



Building Community and Political Support for Minimum Unit Price in the North East of England

Colin Shevills, Director

Alcohol Harm in the North East

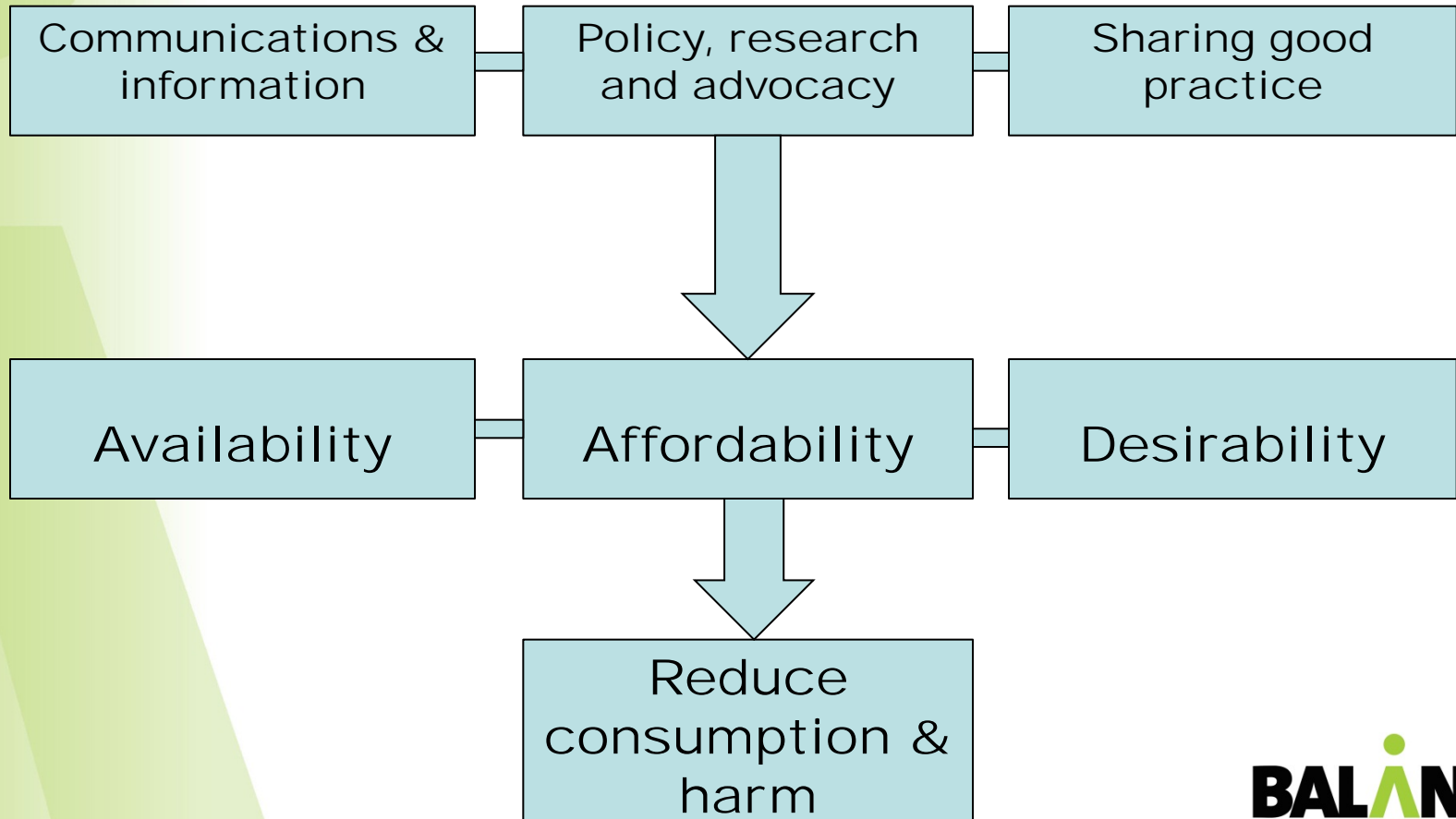
- Alcohol related hospital admissions doubled since 2002
- Highest rate U18 hospital admissions
- Over 300% increase in liver disease admissions amongst 30-34 year olds in 10 years
- One-third frontline officers injured four or more times
- 68% offenders have 'Alcohol Use Disorder'
- Costs region £1.1bn pa




