



Drinkaware in ASDA 2019

Delivering brief alcohol advice in supermarkets nationwide

Drinkaware
April 2019

ASDA & Drinkaware

January 2019 In-store activity overview

Background

Drinkaware and ASDA have a long standing partnership of working together to promote alcohol education and since 2017 delivering alcohol brief advice (IBA) to customers. In 2019, we combined the activity with our flagship campaign Drink Free Days, spreading the message far and wide to ASDA customers across the country.

Objective

To engage ASDA customers in a conversation about their drinking using the Drinkaware IBA to generate discussion about their personal drinking habits, creating awareness around the harms of alcohol and the health benefits of having more Drink Free Days. In January 2019, we continued to use the IBA in scratch card, but in addition we introduced the digital IBA to trial in 50 stores for the first time.

Audience

The IBA can be completed by anyone who consumes alcohol, so ASDA's activation agency staff (CPM) were briefed to approach all ASDA customers if showing an interest in the activity.

Activity overview

The activity was rolled out in 100 ASDA stores (stores with higher BWS sales in a wide geographical spread were selected by ASDA), this year the activity was rolled out over two Fridays; 50 stores on 11th and 50 stores on 18th January.

100 CPM staff and 100 ASDA community champions were trained using Drinkaware at Work eLearning modules to give them a good base knowledge of alcohol, enabling them to talk confidently to ASDA customers.

Each stand was branded with the Drink Free Days creative, and was located in the alcohol aisle or near the store entrance (location determined by ASDA store managers).

Each stand was equipped to deliver 100 physical IBAs (using scratchcards), and in addition 50 stores had tablets to complete the digital IBA. Each stand was also equipped to give away a range of branded products including the unit measure cups, calorie wheels and information for parents on how to talk to children about alcohol.



What is an IBA



An evidence-based tool to
reduce harmful drinking



FRAMES

- **Feedback** (on the person's current level of drinking based on their score)
- **Responsibility** (change is the person's responsibility)
- **Advice** (provide clear advice)
- **Menu** (highlight the options for change)
- **Empathy** (a warm approach, reflective and understanding)
- **Self-efficacy** (optimism about the behaviour change)

The evidence

Alcohol Identification and Brief Advice

Evidence of IBA use in primary care:

It can help people reduce the amount they drink by around 20 gram of alcohol (2.5 units) per week (Kaner et al. 2018)

Why
use
IBA



BUT..

Although IBA is widely considered an effective tool to reduce harmful drinking

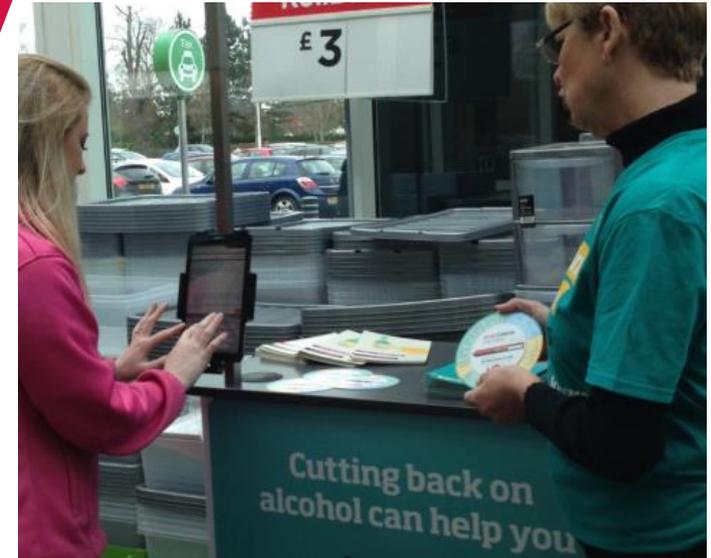
Effective delivery and large-scale implementation is challenging
(Thom et al., 2014)

ASDA & Drinkaware Digital-based delivery

Potential for a wider reach of IBA

Digital or device-based alcohol brief interventions may offer effective large-scale delivery to the wider public

Although this is only an emerging field recent summaries of research evidence are promising (Kaner et al., 2017; Nair et al., 2015)



Positive Drinkaware pilot experiences Delivering IBA in the community

In 2017, Drinkaware piloted delivery of IBA in different community settings, including pharmacies, community health teams and supermarkets.

