



Have Fun Stay Safe!

East Sussex Alcohol Communications and
Social Marketing Plan 2009-2012

This communications plan is intended to be a useful reference document for anyone working to reduce the harm caused by alcohol in East Sussex between 2009 and 2012.

It can be used by both strategic leads, communication leads, and also by front line workers, in order to join up our partnership alcohol communications, make sure our messages are consistent, and co-ordinate and plan our work.

It will also help to identify wider partners who may be able to support communications projects across the county.

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1. Context Setting

1.1 National Context

The national Safe, Sensible, Social Alcohol Strategy identifies the need for better education and communication about alcohol across the country. By developing an Alcohol Communications and Social Marketing Plan in East Sussex, we will help to fulfill this need on a local level.

Safe, Sensible, Social makes links to the government's recent awareness raising campaign called 'Know Your Limits' which aims to;

- Increase awareness and consideration of the consequences of drinking responsibly;
- Increase knowledge and understanding of sensible drinking levels; and
- Highlight where to get help or treatment

The aims of the Know Your Limits campaign are supported by the East Sussex Drug and Alcohol Action Team and the key messages from this campaign will be incorporated into this plan and into our partnership alcohol communications.

In addition, the partnership will make every effort to support and amplify any other national alcohol harm reduction campaigns on a local level. Government campaigns help to raise awareness around the harms of alcohol but also give the partnership an opportunity to use social marketing in order to change attitudes and behaviours towards alcohol.

1.2 Local Context

In November 2009 the East Sussex Drug and Alcohol Action Team revised the East Sussex Alcohol Harm Reduction Strategy. The overall aim of this strategy is for partner agencies to work together to minimise the health harm, violence, crime and anti-social behaviour associated with alcohol for individuals, families and communities, within the context of being able to enjoy alcohol safely and responsibly.

A specific aim within the East Sussex Alcohol Harm Reduction Strategy 2009 to 2012 is:

To develop a communication plan for the alcohol strategy which reinforces national campaigns, ensuring local campaigns provide information about where and how to get help.

The East Sussex Alcohol Steering Group have consequently recommended and authorised the development of this partnership communications and social marketing plan.

An East Sussex Joint Strategic Needs Assessment on Alcohol was written to help identify the priorities for increasing public education and to improve awareness raising methods. The findings from this needs assessment will be incorporated into this plan, to ensure the partnership follows the recommendations from the assessment.

The above needs assessment acknowledges the limitations when measuring the effectiveness of alcohol communications but nevertheless recommends that the public receive clear messages about alcohol and its potential harms.

There are a number of National Indicators that specifically relate to the misuse of alcohol and are the rationale for this plan. Introducing this strategic framework to improve our alcohol communications will address each of the following:

- National Indicator 115: substance misuse by young people
- National Indicator 39: alcohol harm related hospital admission rates
- National Indicator 41: perception of drunk or rowdy behaviour as a problem

There are a number of other National Indicators included in the Local Area Agreement where alcohol is a contributory factor (see the East Sussex Alcohol Harm Reduction Strategy 2009-2012 for more information), and we hope our alcohol communications will also have an indirect, yet positive effect on these.

2.0 Purpose

The purpose of this plan is to co-ordinate the partnership's alcohol communications and to identify which social marketing campaigns to take forward in order to change behavior and improve perceptions and confidence.

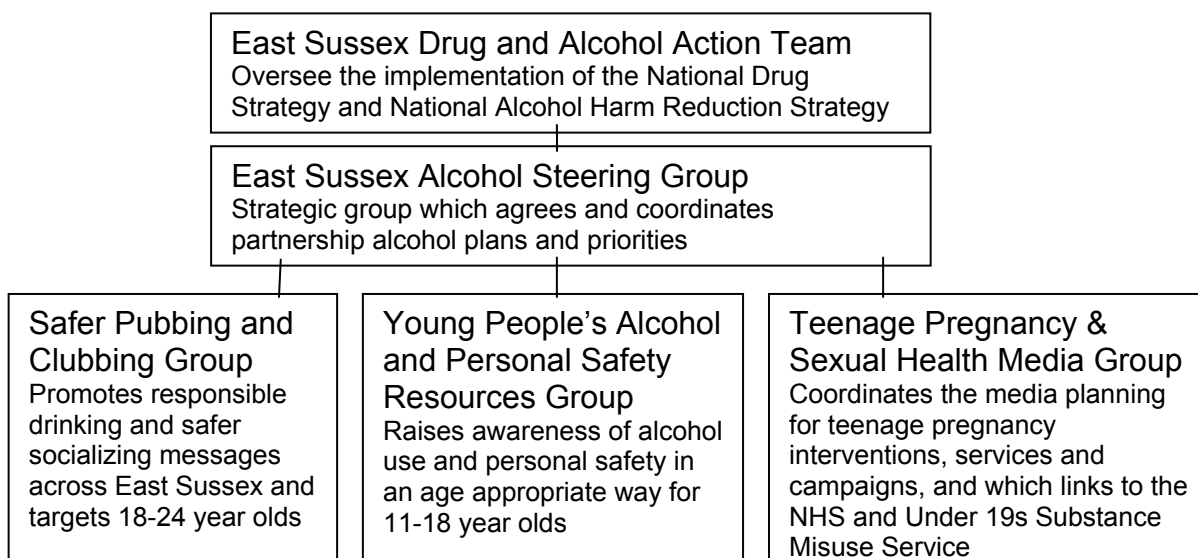
3.0 Objectives

This plan has the following objectives:

1	Access to help, advice and support
	The East Sussex population will be aware of the key health risks involved with excessive alcohol consumption and know where to go to get help
2	Occupational Groups
	People who come into contact with increasing and higher risk alcohol users through their work will be able to identify alcohol use as an issue, provide a brief intervention and signpost to services.
3	Internal Communications
	The aims of the alcohol strategy are promoted amongst partners and alcohol is routinely considered and referenced in all other relevant strategies. All communications will have consistent branding and messages.
4	Perceptions and Confidence
	Public Perceptions of drunk and rowdy behaviour are reduced and people's confidence in the police and local authorities' ability to respond to issues of drunkenness and rowdiness is improved
5	Behaviour Change
	Develop and deliver social marketing campaigns to change people's behavior and attitudes towards alcohol

4.0 What alcohol related groups currently exist in East Sussex?

Currently, alcohol communications are delivered using the following structure:



5.0 What alcohol communications/campaigns currently take place?

Throughout the year various groups work together on awareness raising campaigns which are delivered to the target groups using predominately traditional communication techniques:

Safer Clubbing and Pubbing (East Sussex Safer Communities Partnership)

Key Messages	Communication Methods
<ul style="list-style-type: none"> - Try alternating alcohol with water – you will get less dehydrated - Get home safely by using a licensed taxi - If things get romantic – remember no sex no condom - Why not have something to eat before you go out? 	Posters (Pubs, Off licenses, Student Union) Keeper Cards (Pubs, Off licenses, Student Union) Fridge Magnets

Drink Drive Campaign (Sussex Safer Roads Partnership and Sussex Police)

Key Messages	Communication Methods
<ul style="list-style-type: none"> - Drinking and driving do not mix - Prison sentences up to 6 months for those caught over the limit and conviction will leave you without your car for at least 12 months - Groups should designate a driver who will not be drinking alcohol - Other ways to get home 	Campaign generally runs twice a year - summer and Christmas, although SSRP may well run it more frequently. Press releases, posters, radio (SSRP - TV)

Sussex Police Rape Prevention Campaign (Former 'Beer Goggles' Campaign)

Key Messages	Communication Methods
<ul style="list-style-type: none"> - You can become a victim of rape if you do not stay in control of your senses - If you have sex and the other person did not clearly say yes - it is rape and you could be arrested, charged and sent to prison. You need to ensure the other person is in a fit state to truly consent. 	At the moment, campaign to run twice during the 'hotspot' periods - late spring/early summer, and Sep/Oct (Freshers week period) Posters, leaflets, postcards, freshers fairs - uni, colleges, facebook campaign, exhibitions

Alcohol Awareness Week Campaign (East Sussex Safer Communities Partnership)

Key Messages	Communication Methods
Know Your Limits (KYL)	Road show across county in public places Young People's design work in empty shop windows Internal communications across partnership Freebies from KYL eg. Drink diary and calculator

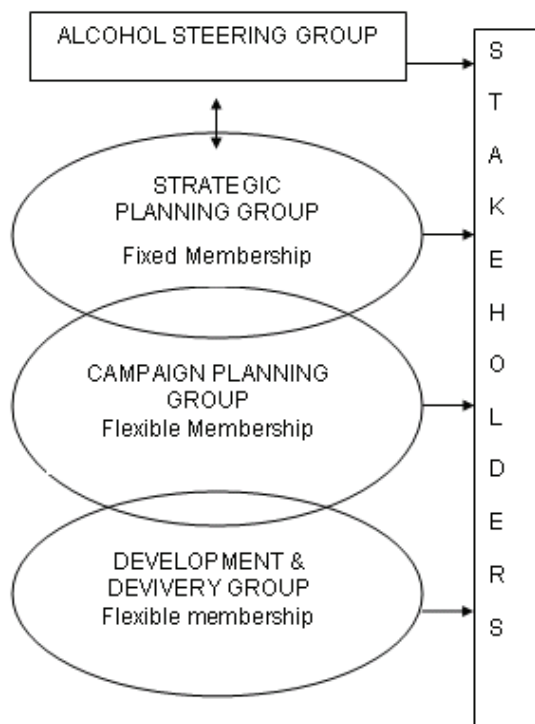
By mapping out the groups and campaigns above, it is evident that our current structure and campaigns are raising awareness, but on the whole we communicate using a 'one size fits all' approach.

The partnership needs to become more sophisticated in the way that it works together to plan campaigns and communications, delivers its messages, selects a target audience and evaluates effectiveness.

Support will be given to any national alcohol related campaigns. These campaigns will be influenced by the partnership on a local level through use of social marketing techniques. This will ensure our work is targeted and reaches out to different groups in an effort to change the behaviour of people who are at greater risk of alcohol related harms. The partnership will also use any opportunity to promote the availability of local services.

The following structure is recommended for the partnership's alcohol communications. It builds upon the structure that already exists, but is centered on specific campaigns. Each campaign will have a '**Planning Group**' and a '**Development and Delivery Group**' which will be made up of both alcohol leads and communications leads. These groups will meet according to the campaign timescale, rather than quarterly or monthly throughout the year. For terms of reference for each group please see appendices 1 and 2.