Balance, the North East Alcohol Office

- **Launched February 2009**
- **Funded by NHS – now local councils**
- **Dedicated ‘alcohol control’ office – following tobacco control model**
- **Aim to de-normalise excessive consumption**
- **Small multi-disciplinary team – includes seconded police officer**
- **Treat alcohol as cross-cutting issue**
- **Balance more than the team - movement**

Balance - what we do



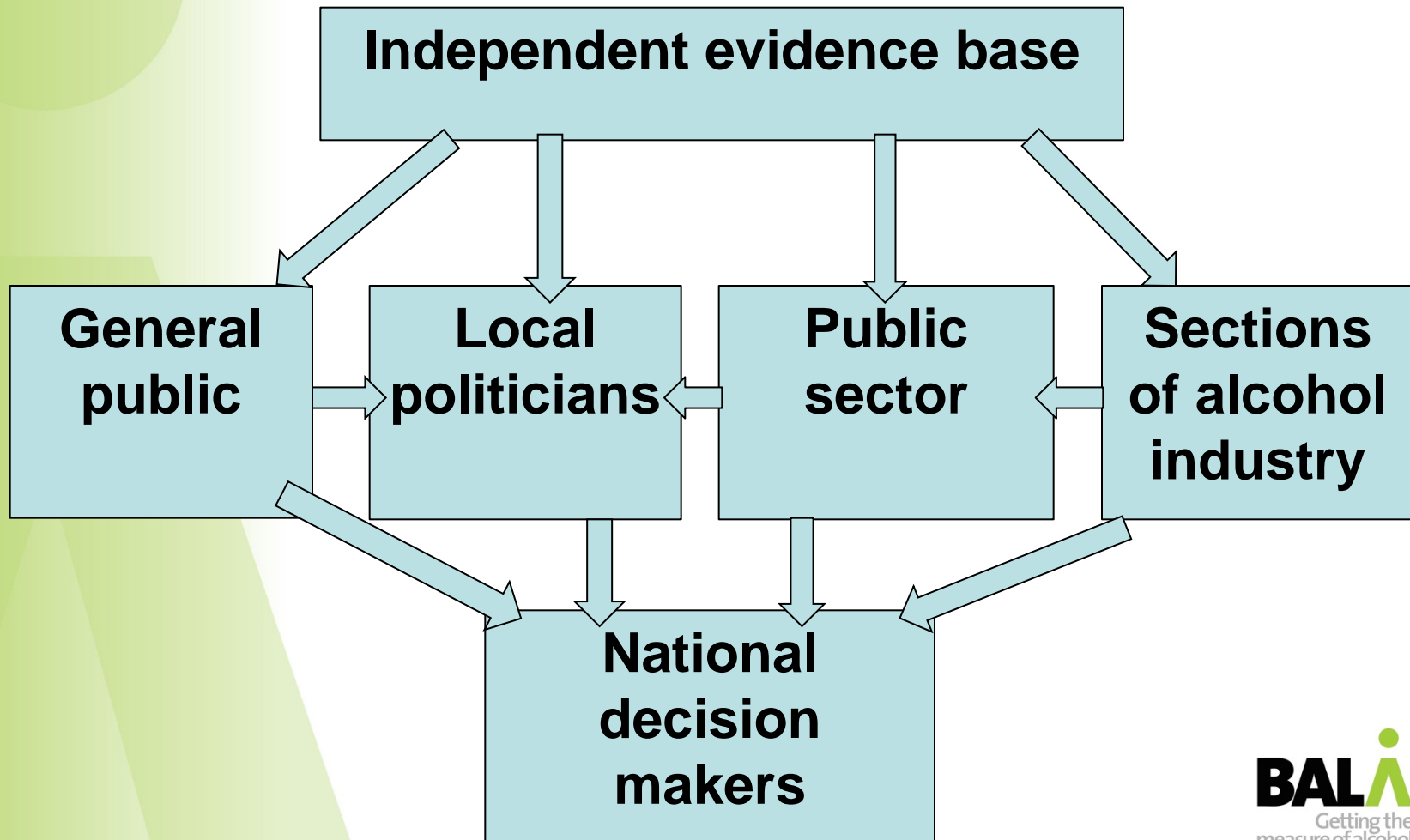
A stylized green human figure is positioned on the left side of the slide. It consists of a circular head and a trapezoidal body, both rendered in a light green color with a slight gradient. The figure is partially cut off by the left edge of the frame.

