

drinkaware

Impact Report 2019

Sharpening our focus



Contents

1. Foreword from the Chief Executive	3
2. Drinkaware in numbers	4
3. Key trends	6
4. Progress against our strategic goals	8
5. Implementing our strategy	10
6. Reaching people through the media	14
7. Effectively reaching people through our partnerships	
Identification and brief advice in supermarkets	16
Identification and brief advice through football	17
Focusing on the workforce: <i>Drinkaware at Work</i>	19
Focusing on the night-time economy: Nightlife Crew	20
8. About Drinkaware	22
9. Drinkaware funders	24
10. References	26

1. Foreword from the Chief Executive

This 2019 impact report marks the halfway point in an ambitious five-year strategy. It showcases the work Drinkaware has done to strengthen our focus on people most at risk from alcohol and highlights our growing understanding of harmful drinking behaviours.

Alcohol misuse is pervasive in the UK and a complex issue to address. We recognise that action must be taken on a number of fronts if we are to reduce alcohol-related mortality and ill-health in the UK, and that people who drink more than the low risk drinking guidelines are among the most resistant to change. Drinkaware hopes to contribute to wider efforts to reduce alcohol harm through targeted social marketing interventions, aimed at these consumers.

We use advertising, communications and, in a number of pilot sites, community-based interventions to raise awareness, to engage people with our messages and to inform people of the serious health risks of regularly drinking more than the low risk drinking guidelines. Having attracted people to our website, Drinkaware offers a portfolio of digital tools to help people assess their drinking; set goals to change or seek local help and support.

As our understanding of drinking habits, motivations and occasions continues to grow, we sharpened our focus in 2019 towards those who are drinking in harmful ways, the professionals who help them and friends and family around them. With a strong focus on advice and online tools that are relevant and accessible, and continuing to increase our campaigns and local community programmes, we have continued to commission robust evaluations of our activity and in this year's report, we set out a variety of measures, including first-hand accounts from our initiatives, to demonstrate the difference we make.

In 2019 Drinkaware reached more than 9 million people through our website and social media, and 1.2 million people used our online tools to better understand the impact of alcohol on their lives. This huge reach gives us an insight into drinking habits in the UK that is quite unparalleled, and we are committed to sharing the results of our evaluations to support thought-leaders, policy makers and anyone concerned by alcohol harm in the UK.

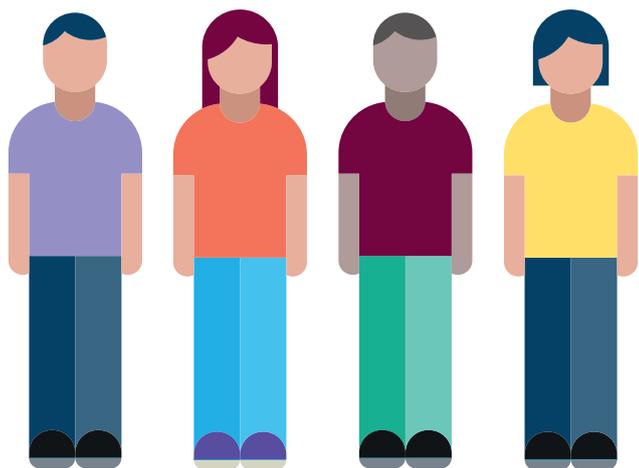
Writing this in 2020, I am more aware than ever of the importance of the work Drinkaware does. We are yet to fully understand the extent of the impact of the coronavirus pandemic on alcohol use, but the need to continue to reach those most at risk of harm, with relevant, compelling and accessible information and support is likely to be greater than ever.



Elaine Hindal
Chief Executive – Drinkaware

2. Drinkaware in numbers

In 2019, we reached a large audience with our digital channels:



9 million+

users visited our website
www.drinkaware.co.uk¹

765,077

visited our website via
our social media channels²

65,000

followers across Facebook,
Twitter and Instagram by
the end of the year

122,821

total views on YouTube³

And significant numbers
of people took action:

1,228,154

people used our tools to better
understand the impact of alcohol
on their lives⁴



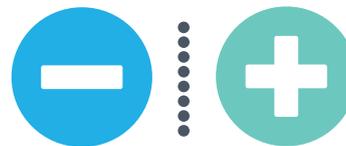
537,309

people completed the Drinkaware Unit
and Calorie Calculator⁵



328,230

people completed our alcohol
self-assessment, an online test based on
the World Health Organisation's Alcohol
Use Disorders Identification Test⁵



283,690

completed the DrinkCompare Calculator⁵



71,465

downloaded the Drinkaware app⁶

7,460

personalised conversations about
alcohol were handled by our online
alcohol support service DrinkChat⁷

We also interacted with
more than **12,500** people
in communities and in
workplaces through
Drinkaware's initiatives
and partnerships.⁸

3. Key trends: alcohol consumption remains a cause for concern



“
A significant proportion of the UK population are continuing to drink at levels harmful to their health.
”

Across the UK, the proportion of adult non-drinkers is increasing year-on-year. Our own 2019 Drinkaware Monitor data indicate that 15% of adults never drink alcohol, an increase from 12% in 2018.^{9,10} These findings are also reflected in national statistics.¹¹ However, the same data show that one quarter (26%) of the total UK adult population falls into the ‘increasing risk’ category of the AUDIT-C¹² measure, and one in seven (14%) are defined as ‘higher risk’ drinkers.

Nationally there has been a gradual decline in hazardous and harmful drinking since 2011.¹³ While this is a welcome trend, between approximately one-fifth^{14,15,16} and one-quarter¹⁷ of the adult population are drinking at these levels. This means a significant proportion of the UK population are continuing to drink at levels harmful to their health.

