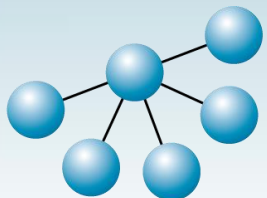


Evaluation of Drinkaware Resources: Emerging Findings *for Drinkaware*

Shared Intelligence

January 2014



SHARED INTELLIGENCE

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Evaluation Objectives

The overall aims of this evaluation are to:

1. Measure the impact of Drinkaware's resources and how they contribute to an increased awareness and understanding of safe drinking levels among Berkshire residents
2. Measure the impact of Drinkaware's resources and how they contribute to a positive change in drinking behaviour
3. Find out more about the end user – what types of people pick up the packs, find them useful and engage most with the information?
4. Find out more about the resources – how they are used, how clearly the information is communicated, how effectively are they meeting their needs?
5. Find out more about pharmacists as a route to market – how effective is this channel in reaching Drinkaware's target audience of increasing and higher risk drinkers?
6. Contribute to the strategic development of Drinkaware's resources function with the learning from this evaluation.

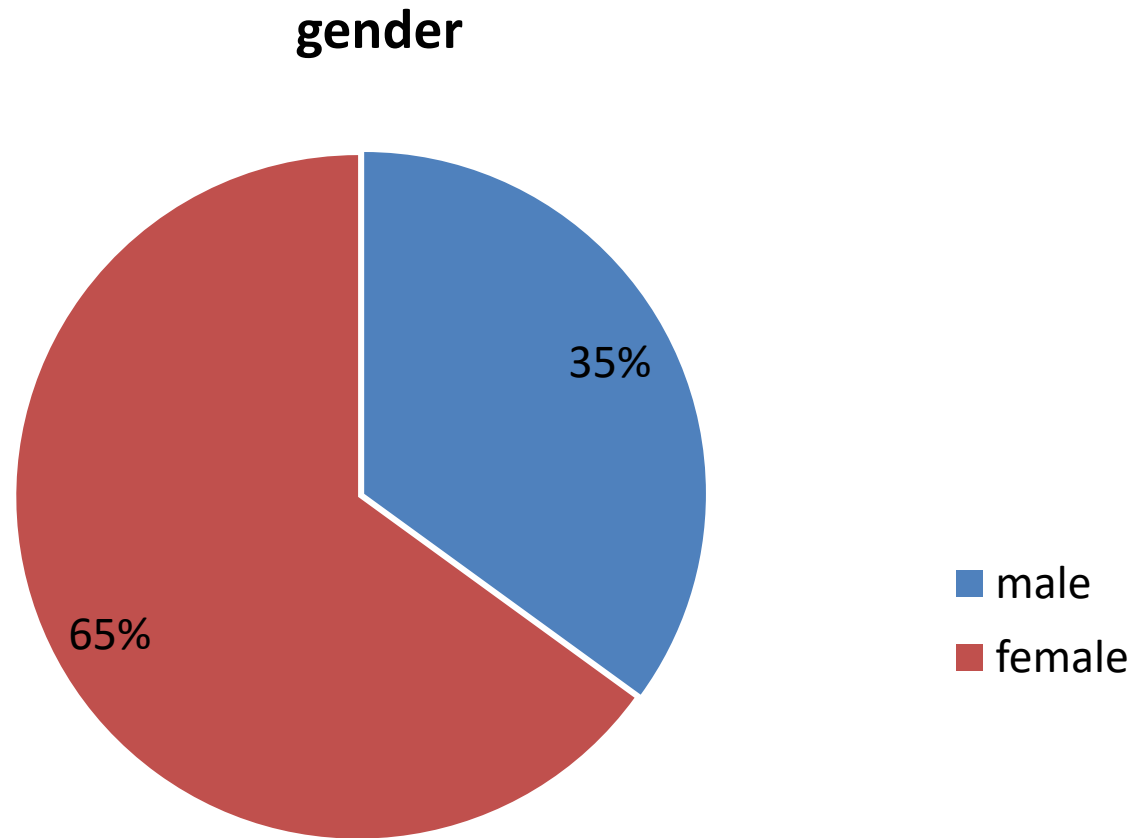
Context

- These findings are based on the fieldwork to date.
- The survey results are based on a snapshot of 167 respondents (till 4 Dec; *now* **302** respondents)
- Fieldwork currently being undertaken:
 - User telephone interviews
 - User post-focus group interviews
 - 1 focus group