Minimum Unit Price: Giving the community a voice

Minimum Unit Price

- **Always been a priority for Balance**
- **Building understanding and support with stakeholders and public since 2009 – tested annually**
- **National Alcohol Strategy consultation provided opportunity**
- **Learning from tobacco – build stakeholder and public support to engage Government**
- **Give North East a voice**

Battle for Hearts and Minds



MUP: The Campaign

Campaign objectives

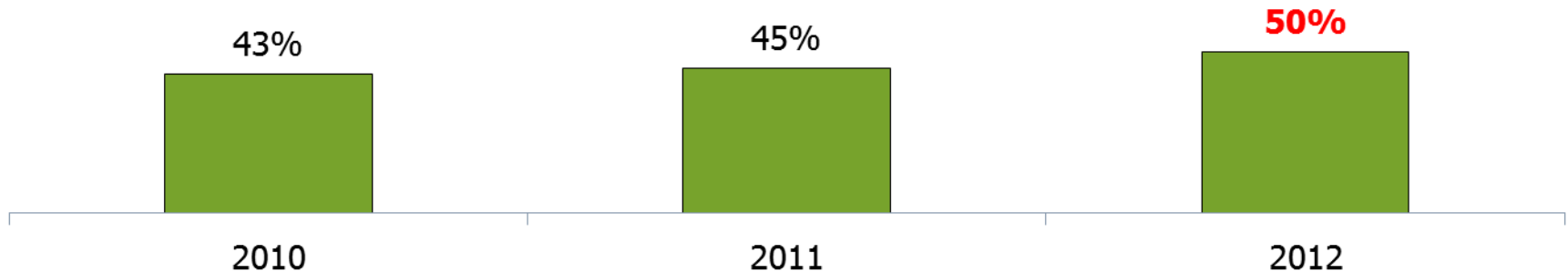
- **Understand need – health and social harms**
- **Understand role of cheap alcohol**
- **Understand MUP targeted at those most in need; evidence-based; moderate drinkers unaffected**
- **Counter messages from ‘big alcohol’**
- **Demonstrate public, political, professional, local industry support**