The evaluation by Sunderland University highlighted:

‘the potential value of multi-setting community approaches to facilitate more inclusive engagement with IBA, complementing their use in other health-related settings.’

And that using this approach can:

‘help to increase population reach and reinforce motivational shift and behaviour change by engaging members of the public at various stages of behaviour change in subtly different ways’

RESEARCH ARTICLE

Open Access



Extending alcohol brief advice into non-clinical community settings: a qualitative study of experiences and perceptions of delivery staff

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Abstract

Background: At a population level, the majority of alcohol-related harm is attributable to drinkers whose consumption exceeds recommended drinking levels, rather than those with severe alcohol dependency. Identification and Brief Advice (IBA) interventions offer a cost-effective approach for reducing this harm. Traditionally, IBA interventions have been delivered in healthcare settings and therefore contextual influences on their use in non-clinical settings are not well understood.

Methods: Qualitative face-to-face and telephone interviews with staff responsible for delivering a pilot IBA intervention across community settings in the UK. Interviews were recorded and transcribed verbatim. Inductive thematic analysis was used to identify key issues and the constant comparison method was employed to compare barriers and facilitators to implementation across and within settings.

Results: A number of facilitators and barriers to delivery and implementation was identified across settings. These included familiarity with the customer base, working within public spaces, and assimilation of the intervention within existing role boundaries. Despite underlying concerns relating to the sensitive nature of the topic, most delivery staff felt their respective settings were appropriate for the delivery of the intervention and had proactively engaged members of the public with varying levels of risky drinking and readiness for behaviour change. Perceptions of actual or potential intervention success were conceptualised in relation to existing day-to-day role boundaries and responsibilities and the contexts in which they took place.

Conclusions: Findings support the potential value of multi-setting community approaches to facilitate more inclusive engagement with IBA. By comparing experiences and views from staff responsible for delivering the intervention across different community settings, our findings provide insight into how intervention acceptability and success are framed across settings, and how the intervention is assimilated within everyday practice and role boundaries. This study also highlights key areas to be addressed when implementing IBAs in non-clinical community settings by staff with diverse levels of health-related knowledge, skills and support needs. Although essential, the need for adaptable training and delivery approaches across different setting types is likely to result in methodological challenges that need to be addressed when evaluating future interventions and setting-specific influences on behaviour change and health outcomes.

Keywords: IBA, Brief intervention, Alcohol, Community, Qualitative, Perceptions, Experiences, Acceptability

ASDA & Drinkaware January 2019 In-store activity

Instore visuals from 2019



The Drink Free Days campaign creative really stood out in store, the tablet (image 3) was successfully used in 50 stores for the first time.

ASDA & Drinkaware January 2019 media coverage

Results

2019 was the 3rd year we ran the instore initiative with ASDA, and the results continue to improve: We received positive feedback from CPM staff and ASDA community champions who were engaging with customers throughout the activity and we received a great response from the MP's who visited the stores.

Tom Pursglove MP for Corby tweeted to give his support and promote the activity:

"Today, ASDA in #Corby are hosting @Drinkaware chatting to local people about #drinkfreedays and how they can incorporate these into their lifestyles. I'll be popping into to meet the team and hear about their efforts – join them today between 11-5.30pm!"

Instore engagements

Throughout the 100 stores the Drinkaware brand ambassadors **engaged with 7,061 customers** who either completed the IBA scratch card or completed the digital IBA using the tablets. This averages **70 customer engagements per store**.

Instore engagements	2019	2018	2017
Physical IBAs	6520	6794	2036
Digital IBAs	541	-	-
Total reach	7061	6794	2036



ASDA & Drinkaware January 2019 media coverage

Results – Instore engagements

Digital IBA analysis

- **541 digital IBAs** were delivered across the two dates in 50 stores
- ASDA customers who completed the digital IBA instore, were more likely than the UK population to be increasing/higher risk drinkers; and **25% of completions were in the higher risk** category or above (AUDIT-C, score 8+) – compared to 15% among all UK adults aged 18-85 ([Drinkaware Monitor 2018](#)).
- Almost **1 in 5 people** who completed the digital IBA went on to sign up to the Drink Free Days email to receive on-going tips and inspiration to cut back.