An overall '**Strategic Communications Planning Group**' will meet twice yearly to make sure the communications and social marketing plan is meeting its objectives. This group will report into the Alcohol Steering Group.



The following sections expand on the objectives of this plan and set out how the partnership will build upon and improve its alcohol communications.



6.0 Accessing Help and Advice

OBJECTIVE 1: ACCESSING HELP, ADVICE AND SUPPORT

The East Sussex population to be aware of the key health and wellbeing risks involved with excessive alcohol consumption and where to go to get help

NOTE: This objective is for use across all other objectives as information about accessing help, advice and support should be incorporated into every possible area of alcohol communications - it does not sit in isolation.

Who will we communicate with?

1. General public, 19 years plus: increasing risk and higher risk drinkers
2. 11-19 year olds

What will we communicate?

1. General public aged 19+
 - “Rethink your Drink”: encouraging self assessment of own drinking
 - “Know your Limits”: recommended daily units (men and women)
 - Information about further sources of information, details of local support and services
 - Tell drinkers how many units are in their drinks and help them stick to their limits
2. Young People aged 11-19
 - There is a separate service available for under 19’s
 - They can also make contact with adults services if they are worried about a parent or carer’s drinking
 - The confidentiality they can expect when making contact
 - It’s never too late to talk about alcohol
 - Alcohol can affect your ability to make sensible decisions so why let drink decide?

Where will we communicate?

- Primary care (GP’, health centres, sexual health clinics)
- Walk in centres (Hastings and Eastbourne)
- Hospital departments (A&E; outpatients, fracture clinics etc.)
- Occupational health units
- Children’s centres
- Job centres
- Community centres
- Voluntary sector organisations
- Libraries
- Public sector offices (see section 8.0)
- Police stations (including custodial suites)
- Adult social care offices and day centres
- Probation centres
- Pharmacy, dental practices, leisure centres
- (under 19s) school websites
- Treatment services
- Council offices/Information stands

Why do we need to communicate these messages?

- Support strategic target L14 ‘To promote a culture of responsible drinking’
- Amplify national campaign messages locally
- Improve awareness of local advice and support services
- Reduce alcohol related hospital admissions

When will we communicate?

General awareness: whole population (19+ years)

- April 2010 – March 2011 general awareness and availability of information

Periods where campaign will be linked to existing campaigns:

- July 2010: sexual health week
- October 2010: breast cancer awareness month

How will we communicate?

- Cards
- Posters
- Adverts in local media
- Local press (print and web-based)
- Websites: NHS, Action for Change, ESCC, East Sussex Division Police district, borough and parish councils, third, private sector organisations
- Video screens (where available in targeted settings)
- Radio (including community based channels)

What skills are required? Are there any training needs?

- Increase knowledge and skills in social marketing practice

What resources are required?

- Finance for scratch cards (phase 2011/12)
- Media advertising (from April 2010)

How can other people contribute to this objective?

- Leads from other campaigns during year agree to link campaign with relevant alcohol information
- Partner organisations agree to stock, distribute and promote resources

7.0 Occupational Groups**OBJECTIVE 2: OCCUPATIONAL GROUPS**

People who come into contact with increasing and higher risk alcohol users through their work will be able to identify alcohol use as an issue, provide a brief intervention and signpost to services.

Who will we communicate with?

Tier one service practitioners working in following settings:

- Primary care (GP practice staff, midwifery, modern matrons etc.)
- East Sussex Division Police (police officers, police community support officers)
- HMP Lewes
- Housing providers
- Hospital departments (A&E, fracture clinic, gastroenterology)
- Fire and Rescue Service
- Sexual health clinics
- Social services
- Probation service
- Job Centres
- Domestic Violence service organisations
- Further Education Colleges
- Licensed premises: participating in Bar Watch Scheme
- Hard to reach occupational groups – as identified using agency 'referral source' and previously attended training information

What will we communicate?

- information and facts about alcohol
- knowledge and understanding 'units'
- benefits of identification and screening (to the individual and organisational practice)
- how to use screening and identification tools and the benefits of screening
- strategies for structuring and conducting brief advice
- information for signposting to self help and specialist services
- available training courses

We will also encourage tier one workers to understand their roles in drug or alcohol misuse and promote self-learning eg. online tools such as those provided by the Alcohol Learning Centre.

Where will we communicate?

Face to face meetings with workforce and service leads/managers

Presentations at local forums, workshops and conferences

Articles in newsletters

During direct delivery of training courses

Why do we need to communicate these messages?

L6 Improve alcohol awareness raising and support for young people (further education)

R6 Continue to promote opportunities for identification and brief advice, while improving service infrastructure and provision

When will we communicate?

- Quarterly mail-out to practitioners in statutory, third sector and private organisations etc
- Throughout year via programme of regular training events

How will we communicate?

- Email and printed resources
- Web based media
- Training sessions, including Tier 1 training delivery and distribution of the Substance Misuse Services directory
- Widely distribute the training directory in a variety of settings and formats

What skills are required?

Currently skills needed are available

What resources are required?

- Funding secured for training 2010/11 and 2011/12
- Training venues at low cost, around the county especially in rural areas

How can other people contribute to this objective?