Generate consultation responses

MUP campaign - audience

% Who have heard of minimum pricing for alcohol



Awareness higher amongst

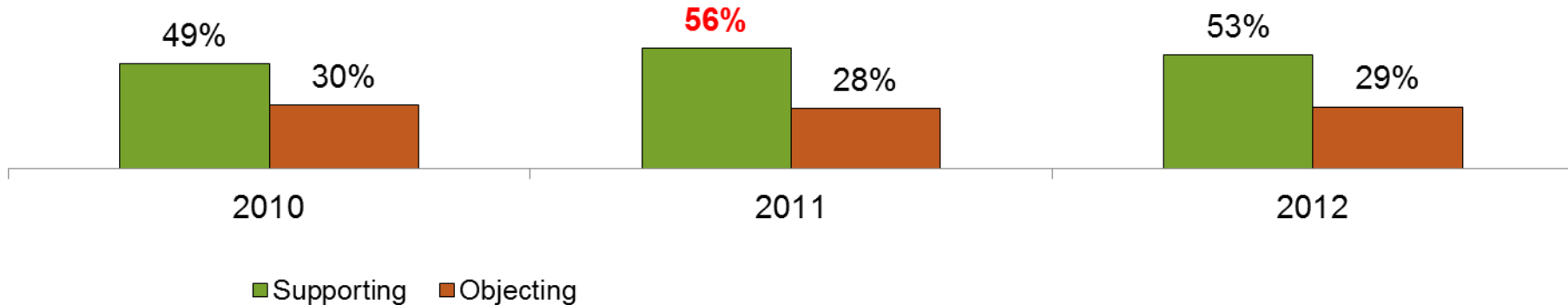
Age:	45-54, 55-64
Gender:	Men
SEG:	AB, C1
Location:	Darlington, Redcar, & Cleveland, Stockton-on-Tees, North Tyneside, Northumberland
Drinking behaviour:	Low risk drinkers

...and lower amongst

Age:	18-24, 25-34
Gender:	Women
SEG:	D, E
Location:	Middlesbrough, Newcastle
Drinking behaviour:	Non drinkers

MUP campaign - audience

% supporting / objecting to minimum pricing



Support higher amongst

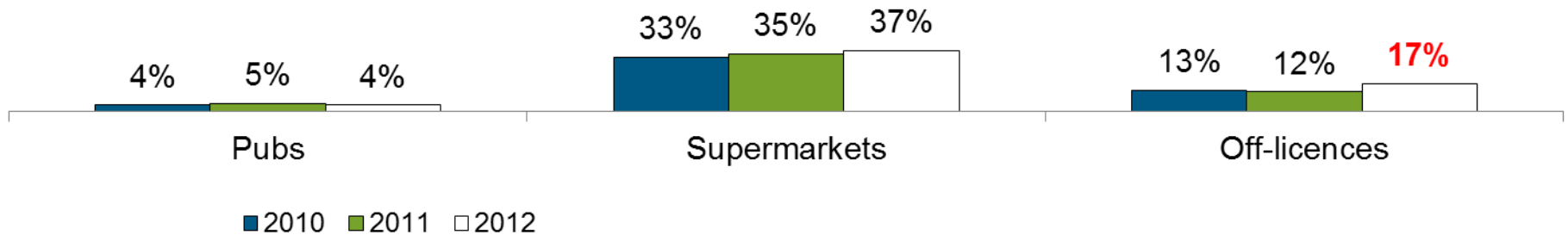
Age:	<i>no differences</i>
Gender:	Women
SEG:	AB
Location:	Country Durham
Drinking behaviour:	Non/low risk drinkers

Objection higher amongst

Age:	18-24
Gender:	Men
SEG:	C2
Location:	Redcar & Cleveland, Gateshead
Drinking behaviour:	Drinkers (increasing / higher risk)

MUP campaign - audience

% saying price of alcohol is too CHEAP in...



Increase driven by...

Age: 18-24, 45-54, 65+

Gender: Men, Women

SEG: **AB, C1**

Location: Middlesbrough, Gateshead, Newcastle, North Tyneside, South Tyneside, Sunderland

Drinking behaviour: Drinkers

Testing the messages

Mean score ranking

Most concerning **Most motivational**

Our kids are more likely to end up in hospital because of alcohol

1.48

1.38

Our children are more likely to say yes to illegal drugs if they drink alcohol

1.40

1.36

Almost half of domestic abuse cases are linked to alcohol

1.08

1.25

Drinking alcohol means our kids are more likely to have unsafe sex

0.83

0.59

Young men who drink alcohol are more likely to be a victim of violent crime

0.68

0.87

Alcohol harms costs every one of us taxpayers £887 a year

0.53

0.56

Testing the visuals

% positive

Assuming that these adverts are in prominent locations in the North East, how likely is it that these adverts would...