Trends in alcohol consumption are not reflected in the rate of alcohol-related hospital admissions or alcohol-specific mortality. Although alcohol-specific death rates in the UK have remained stable since the beginning of the decade, the broad measure rate of alcohol-related hospital admissions in England has increased every year for over a decade – with the rate in 2018/19 eight percent higher than the previous year, and the narrow measure reaching a new peak.¹⁸ This continued rise in alcohol-related harm probably reflects a time lag from the long-term trend of increasing alcohol consumption until the mid-2000s.¹⁹

Within these broader trends, clear demographic and geographic disparities in alcohol consumption, and associated harm, exist and remain a significant cause for concern.

Demographic and geographic divides

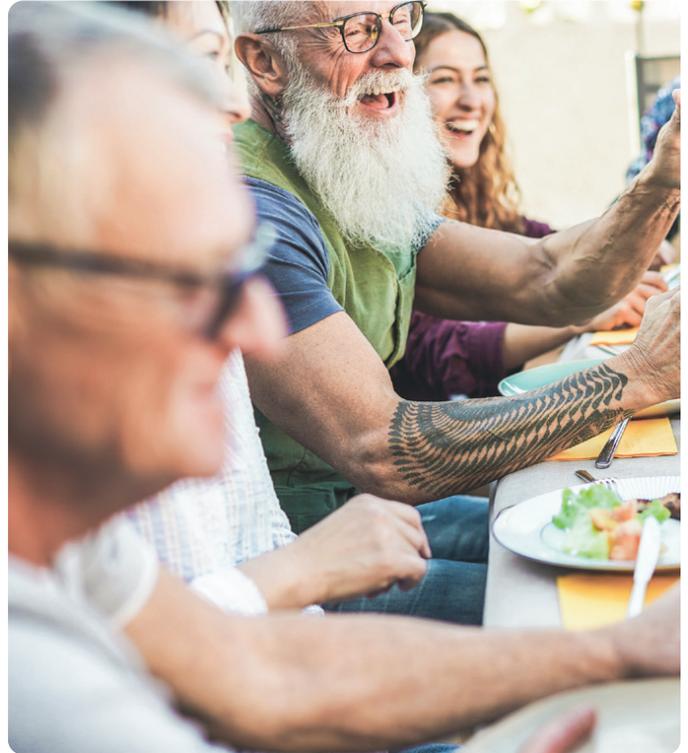
Age is a persistent factor in both alcohol consumption and alcohol-related harm. For example, NHS survey data show that while hazardous and harmful alcohol consumption has declined since 2011 for those aged 16–54, for adults aged 55 and above, this proportion has either remained stable or increased.²⁰

Older age groups tend to not only drink at higher levels, but also more regularly – with between 17% and 21% drinking on five or more days in the previous week.²¹ This age group also had the highest weekly household expenditure on alcohol in 2017/18 – with an average spend of more than £10 per week, compared to an overall average expenditure of £8.70.²²

Risk of alcohol-related harm is also more prevalent among older age groups, with adults aged 55–74 making up just under half (47%) of all alcohol-related hospital admissions in England in 2018/19,²³ and half (51%) of all alcohol-specific deaths in the UK.²⁴

Men are consistently more likely than women to drink at hazardous or harmful levels – across all age groups – and drink on a more regular basis.^{10,17,25} Men also make up to two-thirds of alcohol-related hospital admissions^{17,23} and alcohol-specific deaths.²⁴ While harmful drinking is not just confined to those over 55 and men, there is clearly a need to do more to reduce their harmful alcohol consumption.

Geographically, national figures tend to mask regional variation. For example, while alcohol-specific mortality has remained flat nationally, the latest statistics from Northern Ireland indicated a 30% increase in alcohol-specific deaths on the previous decade.²⁴ By contrast, although alcohol-specific death rates increased in Scotland in 2018, it is the only place in the UK to have seen a significant decline compared to the previous decade.²⁴



Disproportionate burden of alcohol harm

Alcohol-related harm falls disproportionately on the most deprived communities, among adults who are less likely to drink at hazardous and harmful levels and are more likely to be non-drinkers.^{25,26} The persistence of this ‘alcohol harm paradox’²⁷ is concerning. More must be done to understand and to address this important health inequality.

While it is well-evidenced that those in lower income communities have unequal access to health systems, it is vital that community access to information, skills and knowledge are strengthened to help people understand how alcohol adversely affects chronic health conditions, and to support informed choices about whether or not to drink.

4. Progress against our strategic goals

In 2017, Drinkaware's five-year strategy set out our Board's intent to substantially sharpen and shift the focus of the charity towards health, leveraging the unequalled reach of Drinkaware's digital offer to engage people drinking more than the Chief Medical Officers' low risk guidelines and to support them into changing their behaviour.

The strategy set out three key goals:



1

To substantially increase the reach of Drinkaware's information and advice, achieving 15 million engagements by 2022



2

To support 1 million people to develop personal strategies to reduce harmful drinking



3

To influence 500,000 over the life of the strategy, to drink in less harmful ways



In 2019, Drinkaware made significant progress towards these goals, engaging over 9 million people through our website and social media, and supporting more than 1.2m people to develop personal strategies to reduce harmful drinking.

Understanding key audience segments and working closely in partnership with other organisations has not only allowed us to reach large numbers of people, but also allowed us to target our activities and interventions effectively towards those who are most at risk of harm from drinking to encourage them to drink in less harmful ways. In this report, we share details of Drinkaware's targeted campaigns and activities, as well as our partnerships, which demonstrate our impact.

More broadly, Drinkaware recognises the considerable impact of alcohol harm not just on individuals, but upon healthcare systems and society. As such, we continue to be a key participant in the government's efforts to address this complex issue. Utilising our insight and evidence in 2019 Drinkaware responded to the Department of Health and Social Care's Prevention Green Paper, setting out recommendations to tackle harmful drinking. In 2020 we will continue to build upon this important work and further develop our close relationships with key stakeholders across the UK and devolved administrations.