- Provide venues
- Provide free media outlet
- Cascading training information

8.0 Internal Communications

OBJECTIVE 3: INTERNAL COMMUNICATIONS

The aims of the alcohol strategy are promoted amongst partners and alcohol is routinely considered and referenced in all other relevant strategies. All communications will have consistent branding and messages.

Who will we communicate with?

All staff who work in organisations which are part of the East Sussex Safer Communities Partnership, with a focus on the following organisations:

- East Sussex County Council – 16,814 employees
- Lewes District Council – 460 employees
- Wealden District Council – 500 employees
- Rother District Council – 250 employees
- Hastings Borough Council – 610 employees
- Eastbourne Borough Council – 470 employees
- East Sussex Division of Sussex Police – 1047 employees (692 Police Officers & 355 police staff)
- East Sussex Fire and Rescue Service – 893 employees
- Sussex Probation Trust – 450 employees
- Sussex Police Authority – 15 employees
- NHS – 2,548 employees

TOTAL: 24, 057 people

What will we communicate?

- The aims of the East Sussex Alcohol Harm Reduction Strategy and urge people to routinely consider and reference alcohol in relevant strategies
- Raise awareness about any alcohol campaigns that are being run by the partnership
- Target public sector staff with a specific alcohol campaign
- Include the contact details for local and national alcohol services for both adults and under 19's (see Key Messages at point 11.2)
- Raise the profile of the partnership by publicising the work done to deliver services and reduce the harm caused by alcohol
- The key messages identified in the partnership's Media Principles Handy Guide

Where and how will we communicate?

In all partnership organisations' buildings, relevant publications and on internal computer systems. See 'how' below.

Partner	Communication Mechanisms	Potential number of people accessing message
East Sussex County Council	ESCC Intranet	2554
	Press release on ESCC website Safe in east sussex website East Sussex Safer Communities Partnership newsletter C-zone, virtual school bag	270 (people accessing news page) n/a 700
NHS	NHS website	6250
	Staff information folders	270
	Substance Misuse Newsletter	150
	NHS staff newsletter	2000
Probation	Intranet article	550

	Staff newsletter	400
East Sussex Fire & Rescue	Intranet article	1200
	Website	2250
	Staff newsletter	1200
	Partnership newsletter	600
Sussex Police	Internal intranet	1047
	East Sussex Division staff newsletter	1047

Locations for publicity within buildings:

Reception/foyer	Stairwells
Offices	Corridor/halls
Kitchens	Lift lobby
Toilets	Gyms
Common room/social club	Changing rooms
Board room/meeting rooms	Canteen
Training facilities/suites	Intranet
Notice boards	

How will we communicate?

Intranet	Staff training
Notice boards	Merchandise form common/social areas
Newsletter	Health/wellbeing workshops and presentations
Organisational messages/emails	

Why do we need to communicate these messages?

- To raise awareness of alcohol and its harms
- To ensure alcohol is routinely considered and referenced in relevant strategies
- To support the East Sussex Alcohol Harm Reduction Strategy
- To set an example and be ambassadors for alcohol messages and partnership actions
- To believe in and act on these messages in order to communicate them effectively
- Staff are no different to the general public and are affected by the dangers and pitfalls of alcohol misuse
- We will have a more effective, healthier, and happier workforce if we can improve our staff's health and wellbeing, possibly improving sickness levels in relation to depression, alcoholism

When will we communicate?

- Whenever an alcohol campaign is run
- Whenever new relevant strategies and policies are being developed
- Whenever figures indicate that this group of people need to be made aware of their actions and change their behaviour
- See calendar for campaign dates

Skills required to communicate?

- Communication Officers – article writing in plain English
- Knowledge of alcohol related data

Any training needs identified?

None

Resources required?

- Officer time
- Financial
- Key information pack for champions/ambassadors/trainers to use as a reference
- Time – publicity and information to remain up to date

9.0 Perceptions and Confidence**OBJECTIVE 4: PERCEPTIONS AND CONFIDENCE**

Public Perceptions of drunk and rowdy behaviour are reduced and people's confidence in the police and local authorities' ability to respond to issues of drunkenness and rowdiness is improved

Who will we communicate with?

Those people who perceive that drunk and rowdy behaviour is a problem in their local area and also those people who have low levels of confidence in the police and local authorities' ability to respond to these issues,

What will we communicate?

The social marketing campaign planning group will use relevant data to set out and agree upon a target audience. This delivery group will then establish relevant targeted messages which will use the best publicity mechanisms to change peoples' behaviour and improve confidence.

Specific confidence messages could be:

- The partnership takes drunk and rowdy behaviour seriously and will not tolerate unacceptable behaviour within our communities. Various organisations work together to reduce drunken and rowdy behaviour
- To communicate the actions taken to combat alcohol problems in communities (Operation Blitz – work on proxy purchasing).
- Following the 'You Said, We Did' principle
- The amount of people seeking treatment and the performance of services

Where will we communicate?

Using MOSAIC and other relevant data we will set our criteria to those people who are likely to have the least confidence and target them according to where they are likely to live in East Sussex and to how they like to receive their information

Why do we need to communicate these messages?Perceptions of Drunk and rowdy behaviour

26.4% of respondents from the Place Survey 2008 agreed that drunk and rowdy behaviour is a problem in their local area. A higher proportion of people from Eastbourne, Hastings and Lewes agreed it was a problem.