Digital vs physical

- We delivered more physical IBAs during the activity (6,520 vs. 541).
- Physical IBA scratch cards can easily be handed out and taken away by the customer to complete and dwell on in their own time, however the risk levels information is not obtained for further analysis and there is no easy way of re-engaging with the user.
- The digital IBA approach offers a slick and fast delivery, and users can easily opt into the email newsletter to receive ongoing tips on cutting down from Drinkaware. But not everyone may feel comfortable using the digital version, which is likely to limit engagement and reach.
- It is therefore the assessment that **there is a place for both physical and digital IBA** and going forward they should both be offered as best practise.

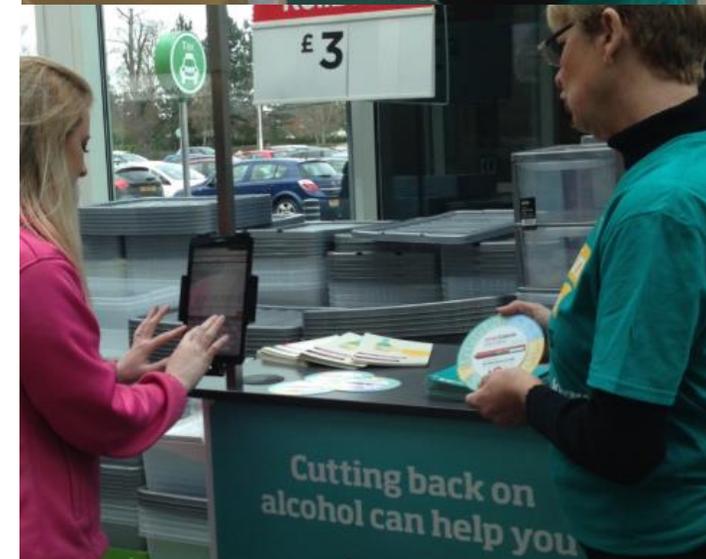
CPM feedback on delivering activity

- **84%** of CPM staff agreed or strongly agreed that the people they spoke to are likely to change their drinking habits, as a result of their conversation using the Drinkaware IBA.