Drinkaware recognises the considerable impact of alcohol harm not just on individuals, but upon healthcare systems and society.



5. Implementing our strategy



In 2019, Drinkaware engaged more than 9 million people through our website and social media, and supported more than 1.2m people to develop personal strategies to reduce harmful drinking.

Drinkaware's website visitors represent a broad age range but, as in 2018, the majority are under 44, with 25-34-year-olds representing the single largest group (32%). Slightly more women (55%) use the website than men. The most visited pages included information on drink-free days, the Drinkaware Unit and Calorie Calculator and 'how to stop drinking alcohol completely'.

Our website visitors

25-34-year-olds represent the single largest group (32%)



The most visited pages include information on drink-free days



Slightly more women (55%) use the website than men





The Drinkaware Unit and Calorie Calculator was completed **537,309** times during 2019.



Our website tools continue to help people understand the risk alcohol poses to their health. In 2019, 328,230 people completed our online alcohol self-assessment test (based on the World Health Organisation's Alcohol Use Disorders Identification Test).

The Drinkaware Unit and Calorie Calculator was completed 537,309 times during 2019, evidence of the continued interest in calories in alcohol and an important part of our offer given the importance of obesity to a range of underlying health conditions with which alcohol is associated.

Encouraged by targeted social media campaigns, 283,690 people completed the DrinkCompare Calculator to compare their drinking to UK averages. This tool, which uses social norms to challenge perceptions about what is acceptable or usual alcohol consumption, was improved in September 2019 to provide moderation strategies to help reduce risky drinking behaviours and to encourage frequent or daily drinkers to commit to reduce their alcohol use. From September to December 2019, more than 55,000 people made such a commitment, collectively pledging to reduce their drinking by almost three quarters of a million alcohol units. Among those who drank four or more days per week, almost 74,000 drink-free days were pledged.

Furthermore, the Drinkaware app was installed 71,465 times in 2019. Despite its relative age and the growing number of drinks tracker apps available on both Android and iOS platforms, this app continues to prove the growing interest in tools that can help people monitor their drinking and support them digitally to make a change.

In addition to our digital resources, NHS trusts, health professionals, and employers were provided with more than 25,000 alcohol-unit measuring cups and 34,000 alcohol and calorie comparison tools in 2019.

Finally, our trial of DrinkChat, an online chat service provided by advisors at Drinkline, the National Drinking Helpline, continued throughout the year. This service engaged in 7,460 personalised conversations about alcohol in 2019.



Drink Free Days

Our 2019 campaign continued to build on our drink-free days message with the launch of 'No Alcoholidays', designed to encourage people to substitute drinking with positive alternative activities and to promote healthier lifestyles.

The campaign was designed to engage men and women aged 45 to 65, who drink more than the low risk drinking guidelines, who drink at home rather than in pubs or restaurants, and who live in regions of the UK with higher than average rates of alcohol-related hospital admissions ('alcohol harm areas').

The campaign ran on radio and on digital channels. To provide a control region for evaluation purposes, the South West of England was excluded from the campaign.

An independent evaluation by YouGov found that:

- One in twenty drinkers in England recalled advertising about alcohol reduction and were able to name Drinkaware as the source of the campaign.
- Around a third of male drinkers and a quarter of female drinkers recalled seeing/hearing any element of the campaign, with higher recall for radio ads than for social media ads.

- The campaign was more noticeable than our 2018 campaign, but interest in the ads appeared to be marginally lower among women. In 2018 the radio ad with breast cancer messages performed particularly strongly, with 47% of women expressing interest, whereas the 2019 radio ads, which did not cover breast cancer, were of interest to around one third. It was noted in 2018 that breast cancer is a resonant issue for female drinkers, and the 2019 evaluation results appear to reinforce this.
- Close to three-fifths (57%) of those who remembered any campaign material agreed that the campaign influenced them to consider their drinking habits; this figure increased to 65% in Scotland. In both England and Scotland, more than four in 10 people who recalled the campaign were influenced to make a plan to take more drink-free days.
- Following the campaign, one in six (16%) drinkers reported having tried to cut down their drinking in the past six months, which was consistent with the proportion seen during the 2018 evaluation. Eighteen percent reported after the campaign that they are changing their drinking habits 'right now'; although there was no significant change in the proportion taking one or more drink-free days in a week, there was a small increase in those who had not drunk on any day in the last week from 23% to 26%.

The 'No Alcoholidays' campaign increased engagement with the DrinkCompare Calculator, with use of this tool 31% higher in the campaign areas than in areas not exposed to the campaign⁵.

More than 55,000 people collectively pledged to reduce their drinking by more than 700,000 units during our autumn Drink Free Days campaign²⁸. And of the almost-12,000 drinkers who created a personal action plan to take more drink-free days, 5,600 signed up for a tailored newsletter programme to help them achieve their goals.⁵



Case study

Jack is a 62-year-old retiree, living in the East Midlands. Before his recent retirement, he worked as a self-employed builder, having spent most of his career in local government and the corporate world.

Now retired, Jack tries to stay involved in the community through local associations and in the summer, has taken up beekeeping as a way to stay social.

Jack says he likes a drink but is now able to “keep on top of it”, in particular by using the Drinkaware app.

He highlights two factors that contributed to his drinking in the past: his children growing up and later, separating from his first wife.

“Once the kids have left home, it’s easy to fall into having a drop of wine every night... kids keep you occupied when they’re young.”

Though Jack has since remarried, the breakdown of his first marriage was also an important factor that led to Jack’s alcohol consumption increasing.

“When we’d split up it was quite easy to have a couple of glasses in the evening, and then when I met my current wife... the first few years there’s quite a lot of drinking involved, that’s what you do when you meet someone new.”