Drowning



Paying the price



Catch your attention

77%

90%

Make you want to do something to help stop the negative effects of alcohol

63%

75%

All segments rate Paying the Price higher – across both measures

BALANCE
Getting the
measure of alcohol

THE NORTH EAST ALCOHOL OFFICE

MUP campaign plan

- Print-led campaign using leaflets, posters
- Print inserts:
 - 95,000 in Daily Mail
 - 28,000 in Sunday Times
 - 411,000 door drop
 - Hit around 50% AB, C1 households
- Outdoor six sheets – 225 sites, near schools
- Online advertising – 5 million impressions



BALANCE
Getting the
measure of alcohol



Here in the North East we have the highest rate of hospital admissions and acute alcohol related deaths in England. Our children are also more likely to end up in hospital because of alcohol. It's time to take action to reduce these admissions and deaths - ensuring there never has to be another child in hospital because of alcohol.

That's why the average price of cheap alcohol costs our region more than £100 a year - that's the equivalent of 50P for every person in the region.

It's not really a bargain offer at all.



What price are we really paying?

At home today, we're getting a bargain. Alcohol is dirt cheap. In the North East, you can buy two litres of alcohol for less than £12 and some brands are cheaper than bottled water. It's not the average bottle price that counts, it's the average alcohol that we buy. That's a serious amount that we're paying for. But there's a massive hidden cost and we're all paying a heavy price.

MUP campaign: PR tactics

- **MUP the facts – briefing papers and presentations**
- **Local authority harm and cost profiles**
- **Surveys – price, police, GPs, pub landlords**
- **Liver admission data – 300% increase in 30-34 year olds**
- **Letters of support – PCCs; DsPH; liver specialists**
- **On street engagement – hospitals, shopping centres**
- **Media engagement**
- **Stakeholder briefings**

MUP campaign results

Paying a high price for cheap alcohol

Report reveals cost of crime related to drink



More than half of police officers in the North East are convinced that the damage to the region's economy caused by cheap alcohol is a significant factor in the region's high crime rates. A report by the North East Alcohol Office (NEAO) reveals that 53 per cent of police officers in the region believe that the damage to the region's economy caused by cheap alcohol is a significant factor in the region's high crime rates. The report also found that 45 per cent of police officers believe that the damage to the region's economy caused by cheap alcohol is a significant factor in the region's high crime rates.

DRINKING POKER & 24-HOUR CHALLENGE
A report by the North East Alcohol Office (NEAO) reveals that 53 per cent of police officers in the region believe that the damage to the region's economy caused by cheap alcohol is a significant factor in the region's high crime rates. The report also found that 45 per cent of police officers believe that the damage to the region's economy caused by cheap alcohol is a significant factor in the region's high crime rates.

- 322 media articles
- 20m opportunities to see media coverage
- Leaflets hit over 500,000 households
- 5m online impressions



Almost 15,000 postcards and 70 organisational responses to consultation

Landlords and anti-alcoholism campaigners join forces

Unlikely alliance against cheap booze



UNLIKELY ALLIANCE Philip Alderton, David Cameron, has been seen as a key figure in the fight against cheap alcohol. The report also found that 45 per cent of police officers believe that the damage to the region's economy caused by cheap alcohol is a significant factor in the region's high crime rates.

UNLIKELY ALLIANCE Philip Alderton, David Cameron, has been seen as a key figure in the fight against cheap alcohol. The report also found that 45 per cent of police officers believe that the damage to the region's economy caused by cheap alcohol is a significant factor in the region's high crime rates.



MUP: What's next?

- **Lost battle – not war**
- **Councils, Directors of Public Health, Police & Crime Commissioners, liver specialists expressed ‘disappointment’**
- **Councils asked Balance to ‘keep MUP on political and public agenda’**
- **Opportunities for local action**
- **Need to build understanding and support**
- **Need to strengthen national and sub-national networks**
- **MUP at heart of Balance conference**



Winning Hearts and Minds: Building public support for Minimum Unit Price in the North East

Colin Shevills, Director