drinkaware

Source: Drinkaware IBA data

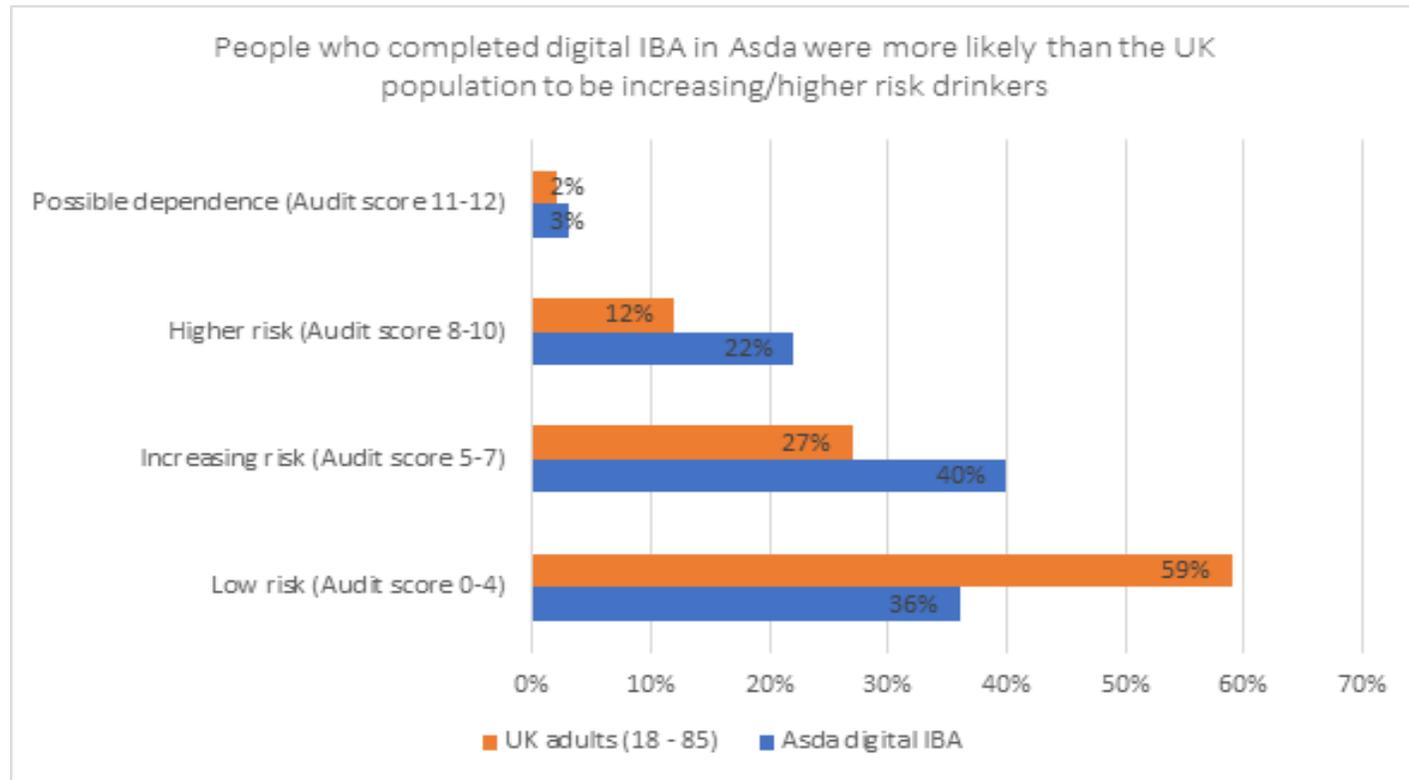
CPM data: This came from a feedback form which was completed by 100 CPM staff post activity.



