘possible dependence’ are referred and signposted to appropriate local alcohol service providers.

People identified as ‘increasing’ or ‘higher-risk’ (i.e. target audience) are encouraged to sign-up to the ‘pledge’ to have 3 alcohol-free days a week and are given a pledge pack. The pledge pack includes, information on the social, health and financial short-term benefits; recommended drinking guidelines; exercise/calorie equivalents; potential money savings; ‘top tips’ and everyday coping strategies; sociable alternatives to drinking; key contacts and signposting to local alcohol support services; and discounts for local alcohol-free activities. Those who sign up to the pledge are also asked to become part of a cohort who will be followed up as part of the post-intervention evaluation.

Initially the external company were to set up the digital media aspects of the campaign; however LCC internal digital media team were not comfortable with this and opted to take over this aspect of the campaign. There is a webpage dedicated to the campaign on the council’s website but this is difficult to find and the project team are currently working with our internal teams to make this more prominent.

To date three events have taken place at Beaumont Leys Shopping Centre, The BRITE Centre, and Braunstone Leisure Centre.

We have some initial data from the first three events.

“Opportunities to see” the campaign - approx. 800

Number of 'We're On Tour!' flyers handed-out - 235

Number of alcohol quizzes (Audit-C) completed - 75

Number of 'Well Done You!' (people drinking within safe limits) flyers handed-out - 55

Number of referral cards handed-out - 0

Number of people taking part in the alcohol-free days pledge - 20

These results indicate that the project is on target to deliver the target cohort of 50 adults signed up to the pledge.

Julie O'Boyle Consultant Public Health

Priti Raichura Public Health Principal

### **Dates of Events**

Beaumont Leys Shopping Centre - Saturday 21 September, 9.00am - 5.00pm

The BRITE Centre - Wednesday 25 September, 9.00am - 2.00pm

Braunstone Leisure Centre - Wednesday 25 September, 5.00pm - 8.30pm

Aylestone Leisure Centre - Saturday 28 September, 9.00am - 3.00pm

Southfields Drive Sports Centre - Thursday 3 October, 3.30pm - 8.00pm

Haymarket Shopping Centre - Saturday 5 October, 9.00am - 5.00pm

New Parks Centre Library - Wednesday 9 October, 10.00am - 2.00pm

New Parks Leisure Centre - Wednesday 9 October, 5.00pm - 8.00pm

Tesco Leicester Hamilton Extra - Saturday 12 October, 9.00am - 5.00pm