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.

Contents

<table>
<thead>
<tr>
<th>Item</th>
<th>Content</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Context Setting</td>
<td>3</td>
</tr>
<tr>
<td>1.1</td>
<td>National Context</td>
<td>3</td>
</tr>
<tr>
<td>1.2</td>
<td>Local Context</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Purpose</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Objectives</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>What alcohol related groups currently exist in East Sussex?</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>What alcohol communications/campaigns currently take place?</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Accessing Help and Advice</td>
<td>7</td>
</tr>
<tr>
<td>7</td>
<td>Occupational Groups</td>
<td>8</td>
</tr>
<tr>
<td>8</td>
<td>Internal Communications</td>
<td>10</td>
</tr>
<tr>
<td>9</td>
<td>Perceptions and Confidence</td>
<td>12</td>
</tr>
<tr>
<td>10</td>
<td>Behaviour Change</td>
<td>13</td>
</tr>
<tr>
<td>11</td>
<td>Branding and Consistency</td>
<td>16</td>
</tr>
<tr>
<td>11.1</td>
<td>Branding</td>
<td>16</td>
</tr>
<tr>
<td>11.2</td>
<td>Key Messages</td>
<td>16</td>
</tr>
<tr>
<td>11.3</td>
<td>Service Numbers</td>
<td>16</td>
</tr>
<tr>
<td>11.4</td>
<td>Recommended Daily Units</td>
<td>16</td>
</tr>
<tr>
<td>12</td>
<td>Evaluating campaigns</td>
<td>16</td>
</tr>
<tr>
<td>13</td>
<td>Resources Available</td>
<td>17</td>
</tr>
<tr>
<td>14</td>
<td>Conclusion and timetable</td>
<td>17</td>
</tr>
<tr>
<td>15</td>
<td>Outcomes of partnership campaigns</td>
<td>19</td>
</tr>
<tr>
<td>Appendix 1</td>
<td>Terms of Reference – Planning Group</td>
<td>20</td>
</tr>
<tr>
<td>Appendix 2</td>
<td>Terms of Reference – Development and Delivery Group</td>
<td>21</td>
</tr>
<tr>
<td>Appendix 3</td>
<td>Social Marketing Toolkit</td>
<td>22</td>
</tr>
<tr>
<td>Appendix 4</td>
<td>Useful contacts</td>
<td>22</td>
</tr>
<tr>
<td>Appendix 5</td>
<td>Lose Your Bottle</td>
<td>23</td>
</tr>
<tr>
<td>Appendix 6</td>
<td>Logos</td>
<td>23</td>
</tr>
</tbody>
</table>
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:

<table>
<thead>
<tr>
<th>1</th>
<th>Access to help, advice and support</th>
</tr>
</thead>
<tbody>
<tr>
<td>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</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2</th>
<th>Occupational Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3</th>
<th>Internal Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4</th>
<th>Perceptions and Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>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</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5</th>
<th>Behaviour Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop and deliver social marketing campaigns to change people’s behavior and attitudes towards alcohol</td>
<td></td>
</tr>
</tbody>
</table>

4.0 What alcohol related groups currently exist in East Sussex?
Currently, alcohol communications are delivered using the following structure:

- **East Sussex Drug and Alcohol Action Team**
  Oversee the implementation of the National Drug Strategy and National Alcohol Harm Reduction Strategy

- **East Sussex Alcohol Steering Group**
  Strategic group which agrees and coordinates partnership alcohol plans and priorities

- **Safer Pubbing and Clubbing Group**
  Promotes responsible drinking and safer socializing messages across East Sussex and targets 18-24 year olds

- **Young People’s Alcohol and Personal Safety Resources Group**
  Raises awareness of alcohol use and personal safety in an age appropriate way for 11-18 year olds

- **Teenage Pregnancy & Sexual Health Media Group**
  Coordinates the media planning for teenage pregnancy interventions, services and campaigns, and which links to the NHS and Under 19s Substance Misuse Service
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)

<table>
<thead>
<tr>
<th>Key Messages</th>
<th>Communication Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Try alternating alcohol with water – you will get less dehydrated</td>
<td>Posters (Pubs, Off licenses, Student Union)</td>
</tr>
<tr>
<td>- Get home safely by using a licensed taxi</td>
<td>Keeper Cards (Pubs, Off licenses, Student Union)</td>
</tr>
<tr>
<td>- If things get romantic – remember no sex no condom</td>
<td>Fridge Magnets</td>
</tr>
<tr>
<td>- Why not have something to eat before you go out?</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Key Messages</th>
<th>Communication Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Drinking and driving do not mix</td>
<td>Campaign generally runs twice a year - summer and Christmas, although SSRP may well run it more frequently.</td>
</tr>
<tr>
<td>- 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</td>
<td>Press releases, posters, radio (SSRP - TV)</td>
</tr>
<tr>
<td>- Groups should designate a driver who will not be drinking alcohol</td>
<td></td>
</tr>
<tr>
<td>- Other ways to get home</td>
<td></td>
</tr>
</tbody>
</table>