Despite generally feeling in control of his drinking at that time, Jack recalls a key wake-up call, which triggered him to reflect on his drinking – a family member who died as a result of drinking too much. This event was even more shocking to Jack, because this person did not fit the profile of what he thought was a ‘stereotypical problem drinker’.

“He didn’t recover, and you think – well actually, he was just a normal guy... underneath it you wouldn’t know, he kept his job down, but underneath it, he was killing himself. I just realised it’s an easy thing to slip into and very hard to step out of. It made me determined to be more on top of my drinking.”

This was compounded by a growing dissatisfaction with the effect his drinking was having physically.

“It really does slow you down the next day, if you’ve shared a bottle of wine, you’ll know about it the next day.”

Jack’s online research initially led him to NHS materials and he soon came across and downloaded the Drinkaware app.

“It’s quite shocking sometimes once you’re tracking how much you drink... [the app] helps you set targets, and when you click on a Drink Free Day, it feels very rewarding... I find it useful as a goal to achieve.”

In terms of moderation techniques, Jack keeps a spirit measure in the house, keeps alcohol-free beers in the fridge and is comfortable opting for alcohol-free beers in the pub.

“I had two [alcohol-free beers] last night in the pub and then drove home. There’s not really a stigma anymore, you’re not sitting there filling up on coke or lemonade... it’s easier to not be wedded to alcohol.”



I do like alcohol, but I’m lucky enough that I’ve been able to stay on top of it for the last year, using the Drinkaware app.



6. Reaching people through the media



January, September and December proved to be Drinkaware's most prolific months for media coverage. In January, this was driven by our *'Drink Free Days are not just for January'* campaign. In September, media attention was generated by the launch of *'No Alcoholidays'*. New research highlighting peer pressure to drink over the festive period generated significant coverage while Drinkaware's collaboration with *EastEnders* was the widest reported story at the end of 2019.

Working with journalists and producers across print, online and broadcast channels, a total of 2,516 pieces of media coverage was generated in 2019. Overall, Drinkaware appeared in more than 14,000 individual items of national media, consumer and trade as well as regional and local (print, online and broadcast) titles*.

* Source: Kantar media reports



“
Drinkaware’s work with EastEnders secured more than 200 pieces of coverage, with a potential audience reach of around 15 million people.
”

Case study: EastEnders

In the Autumn of 2019, Drinkaware joined forces with BBC’s EastEnders to advise scriptwriters on a developing storyline relating to the struggles with alcohol of one of its main characters, Linda Carter.

Drinkaware’s extensive research into drinking behaviours found there are around one million women in the UK, like Linda, who drink at risky levels, most often in the home and sometimes socially. They are most likely to drink to cope or to try and enhance their lifestyle.

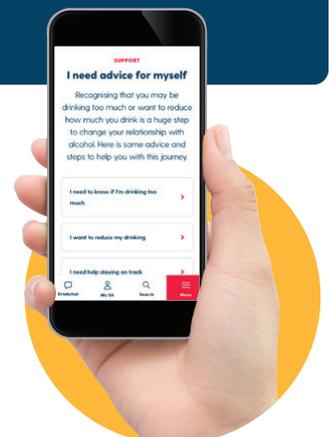
With each episode watched by millions, as a result of this partnership, Drinkaware was able to further shine a spotlight on the potential impact of harmful drinking to both current and new audiences. Drinkaware’s work with EastEnders secured more than 200 pieces of coverage, with a potential audience reach of around 15 million people.

This included national titles such as The Sun, Daily Mirror, Daily Star and Daily Express, significant consumer exposure in women’s magazines and other consumer titles, as well as extensive reporting in regional print and online. Readers were directed to Drinkaware’s support services.

Drinkaware Chief Executive Elaine Hindal said: *“Working with EastEnders on this storyline helped put a spotlight on the potentially harmful result of getting into the habit of drinking regularly. Linda’s experiences with alcohol demonstrate why it’s important to be able to recognise signs that you, or someone you care about, could be developing drinking habits that could cause harm to themselves or others.”*

Jon Sen, Executive Producer of EastEnders, added: *“In telling Linda’s story we hope that anyone in Linda’s situation or those around them notice the signs of alcoholism and seek the help needed.”*

As a result of the collaboration, Drinkaware is prominently featured on EastEnders’ website support page where viewers of the programme can find information and advice if they have been affected by issues on the show.



7. Reaching people through partnerships



Identification and brief advice in supermarkets

2019 was the third year of a Drinkaware partnership with national supermarket Asda to deliver Identification and Brief Advice (IBA) in 100 of its stores. Scratch cards were used to engage Asda shoppers in a conversation about the risks of alcohol to health and to provide tips to help shoppers change their drinking behaviour.

Shoppers were also given an alcohol-unit measuring cup and calorie counter wheel to support alcohol moderation at home.

Drinkaware trained 200 Asda employees, using the *Drinkaware at Work* e-learning modules, equipping them to talk confidently with shoppers about alcohol. Trained ASDA ambassadors engaged directly with more than 7,000 Asda shoppers in the two-day activity.



Identification and brief advice through football

Drinkaware facilitated the delivery of IBA in our partnerships with Derby County Football Club and the Scottish Football Association, through community-based walking football clubs.

Derby County Football Club (DCFC) Community Trust

Drinkaware continued its sponsorship of DCFC's Community Trust's walking football programme in 2019, providing educational resources for participants via coaches and programme leaders.

Building upon the success of the programme in 2018, when more than half of the 91 participants who were drinking at harmful levels at the outset reduced to just two percent by the end of the programme, in 2019, we repeated the programme with a new cohort.

Although the numbers involved remained low, with just 42 participants over nine months of the programme, results indicate that the proportion drinking at harmful levels fell by half (48%) from the start of the programme to a follow-up after nine-months (24%). Despite small sample sizes, this is a substantial impact and one which suggests the programme is having a very positive impact on drinking behaviours. We are investigating potential options for a full process evaluation of this programme in 2020.