A higher proportion of people asked the same question in the online community safety survey 2009 disagreed that people being drunk or rowdy in public places was a problem. The ESCC Residents' Panel 'Your Local Area' 2009 survey showed that a higher proportion of people from Hastings agreed this was a problem, compared to the other areas. A higher proportion of respondents agreed, compared to the British Crime Survey report findings.

When will we communicate?

- Whenever we run a successful alcohol campaign to change peoples behaviour. This will make sure that those with poor confidence are reassured that partners are working together and tackling the problem
- Whenever confidence statistics have reduced or need to be improved

- If we need to respond to any news of a serious alcohol related incident with a follow up confidence campaign
- See calendar for campaign dates

How will we communicate?

Using MOSAIC and other relevant data we will set our criteria to those people who are likely to have the least confidence and target them according to how they like to receive their information.

There are a variety of different mechanisms available to us to communicate our message:

Media – radio, tv, newspaper, community publications	Campaign on partner websites
Social media – facebook & twitter	Posters/banners on notice boards/public areas
Email distribution lists	Newsletters
Text alert systems	Alcohol road shows and events
DVD	Merchandise which can be left in public areas badges/balloons/coasters/mouse mats
Outdoor advertising	Campaign with schools, colleges and universities
Face – to – face – street meeting, community events, NPT door to door	Doctors surgeries
Engage with bars and clubs	

Skills required to communicate?

- Communication Officers – article writing in plain English
- Knowledge of alcohol related data
- Knowledge of perceptions data

Any training needs identified?

None

Resources required?

- Officer time
- Financial
- Key information pack for champions/ambassadors/trainers to use as a reference
- Time – publicity and information to remain up to date

10.0 Behaviour Change

OBJECTIVE 5: BEHAVIOUR CHANGE

Social marketing campaigns that meet the strategic objectives identified in the alcohol strategy are developed and delivered

Who will we communicate with?

1. Under 18's
2. 18-24 year old Pubbers and Clubbers
3. Parents and carers

What will we communicate?

1. Amplification of national 'Why let drink decide?' messages, focusing on highest identified harm areas in East Sussex communicating how to keep safe.
 - a. Teenage pregnancy
 - b. Sexual assault/consent and exploitation

- c. Assault
 - d. Sexually Transmitted Infections
 - e. Hospital admissions
2. Continue the 'Have Fun, Stay Safe' campaign messages communicating how to stay safe, focusing on:
- a. Combining alcohol and drugs
 - b. Assault
 - c. Unplanned pregnancy
 - d. Sexually Transmitted Infections
 - e. Road Safety – being a passenger of a drink driver

Key safety messages to include general harm minimisation and personal safety advice, such as:

- Eating before you go out
- Drinking soft drinks too
- Always using a condom
- Getting a licensed taxi home
- Danger of mixing alcohol and drugs

Reinforce messages where possible, using the 'Lose your bottle' materials developed by the Safer Hastings Partnership (see appendix 5).

Campaigns for 18-24 year olds will be targeted to specific groups and may include those not in employment, education or training, those who attend colleges and university, and also people who are in employment.

3. Amplifying the 'Why let Drink Decide?' messages encouraging:
- a. Parents to talk to their children about alcohol
 - b. Delaying the age people under 18 commence drinking
 - c. Proxy purchasing
 - d. (when 18-24 year old clubbers live at home) reinforcing 'Have Fun, Stay Safe' messages, particularly road safety
 - e. Parents own drinking as role models
 - f. Safeguarding

Key messages for young people:

- It's never too late to talk about alcohol
- Alcohol can affect your ability to make sensible decisions so why let drink decide?

4. Amplifying the 'Know Your Limits' message

Where will we communicate?

The campaigns will be focused in the highest harm areas as identified by the research carried out by the 'development and delivery' groups.

Why do we need to communicate these messages?

All topic areas have been identified as priority using the Joint Strategic Needs Assessment on Alcohol, East Sussex Local Profile and other relevant data sources.

Although East Sussex has a better than national average of young people reporting no alcohol use, and also has a better than national average reported delivery of alcohol advice and information is nevertheless has a 1% worse than national average reporting of young people getting drunk once within the last four weeks.

When will we communicate?

All campaigns will be designed to tie in with key events and seasons in the calendar year, with appropriate planning and evaluation time built into the schedule. The communications and social marketing strategy is three years long, and the campaigns will be designed to this cycle: Options include:

1. A stand alone campaign (one off)
2. Repeat campaigns (same campaign repeated at different times)
3. Repeat campaign (same branding, similar message, different method)
4. Complementary campaign (similar to previous campaign, message overlaps with previous campaign)

This will be discussed in more depth at the Planning and Delivery and Development Groups.

All campaigns will also include a press release.

(When evaluation data is available) 'You said, We did' follow up for perceptions and confidence.

How will we communicate?

To be identified by the Development and Delivery Groups, using social marketing toolkit included within appendix 3.

Young People: the partnership has chosen to adopt as its strategy to amplify the national campaigns, in years 1, 2 and 3. Key messages identified as the most important are outlined above. The Young People's Alcohol and Personal Safety Resources Group will meet regularly to ensure we roll out this campaign amongst partners and use key events in the calendar to focus messages. For 2010 this will include:

1. March 2010 – Why let drink decide? – launch
2. August 2010 – Sexual Health Week 08.08.10

The focus of the campaign will include parents, and young people not in school. The campaigns will be repeat and complimentary campaigns.