ASDA & Drinkaware January 2019 media coverage

Results

Instore engagements – Digital IBA analysis

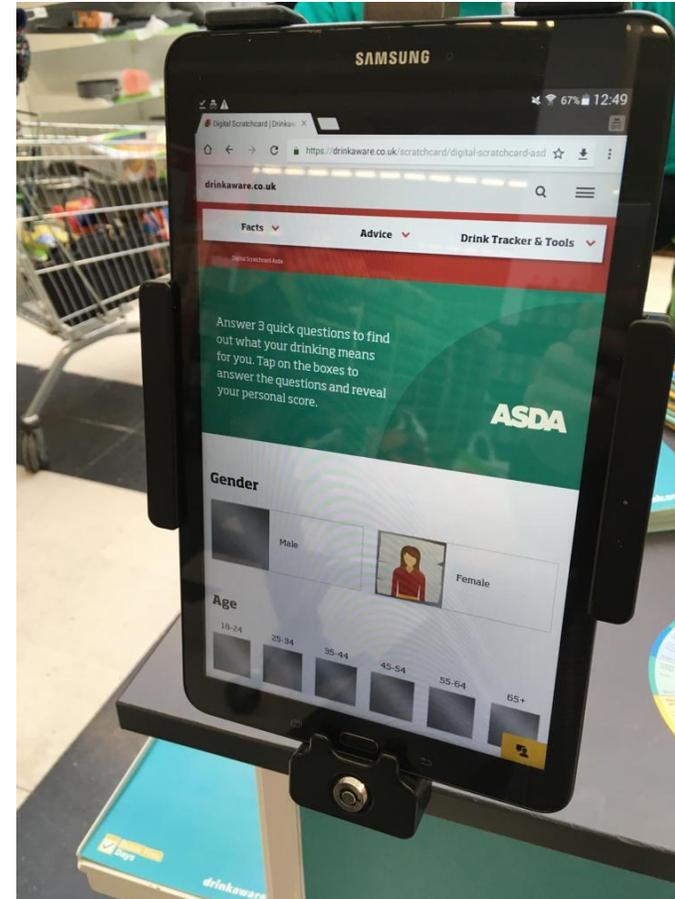


ASDA & Drinkaware January 2019 media coverage

Results

Instore engagements – Digital IBA analysis

KPIs	Activity date	
	11/01/2019	18/01/2019
Page views	507	295
Total completions	304	237
Conv rate	60%	80%
Male % completions	25%	31%
Female % completions	75%	69%
18-24	-	4%
25-34	-	16%
35-44	-	19%
45-54	-	22%
55-64	-	21%
65+	-	17%



ASDA & Drinkaware January 2019 In-store activity

Results - PR and Social media coverage

Drinkaware and ASDAs combined promotion of the event provided over half a million (540,895) opportunities to see across the UK.

This was generated from **47 stories** in regional print and web outlets as well as trade media from January to mid February. Several stories included an image of the local MP and staff members.

The breakdown of stories per county;

- England – **14 stories** from Cornwall to Yorkshire, Chester to Essex. A big hitter was the Yorkshire post.
- Scotland – Scotland had the highest pick up with **27 stories** across the country.
- Northern Ireland – **4 stories** promoting the partnership

There was also trade interest from the British Beer and Pub Association newsletter and Drinks Retailing News.

THURROCK Gazette

MP visits drink education event held at Asda store

A SUPERMARKET and drink education charity teamed up for an event.

Asda in Tilbury and Drinkaware, the alcohol education charity, worked together to provide free information and advice on alcohol to the community.

The event, which showcased a Drinkaware stand set-up at the store, gave customers the opportunity to access friendly advice and to ask questions.

Customers were able to learn about the effects of alcohol.

Jackie Doyle-Price, MP for Thurrock visited the store to show her support.



ASDA Community Champion @AsdaBoston

Thanks to everyone who visited our @Drinkaware stand on Friday.

For facts and advice about alcohol, please visit drinkaware.co.uk pic.twitter.com/nytANbQSO0

11:57 AM - Jan 20, 2019 - Boston, England

[See Community Champion's other Tweets](#)

ASDA & Drinkaware January 2019 In-store activity

Results – PR social media coverage

We achieved a total of **38 print media articles** creating **737,813 opportunities to see**.

- Facebook – 5 Drinkaware tweets with a total of **11,056 opportunities to see**
- Twitter – 3 Drinkaware tweets reaching **7,715 users**

We had fantastic feedback from **34 MP/MSP/MLA** politicians who visited 9 stores in England and Wales, 8 in Northern Ireland and 6 in Scotland.

- We reached **75,419 followers** on Twitter with 10 tweets by MPs/MLAs/MSPs

2019 vs 2018	2019	2018	% increase
Instore engagements (Online and offline)	7,061	6,794	4%
ASDA staff trained	200	100	100%
Facebook (People reached)	11,056	4,357	153%
Twitter (Opportunity to see)	7,715	5,563	39%



drinkaware @Drinkaware · Jan 18

We're back in another 50 @asda stores today, our representatives will be here to chat to you about drinking. Come say hi and find out more about taking more #DrinkFreeDays and how they can really benefit you.



4 8

ASDA & Drinkaware

January 2019 In-store activity

Key learnings

- Using the physical scratch card IBA in a supermarket environment works well, when using trained ASDA brand ambassador, enabling them to start a conversation. It is simple and can be taken home by the customer and perhaps used as a talking point at home or with friends to further spread the message.
- The digital IBA is great for customers who may not want to engage in a conversation but are happy to complete the digital IBA and receive their feedback in store, the digital IBA is beneficial for capturing top line risk data from the consumers taking part in this activity, which will provide useful insights for future projects and activities.

Conclusion

- Having the option for customers to complete both a physical and digital IBA is beneficial, providing more flexibility in approach and therefore engaging more customers.
- Collaboration of this kind between Drinkaware and a key supermarket partner helps to increase population reach of our Drink Free Days campaign message, engaging members of the public at various stages of behaviour change in different ways using the IBA.

