



drinkaware



djs
research

IBA Evaluation

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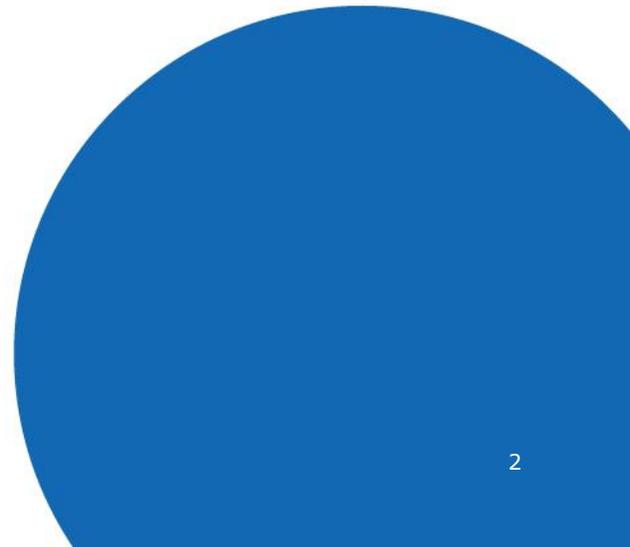
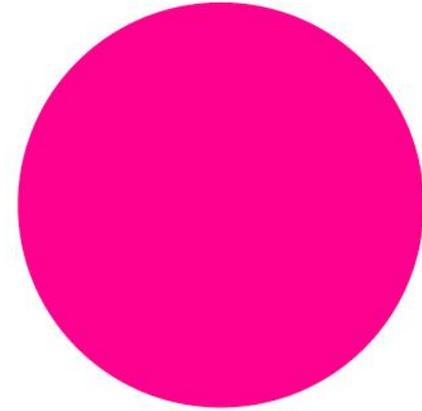
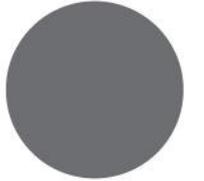
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Project background & objectives

Drinkaware provides a variety of tools to help people better understand their drinking. These include online tools such as the MyDrinkaware app and physical items such as Unit measuring cups.

A key way in which Drinkaware supports people to understand their drinking is the use of Identification and Brief Advice (IBA's). These are evidence-based interventions that help identify if someone is at risk and delivers brief advice.

In partnership with Budweiser Brewing Group UK&I, Drinkaware delivered a series of IBA events in late 2022, in Salford and Bolton. These two areas have been identified as over indexing in key measures of alcohol harm versus the national average. The overarching aim of the intervention was to help those at risk make more informed choices with regards to alcohol consumption.

Research was required to provide an independent assessment of the IBA events in Salford and Bolton. The events included a digital scratchcard and handing out 'goodie bags' containing a unit/calorie calculator wheel, unit measuring cup, trolley token and pen.

This evaluation explored:

- **Did the intervention proceed according to plan?**
- **What was the impact of the intervention on the members of the public involved?**
- **What can we learn further or wider executions of similar schemes?**





Method

A qualitative approach was utilised to evaluate the IBA events, enabling us to explore in-depth experiences, perceptions and impact. More quantifiable metrics (i.e., number of digital scratchcards completed) have been collected by Drinkaware at the IBA events.

On the day – observation and intercepts

Researchers from DJS Research attended IBA events in Bolton and Salford, in order to **gain 'in the moment' feedback**, both through observing the stand in situ, and intercepting participants on the day once they had completed their interaction at the stand.

In total we completed **59 interviews** across 4 days, in addition to observation.

Here, participants were asked if they wanted to take part in a follow up telephone interview.

Follow-up depth interviews with participants

18 x 30-minute telephone interviews were completed with members of the public who had participated in the intervention in some way.

Participants who were increasing/high risk were prioritised for interview.

This stage was designed to **understand the potential longer-term impact** of their experience, including overall perceptions of the intervention and use of materials or information after the event.

In-depth interviews with the project team

6 interviews were completed with the project team, including stakeholders from Drinkaware, Budweiser, and the NHS. Lasting 45-60 minutes, interviews explored **perceived successes and challenges** of being involved with the IBA events.

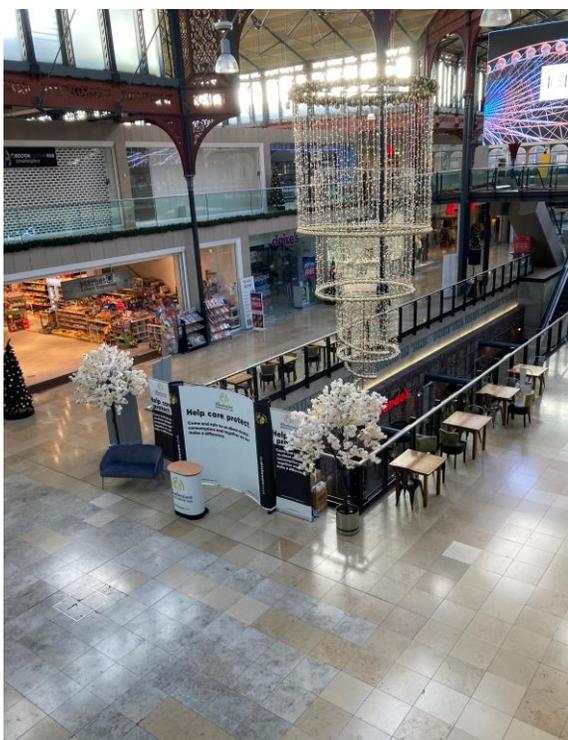
Findings from these interviews have been incorporated into our research findings throughout this report.



IBA stands in-situ

Initially, the events were going to be split broadly evenly between Bolton and Salford. However, as the events progressed, it became clear that the events were more relevant in Salford, and received higher footfall, so later events were rearranged (following national train strikes) to take place there instead, to maximise the impact. In addition, some of the planned events had to be cancelled due to circumstances beyond the team's control.

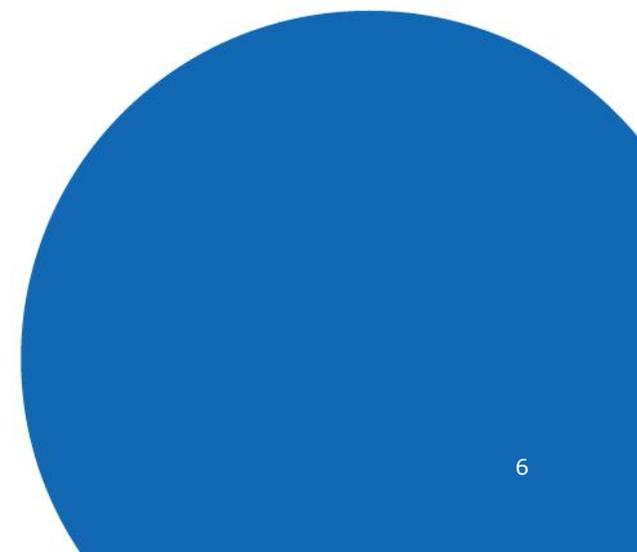
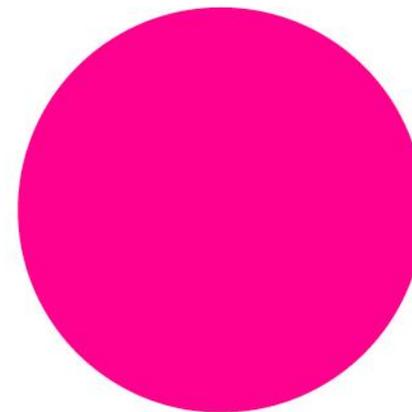
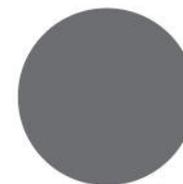
Bolton (8 November)



Salford (evaluation took place at events on 10 November, 7 & 8 December)



Executive Summary





Executive Summary: key findings

This report summarises the independent evaluation of a series of IBA events held during November and December 2022 in Salford and Bolton.