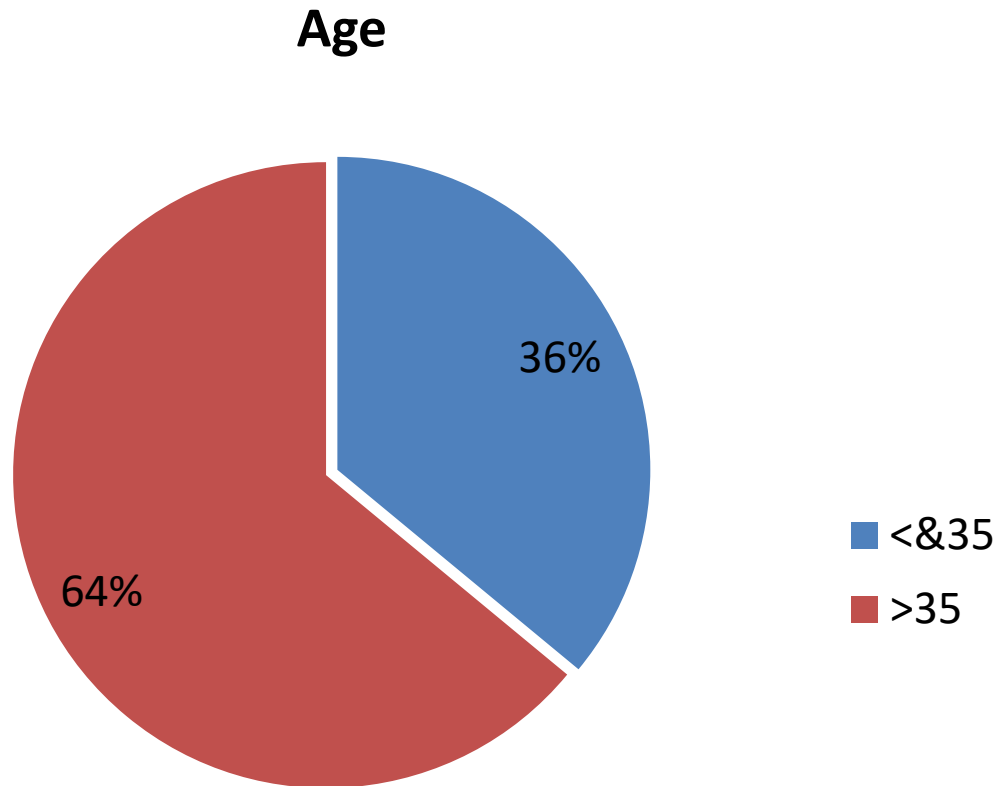
Stakeholder interviews

- Effective tool for addressing “iceberg below the water” of harmful drinking
- Provides information to help people think – doesn’t preach to /stigmatise behaviour / shame
- Recognition that kit will need to “fight for attention” amidst other public health messages
- Innovative model of public and charity sector co-operation
- Eagerness to explore wider roll-out
- Importance of testing long-term behaviour change

Survey: Gender profile of respondents (gender: n=167)



Survey: Age profile of respondents (age: n=154)



Survey: Profile of respondents

Risk Profile:

- Lower: 39%
- Increasing: 32%
- Higher: 23%
- Unknown: 6%

Survey findings

- **Source of kit:**

- 70% from pharmacy
- 15% from friend / family
- 15% “other” (including supermarket, stall set up in local shopping area)

- **Motivation for picking up the kit:**

- 67% I saw it in the pharmacy and was **curious**
- 26% I wanted to **learn more** about
- 18% **handed** in pharmacy
- 16% **colours/design**
- 10% aware of **campaign** in Berkshire
- 9% wanted to **give it someone**
- 4% **recognised Drinkaware logo**

Survey findings cont...