The Connexions 360 website is an information hub for young people and will be used routinely throughout any young person's campaign.

What skills are required? Are there any training needs?

Focus group facilitation
Specialist subject skills
Research/analysis skills and software
Specialist communications skills
Specialist marketing skills
Specialist design skills

What resources are required?

All of the above require a resource. There will also be the additional cost of design and production of media associated with the chosen marketing methods that will deliver the campaign.

How can other people contribute to this objective?

Become part of the development and delivery group when in possession of a skill or resource needed or when campaign to be delivered in a geographical area for which they have specialist knowledge. Promoting all relevant campaigns amongst partners at all opportunities. Identify and alert of funding sources available to plan, deliver and evaluate a campaign.



11.0 Branding and Consistency

To make partnership alcohol communications consistent and co-ordinated, an identifiable brand needs developing by the development and delivery group, and consistent key messages should be used across all communications.

11.1 Branding

The partnership recommends that where ever possible, the following should feature on all partnership alcohol communications (see Appendix 6 for logos):

- The East Sussex Safer Communities Partnership logo
- The Know Your Limits logo (18+) or Why let drink decide? (11-19 year olds) logo

There may be occasions when other logos could be featured on communications material and the development and delivery group will agree the logos to be used.

11.2 Key Messages

The key messages for the partnership are as follows:

- Know Your Limits (Adults and 18-24 year olds)
- Have Fun, Stay Safe (18 – 24 year olds)
- Why let drink decide? (11-19 year olds)

11.3 Service Numbers

The following contact details should be incorporated into any communications and where possible, campaign materials:

If you or someone you know is drinking too much, there is help and advice available.

If you want to find out more about how many units there are in different drinks, go to www.nhs.uk/units.

There is a national 24 hour alcohol helpline called Drinkline – 0800 9178282

If you or someone you know has a problem with alcohol, you can get help from Action for Change. Phone 0300 111 2470

If you are a parent or carer and you are worried about your child and their drinking, you can get help and advice from your local under-19 substance misuse service on 01323 841470.

11.4 Recommended Daily Units

The following prose is suitable for articles, press releases or campaign materials and has been agreed by the Plain English Campaign:

The UK Government thinks that men should not regularly drink more than three to four units of alcohol a day, and that women should not regularly drink more than two to three units of alcohol a day. You shouldn't drink more than this because of the damage it can do to your health. If you go over this amount, you should not drink any more alcohol for 48 hours.

If you are a pregnant woman or if you are trying to become pregnant, you should not drink alcohol. If you do decide to drink, you should not drink more than two units of alcohol once or twice a week.

12.0 Evaluating campaigns

The East Sussex Joint Strategic Needs Assessment on Alcohol acknowledges the limitations when measuring the effectiveness of alcohol communications but

nevertheless recommends that the public receive clear messages about alcohol and its potential harms.

How we measure success will be a key consideration in taking forward our campaigns. For each campaign we will write a Specific, Measurable, Achievable, Realistic and Timed (SMART) goal. This will enable us to create a benchmark and measure the success of a campaign. Each campaign will be evaluated and the findings will be used to inform future campaigns.

Prior to running a campaign, we will aim to consult with our target audience using a variety of methods.

13.0 Resources available

Each campaign will require a budget which will be determined by the two groups who plan and deliver the campaign. There are various sources for this funding depending on each partner's priorities. Funding sources could be as follows:

- Innovation Funding
- Drink Aware materials
- Know Your Limits materials
- Why let drink decide? materials
- Safer Communities budget to be confirmed
- Officer time
- NHS Community Services budget

The partnership will investigate how it currently uses its resources and will allocate money according to the data, subsequent identified alcohol priorities, and potential impact of the communications or campaign.

14.0 Conclusion and recommended communications/campaign timetable

This Alcohol Communications and Social Marketing Plan will ensure that public education is undertaken within the context of a clearly agreed strategic approach. It will ensure that alcohol services are well advertised and that we deliver clear messages in the highest harm areas of East Sussex.

The timetable below details the ways in which the partnership will:

- Deliver local campaigns
- Amplify national campaigns on a local level
- Make links to alcohol in other relevant campaigns taking place in East Sussex

Month	Title	Campaign description	Audience and Message
Jan	New Year, New You	Campaign to encourage people to use the new year to assess and reduce their drinking	Occupational groups drinking at harmful levels <i>Take the drink check quiz</i>
Feb	Why let drink decide?	Campaign to delay the age at which people under 18 drink alcohol, encourage parents/carers to talk to their children about alcohol and reduce harm to people under 18 who are already drinking	Parents/carers and young people. <i>Drinking can make you vulnerable, and it's never too late to talk about alcohol.</i>
March	Why let drink	As above	As above