- The IBA events should be considered a success. Whilst not all dates went ahead as initially planned, the response rate exceeded expectations and there is evidence of participants making more considered choices about alcohol.
- Human interaction was a key factor in the success. Staff members were praised for being friendly, welcoming, authentic and knowledgeable. Conversations often went beyond simply the completion of the digital scratchcard as members of the public opened up about their experiences.
- The Budweiser logo was a key draw initially, piquing curiosity. The goodie bags then further encouraged people to visit the stand, enabling staff to open a dialogue. Finally, the Drinkaware branding helped to reassure participants.
- The informal, non-judgemental tone was clear and resonated strongly with the target audience.
- The digital scratchcard was considered straightforward to complete (with some assistance regarding units) and the overall impression was that the majority of participants answered honestly.
- The information and advice was pitched at the correct level, and considered trustworthy.
- Evidence of some initial scepticism regarding Budweiser's true motivations, however the co-branding with Drinkaware and reassurance from staff largely allayed any concerns.
- In the follow-up interviews with participants, recall of the information and advice was high.
- Claimed usage of the Drinkaware tools and other free gifts was also high.
- Many participants shared the information with friends and family, with the goodie bag often serving as a conversation starter.
- The majority of participants who initially claimed they would make a change, had done so.
- The intervention also served to send a message to the local community that somebody cares and wants to help.
- Finally, the staff members involved described their experience as hugely rewarding.



Executive summary: recommendations

Logistics

- Identify shopping precincts similar to Salford Shopping Centre; highly relevant to the local demographic, with good footfall.
- Trial IBA interventions at different times of the year to make a comparison.
- Ensure sufficient time and resource is dedicated to the set up and delivery, to both share the workload and also have contingency plans in place.
- Use the same goodie bag approach in the future.

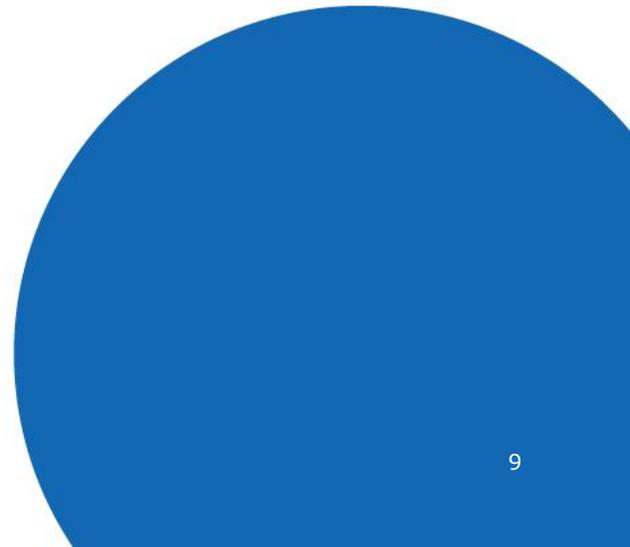
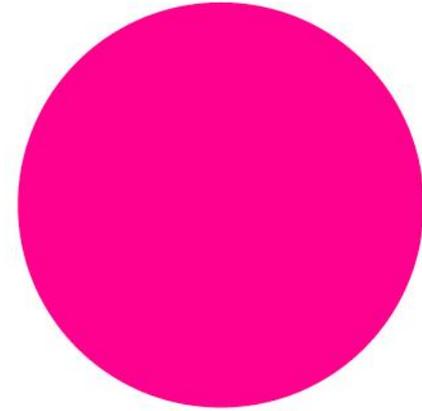
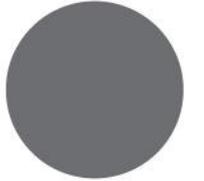
Staff

- Passionate and knowledgeable staff are crucial to the success of local community interventions, to both engage and educate participants.
- For a similar sized intervention, 3 people present on the day is the ideal number.
- Encourage staff from within Drinkaware and Budweiser to take part – not only to resource the project but for the rewarding, personal development opportunity.

Branding

- Co-branding between Budweiser (yellow, not red) and Drinkaware is recommended.
- An NHS presence at the event is important, but tri-branding is not recommended. The intervention is an opportunity to reach out to people in a more informal way, separate from perceptions they may have of GPs/the NHS.

Stand set up and logistics





A manned stand is an effective way to reach people in a community setting

Across all the days observed, onsite teams were **proactive** in terms of **approaching any and all passersby**. This is a key reason for the high number of people reached – stopping without staff interception was significantly less common.

Whilst not everyone wanted to stop, the team were **rarely waiting around** with nobody to speak to. There was sufficient interest in the stand to keep most of the team busy for the duration of the intervention.

There was a **good willingness to participate** from enough people that the stand was at capacity for much of the day (particularly Salford). There was also a **snowball effect**, where passersby were more likely to slow down and stop if there was someone else already engaging with staff – **this created buzz**, highlighting the **interactive and informal nature** of the stand.

“I stopped because this nice young man asked me to, he was very friendly”

Salford participant

“Basically I’m nosey! I wanted to see what was going on”

Salford participant

Recommendation: The stand being *busy* resulted in the stand being busy. Ensuring the locations are in high-traffic areas, and the onsite team are proactive in approaching passersby, is key to the success of these projects.



There were some fundamental differences between locations, impacting footfall and reach

	Salford (10 November, 7 & 8 December)	Bolton (8 November)
Shopping centre	<ul style="list-style-type: none">• Busy most of the day• Mix of essential (Aldi, Boots, Post Office) lower cost (Home Bargains, Pep&Co, charity shops) and small shops (local florist, vape shop), as well as food to go (KFC, Subway)	<ul style="list-style-type: none">• Considerably quieter compared to Salford• Leisure-centric, with more fashion (Footasylum, H&M, Pandora) and lifestyle shops (Hotel Chocolat, Smiggle), as well as casual dining (Prezzo, Nando's)
Demographics	<ul style="list-style-type: none">• Skewed somewhat older	<ul style="list-style-type: none">• Mixed but skewed older
Willingness to participate	<ul style="list-style-type: none">• High level of curiosity around the stand, and good willingness to participate• For those who approached but didn't take part, uptake of a goodie bag was good	<ul style="list-style-type: none">• Less interest in stopping, with lower willingness to participate generally• Some simply took the goodie bag
Location of stand	<ul style="list-style-type: none">• Received good foot traffic• Near one of the main entrances, next to multiple bus stops• Near food outlets and opposite Boots, capturing those on a range of missions from lunchbreaks to prescription collection	<ul style="list-style-type: none">• Location of stand in a main thoroughfare, in the middle of the shopping centre• However, low footfall in the centre overall



Participant views on locations reflected these differences

Bolton participants felt less of a link between the stand and the location.

