

2023 Evaluation of the Drinking Check: Management Response

Prepared by the Impact Team within the Research, Policy & Strategy Directorate in consultation with key members of the Drinking Check Programme Board, made up of senior leaders and managers of relevant research, digital and marketing functions.

Overall response to the evaluation	<p><i>Impression on process and outcomes of the evaluation, adequacy of evidence and concurrence with findings.</i></p> <p><i>Were there limitations in the process and outcomes? Are there any additional insights not articulated in the recommendations?</i></p>
	<p>In the first half of 2023, Drinkaware completed a series of updates to the Drinking Check, our digital identification and brief advice (IBA) tool, and the Drinking Check’s follow-up advice pages. These updates aimed to make the results more accessible and engaging for users so they could have better insight into their risk score and level, and act to change their drinking behaviour if necessary.</p> <p>An independent evaluation was commissioned to measure the effectiveness and identify outcomes and impacts of the Drinking Check. Through a tendering process, Chrysalis Research was selected because of the rigour, robustness and value for money of their proposal. The methodology they implemented involved recruiting a panel that reflected - as far as possible - the demography of Drinking Check users, asking panel members to complete the Drinking Check twice, approximately 4-6 weeks apart, and complete a short survey at both phases. A small number who completed the survey at each phase then participated in follow-up depth interviews. There were limitations to this method:</p> <ul style="list-style-type: none"> • The panel were recruited to complete the Drinking Check and did not organically arrive at the tool. While this may have positively skewed completion rates, the panel surveyed - who may not ordinarily consider themselves risky drinkers - are in fact a key target audience for the Drinking Check, so the results are relevant and informative. • The methodology adhered to data protection and privacy laws, meaning Drinking Check risk scores and levels remained anonymous and were kept separate from the anonymised data generated by the survey. Any analysis that is disaggregated by risk is based on consumption questions asked within the survey. • The evaluation took place over a short period from October to December 2023 and close to Christmas, which would have impacted the potential for positive outcomes to be generated. <p>Despite these limitations, overall, the evaluation was well accepted by senior leadership and the Drinking Check Programme Board who are committed to implementing almost all of the recommendations that have been generated by reviewing the findings of the report.</p>
Planned use of the evaluation	<p><i>The process to facilitate the intended use, focusing on how evaluation findings will impact iterations of the Drinking Check.</i></p>
	<p>The evaluation report and this management response have been published on the Drinkaware website as part of our commitment to learning from evaluation, improving the Drinking Check and to be accountable to our stakeholders.</p>

	<p>Drinkaware is pleased to note that the evaluation has evidenced that a high proportion of those who complete the Drinking Check for themselves or because they are concerned for someone else trust in the resulting risk score and level. There is evidence too that completing the Drinking Check has a positive impact on helping people set an intent to tackle their risky drinking, and to converting that intent into action - from reflecting on their risk or talking to a loved one, friend or professional, to making changes to their drinking behaviour on their own volition.</p> <p>There are of course lessons to learn, and the evaluation findings have given Drinkaware a set of recommendations. Responsibility for identifying and implementing the agreed resulting actions rests with Drinkaware’s Drinking Check Programme Board and are detailed below.</p>
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Recommendations and responses

	Recommendation <i>Recommendations based on a review of ‘suggestions for development’ and other insights from the evaluation report.</i>	Management response <i>Indicate if:</i> <ul style="list-style-type: none"> • Accepted • Partially accepted (include reason) • Not accepted (include reason) 	Actions planned <i>Indicate concrete actions planned by Drinkaware to implement the recommendations</i>	Responsible <i>Who is responsible for the actions</i>
1	Include more guidance within the Drinking Check itself to support drinkers to accurately answer consumption questions, including what a unit of alcohol is and how different %ABVs impact a unit of alcohol.	Accepted.	Discovery work will take place by mid-2024 to identify the best way to integrate Drinkaware’s Unit and Calorie Calculator into the Drinking Check.	Drinking Check Programme Board
2	Include more engaging, positively framed and interactive information and personal stories on the Drinkaware website following the risk result to promote engagement with information and advice shown. Promote behaviour change by increasing knowledge of the potential harms of drinking alcohol and guidelines for safer drinking in this way.	Accepted.	Drinkaware is currently developing content in 2024 that will include additional case studies and personal stories. Drinkaware plans to steadily include this content – both directly on the Drinking Check results page and elsewhere on the Drinkaware website – where appropriate from Q2 and Q3 of 2024.	Drinking Check Programme Board

3	Tailor information and advice shown alongside the Drinking Check risk result for those who are experiencing alcohol harm linked to e.g. their age.	Partially accepted. More research needs to be done to investigate how Drinkaware frames the Drinking Check results page and information/ advice to meet different levels and kinds of alcohol harms related to age, ethnicity, gender and sexual identity.	Drinkaware is currently researching and publishing a set of studies on alcohol harm and the interplay with gender and sexual identity, ethnicity and deprivation. This is an ongoing body of research that is taking place throughout 2024. Further qualitative research is also needed to understand how to tailor any information/ advice to meet different levels and kinds of alcohol harms related to age, gender and sexual identity in a way which is inclusive and non-judgemental. Once the implications are clear, recommendations will be made to the Drinking Check Programme Board on how best to tailor post-Drinking Check information and advice.	Research Policy & Strategy Directorate and Drinking Check Programme Board
4	Provide more support and information for people who are concerned about a loved one's drinking, including tips on moderating alcohol consumption, how to ask about motivations for drinking, stories of people who have started talking about their drinking and had a good outcome, and conversation prompts.	Partially accepted. Drinkaware agrees this must be provided but is developing a more holistic support package around 'supporting someone else' that <i>involves</i> rather than is <i>solely delivered</i> through the Drinking Check.	Drinkaware will start discovery work by mid-2024 to build 'supporting someone else' resources that will be made available on the Drinkaware website.	Drinking Check Programme Board
5	Tailor information and advice shown alongside the Drinking Check risk result for readiness to change and encourage people	Accepted.	Drinkaware is already developing different content to support both those who are ready to change and those	Drinking Check Programme Board

	to revisit the Drinking Check to check progress or use as a reminder to continue with positive changes.		who are not. This will include encouraging people to revisit the Drinking Check to check progress and see if their risk score/ level changes.	
6	Promote the Drinking Check as a non-judgemental, confidential tool.	Accepted.	Drinkaware continually reviews its use of language and will continue to do so around promotion of the Drinking Check, and further ensure that people reached are aware that it is a confidential tool.	Drinking Check Programme Board
7	Encourage people to share the Drinking Check with others and provide tips for how to share with others, including with someone they are concerned about.	Accepted.	Marketing is already underway from Q1 of 2024 to encourage people to share the Drinking Check with others when promoting the Drinking Check. This will be bolstered once (4) above is underway	Drinking Check Programme Board