Sussex Police Rape Prevention Campaign (Former ‘Beer Goggles’ Campaign)

<table>
<thead>
<tr>
<th>Key Messages</th>
<th>Communication Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>- You can become a victim of rape if you do not stay in control of your senses</td>
<td>At the moment, campaign to run twice during the 'hotspot' periods - late spring/early summer, and Sep/Oct (Freshers week period)</td>
</tr>
<tr>
<td>- 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.</td>
<td>Posters, leaflets, postcards, freshers fairs - uni, colleges, facebook campaign, exhibitions</td>
</tr>
</tbody>
</table>

Alcohol Awareness Week Campaign (East Sussex Safer Communities Partnership)

<table>
<thead>
<tr>
<th>Key Messages</th>
<th>Communication Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know Your Limits (KYL)</td>
<td>Road show across county in public places</td>
</tr>
<tr>
<td></td>
<td>Young People’s design work in empty shop windows</td>
</tr>
<tr>
<td></td>
<td>Internal communications across partnership</td>
</tr>
<tr>
<td></td>
<td>Freebies from KYL eg. Drink diary and calculator</td>
</tr>
</tbody>
</table>
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 appendicies 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

<table>
<thead>
<tr>
<th>OBJECTIVE 1: ACCESSING HELP, ADVICE AND SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>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</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Partner</th>
<th>Communication Mechanisms</th>
<th>Potential number of people accessing message</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Sussex County Council</td>
<td>ESCC Intranet&lt;br&gt;Press release on ESCC website&lt;br&gt;Safe in east sussex website&lt;br&gt;East Sussex Safer Communities Partnership newsletter&lt;br&gt;C-zone, virtual school bag</td>
<td>2554&lt;br&gt;270 (people accessing news page)&lt;br&gt;n/a&lt;br&gt;700</td>
</tr>
<tr>
<td>NHS</td>
<td>NHS website&lt;br&gt;Staff information folders&lt;br&gt;Substance Misuse Newsletter&lt;br&gt;NHS staff newsletter</td>
<td>6250&lt;br&gt;270&lt;br&gt;150&lt;br&gt;2000</td>
</tr>
<tr>
<td>Probation</td>
<td>Intranet article</td>
<td>550</td>
</tr>
</tbody>
</table>
Locations for publicity within buildings:

<table>
<thead>
<tr>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reception/foyer</td>
</tr>
<tr>
<td>Stairwells</td>
</tr>
<tr>
<td>Offices</td>
</tr>
<tr>
<td>Corridor/halls</td>
</tr>
<tr>
<td>Kitchens</td>
</tr>
<tr>
<td>Lift lobby</td>
</tr>
<tr>
<td>Toilets</td>
</tr>
<tr>
<td>Gyms</td>
</tr>
<tr>
<td>Common room/social club</td>
</tr>
<tr>
<td>Changing rooms</td>
</tr>
<tr>
<td>Board room/meeting rooms</td>
</tr>
<tr>
<td>Canteen</td>
</tr>
<tr>
<td>Training facilities/suites</td>
</tr>
<tr>
<td>Intranet</td>
</tr>
<tr>
<td>Notice boards</td>
</tr>
</tbody>
</table>

How will we communicate?

<table>
<thead>
<tr>
<th>Communication Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intranet</td>
</tr>
<tr>
<td>Staff training</td>
</tr>
<tr>
<td>Notice boards</td>
</tr>
<tr>
<td>Merchandise form common/social areas</td>
</tr>
<tr>
<td>Newsletter</td>
</tr>
<tr>
<td>Health/wellbeing workshops and presentations</td>
</tr>
<tr>
<td>Organisational messages/emails</td>
</tr>
</tbody>
</table>

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:

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

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. Combing 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:

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

<table>
<thead>
<tr>
<th>Month</th>
<th>Title</th>
<th>Campaign description</th>
<th>Audience and Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>New Year, New You</td>
<td>Campaign to encourage people to use the new year to assess and reduce their drinking</td>
<td>Occupational groups drinking at harmful levels</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Take the drink check quiz</td>
</tr>
<tr>
<td>Feb</td>
<td>Why let drink decide?</td>
<td>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</td>
<td>Parents/carers and young people.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Drinking can make you vulnerable, and it's never too late to talk about alcohol.</td>
</tr>
<tr>
<td>March</td>
<td>Why let drink</td>
<td>As above</td>
<td>As above</td>
</tr>
<tr>
<td>Month</td>
<td>Event</td>
<td>Campaign Details</td>
<td>Target Group</td>
</tr>
<tr>
<td>-------</td>
<td>-------</td>
<td>------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>June</td>
<td>World Cup</td>
<td>Campaign to reduce the likelihood of becoming a victim or perpetrator of assault during the world cup</td>
<td>18-24 year old male pub drinkers</td>
</tr>
<tr>
<td>June</td>
<td>National Tackling Drugs Week (Date TBC)</td>
<td>Link into any drugs campaign with information about the dangers of mixing drugs and alcohol</td>
<td>Have Fun, Stay Safe</td>
</tr>
<tr>
<td>July</td>
<td>Legal highs campaign</td>
<td>Link into this campaign with information about the dangers of mixing drugs and alcohol</td>
<td>Under 11 – 19 year olds</td>
</tr>
<tr>
<td>July</td>
<td>Have Fun, Stay Safe summer campaign</td>
<td>Campaign to minimise risks to 18-24 year old binge drinkers</td>
<td>18 – 24 year olds</td>
</tr>
<tr>
<td>Aug</td>
<td>8th – National Sexual Health Week</td>
<td>Re-launch ‘Why let drink decide?’</td>
<td>11- 24 year olds</td>
</tr>
<tr>
<td>Aug</td>
<td>College Freshers Week</td>
<td>Campaign to minimise risks to 18-24 year old binge drinkers</td>
<td>18 – 24 year olds</td>
</tr>
<tr>
<td>Sept</td>
<td>University Freshers Week</td>
<td>Campaign to minimise risks to 18-24 year old binge drinkers</td>
<td>18 – 24 year olds</td>
</tr>
<tr>
<td>Sept</td>
<td>National Alcohol Awareness Week (TBC)</td>
<td>Promoting where to access help and increasing knowledge of units</td>
<td>Residents of East Sussex</td>
</tr>
<tr>
<td>Sept</td>
<td>Breast Cancer Awareness</td>
<td>Link into this campaign to highlight link between breast cancer and alcohol</td>
<td>Women in East Sussex</td>
</tr>
<tr>
<td>Nov</td>
<td>22-28th – National Road Safety Week</td>
<td>Link into this campaign to encourage not to drink drive or be the passenger of a drink driver</td>
<td>18 – 24 year old</td>
</tr>
<tr>
<td>Nov</td>
<td>3rd – National Stress Awareness Day</td>
<td>Link into this campaign</td>
<td>Residents of East Sussex</td>
</tr>
<tr>
<td>Dec</td>
<td>Police domestic</td>
<td>Link into this campaign to reduce</td>
<td>18 – 24 year olds</td>
</tr>
</tbody>
</table>
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:

<table>
<thead>
<tr>
<th>Chair</th>
<th>Admin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair the meeting</td>
<td>Produce first draft of the minutes</td>
</tr>
<tr>
<td>Draft the agenda</td>
<td></td>
</tr>
<tr>
<td>Circulate paperwork</td>
<td></td>
</tr>
<tr>
<td>Agree the draft minutes once produced</td>
<td></td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Chair</th>
<th>Admin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair the meeting</td>
<td>Produce first draft of the minutes</td>
</tr>
<tr>
<td>Draft the agenda</td>
<td></td>
</tr>
<tr>
<td>Circulate paperwork</td>
<td></td>
</tr>
<tr>
<td>Agree the draft minutes</td>
<td></td>
</tr>
</tbody>
</table>

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
kate.buckland@sussex.pnn.police.uk

Natalie Butler
Strategy & Partnerships Officer, Safer Communities Team, ESCC (Alcohol)
natalie.butler@eastsussex.gov.uk

Nick Cole
Health Promotion Specialist - Substance Misuse
nick.cole@esdwpct.nhs.uk

Rob Hustwayte
Communications Manager
rob.hustwayte@sussex.probation.gsi.gov.uk

David Kemp
Crime Reduction Support Officer Community
01273 227920
david.kemp@eastbourne.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
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
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

![Logos Image]
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](http://www.safeineastsussex.org.uk)
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.