- Participants in Bolton felt it was 'nice to have' a social-good presence in the centre, rather than it being especially relevant to the area.

The stand felt very relevant in Salford, with a clear link between the area and the purpose.

- Salford residents described the area as having high levels of economic deprivation and visible social issues, including addiction and alcoholism.
- Some felt very grateful that the stand was there, reaching out to people who might be in need.

In both Bolton and Salford, there were no suggestions of other locations in the centre that would have worked better.

- In Salford, some suggested similar schemes would benefit from being in a grocery setting, or even closer to nightlife – however, this was with a view to expand the reach, and not replace the location in a shopping precinct.

"There's a lot big drinkers in Salford. Times are hard, people turn to drink"

Salford participant

"Salford is a pretty deprived area, we have a lot of drink problems here"

Salford participant



There were significant logistical challenges faced throughout the project, including on the day

Planning stage

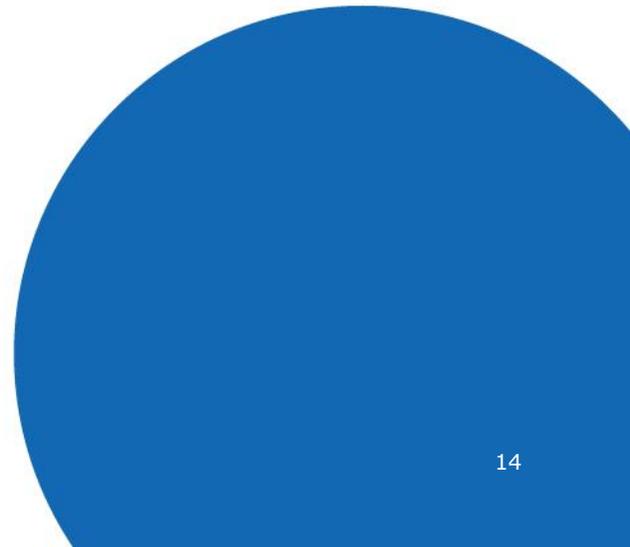
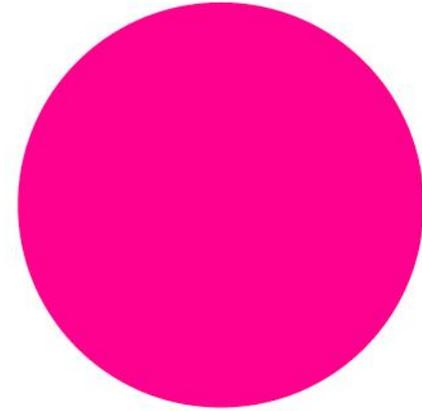
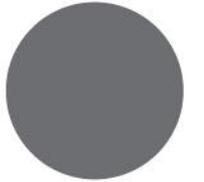
- The set up for the events was time intensive, with multiple moving parts and **logistical considerations**. Events beyond the team's control (e.g. train strikes, staff illness) resulted in the need to re-schedule or cancel some of the dates.
- A **significant amount of resource was required** from stakeholders during the planning phase, and then to ensure the stand was manned appropriately on each date.

On the day

- **Three staff members were needed** to man the stand, in order to ensure the intervention was effective. Not only in terms of **safeguarding** (e.g., ensuring that there are two people together at any time when one person needs a break), but in terms of **reach**. Any fewer than three staff at the stand would not have been able to manage the volume of participants on the day.
- There were **some concerns about security**. Practically, tablets and staff personal items couldn't be left unattended at any point, which added an additional layer of responsibility to manage in addition to running the stand.

Recommendation: For future iterations of the project, do not underestimate the amount of resource required in the planning phase, and for last minute changes. Ensure at least 3 members of staff will be available on each day.

Reasons for engaging with the stand





The Budweiser presence drove interest, due to the size of both the logo and the brand itself



Most interesting part of the stand from a distance



- Whilst there were a range of reasons for initial interest in the stand, **seeing the large Budweiser logo was the most compelling element for most people**
- In addition to being a **recognisable** and **broadly appealing brand**, the fact that it was **not in the 'known' Budweiser brand colours** piqued curiosity
 - Some thought that they were promoting or giving away a **new product**, with some thinking it would be an alcohol-free beer
 - Some also mentioned possible the links to the football World Cup
- As so many were initially interested in the stand due to the Budweiser logo, **almost everyone expected something to do with alcohol**. However, none who were initially tempted by the Budweiser logo reported guessing it was going to be about alcohol awareness.

"Just seen the word Budweiser haven't I"