	decide?		
June	World Cup	Campaign to reduce the likelihood of becoming a victim or perpetrator of assault during the world cup	18-24 year old male pub drinkers <i>Have Fun, Stay Safe</i>
	National Tackling Drugs Week (Date TBC)	Link into any drugs campaign with information about the dangers of mixing drugs and alcohol	18 – 24 year olds <i>Mixing drugs and alcohol is dangerous</i>
July	Legal highs campaign	Link into this campaign with information about the dangers of mixing drugs and alcohol	Under 11 – 19 year olds <i>Mixing drugs and alcohol is dangerous</i>
	Have Fun, Stay Safe summer campaign	Campaign to minimise risks to 18-24 year old binge drinkers	18 – 24 year olds <i>Have fun, stay safe</i>
Aug	8 th – National Sexual Health Week	Re-launch ‘Why let drink decide?’	11- 24 year olds <i>The role alcohol plays in sexual health risks</i>
Sept	College Freshers Week	Campaign to minimise risks to 18-24 year old binge drinkers	18 – 24 year olds <i>Have fun, stay safe</i>
Oct	University Freshers Week	Campaign to minimise risks to 18-24 year old binge drinkers	18 – 24 year olds <i>Have fun, stay safe</i>
	National Alcohol Awareness Week (TBC)	Promoting where to access help and increasing knowledge of units	Residents of East Sussex <i>Daily recommended units and service details</i>
	Breast Cancer Awareness	Link into this campaign to highlight link between breast cancer and alcohol	Women in East Sussex <i>Increasing risk female drinkers</i>
Nov	22-28th – National Road Safety Week	Link into this campaign to encourage not to drink drive or be the passenger of a drink driver	18 – 24 year old <i>Don’t drink and drive and think again about being a passenger of a drink driver – alternative safer routes home.</i>
	3rd – National Stress Awareness Day	Link into this campaign	Residents of East Sussex <i>Recommended daily units, alternatives to alcohol as a coping mechanism</i>
Dec	Police domestic	Link into this campaign to reduce	18 – 24 year olds

	<p>violence enforcement campaign/rape awareness campaign</p> <p>Police drink driving campaign</p> <p>Have Fun, Stay Safe Christmas campaign</p>	<p>the likelihood of becoming a victim or perpetrator of assault.</p> <p>Link into this campaign to encourage not to drink drive or be the passenger of a drink driver</p> <p>Campaign to minimise risks to 18-24 year old binge drinkers</p>	<p><i>The role alcohol can play in decision making</i></p> <p>18 – 24 year old</p> <p><i>Don't drink and drive and think again about being a passenger of a drink driver – alternative safer routes home.</i></p> <p>18 – 24 year olds</p> <p><i>Have fun, stay safe</i></p>
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Outcomes of the above campaigns:

Young People (11-19):

- Young people under 18 develop a positive and healthy attitude towards alcohol
- Young people will be aware of the key risks in relation to alcohol use and sexual offences including becoming the victim of rape and issues surrounding alcohol use and consent
- Young people will be aware of the role that alcohol intoxication plays in increasing risk of STI infection or unwanted pregnancy and take action to prevent this

18-24 year old binge drinkers:

- 18-24 year old binge drinkers will be aware of the increased likelihood of being a victim or perpetrator of assault when drinking and take active measures to prevent this
- People will be aware of increased dangers of combining alcohol and drugs, will be able to minimise the negative affects of alcohol when drinking, be aware of how to get home safely, and take actions to reduce the risk of STI or unwanted pregnancy

Other:

- Residents of East Sussex will have a better understanding of alcohol units and how to access help, advice and support
- Drivers will be aware of the key risks and penalties of drink and drug driving and plan not to drive if consuming alcohol
- Passengers will be aware of the risks of being a passenger in a vehicle driven by a drunk driver and encourage alternatives
- Increasing risk female drinkers will understand the link between alcohol use and breast cancer

- People using alcohol to help to cope from stress will be aware of the health harm and will know where to go to get help
- Increasing risk drinkers from professional or managerial groups will be aware of the harm caused by alcohol and self assess their drinking levels

Appendix 1: Alcohol Communications & Social Marketing Planning Group Terms of Reference (ToR)

NB: These ToR sit alongside the Alcohol Communications & Social Marketing Development and Delivery Group ToR

The Purpose of the Group

- To work in partnership to agree the priorities and the direction of partnership Alcohol Communications and Social Marketing Campaigns.

Reporting

- To report progress on the work of the group to the Alcohol Steering Group

Membership of the Group

East Sussex County Council:
Strategy and Partnerships Officer
Communications Officer

Sussex Police
PR Officer

Sussex Probation Trust
Communications Manager

NHS
Health Improvement Commissioning Manager
Communications Officer

Service Providers
Under 19's Substance Misuse Service – Practice Manager
Action for Change – Development Director

CDRP representative

Frequency of Meetings

Campaign planning group meet as and when required – in line with planned campaigns and communications

Objectives

- To take forward the actions and principles within the partnership's Alcohol Communications and Social Marketing Plan
- Agree the communication campaigns to be taken forward
- Report back to the Alcohol Steering Group to make recommendations for campaigns and report on progress
- Look at national best practice
- Work with Development and Delivery Group to agree budget and resources available
- Draw upon relevant data to support campaigns
- Define the issues a campaign should address, and break down the various desired behavioural changes - agree which behaviour change to focus on
- Identify what our success would look like by writing a SMART goal for each campaign
- Review evaluation



Operational Practice

All members of the Alcohol Communications and Social Marketing Planning Group should be able to:

- Commit to regular attendance at meetings or send an appropriate representative
- Group members to identify who in each of their respective organisations to attend the campaign Delivery Group.
- Represent their organisation / partnership effectively

Structure

The meeting will be administered by the East Sussex County Council's Safer Communities Team by means of one of the ESCC officers above taking notes and producing minutes.