Case study

Dave took part in Derby County walking football and talks here about his relationship with alcohol and how it has changed since he has been receiving support from Drinkaware through his involvement with the Club.

"I am a typical middle-aged, middle-class man. So, it used to be commonplace to have a bottle of wine on the dinner table most evenings. This changed when I took up walking football and since then I have cut down my drinking. I do still drink but it is less often now and almost never the night before a game.

"My wife and I are getting older and naturally drinking less but it's the walking football that is making a difference for me without a doubt. I want to be bright and ready for the games and training, so I feel naturally inclined to not drink. This is also the case for my wife, Christine, who has been playing walking netball for nearly a year. Walking sports are really starting to take off in our area for our age group. It's a really great way to stay active and socialise.

"Christine and I predominantly drink together so when we have games or training the next day it's easy to say that we won't drink. It's not strict though, I will have a drink on occasion when watching the football, whereas Christine essentially doesn't drink in the week. We try to maintain a balance, for example we have a nice meal at the weekend, we indulge with gin and tonic before our meal and wine with dinner but then effectively that is our big drinking night for the week.

"The most noticeable changes I am aware of are to do with my general wellbeing and fitness. It comes back to the walking football, being more ready for the games means I will play to my best. With greater fitness, I've lost weight and increased my energy levels. I know that this is also the case for my teammates as well. Whenever we're asked about the Drinkaware logo on our shirts we let people know about the benefits of reducing their drinking!

"My view is that you always need a reason to cut down, when you have that the chances of success are increased. Generally wanting to cut down for a vague reason, in my view, won't give you the impact that you want. It's all about incentive. I know a lot of the lads I play football with are now not drinking in the week at all. The incentive to play to a good standard is giving them the push they need."

Walking football in Scotland

Drinkaware continued its research partnership with walking football in Scotland that was launched in October 2018 with the support of The Scottish Football Association. Drinkaware provided alcohol education resources for participants and through 2019/20, is collecting longitudinal data to determine the impact of these resources on drinking behaviours. The results of the programme will be reported on in 2020/21.



Case study

Tom* is 46 years old and lives in Dundee. Before joining the walking football team, Tom used to drink three or four cans of lager every night at home, as well as a glass of wine two to three nights a week. Here, Tom talks about how his relationship with alcohol has changed since joining the walking football team and having access to Drinkaware's resources.

"Alcohol is not something that I feel I needed; it was just something I did. Drinking was something I did out of boredom. Now, I fill my diary with things to keep me out of the house at night, and luckily, it has been through playing walking football.

"I started playing to get me active again. I saw a photograph of myself and really noticed a change in my appearance, which I knew was down to the drinking. It was like a trigger to change.

"Most of my drinking revolved around watching football, but now, instead of having a few tins per half, I will limit myself to one per 45 minutes. I will also have a bottle of water on the table to 'water down' my beers and limit my lager intake. I have never bought water before from the shops, but often upon coming home now I drink water, as opposed to a beer, which I was having previously. These simple little steps are helping me and the fact that I am doing it in moderation makes it easier."

Drinkaware's resources "heightened my awareness to what I was drinking... until Drinkaware, I never thought about this. The [unit measuring] glass and the [unit and calorie] wheel make you aware of how much you drink."

"The way the information was given to us was great. If it had been a sit-down approach, I would probably have switched-off from what I was being told. Giving us the opportunity to take the information away and read it at our own leisure gave us, as participants, the choice. I have read it and it made a difference as a result of it.

"I am more alert now and have noticed a massive difference in my energy levels, which I think is related to the decrease in drinking. I go to the gym and have started playing five-a-side football again, as well as participating in more walking football sessions. These activities have naturally taken me away from drinking at night as I'm out participating, instead of sitting in the house drinking. In terms of the social side, I have a bigger group of friends and have extended friendships as a result of playing the game.

"Also, because I was able to make changes in my drinking habits, I have found similar steps have made it easier to change my eating habits as well. Both lifestyle changes have had a positive impact on my general health and my mentality.

"I feel better for the changes I have made and have more energy and a better focus in my life now. I won't ever change completely, as I enjoy a beer, but maybe by cutting down, I will enjoy them more when I do get them!"

* Not his real name.

“
The way the information
was given to us was great.
”

Focusing on the workforce: *Drinkaware at Work*

Alcohol is the world's number one risk factor for serious ill health and premature death among 25-59-year-olds²⁹ and the leading risk factor for ill-health, early mortality and disability among 15-49 year olds in England³⁰ - the working population. Alcohol-related sickness and absence is estimated to cost UK industry £7.3 billion a year.³¹

Drinkaware at Work supports employers to include alcohol alongside other health and wellbeing, or health and safety, education provided to employees.

In 2019, *Drinkaware at Work* was accredited by the Continuing Professional Development (CPD) service and by the Royal Society for Public Health (RSPH).

The training was delivered in 16 organisations to 2,665 participants, as we began to rollout the programme from its test phase. As part of this, the product evolved from single workshop sessions to include group workshops, e-learning and health stalls, and included a new 'train the trainer' option, all designed to provide engaging, impartial advice to help employees make better choices about alcohol and support employers to recognise alcohol's potential impact in the workplace.

Case study - Travis Perkins Group

Drinkaware at Work was delivered as a series of training sessions throughout 2019 to Travis Perkins' managers. Working together with the builders' merchants human resources team, we designed a way to embed the training into the organisation's existing regional wellbeing workshops.

The training served not only to support individuals with education about alcohol for their own health, but also to support the management team with information and practical advice on managing alcohol consumption in workplace settings, such as at events or team socialising.

"Bringing Drinkaware to support our wellbeing programme in the TP Group has been both engaging and enlightening. Every session generated lively discussion and found everyone reassessing what they thought they knew about the effects of alcohol on mind and body."