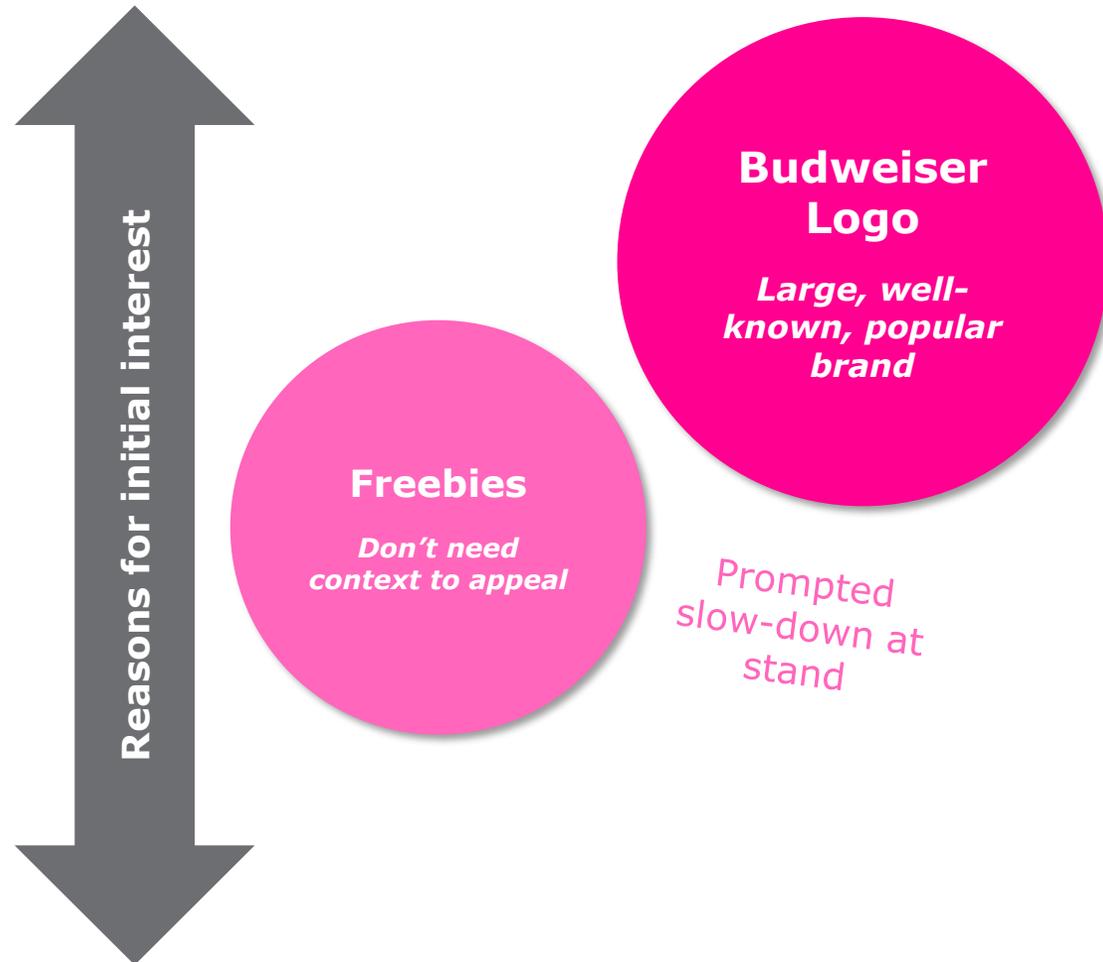
Salford participant

"I thought they were giving out free pints!"

Bolton participant



Practical freebies were interesting, regardless of the branding



- Seeing the goodie bags being handed out encouraged people to slow down and look at the stand – **'everyone loves a freebie'**, despite not knowing the context
- Bags in a shopping centre made particularly good sense to people, and are felt to be **universally helpful**
 - Some did report seeing the bags around the centre earlier in the day, and were pleased to find where they had come from
 - Having cups and pens **on display** also drew people in

"Bags are always useful. Who doesn't need another bag!"

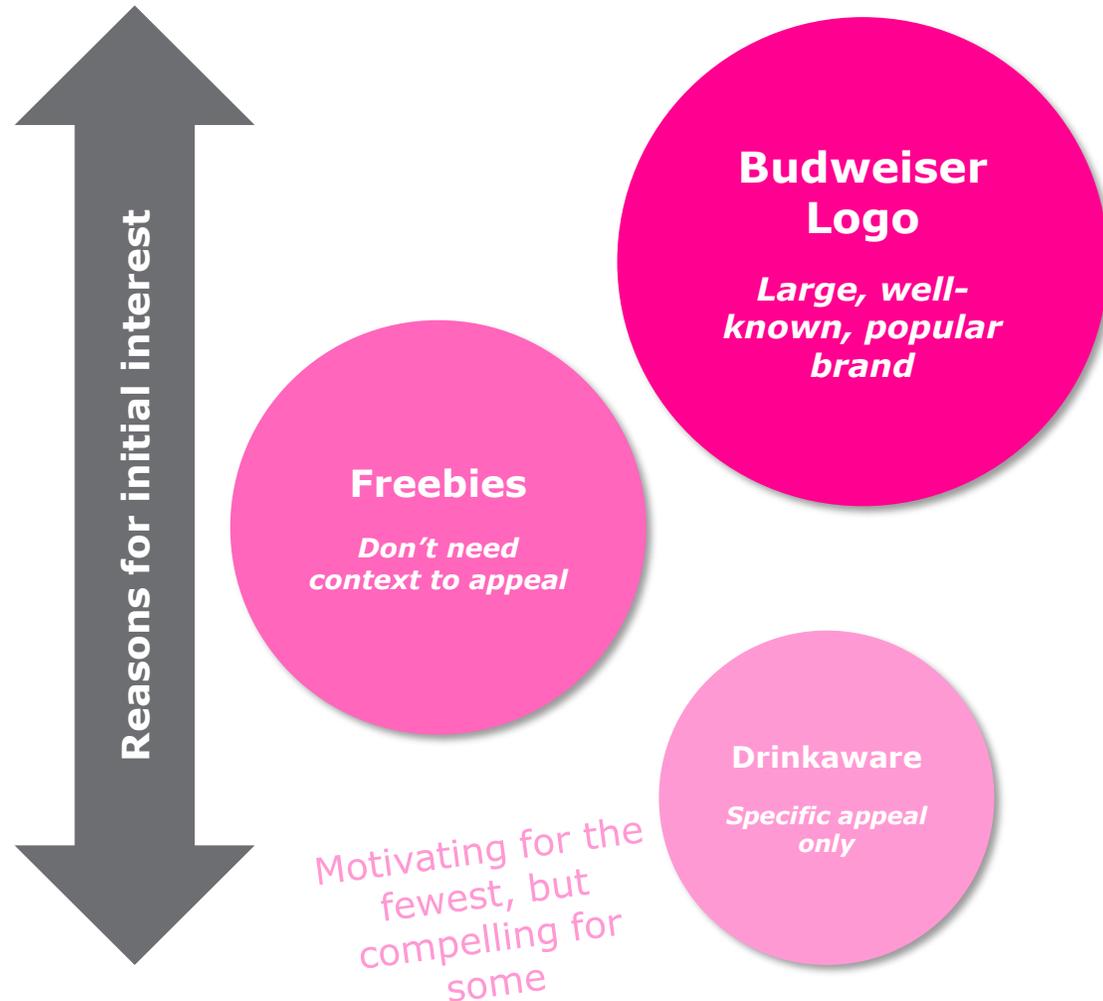
Salford participant

"You always need pens, and I thought my grandson could play with the plastic cup while we go around the shops"

Salford participant



The Drinkaware brand was not a factor for most, but where it had relevancy, was very compelling



- Whilst more limited, there was some interest in the stand caused by the Drinkaware logo. This tended to be from people who **already knew about the organisation**, and were interested in getting some **help, advice or reassurance**, for themselves or a family member/friend
 - The **lack of NHS branding/presence on the stand itself was also compelling for some**. For some who were interested in Drinkaware, the absence of NHS branding worked, as they were looking for pathways that were an **alternative** to (i.e., not as 'serious') or in **addition** to (i.e., help in the interim) their GP.

"It felt like a sign that they were here"

Salford participant

"I knew I'd been drinking too much. I'd spoken to my GP about it and had been referred, but the materials looked helpful in the meantime"

Salford participant



Staff interception was the main reason for stopping at the stand, regardless of reason for interest



The unmissable and well-known Budweiser logo and freebies generally **piques an initial interest.**

This is intensified by **seeing other people taking part** at the stand.

'It's clearly alcohol related...'

However, it's **not immediately clear what is going on** – more investigation is needed, resulting in shoppers slowing to look.

Needing to **stop to take a freebie** also adds friction, slowing people down.

'...but I don't know exactly what's going on!'

Interest alone was not enough to encourage people to stop. Slowing down to try and 'figure out' the stand helped build interest, but **almost all reported they would have walked past and not stopped** without staff intervention.

Interest in the stand plus **some friction** creates **curiosity**, and an openness to being stopped by staff.

'I might as well let someone explain what's happening'

Recommendation: The intriguing combination of Budweiser and Drinkaware branding, as well as freebies, is essential for prompting shoppers to slow down at the stand. Staff can then open a dialogue.

Staff presence is key in encouraging members of the public to stop.



