

# STAKEHOLDER UPDATE 13

JANUARY 2009

## **Spotlight on regional media coverage**

Local media were out in force last month as bespoke Know Your Limits regional campaigns, highlighting the potential consequences of binge drinking, launched in Durham, Grimsby, Stevenage and Stoke-on-Trent. Securing media coverage has been an important part of each campaign to help spread the Know Your Limits messages to a wide audience.

In Durham, the launch centre piece was an eye-catching shop mannequin, showing a young woman in a drunken state, which was placed in the window of a high footfall location in the city centre. A photo call was held for local media which led to extensive coverage, including BBC TV (Look North), local BBC and commercial radio stations, regional newspapers, as well as BBC News Online and the Channel 4 news website.

Photocalls were also held in Stevenage and Stoke, both of which attracted wide-spread media coverage. Three further areas – Barking & Dagenham, Dorset and Southampton – will be launching activity in the coming months.

## **Clothes Show Live**

As you will know from December's newsletter, the Know Your Limits binge campaign took a stand at Clothes Show Live 2008 from 5-10 December in Birmingham. The stand consisted of a variety of tasks and interactive pieces that encouraged people to think about their behaviour and personal safety when drunk, including trying to apply make up and put a key in a door wearing goggles which blur your vision. Both tasks made people think about how alcohol can affect them, for example by compromising their personal safety.

## **Targeting binge drinkers in Thames Valley**

We are working in partnership with Thames Valley police to target 18-24 binge drinkers in several of the forces' local police areas including High Wycombe. Building on the successful street theatre activity we developed in Nottingham back in 2007, we are working with local drama colleges to recruit young actors to perform a series of scenarios depicting the consequences of a night out.

Following the activity we will be producing materials to inform officers in Thames Valley as well as other forces in the country. The activity is due to take place in March – further details will be included in the next KYL e-newsletter.

## **Know Your Limits Units campaign**

### **Pharmacy campaign pack launch**

We have produced a campaign pack for community pharmacies and their staff to use to promote awareness of the units messages to the general public. Community pharmacists play an important role in delivering health messages to the public and we have included in the pack ideas and information about how pharmacies and staff can run their own campaigns.

You can download the pack from the stakeholder website [www.nhs.uk/alcoholstakeholders](http://www.nhs.uk/alcoholstakeholders) or from the Primary Care Contracting website [www.pcc.nhs.uk](http://www.pcc.nhs.uk)

### **PR activity**

Over Christmas we issued research showing that two in five drinkers (41%) are concerned about how much alcohol their friends and family drink. The YouGov survey, which you may find useful to reference, also showed women are more likely to worry than men about others drinking too much (46% vs 36%), and younger people actually worry more than older people: 45% of 18-34 year olds are concerned, compared with only 36% of those over 55.

In January we have been talking to the media about the feature idea of "Pledge Partners" – friends who team up to support each other to keep to their recommended limits. Alongside this, we ran a debate on the health risks and benefits associated with alcohol for the Medical Journalists Association. Prof Mark Bellis, Director of the Centre for Public Health at Liverpool John Moores University, and Prof Roger Corder, author of The Wine Diet, spoke.

We have also arranged for a debate entitled "Does the media make you reach for the bottle?" to take place later in January. The event, organised in association with Portman Group and Editorial Intelligence, invites journalists and stakeholders to discuss the media's role in influencing our alcohol consumption.

There will also be a campaign story issued on the sensible way to return to drinking after a January "detox", timed to achieve coverage around 1 February.

# STAKEHOLDER UPDATE 13

## JANUARY 2009

### Artwork now available

Artwork for the units campaign materials is now available for you to download from the stakeholder website via a password protected area. To access this password, please email [knowyourlimits@forster.co.uk](mailto:knowyourlimits@forster.co.uk) with details of your local campaign activity and how you intend to use the artwork. Please note that zipped artwork files are in Adobe InDesign format and can only be downloaded if your system is compatible with this software.

### Using the KYL campaign creative locally

We have seen a significant rise in the number of requests for the KYL logo and materials to support local binge and units campaigns, so we hope that making the artwork available on the stakeholder website will make it easier for you to get hold of our creatives.

To ensure your campaign is as effective as possible, please make sure you use the right campaign materials for your audience. For example:

- KYL Units materials should be used to support campaigns targeted at the general public but mainly over 25s, to raise awareness of units of alcohol and how they relate to today's drinks, servings and lower risk drinking guidelines.
- KYL Binge materials should be used to support campaigns aimed at 18-24 year old binge drinkers, to highlight the possible negative consequences of drinking excessively.

Whilst we actively encourage people to use the logo and artwork, it is important for us to ensure that it is used appropriately and reflects the key campaign messages. We would not endorse the use of the logo on, for example, beer mats or branded t-shirts for bar staff serving drinks, as this could provide mixed messages. In addition, the KYL logo should not be adapted in any way, for example to include a local organisation name. We have produced brand guidelines for both binge and units campaigns which are available to download from the stakeholder website, [www.nhs.uk/alcoholstakeholders](http://www.nhs.uk/alcoholstakeholders).

### Sharing ideas

An innovative DVD, 'Smells like Teen Spirit', has been launched to highlight the risks associated with heavy drinking. Windsor and Maidenhead DAAT, Thames Valley Police and A-level Media Studies students at Altwood Business and Enterprise College in Maidenhead worked together to develop the film which explores issues of purchasing alcohol, relationships and personal safety. The DVD also encloses an SAE which can be posted back with thoughts on the discussion. For more information please contact: [daat@rbwm.gov.uk](mailto:daat@rbwm.gov.uk)

### What we need from you

We are really keen to share your best practice with colleagues across England. Each quarter we will be announcing the Campaign of the Quarter – we welcome your entries so we can showcase your work. We'll be looking for campaigns that show how an activity has tackled a problem and made a tangible and measurable difference. Please email your campaigns to [knowyourlimits@forster.co.uk](mailto:knowyourlimits@forster.co.uk)

We are always happy to hear from you, so please stay in touch with us via email [knowyourlimits@forster.co.uk](mailto:knowyourlimits@forster.co.uk) or phone 020 7403 2230.