Senior Executive, Travis Perkins



Focusing on the night-time economy: **Nightlife Crew**

Nightlife Crew evolved in 2019 from the successful *Drinkaware Crew* scheme launched in 2015. Today, it is an accredited training programme for on-trade employees and anyone who is involved with the safety of the night-time economy. *Nightlife Crew* is supported by organisations such as police forces, local authorities and business improvement districts, to help improve customer safety and reduce antisocial behaviours as a result of alcohol use.

The initiative – as *Drinkaware Crew* – has been active in clubs and bars in 21 areas across the country, including Birmingham, Bristol, Glasgow and Nottingham. The development of *Nightlife Crew* followed extensive evaluation of the scheme, including a review of our activity at festivals such as British Summertime and in areas such as Soho in London.

In 2019, Cardiff, Hackney and Essex were among the first partners to adopt the new iteration of Drinkaware's *Nightlife Crew*.

“Our aim is always to ensure the public experience Cardiff at its best by promoting the city as a safe environment where you can have a memorable night out. The Nightlife Crew training gives venues the confidence that their staff are fully aware of how to support customers, thereby giving them room to provide quality, safe service as well as a great time.”

Adrian Field, Executive Director at FOR Cardiff, Business Improvement District

“The training will form part of Hackney Nights, our night-time safety charter, which will encompass and deliver a variety of training modules for venues and public advice on safety-related issues throughout the night-time economy. Drinkaware’s training is another layer to Hackney Nights, and we are sure that it will empower venues with the tools they need to help support their customers on nights out.”

Samantha Mathys, Hackney Council’s Late Night Levy Manager



Nightlife Crew comprises five training modules:

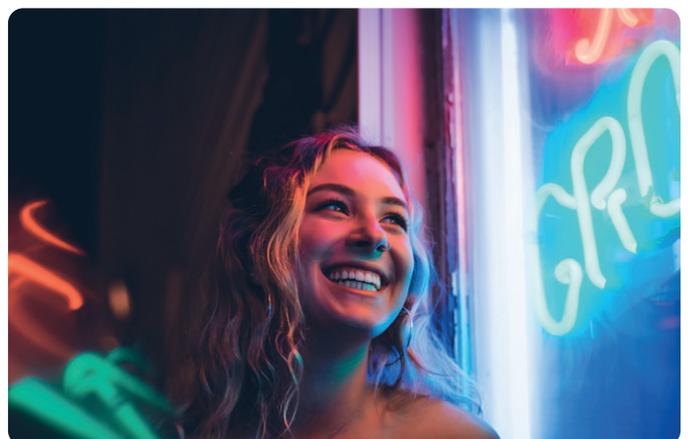
Club Crew: for on-trade employees whose role is to promote a positive social environment and support customers who are vulnerable as a result of excessive drinking;

Lead Crew: for managers and supervisors;

Support Crew: e-learning for all on-trade employees to raise awareness of alcohol vulnerability;

Festival Crew: for employees engaged in festivals and other large-scale events; and

Street Crew: for community volunteers who support people on the streets rather than in venues, to help improve community safety.





Case study: Soho Angels

The Soho Angels comprise volunteers who receive training adapted from the *Nightlife Crew* scheme that equips them to support vulnerable people on a night out. The initiative, run by Westminster Council and the LGBT Foundation, with support from Smirnoff, St John Ambulance and other partners, was launched in December 2018.

In 2019, the Soho Angels were available every weekend on the streets of Soho to support people with everything from reuniting individuals with their friends, finding lost phones or bags and helping people to get home safely. The training they receive from *Nightlife Crew* also gives them the crucial knowledge they need to safely approach someone who has had too much to drink, to spot signs of alcohol poisoning – which can be fatal – as well as know when to call for ‘blue light’ assistance.

One of the people helped by the Soho Angels posted on Facebook: “You helped my sister and I while we were both pretty drunk and my phone had been stolen. We were just amazed at how lovely you all were and think it’s so admirable that you give up your time to look after people - honestly hats off to you all.”

- Four out of five customers said they felt more positive about a venue with *Nightlife Crew* in place.
- Three in four would be willing to pay £1 more for entry if a venue offered Drinkaware’s *Nightlife Crew* scheme³².

8. About Drinkaware



Drinkaware is an independent alcohol education charity which aims to reduce alcohol-related harm by helping people make better choices about their drinking. We do this by providing information and practical resources and by raising awareness of alcohol and its harms. Working directly with public sector bodies and private sector organisations, Drinkaware offers workplace training as well as programmes for staff in bars and clubs so they can spot and support people at risk from alcohol harm. We also provide information resources to healthcare professionals and educators, insight and research to government and alcohol advice sessions in community venues like supermarkets.

The Drinkaware Trust is a charity, registered with the Charity Commission and the Scottish Charity Regulator, and governed by a board of independent Trustees, chaired by Sir Leigh Lewis KCB, in accordance with its Memorandum and Articles of Association.

The Board of Trustees each bring relevant expertise to the operations of Drinkaware and act with full independence. The Board directs the work of the charity, and delegates authority to three sub-committees covering Finance and Human Resources, chaired by the Treasurer; Risk and Audit chaired by a trustee (currently by David Ward), and Research and Impact, chaired by a trustee (currently by Dr Timothy Walker).