The stand reached a range of people, including those who didn't think they would find it relevant

A range of people interacted with the stand, from non-drinkers, to those who were high-risk and knew it, and those in between.

Some assumed low relevance, and were right.

Some reported minimal levels of drinking and not knowing anyone else who could benefit from the information.

For these, the stand was less relevant in terms of alcohol reduction, however staff still managed to make these people feel like their time would be well-spent answering the questions, and many did complete it.

A small group immediately recognised the relevance, before completing the quiz.

A few found the stand to be particularly and personally relevant. These people felt the staff were really there to help them, and felt they stood to gain a lot from participating.

They felt welcomed in by staff, and were the happiest group to see the stand upfront.

Many did not assume the stand would be relevant to them at all, but then found it beneficial.

Some initially assumed the Drinkaware message would not be applicable. However, many found the information to be relevant either to themselves or others they knew, in ways they did not anticipate.

Here, staff were able to offer appropriate guidance and new perspectives. **This was especially important for those who were high-risk without knowing it.**

Recommendation: A welcoming approach and actively inviting people over to the stand is crucial to reaching as many people as possible.



The absence of healthcare-led messaging helped reach a broader audience

Not including healthcare or NHS branding/messages front and centre helped reach both those who felt like healthcare involvement would be 'too much', and those who had previously had poor experiences.

Narrow view of alcohol harm

Many didn't realise how applicable the stand would be to their circumstances before taking part.

Healthcare-led messaging about alcohol is strongly associated with a stereotypical view of alcoholics (on the street, drinking during the day, not working) and not 'someone like me'.

An absence of healthcare-led messaging and a more informal approach, helped to engage people who would otherwise have dismissed the content as 'not for me'.

Poor healthcare experiences

Some have had poor experiences in the past with healthcare and alcohol services.

Some reported that they had felt judged previously by their doctor or other healthcare professionals with regards to alcohol.

There were also some feelings that they will have 'heard it all before', and that any healthcare-led program would be promoting abstinence, or other significant lifestyle changes that feel restrictive.

Some would have walked past the stand without engaging at all, had it been more obviously health/NHS related from the off.



Intervention activities reached more people than just those who engaged with the stand directly

Observationally, there were **some who walked past the stand without engaging closely with staff, but did talk to the people they were with about it.** For these people, it might be the first step in thinking about their drinking habits, or help to make them aware that their alcohol consumption could be something to think about.

Additionally, staff at the stand reported that some were not interested in completing the digital scratchcard themselves, but were **looking for information for their friends/family.**

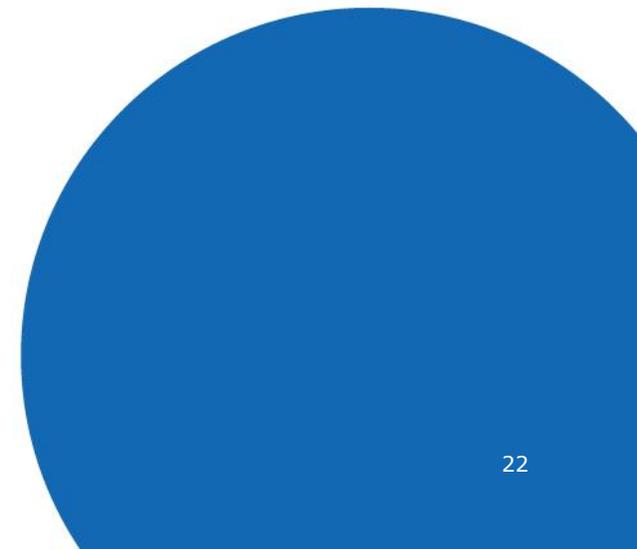
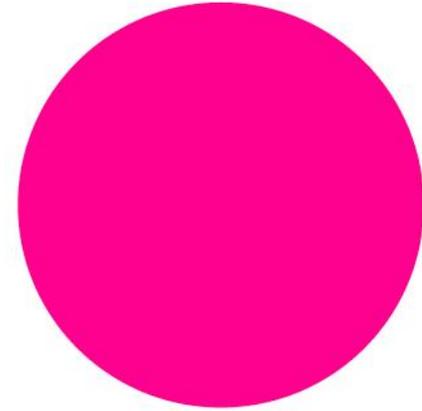
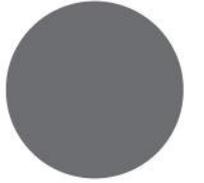
Some also **took bags but did not complete the scratchcard.** These people might not have been 'counted' in quantitative totals, as they did not exchange any information with the team. However, from this research we know that giveaway items were used after the fact, so the impact is likely to be more wide-ranging than the number of completed scratchcards would imply.

Case study: one group of young men didn't stop at the stand as they were on their lunch break and didn't have time. Staff were able to give them the premise of the stand, which sparked a conversation in the group. On their way out of the precinct later, they were still talking about their drinking habits with each other.

"Some people just wanted to get information on behalf of someone else"

Stakeholder interview

Experience at the stand





Participants positive about their experiences completing the digital scratchcard

Relevant context was given

- Given most saw the Budweiser logo on approach, **most assumed they'd be talking about alcohol** in some capacity
- Before starting, **staff explained clearly** what the quiz was going to be about
- The **nature and content of the quiz was not a surprise**. No one felt blindsided or 'taken aback' by the questions

Questions were clear & help was available

- The quiz itself was easy to understand, with **most being familiar with the concept** of working out drinks/units a week
- The questions were **easy to complete**, especially as staff were on hand to help with unit-to-drink equivalencies
- There were **no issues with the questions** themselves at all

Neutral attitudes led to honesty

- Both the questions and staff attitudes were considered **neutral and non-judgmental**, leading to a feeling of comfort when answering questions
- **Most reported to have answered honestly based on this**. There was a strong 'what's the point in lying/you're only lying to yourself' attitude reported

Recommendation: Maintain both the Budweiser and Drinkaware logos to help contextualise the stand for participants. Continue to ensure staff are on hand to help participants complete the quiz as many did not know how many units were in their drinks.



The information given was received positively, and most felt it was pitched at the right level

'Plain English, anyone could understand it'

- ✓ Information was considered **clear, and easy to understand**. Respondents didn't feel 'bombarded' with jargon or technical language, which is something they feel can happen to them at their GP
- ✓ The **level of detail** given was the right amount for the context of the day.

'Just the facts, it's not preachy and telling me what to do'

- ✓ Respondents didn't feel the information was trying to scare them or 'guilt' them into feeling a certain way. Information was felt to have been presented factually, for their own consideration to take or not take.
- ✓ Information hit a good balance of 'advice' vs 'personal responsibility'. This was especially well-received for some who thought they'd be getting a lecture, based on other experiences or their own feelings about their drinking

'Actually informative, I learnt something new'

- ✓ Some information was really compelling, especially how much makes up a unit and what the guidelines are for units per week

"So have they changed the goalposts about what is acceptable for women to drink?"

