

Victorian Health Promotion Foundation

No Excuse Needed Campaign Evaluation



Alcohol Culture Change



Alcohol Culture Change was a two year commitment from the Victorian Department of Health.

The aim was to encourage the development of an improved drinking culture among young people aged 16-29, focusing on normative values, culture and taking a positively framed approach.



Culture change integration across VicHealth



Hello Sunday Morning

- Increase participation in the HSM program in Victoria
- Support development of 'moderation' program Evaluation of HSM program for insight into culture change

Alcohol Innovation Challenge

- Start up funding for promising approaches to create a better drinking culture in Victoria
- Four projects awarded in 2015



Good Sports

- Changing the culture of alcohol use in community sports clubs
- Accreditation system – clubs adopt policies that limit the promotion of alcohol

Creating Healthy Workplaces

- Workplace intervention to reduce alcohol-related harm in the manufacturing sector
- Focus on changing the policies and settings that support the use of alcohol



Benchmarking survey



VicHealth undertook a benchmark study in 2013, to gain insight into the Victorian alcohol culture.

The findings provide a baseline to measure impact of the project. We found that a substantial number of young Victorians:

- feel pressure by others to drink (42%)
- perceive that others drink a lot (46%)
- drink at risky levels
- do not drink to get drunk, but often get drunk (61%)
- expect that alcohol will be an important part of a wide array of events would be disappointed if alcohol wasn't provided at many of these events
- accept intoxication both in general and at some events.

Social Research Group 2013 Literature review – best practise on social marketing interventions



Two phased approach



Phase One – Name That Point

- Ran from Dec to Apr 2014
- Engaged the public in an online, frank and open conversation about the alcohol culture in Victoria
- Provided insights for development of phase two.



Phase Two – No Excuse Needed

- Ran in two bursts, Sept to Oct 2014 and Jan to Feb 2015
- Large scale mass media campaign, challenging the social norms around drinking and taking a positively framed approach.

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No Excuse Needed - Key Objectives



No Excuse Needed was designed to enable a cultural shift among young Victorians aged 16-29 regarding alcohol and drunkenness.

Cultural Change Objectives:

- decrease the acceptance of intoxication
- increase the acceptability of moderate drinking
- decrease the mean estimation of weekly peer drinking
- increase concern about Victoria's drinking culture
- prompt reflection about own and peers drinking behaviour

Campaign Reach Objectives:

- Reach at least 20% of target audience via the campaign

Message take out Objectives

- Strong message take out / understanding of main campaign message

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Creative idea research



An initial online survey with 270 young Victorians was conducted.

This gauged reaction to six initial campaign ideas to ensure that the creative concept would be well informed and developed.

Two successful creative ideas were then developed into concepts – these were:

1. "Less and less people are drinking to get drunk" (No Excuse Needed)
2. "Have you met yourself drunk?"

These concepts were tested across two online groups and six face-to-face focus groups.

They were rated on their impact and ability to achieve the primary objective: *To increase the acceptability of moderate drinking and decrease the acceptability of drunkenness, by using a positively framed approach.*



Evaluation methodology



VicHealth commissioned two online surveys of young people aged 16-29 to evaluate the campaign's effectiveness.

- First survey in September 2014 (n=450), before campaign launch
- Second survey (n=699) in late January/early February
- Respondents must have consumed alcohol in the previous month to complete survey (approx. 78%), making this a purposeful sample of young Victorian drinkers
- In the post campaign survey, 46% recognised the No Excuse Needed campaign, allowing for analysis of campaign recognisers (n=326) v. non recognisers (n=373)
- Respondents who reported drinking five or more standard drinks on a single occasion (risky drinkers) and those who had consumed no more than four standard drinks (low risk drinkers) were also compared.

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Campaign creative



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Campaign delivery



Delivered in two bursts Sept/Oct 2014 and Jan/Feb 2015, via:

- Cinema advertising
- Culturally and linguistically Diverse Print
- Radio spots– metro and regional
- Outdoor advertising
- Digital advertising
- PR & media
- Social media
- Stakeholder promotion



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Campaign reach

From advertising activity in Cinema, Out of Home, Print, Radio, YouTube, digital display and social media, the campaign achieved...



| Measure | Target | Achieved |
|--|---------|----------|
| Recognition rate amongst target audience | 20% | 46% |
| Video views on YouTube | 110,000 | 175,616 |
| Digital paid advertising views | 400,000 | 878,791 |
| Social media interactions | 135,000 | 191,362 |



Key message takeout

Without prompt **58% of the target audience** understood the main message...

'you don't need an excuse when you don't feel like drinking.'



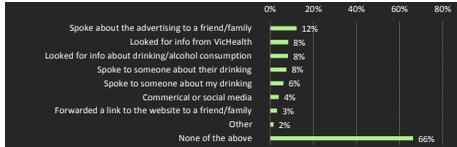
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Behaviour change

A welcomed finding from the evaluation was that one third of those who saw the campaign subsequently took action as a result.

- One third (34%) took an action as a result of seeing the campaign.
- One third (32%) of people are drinking less alcohol since seeing the campaign.
- One in ten risky drinkers agreed they looked up information about drinking / alcohol consumption



Source: VicHealth No Excuse Needed Evaluation Q25. As a result of seeing this advertising did you do any of the following? (N=66)
 Risky Campaign: Respondents (n=126) Risky drinkers (n=142) (see risk (n=202))

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Clear attitudinal differences were evident among those who had seen the No Excuse Needed campaign, compared to those who had not.



Those who saw No Excuse Needed more likely to agree that getting drunk is unacceptable.
 (28% saw NEN vs. 21% did not see NEN)

Those who saw No Excuse Needed more likely to express concern for Victoria's drinking culture.
 (67% saw NEN vs. 58% did not see NEN)

Those who saw No Excuse Needed were more likely to express concern about their own drinking
 (32% saw NEN vs. 26% did not see NEN)

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Clear attitudinal differences were evident among those who had seen the No Excuse Needed campaign, compared to those who had not.



Those who saw No Excuse Needed more likely to agree that they often think twice about getting drunk.
 (65% saw NEN vs. 51% did not see NEN)

Those who saw No Excuse Needed more likely to agree they like to control how much they drink.
 (80% saw NEN vs. 73% did not see NEN)

Those who saw No Excuse Needed more likely to disagree that they feel they need to have a drink to have a good time.
 (58% saw NEN vs. 49% did not see NEN)

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Key Objectives of No Excuse Needed.

The majority key objectives of the No Excuse Needed campaign were met.



There have been some promising shifts in the culture markers:

- > decrease the acceptance of intoxication ✓
- > increase the acceptability of moderate drinking ✓
- > decrease the mean estimation of weekly peer drinking ✗
- > Increase concern about Victoria's drinking culture ✓
- > prompt reflection about own and peers drinking behaviour ✓

Campaign reach was exceeded:

- > Reached more than 20% of target audience ✓
- > Reached more than 110,000 video views on YouTube ✓
- > Reached more than 400,000 digital paid advertising video views ✓
- > Reached more than 135,000 social media interactions ✓

Achieved strong key message understanding among the target audience. ✓

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Questions

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