The Research and Impact Committee provides support and guidance for Drinkaware's work and ensures that our activity is based on the best available evidence. The Committee oversees robust evaluation and determines whether our resources and efforts are being effectively applied. This impact report has been reviewed and approved by the Research and Impact committee, comprising:

Dr Timothy Walker

Chair of the Committee and Drinkaware Trustee, former Fellow of both the Institution of Engineering and Technology and the Institute of Physics

Professor Patrick Barwise

Emeritus Professor of Management and Marketing, London Business School

Dr Colin M Hunter OBE FRCPEd FRCGP

Former Chair, Royal College of General Practitioners, former GP

Observer

Dr Fiona Sim OBE

Independent Chief Medical Advisor to Drinkaware, former Chair, Royal College of Public Health, GP

9. Drinkaware funders

We would like to thank our funders for their support and commitment in 2019:

Accolade Wines Ltd
Admiral Taverns Ltd
Aldi UK
Armit Wines
Asahi UK
ASDA Stores Ltd
Aspall Cyder Ltd
Aston Manor
Bacardi Brown-Forman Brands
Beam Suntory
Berry Brothers & Rudd
Bestway Retail
Booker
Bourne Leisure
Brakspear
Broadland Wineries
Brothers Drinks Co
Budweiser Brewing Group UK&I
C&C Group plc
Campari UK
Carlsberg UK Ltd
Casella Family Brands (Europe) Ltd
Cellar Trends
Celtic Marches Beverages Ltd
Champagne Nicolas Feuillatte
Cider of Sweden (Kopparberg)
Concha y Toro
Continental Wine & Food
Conviviality Retail
Corinthian Brands Ltd
Costco
Daniel Thwaites plc
Diageo Great Britain Ltd
Distell International
E & J Gallo Winery Europe

England & Wales Cricket Board
Enotria Wines
EI Group
Everards Brewery Ltd
Freedom Brewery
Frederic Robinson Ltd
Fuller Smith & Turner plc
Gen!us Brewing
Glen Turner Company Ltd
Global Brands
Goedhuis & Co
Gordon & Macphail
H Weston & Sons
Halewood
Hall & Woodhouse
Hallgarten & Novum Wines
Harrods
Harvey & Sons
Hatch Mansfield
Heineken UK
Hippodrome Casino Ltd
Hi-Spirits
Hook Norton
Ian Macleod Distillers
Ideal Wine Company
Inver House Distillers Ltd
J Chandler (Buckfast) & Co
JD Wetherspoon plc
JW Lees & Co (Brewers)
Kato Enterprises
Kingsland Wines
Laithwaite's Wine (Direct Wines)
Laurent-Perrier
Liberty Wines
Lidl

Lion-Beer, Spirits & Wine (UK) Ltd
Loch Lomond Group
London & Scottish International Ltd
Louis Latour Agencies
Maisons Marques et Domaines
Majestic Wine Warehouses Ltd
Marks & Spencer plc
Marston's plc
Mast-Jagermeister UK
Masters of Malt
Matthew Clark Bibendum Ltd
McCormick Distilleries USA
McQueen Gin
Mitchells & Butlers plc
Moet Hennessy UK Ltd
Molson Coors Brewing Company UK
Morrison & Mackay Ltd
Negociants UK
NUS Services
Nyetimber
Oakham Ales
Origin Wine
Pernod Ricard UK
Pinnacle Drinks
Pol Roger
Proximo Spirits UK Ltd
Punch Taverns plc
Quintessential Brands
QVC
Racecourse Association
Rude Wines
Rugby Football Union (Twickenham)
Remy-Cointreau
Sainsbury's Supermarkets Ltd

Shepherd Neame Ltd
SHS Drinks Division
Southwestern Distillery
Spar (UK) Ltd
Spendrups Bryggeri AB
St Austell Brewery Company Ltd
Tesco plc (inc One Stop Stores Ltd)
TGI Friday's
Thatchers
The Co-operative Group
The Deltic Group
The Drinks Company
The Edrington Group Ltd
The Haciendas Company
The Reformed Spirits Company
The Restaurant Group
The Wine Society
Theakston
Treasury Wine Estates
Two Tribes Brewing
Virgin Trains West Coast
Wadworth & Co
Waitrose Ltd
Warner Edwards Distillery Ltd
Wells & Co
Whitbread
Whyte & Mackay Ltd
Wickwar Brewing Company
William Grant & Sons
Wilkin & Son Ltd
WM Morrison Supermarkets plc
Woodforde's Brewery
Young & Co's Brewery P.L.C