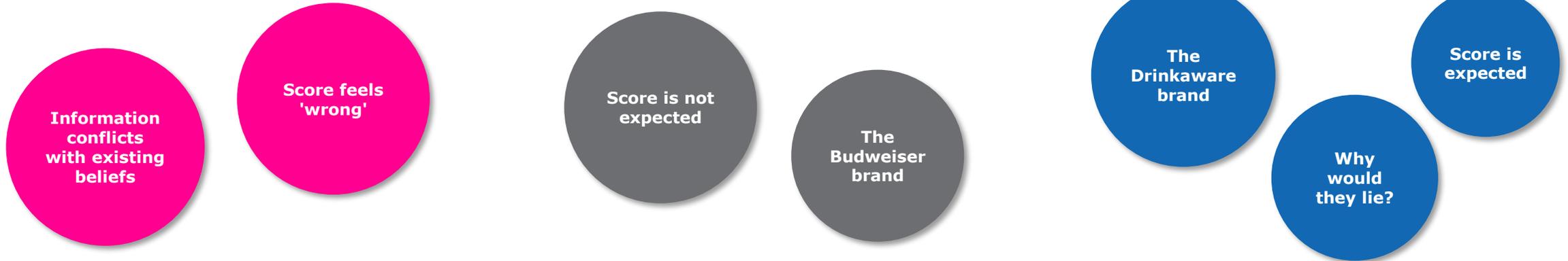
Salford participant

Recommendation: It will be important to continue to educate the public about units and guidelines.

Many did not know that the guidelines for units per day is now the same regardless of sex.



Information was largely felt to be trustworthy, unless it directly conflicted with existing beliefs



Factors decreasing trust in information:

- × Information conflicted with existing beliefs, including thoughts on:
 - Units per week
 - Drinking while pregnant
 - What constitutes a 'binge'
 - Limiting alcohol consumption when otherwise healthy
- × Not being happy with their score result (too high)

Neutral factors:

- Budweiser being there is not out of line with expectations ('alcohol brands should be doing more'). The brand is trusted, but there was some scepticism regarding motivations (see slide 24).
- Scores being unexpected, but not contradictory

Factors increasing trustworthiness:

- ✓ Drinkaware brand considered respectable
- ✓ Not-for-profit is more trustworthy than commercial
- ✓ Score in line with expectations – confirms existing beliefs.



Drinkaware a trusted and accessible brand

Almost all reported having heard of Drinkaware before taking part on the day.

- The name is felt to be self-explanatory; they're there to help people be aware of what they're drinking. It was often likened to GambleAware.

The mission around supporting alcohol reduction and reducing alcohol-related harm wasn't as clear in people's minds. However, this is not necessarily a negative in this scenario.

- For some, a **lack of specific knowledge about the organisation or project mission helped some approach the stand without prejudice**, and kept their experiences feeling more 'neutral'. It stopped the messaging from being too 'weighted' or emotional – a key positive of the stand for many.
- This was especially important for those who reported having poor experiences with the NHS or other 'official' bodies in the past.

drinkaware

"Yeah I've heard of Drinkaware before. They're on all the ads for beer and stuff. Pretty sure I've seen them at [football] matches too"

Salford participant

"I think they're just there to make people aware of what they're drinking, so people can make good choices, like in the name 'aware'. It's not Drinkless or Drinkstop"

Salford participant



The Drinkaware brand added the necessary credibility to the stand mission, in light of Budweiser's involvement

Feelings towards Budweiser's presence were mixed, with **both positive and cynical views**.

Some felt Budweiser were taking responsibility for their product, and helping people enjoy it safely.

Some questioned if there were ulterior motives involved, e.g., were assessing the market for an alcohol-free beer product. A small minority thought they had possibly been 'forced' into taking part.

Recommendation: Co-branding between Budweiser and Drinkaware ensures any perceived commercial interest of alcohol brands do not overshadow the events.

"It feels a bit weird to see Budweiser here, are they trying to do some market research, maybe about selling non-alcoholic beer"

Salford participant

"I was surprised at first, but I understood it when they explained it to me... Even though they are an alcoholic company selling beer, they want the country to drink wisely and healthily, to enjoy alcohol without it being unhealthy"

Salford participant

"It shows Budweiser don't just care about selling alcohol, but they care about the people drinking it"

Salford participant



Separation between the IBA and NHS stands worked to make discussions both open and informal, and kept them alcohol-centric

Having the NHS stand nearby was very impactful in terms of getting people more direct help, if they wanted it.

While some staff interviews indicated a desire for more of a link between the IBA and NHS, this was not generally the experience for participants.

- Physically, participants felt they could be led around to the NHS stand if they wanted to; being able to 'opt in' kept people feeling in control of their experiences.
- Tonally, the gap worked as it facilitated informality, which allowed for different kinds of conversations to happen (the presence of the sofa aided with this).

The stand was also very clearly 'about alcohol', and people responded in kind. This was not always true of the NHS stand, where there were more reported instances of general mental health discussions, rather than those around alcohol and addiction.

"Being able to say to someone that they can talk to someone from the NHS right then and there made a big difference – rather than just handing them a leaflet or a phone number"

Staff member

"It's good that it's there if you wanted it. It wasn't for me on the day, I've had bad experiences with my GP in the past so don't want to talk to the NHS about alcohol again right now"

Bolton participant

The gap 'softens' the healthcare messaging that some expect when they think of the NHS, and keeps it focused on alcohol, not broader health discussions.





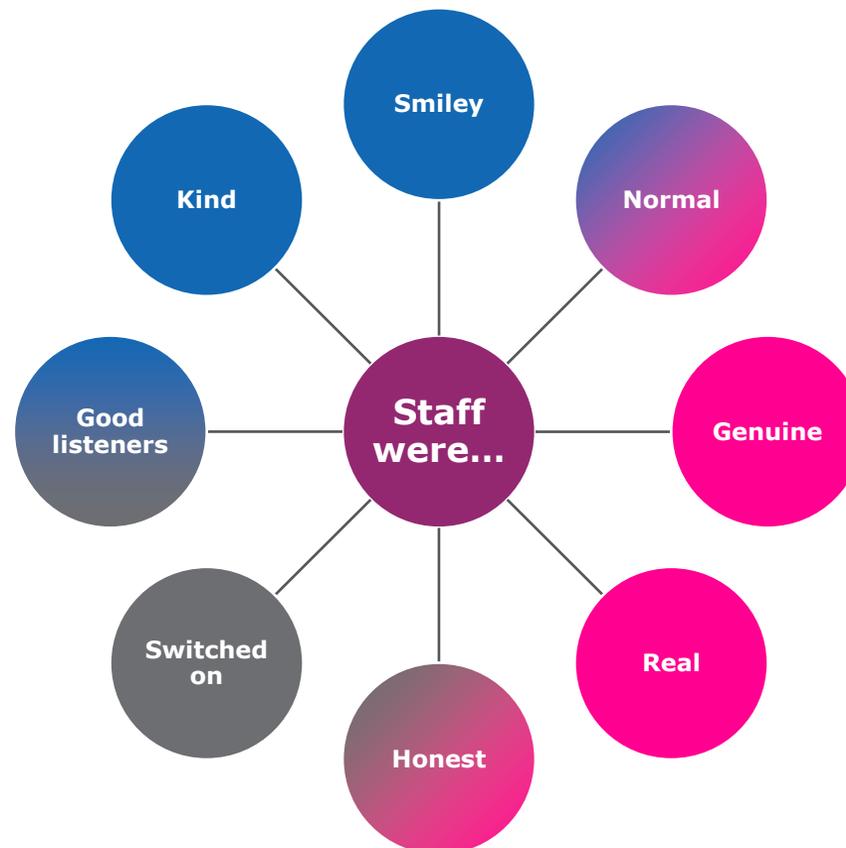
Staff interactions were the highlight for many, with overwhelmingly positive feedback