Chair to be elected. The Chair and Admin have the following responsibilities;

Chair	Admin
Chair the meeting	Produce first draft of the minutes
Draft the agenda	
Circulate paperwork	
Agree the draft minutes once produced	

Appendix 2. Alcohol Communications & Social Marketing Development and Delivery Group Terms of Reference (ToR)

NB: These ToR sit alongside the Alcohol Communications & Social Marketing Planning Group ToR

The Purpose of the Group

- To work in partnership to develop, deliver and evaluate partnership Alcohol Communications and Social Marketing Campaigns.

Reporting

- To report progress on the work of the group to the Alcohol Communications Planning Group.

Membership of the Group

The chair will call a group together to reflect each specific campaign. This group will have representatives from relevant organisations across the partnership on both county and district/borough level.

Frequency of Meetings

When required – in line with planned campaigns and communications

Objectives

- Take forward SMART goals to develop and implement campaigns
- Use data including MOSAIC software to investigate target audience
- Identify appropriate and relevant communications mechanisms to use for campaigns
- Inform and involve groups/stakeholders, and report back to the Alcohol Communications Planning Group
- If necessary, conduct primary research into target audience
- Take note of secondary research available
- Work with Planning Group to identify resources (both financial costs and officer time) for communications and campaigns
- Evaluate campaigns

Operational Practice

All members of the Alcohol Communications and Social Marketing Delivery Group should be able to:

- Commit to regular attendance at meetings or send an appropriate representative
- Represent their organisation / partnership effectively

Structure

Chair and admin to be elected

The Chair and admin have the following responsibilities;

Chair	Admin
Chair the meeting	Produce first draft of the minutes
Draft the agenda	
Circulate paperwork	
Agree the draft minutes once produced	

Appendix 3: Social Marketing Toolkit

The social marketing toolkit can be found on the Alcohol Learning Centre website – topics – alcohol effects – social marketing – toolkit 2010.

Appendix 4: Useful contacts

Kate Buckland	PR Officer, East Sussex Division, Sussex Police	Kate.buckland@sussex.pnn.police.uk
Natalie Butler	Strategy & Partnerships Officer, Safer Communities Team, ESCC (Alcohol)	01323 464088 Natalie.butler@eastsussex.gov.uk
Nick Cole	Health Promotion Specialist - Substance Misuse	01323 418996 nick.cole@esdwpct.nhs.uk
Rob Hustwayte	Communications Manager	01273 227920 rob.hustwayte@sussex.probation.gsi.gov.uk
David Kemp	Crime Reduction Support Officer Community Engagement, Eastbourne and Lewes CDRP	07966 645 012 david.kemp@eastbourne.gov.uk David.Kemp@lewes.gov.uk
Mark Menning	Project Manager, Under 19s SMS	01323 841 470 Mark.Menning@eastsussex.gov.uk
Clare Potts	Communications Officer, NHS	01273 403595 clare.potts@esdwpct.nhs.uk
John Reading	Chief Executive, Action for Change	03001112470 John.reading@action-for-change.org
Sheila O'Sullivan	Health Improvement Commissioning Manager	01273 403518 sheila.o'sullivan@esdwpct.nhs.uk
Jo Utting	Development Director, Action for Change	03001112470 jo.utting@action-for-change.org
Lizzie Vickery	Communications Officer, Safer Communities Team, ESCC	01323 466525 Lizzie.vickery@eastsussex.gov.uk
Natalie Williams	Communications Manager, Safer Hastings Partnership	01424 451843 nwilliams@hastings.gov.uk

Appendix 5: Lose your bottle

The Lose Your Bottle project was commissioned by the Safer Hastings Partnership to consider the personal, social and health issues surrounding alcohol consumption by young people (under 18) in Hastings and St Leonards.

'Recreate' is a peer education programme that provides a mechanism for young people to express how social issues impact upon themselves and the wider community. Projects are delivered in three stages: consultation workshops, film production and educational resources.

The project follows the principles of social marketing as it looks at trends for alcohol consumption by young people, personal profiles, consequences, and the ways to change the behaviour of young people.

For more information please contact Natalie Williams, Communications Manager, Safer Hastings Partnership on 01424 451843 or email nwilliams@hastings.gov.uk

Appendix 6: Logos





For more information, please contact:

Safer Communities Team

East Sussex County Council
St Mary's House
6th Floor
52 St Leonards Road
Eastbourne BN21 3UU

For more information and to look at a copy of the East Sussex Alcohol Harm Reduction Strategy, please go to: www.safeineastsussex.org.uk

ALCOHOL KNOW YOUR LIMITS

SHOULD NOT
REGULARLY EXCEED

MEN
3-4
UNITS DAILY

WOMEN
2-3
UNITS DAILY

The UK Government thinks that men should not regularly drink more than three to four units of alcohol a day, and that women should not regularly drink more than two to three units of alcohol a day. You shouldn't drink more than this because of the damage it can do to your health. If you go over this amount, you should not drink any more alcohol for 48 hours.

If you are a pregnant woman or if you are trying to become pregnant, you should not drink alcohol. If you do decide to drink, you should not drink more than two units of alcohol once or twice a week.