

Survey of activities undertaken by stakeholder organisations to promote or communicate the new (2016) UK drinking guidelines

Context:

The UK government put forward proposed new drinking guidelines in January 2016 and formally adopted them in September 2016. We are interested in gathering information about any past, current or planned activity to promote or communicate these to the general population

In summary, the new drinking guidelines recommend that:

- It is safest not to drink regularly more than 14 units a week, to keep health risks to a low level
- If drinking as much as 14 units a week, it is best to spread this evenly over 3 days or more
- The risk of developing a range of illnesses (e.g. some cancers) increases with any amount drunk regularly
- If wishing to cut down, a good way to achieve this is to have several drink-free days each week
- If pregnant or planning pregnancy, the safest approach is not to drink at all, to keep risks to the baby to a minimum
- Some groups are likely to be more affected by alcohol and should be careful of their drinking on any one occasion (e.g. young adults, older people, people with low body weight, other health problems or on medicines or other drugs)

See:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/489795/summary.pdf

1. Background information

Organisation name (TEXT FIELD _____)

Job title (TEXT FIELD _____)

Please give a brief description of your job role (TEXT FIELD _____)

*e.g. Social marketing manager – responsible for design and delivery of health behaviour change campaigns;
Director population health – responsible for strategic oversight of policies and programs*

2. Major promotional or communication activity undertaken

Since **January 2016**, has your organisation undertaken any MAJOR activity to promote or communicate the proposed new drinking guidelines, or any aspect thereof, to the public? (e.g. mass media campaigns, production of printed materials such as leaflets, large-scale social media campaigns, widespread training of health professionals)

Please do not include activities that ONLY involved press/news campaigns as these are covered by a later question.

- No (skip to Q 3)
- Yes (Opens window to 'Activity 1')

Thinking about the **first major promotional or communication activity**

a. What was the main type of activity undertaken? (select one)

- Advertising campaign
(if tick this, open to 'Name of campaign name' TEXT FIELD _____)
- Distribution of health promotional materials
(if tick this, open to 'Please describe' TEXT FIELD _____)
- Training of health professionals
(if tick this, open to 'Please describe' TEXT FIELD _____)
- Other (please describe) (TEXT FIELD _____)

Please note: It would be helpful for us to see the promotional or training materials used – we will contact you separately to request these

b. What was the medium/platform for the activity? (select as many as apply)

- TV
- Radio
- Print media
- Social media
- Workshop
- Toolkit
- Other (please describe) TEXT FIELD _____)

c. Which aspect(s) of the drinking guidelines was promoted or communicated? (select as many as apply)

- 'No safe level'
- 14 units
- Number of drinking days per week/drink free days
- Protective effects
- Age groups beyond youth
- Cancer-related messages
- No drinking during pregnancy
- Other (please describe) TEXT FIELD _____)

d. When did the activity occur?

Start date | |

End date | | Or Ongoing

Please describe the frequency of the activity (e.g. newspaper ad run once a week for 4 weeks)
TEXT FIELD _____)

- e. Was this activity supported by other promotional activities? (e.g. media release, social media)
- No
 - Yes. Please briefly describe the supporting promotional activities (TEXT FIELD _____)
- f. Who were the intended target audience of the main promotional activity?
- Geographically (select one)
 - National
 - Local/regional (if tick this, open to drop down list of 9 regions with 'tick all which apply')
 - Gender
 - Male
 - Female
 - Both male and female
 - Age group
 - All adults
 - Or if specific age groups:
 - Younger
 - Mid-age
 - Older
 - Other target group
 - No
 - Yes. Please specify any other target group(s) (TEXT FIELD _____)
- g. Did the activity enable audience interactivity? (e.g. assessment of own alcohol use)
- No
 - Yes. Please specify what this involved (TEXT FIELD _____)
- h. Please provide either the **exact cost or an estimate** of the total cost of this activity to your organisation
- £□,□□□,□□□
- Or**
- I am unable to provide an estimate
 - No cost
 - <£4,999
 - £5,000-£9,999
 - £10,000-£14,999
 - £15,000-£19,999
 - £20,000-£29,999
 - £30,000-£49,999
 - £50,000-£99,999
 - £100,000-£199,999
 - £200,000+

Did any other organisation contribute to the cost of the activity? (i.e. costs NOT included in the above estimate)

- No
- Yes

We realise it may be difficult to know what to include in estimated costs. If you wish to expand on your answer to Q2h, please provide more detail here (TEXT FIELD _____)

i. Do you have any measure of audience reach? (e.g. Web-metrics, Gross Ratings Points)

- No
- Yes. Please provide details of the measure(s) used and any data you are able to share (TEXT FIELD _____)

j. Did this activity have a **creative brief**?

- No
- Yes. Please note: It would be helpful for us to see this – we will contact you separately to request the creative brief

k. Do you have any additional documents you are able to share with us about this activity? (e.g. campaign evaluations, etc)

- No
- Yes. Please note: It would be helpful for us to see these – we will contact you separately to request the additional documents

l. Since **January 2016**, has your organisation undertaken ANY OTHER major activity to promote or communicate the proposed new drinking guidelines, or any aspect thereof, to the public? (e.g. mass media campaigns, production of printed materials such as leaflets, large-scale social media campaigns, widespread training of health professionals)

- No (skip to Q 3)
- Yes (Opens window to 'Activity 2')

Thinking about the **second major promotional or communication activity ...**

→ loop through questions above again

3. Press statements and interviews

Since **January 2016** have you, or another representative of your organisation, released press statements or responded to requests for media interviews about the new drinking guidelines (or closely related issues)?

- No (skip to Q 4)
- Yes

Thinking about the first key event/issue any media activity related to

a. What was the event/issue being commented on by your organisation? (e.g. 'press release about new research publication on alcohol-related cancer risk') (TEXT FIELD _____)

b. What was the approximate date of the media activity? | |

c. What was the reach of the coverage for your organisation? (tick all that apply)

International Large scale (e.g. New York Times, Sydney Morning Herald)

Smaller scale (e.g. International mailing lists, press alerts, blogs)

National Large scale (e.g. Channel 4 news, Daily Mail, Guardian, national radio broadcasts)

Smaller scale (e.g. International mailing lists, press alerts, blogs)

Local (e.g. BBC Sheffield, Look North, London Evening Standard)

Please add any further details (TEXT FIELD _____)

Thinking about the **second first key event/issue media activity related to ...**

→ loop through questions above again

4. Planned major promotional or communication activity

Does your organisation currently have any plans to undertake any future MAJOR activity to promote the proposed new drinking guidelines (or any aspect thereof)?

No (skip to Q 5)

Yes. Please give brief details (TEXT FIELD _____)

5. We are interested in identifying all population level promotion of the new drinking guidelines. To help us ensure complete coverage, please indicate which other organisations you know or think may have undertaken/will undertake major promotional or communication activity in relation to the drinking guidelines

(TEXT FIELD _____)

Anything else you wish to add

Email address

END of questions – thank you for your time