Friendly

- Staff were universally reported to be friendly, with their **warm approach** helping respondents feel at ease
- This was especially important for those who were shocked or worried by their high scores

Experts

- It was clear that staff knew what they were talking about
- This balanced with friendliness and authenticity, resulted in **reassuring non-judgement**, allowing people to be really open and **take on board the information provided**



Authentic

- It was felt they were **committed** to what they were doing, they really cared
- This allowed participants to be equally authentic and honest with staff, with some saying they were easier to talk to than their own doctors or families

"She was really nice, made me feel dead comfortable"

Salford participant

Recommendation:

Knowledgeable, passionate staff are key to the success of this and future projects



Very positive response to the goodie bags

The goodie bags helped to draw people over to the stand, and acted as a useful 'hook' to open a dialogue with members of the public. The balance between the Drinkaware tools and the practical items worked particularly well.

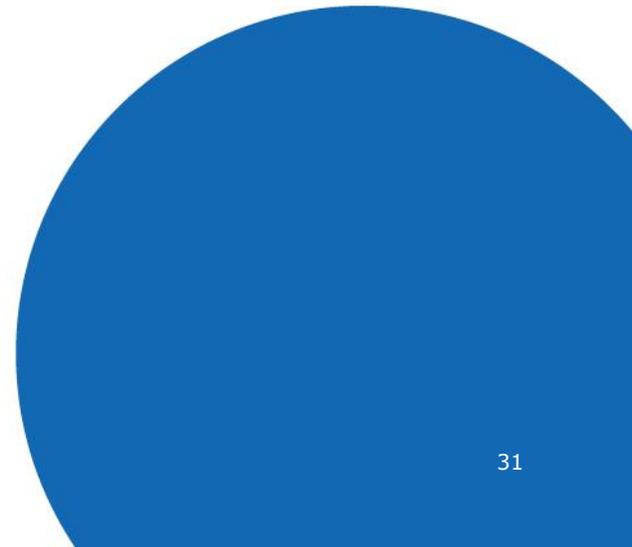
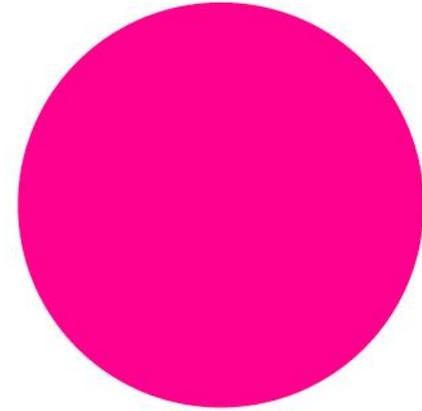


- ✓ Desire for a bag/other free gifts was high
- ✓ They acted as a visual invitation to approach the stand
- ✓ Giving out shopping bags within a shopping centre made complete sense – instantly practical
- ✓ Seeing other shoppers with the bags drove awareness and curiosity throughout the shopping centre in Salford
- ✓ Staff were able to use the Drinkaware tools during their conversations with participants e.g., demonstrating how many units/calories are in a particular drink
- ✓ Calorie element of the Unit/Calorie wheel key for some with an interest in losing weight.

"I think the bags were critical. It wouldn't have worked without them"

Staff member

Impact





High levels of recall of the information and advice

Amongst those interviewed several weeks after the interventions in Bolton/Salford, recall of the information and advice was high. Not everyone could recall their specific score but all knew if they had been described as low, increasing/medium or high risk.

Score confirmed what some already knew/suspected...

...but came as a shock for others

"I honestly thought I was fine and it was my brother-in-law with the problem, but after this it's made me realise how many units I was drinking!"

Salford participant

"It was a wake-up call for me"

Bolton participant

Those in the increasing/high risk categories could recall specific suggestions made on the day – this was particularly the case for those who were shocked by their result. These participants described taking part as '**eye-opening**' and '**enlightening**'.

Crucially, any advice given was considered realistic, with small changes being suggested. Examples of the type of information/advice recalled:

- Swap one drink on a night out to a non-alcoholic version or soft drink
- If drinking every night, try switching to non-alcoholic versions for one night each week
- Switching to a drink that contains fewer units
- Finding out their favourite drink has a non-alcoholic version.



Claimed usage of the free tools is high

All participants were able to describe what they had done with the bag and its contents, with at least one element of it being used to some extent by everyone. **Most of the respondents had used the measuring cup and/or unit/calorie wheel at least once.**

Measuring Cup

This tool was crucial in visually communicating units – something that people do struggle to understand. Whilst some were using it simply as a cup at home, others had actively used it to measure drinks and more carefully consider what they were drinking.

There were also reports of using it with friends/family, in addition to just using it themselves.



Unit/Calorie Wheel

This tool played an important role in increasing awareness of units and/or calories in various drinks – the results of which were a surprise to many and made them re-consider some of their choices.

Some had a desire to lose weight and were therefore more motivated by the calories than the units.



“Before, I would just pour out whatever I thought was about right but the cup has given me a better idea of what I’m drinking”

Salford participant

“I poured out what I thought was a shot of vodka, then I used the cup to compare – I’ve actually been pouring doubles!”

Salford participant

“I couldn’t believe the calories in the beers I was drinking. Just that alone isn’t good for you”

Salford participant



The bag, pen and trolley key all serve to raise awareness further

The bag

Many participants began using the bag straight away in the shopping centre, and several suggested they had continued to do so. It was described as useful and practical.

Some also noted that the bag was a **conversation starter** – friends/relatives asked them about it and they then told them about their experience. In one case a participant actively used the bag to drive a conversation about alcohol with a relative.

Pen and trolley key

Considered useful by all, all were using these themselves or had given them to a friend/relative.



Recommendation: Use a similar approach in future, with a shopping bag and a mixture of tools and useful free gifts

"I've used the bag plenty, it lives in the car boot for when we go shopping"

Bolton participant

"The trolley token gets used weekly!"

Salford participant



Several participants shared their experience and/or information with others

Some participants felt that the conversations on the day were personal to them and they did not wish to discuss drinking with friends or relatives. However, several participants recounted examples of sharing their experience with others and in some cases passing on information, including:

Sharing the wheel and/or cup with friends and relatives in informal situations including at parties and even at the pub.

Taking the bag and its contents to a local social or support group such as a local carer's group.

Some were considering the role it could play in helping them start a conversation with an alcoholic relative - although some felt it would fall on deaf ears.

We also spoke to several health care professionals on the day who took information to share with their patients.

"I'm too old to change now, but I did take the wheel down the pub to show the lads"

Salford participant

"I've given my mum the calorie wheel now I've had a look, it'll be good to have it for her friends when we're all around"

Bolton participant

Recommendation: Free tools and gifts play a crucial role in spreading messages – not only do they act as conversation starters, but the cup and wheel are reliable sources of information about units.