Use of the KIT

- **94%** used at least one aspect of the kit
- **73%** used all three in some way
- 8% wheel & booklet
- 4% cup & booklet
- 3% cup & wheel
- 4% cup only
- 3% wheel only
- 1% booklet only

Frequency of use

- the **cup** was most frequently used (about one-third used it more **than 5 times**)
- The **booklet** was most likely to be used once (around half of the respondents using it)

Survey findings cont...

What occurred as a result of using the project

- Kit has been driver to change behaviour: over one-half of respondents agreed that a **change in understanding or awareness** had occurred
- Increased understanding of units was broadly similar to understanding of calories – though it was the understanding of units of was most common.
- 54% said the products helped them change their **drinking behaviour**

Pharmacist interviews

Pharmacists as a distribution channel:

- **Community pharmacists** knew their customers very well and were the best at distributing the kits (in two examples they were distributed in 2 hours and the other in 1.5 days)
- They were **positioned** in different places (in some cases point of sale, in other central pagoda); posters displayed in majority of pharmacists
- **Buy-in from pharmacist** and their staff is key
- Some pharmacists were using the kits in **consultations** (different types of medical reviews: new patient, medication reviews) and found this a very effective way of distributing it to targeted patients

Pharmacist interviews....distribution

Other points:

- Christmas was a good time to distribute it
- Customers were surprised it was free
- Mostly women took the kit (some for their partners/children*)

Some negative points:

- Not clear what it is (the kit/what's in your glass)
- Too pinky for men
- some took it for their children/grandchildren to win i-pad**
- For a minority of pharmacists (certain demographic) they would not offer the kit (felt customers would be insulted)***

Pharmacist interviews (2)

The pharmacist view:

- Majority were **very positive** about kit
- Described it as: fancy design; 'christmasy'; **well designed**.
- Overall thought it was a nice tangible product (unlike other campaigns); **easy to engage customers** – not stigmatising (some pharmacists were surprised by this)
- **No training required** – can use straight away
- Would like the **campaign to continue**

Observations

- Most kits were well positioned – in a small number of cases there were no kits – all distributed within short timeframe
- Staff in the pharmacy/pharmacists were engaging in conversation about the kit
- In smaller community pharmacist the level of engagement was higher
- In larger stores the kits were ‘swamped’ among lots of campaigns
- The majority of customers were women (very few young men)

Observations: pictures



Observations: pictures

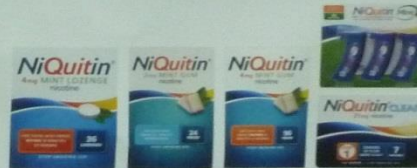


Observations: pictures



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User findings (focus groups)

- All were **very positive** about the kit
- **Learned new information**: all were surprised how many calories there are in alcohol (both women and men) and learned how many units different drinks were
- **Women** in particular found the wheel useful
- **Interesting uses**: to lose weight, as part of weight watchers; help monitor health (Barnet Asperger's syndrome); because drives to work
- The booklet is too thick
- **Sharing** kit with friends and family*; talked to colleagues

Remaining Fieldwork & Analysis

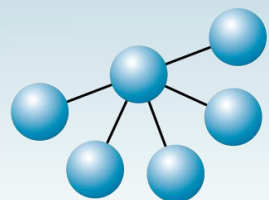
1. User telephone interviews
2. User post-focus group interviews
3. 1 focus group (couples)

Recommendations

- **Distribution: other venues**, such as gyms (targeting young men)
- **Design**: a pint glass for men; wine glass for ladies
- Include information about **drink driving**
- Develop an App (for mobile phone)
- Have a product which could be put on a key-ring

Questions?





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