

NO EXCUSE NEEDED – EVALUATION OF A SOCIAL MARKETING CAMPAIGN TO CHANGE ATTITUDES TOWARDS DRINKING AND INTOXICATION

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Introduction and Aims: The No Excuse Needed campaign was implemented by VicHealth as part of a broader Victorian government alcohol and drug strategy. The campaign targeted Victorians aged 16-29 through a positively-framed campaign of paid media, public relations, social media and stakeholder communications. It aimed to normalise moderate drinking, decrease the social acceptability of intoxication, and increase concern about Victoria's drinking culture.

Design and Methods: Formative qualitative and quantitative research was conducted to inform the campaign approach. Pre- and post-campaign quantitative data were collected via pre- (n=473) and post-campaign (n=699) online surveys of Victorians aged 16-29 who had consumed alcohol in the previous month. Exposure and audience engagement data were also collected from the media buy, social media channels and digital analytics.

Results: The campaign is estimated to have reached 46% of the target audience in Victoria. 37% of those who saw the campaign agreed the advertising made them think about Victoria's drinking culture in general, 34% took an action as a result of seeing the campaign, and 32% reported drinking less. Those exposed to the campaign, as compared to those not exposed, reported being more likely to think getting drunk was unacceptable and to think twice about getting drunk. Risky drinkers exposed to the campaign were more likely to think twice about getting drunk, think getting drunk is unacceptable, and agree they feel pressure to drink more than they want by their friends.

Discussions and Conclusions: These findings suggest that the No Excuse Needed campaign had some impact on the awareness, attitudes and behaviours of young Victorians regarding intoxication, particularly among those drinking at risky levels.

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