Multiple examples of changing behaviour

It is important to note that some of these examples may be short-term and there were some who had not made any notable changes. However, most of the participants who were increasing/high risk and claimed they would make a change on the day, could later describe at least one example of a change in their drinking behaviour.

Individual examples:

- Switched from dark spirits to wine
- Switched to ordering 2 glasses of wine with the weekly meal out instead of ordering a full bottle
- Purchased non-alcoholic versions of favourite cider or beer brand
- Husband of one of the participants had stopped drinking during the week for Dry January as a result of conversations (described as “a huge step” for him)
- Switched from full pints to half pints on a night out
- Stopped doing rounds at the pub
- Started drinking later in the day
- **Some noted they had already been planning to cut down, and this reinforced their decision/reminded them**

“It turns out I was a bit ‘over the limit’ and now I can cut down. It really enlightened me!”

Salford participant

“I’ve bought non-alcoholic Guinness and will be trying that the next time I drink on an evening”

Bolton participant

“I was already thinking about cutting down and this made me think more about it”

Salford participant



Overall, the IBA resonated on both an individual and local community level

Individual

- ✓ Made individuals pause and think about their drinking habits
- ✓ Prompted discussion amongst friends and family
- ✓ In some cases, prompted a change in behaviour

"I'm glad I took part. It's made me think more about what I drink, when I drink and why I drink"

Salford participant

"I knew it was a lot, but I didn't realise how bad it was. I've really thought about it since then – I really have to change"

Bolton participant

Community

- ✓ The very presence of the stand was deemed to send a message to the local community: 'we care and we want to help'
- ✓ Regardless of their own risk level, reasons for being in Salford (and to a lesser extent Bolton), felt clear
- ✓ A sense of gratitude amongst participants that 'somebody cares', when people in socioeconomically deprived areas can often feel ignored or forgotten

"I do appreciate you doing it in Salford, I'm grateful. If you guys even effected one person that day, you've done a really good job"

Salford participant



Taking part in the IBA events has also had a positive impact on staff

Despite some logistical issues as outlined earlier, the overwhelming sense from the staff delivering the intervention was that it was a hugely rewarding experience.

- ✓ Staff felt surprised and pleased by the extent to which participants opened up to them
- ✓ They rarely get the opportunity to meet and hear directly from so many members of the public
- ✓ Several memorable encounters with individuals, which will stay with them for a long time
- ✓ The experience reinforced why they wanted to participate in the first place/why they work for Drinkaware

"Hearing from people who had already made changes gave me hope, it was inspiring to hear...but on the other end of the scale were some haunting stories"

Staff member

"There's one man in particular who sticks out in my mind. I'll never forget him"

Staff member

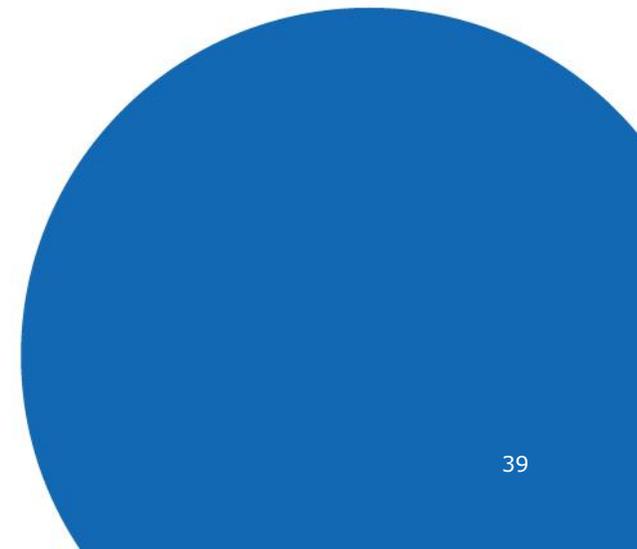
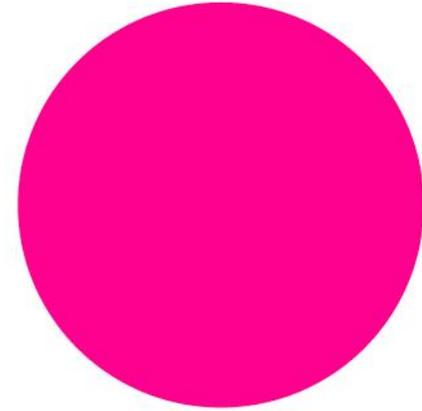
"Despite all the issues, it's been the highlight of my year!"

Staff member

Recommendation: Ensuring as many staff members as possible can attend similar events in future is not only beneficial from a resource point of view (sharing the load) but also from a personal development and job satisfaction point of view.

Given the nature of some of the information shared by participants, ensure staff have someone *they* can talk to if needed.

Summary & Recommendations





Summary: A successful intervention

The IBA events should be considered a success. Whilst not all dates went ahead as initially planned, the response rate exceeded expectations and there is evidence of participants making more considered choices about alcohol.

- Human interaction was a key factor in the success. Staff members were praised for being friendly, welcoming, authentic and knowledgeable. Conversations often went beyond simply the completion of the digital scratchcard as members of the public opened up about their experiences.
- The Budweiser logo was a key draw initially, piquing curiosity. The goodie bags then further encouraged people to visit the stand, enabling staff to open a dialogue. Finally, the Drinkaware branding helped to reassure participants.
- The informal, non-judgemental tone was clear and resonated strongly with the target audience.
- The digital scratchcard was considered straightforward to complete (with some assistance regarding units) and the overall impression was that the majority of participants answered honestly.
- The information and advice was pitched at the correct level, and considered trustworthy.
- Evidence of some initial scepticism regarding Budweiser's true motivations, however the co-branding with Drinkaware and reassurance from staff largely allayed any concerns.
- In the follow-up interviews with participants, recall of the information and advice was high.
- Claimed usage of the Drinkaware tools and other free gifts was also high.
- Many participants shared the information with friends and family, with the goodie bag often serving as a conversation starter.
- The majority of participants who initially claimed they would make a change, had done so.
- The intervention also served to send a message to the local community that somebody cares and wants to help.
- Finally, the staff members involved described their experience as hugely rewarding.



Recommendations

Logistics

- Identify shopping precincts similar to Salford Shopping Centre; highly relevant to the local demographic, with good footfall.
- Trial IBA interventions at different times of the year to make a comparison.
- Ensure sufficient time and resource is dedicated to the set up and delivery, to both share the workload and also have contingency plans in place.
- Use the same goodie bag approach in the future.

Staff

- Passionate and knowledgeable staff are crucial to the success of local community interventions, to both engage and educate participants.
- For a similar sized intervention, 3 people present on the day is the ideal number.
- Encourage staff from within Drinkaware and Budweiser to take part – not only to resource the project but for the rewarding, personal development opportunity.

Branding

- Co-branding between Budweiser (yellow, not red) and Drinkaware is recommended.
- An NHS presence at the event is important, but tri-branding is not recommended. The intervention is an opportunity to reach out to people in a more informal way, separate from perceptions they may have of GPs/the NHS.

For more information



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