10. References

- 9,035,000: number of Unique Visitors calculated via *Google Analytics*.
- Total referral traffic from Twitter, Facebook, Instagram and LinkedIn via *Google Analytics*.
- Total number of Facebook, Twitter and Instagram followers via Hootsuite; total YouTube views via YouTube Analytics.
- Total Unit and Calorie calculator, Self-assessment, and DrinkCompare Calculator completions, DrinkChat conversations and Drinkaware app installs. Based on Unique Events in *Google Analytics*. Some duplication due to users potentially using multiple tools.
- Based on Unique Events via *Google Analytics*.
- Total installs across IOS and Android.
- Total number of online conversations handled by DrinkChat staff.
- 7,061** people took part in our Alcohol Brief Advice programme which was delivered in 100 ASDA stores across the country. **2,669** people were supported by Drinkaware Crew across 19 venues in 21 cities. **2,665** employees received alcohol training through our Drinkaware at Work programme. **171** walking football participants received our support and resources.
- Gunstone, B., Piggott, L., Butler, B., Appleton, A. and Larsen, J. (2018). *Drinking behaviours and moderation among UK adults: Findings from Drinkaware Monitor 2018*. London: YouGov and Drinkaware. Available at: https://www.drinkaware.co.uk/media/293021/drinkaware-monitor-2018-report_v100.pdf. [Accessed 20 February 2020].
- Gunstone, B. and Samra, S. (2019). *Drinking behaviours and peer pressure in relation to alcohol: Drinkaware Monitor 2019*. London: YouGov and Drinkaware. Available at: <https://www.drinkaware.co.uk/media/293427/drinkaware-monitor-2019-peer-pressure-final.pdf>. [Accessed 20 February 2020].
- Note: The Health Surveys for England, Scotland and Northern Ireland and the National Survey for Wales all provide estimates for alcohol consumption but are not comparable due to inconsistencies in measurements and categorisation of drinkers. As such, estimates should not be compared among countries.
- The Alcohol Use Disorders Identification Test (AUDIT-C) is a three-question alcohol screening test that identifies individuals drinking at hazardous levels. A risk score is determined by the following brackets: 'low risk' (scoring 0-4 through the AUDIT-C questionnaire); 'increasing risk' drinkers scoring 5-7, and 'higher risk' drinkers scoring 8-12.
- Defined as those drinking above the Chief Medical Officers' low risk drinking guidelines of 14 units per week.
- NHS Digital. (2019). *Health Survey for England 2018: adults' health-related behaviours data tables (version2)*. [Dataset]. Available at: <https://digital.nhs.uk/data-and-information/publications/statistical/health-survey-for-england/2018/health-survey-for-england-2018-data-tables>. [Accessed 20 February 2020].
- Welsh Government. (2019). *National Survey for Wales: results viewer*. [Dataset]. Available at: <https://gov.wales/national-survey-wales-results-viewer>. [Accessed 20 February 2020].
- Department of Health, Northern Ireland. (2019). *Drinking tables from the Health Survey Northern Ireland*. [Dataset]. Available at: <https://www.health-ni.gov.uk/publications/tables-health-survey-northern-ireland>. [Accessed 21 February 2020].
- Scottish Government. (2020). *The Scottish Health Survey. Chapter 3: Alcohol*. Available at: <https://www.gov.scot/publications/scottish-health-survey-2018-volume-1-main-report/>. [Accessed 20 February 2020].
- Broad measure definition: where either the primary diagnosis (main reason for admission) or one of the secondary (contributory) diagnoses is an alcohol-related condition. Narrow measure definition: where the primary diagnosis (main reason for admission) is an alcohol-related condition.
- Holmes, J., Meier, P.S., Booth, A., Guo, Y. and Brennan, A. (2012). The temporal relationship between per capita alcohol consumption and harm: a systematic review of time lag specifications in aggregate time series analyses. *Drug and Alcohol Dependence*, 123(1-3), 7-14.
- NHS Digital. (2019). *Health Survey for England 2018: adults' health-related behaviours data tables (version2)*. [Dataset]. Available at: <https://digital.nhs.uk/data-and-information/publications/statistical/health-survey-for-england/2018/health-survey-for-england-2018-data-tables>. [Accessed 20 February 2020].
- NHS Digital. (2019). *Health Survey for England 2018: adults' health-related behaviours data tables (version2)*. Table 14. [Dataset]. Available at: <https://digital.nhs.uk/data-and-information/publications/statistical/health-survey-for-england/2018/health-survey-for-england-2018-data-tables>. [Accessed 20 February 2020].
- NHS Digital. (2020). *Statistics on alcohol, England 2020*. Available at: <https://digital.nhs.uk/data-and-information/publications/statistical/statistics-on-alcohol/2020/part-7>. [Accessed 25 February 2020].
- NHS Digital. (2020). *Statistics on alcohol, England 2020*. Available at: <https://digital.nhs.uk/data-and-information/publications/statistical/statistics-on-alcohol/2020/part-1>. [Accessed 25 February 2020].
- Office for National Statistics. (2018). *Alcohol-specific deaths by sex, age group and individual cause of death*. [Dataset]. Available at: <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/causesofdeath/bulletins/alcoholrelateddeathsintheunitedkingdom/registeredind2017>. [Accessed 22 February 2020].
- NHS Digital. (2019). *Health Survey for England 2018: adults' health-related behaviours data tables (version2)*. [Dataset]. Available at: <https://digital.nhs.uk/data-and-information/publications/statistical/health-survey-for-england/2018/health-survey-for-england-2018-data-tables>. [Accessed 20 February 2020].
- Scottish Government. (2020). *The Scottish Health Survey 2018: main report - revised 2020*. Available at: <https://www.gov.scot/publications/scottish-health-survey-2018-volume-1-main-report/pages/27/>. [Accessed 27 March 2020].
- Bellis, M. A., Hughes, K., Nicholls, J., Sheron, N., et al. (2016). The alcohol harm paradox: using a national survey to explore how alcohol may disproportionately impact health in deprived individuals, *BMC Public Health*, 16, 1, 111.
- Based on Unique Events via *Google Analytics*: 55,132 people pledged to reduce a total of 726,259 units during our autumn Drink Free Days campaign.
- European Commission Scientific Opinion of the Science Group of the European Alcohol and Health Forum. (2011). *Alcohol, work and productivity*. Brussels, European Commission. Available at: https://www.drugsandalcohol.ie/16211/1/science_02_en.pdf. [Accessed 27 March 2020].
- Burton, R., Henn, C., Lavoie, D., O'Connor, R., Perkins, C., Sweeney, K., Greaves, F., Ferguson, B., Beynon, C., Belloni, A. and Musto, V. (2016). *The public health burden of alcohol and the effectiveness and cost-effectiveness of alcohol control policies: an evidence review*. Public Health England. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/733108/alcohol_public_health_burden_evidence_review_update_2018.pdf. [Accessed 23 July 2020].
- Home Office. (2012). *A minimum unit price for alcohol. Impact Assessment*. (November 2012). Home Office, London. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/157763/ia-minimum-unit-pricing.pdf.
- The research (November 2018 - January 2019) comprised observations and interviews in nine of the venue that had Drinkaware Crew and a survey of 303 young adults aged 18-24 who had been to a venue with Drinkaware Crew.

About Drinkaware

Drinkaware is an independent charity working to reduce alcohol misuse and harm in the UK. We're here to help people make better choices about drinking.

Drinkaware

519 Salisbury House
London Wall
London EC2M 5QQ

t. 020 7766 9900
e. contact@drinkaware.co.uk

Publication date: September 2020