



See What Sam Sees: Building Support in the North East of England for tougher alcohol marketing restrictions

Colin Shevills, Director



Balance, the North East Alcohol Office

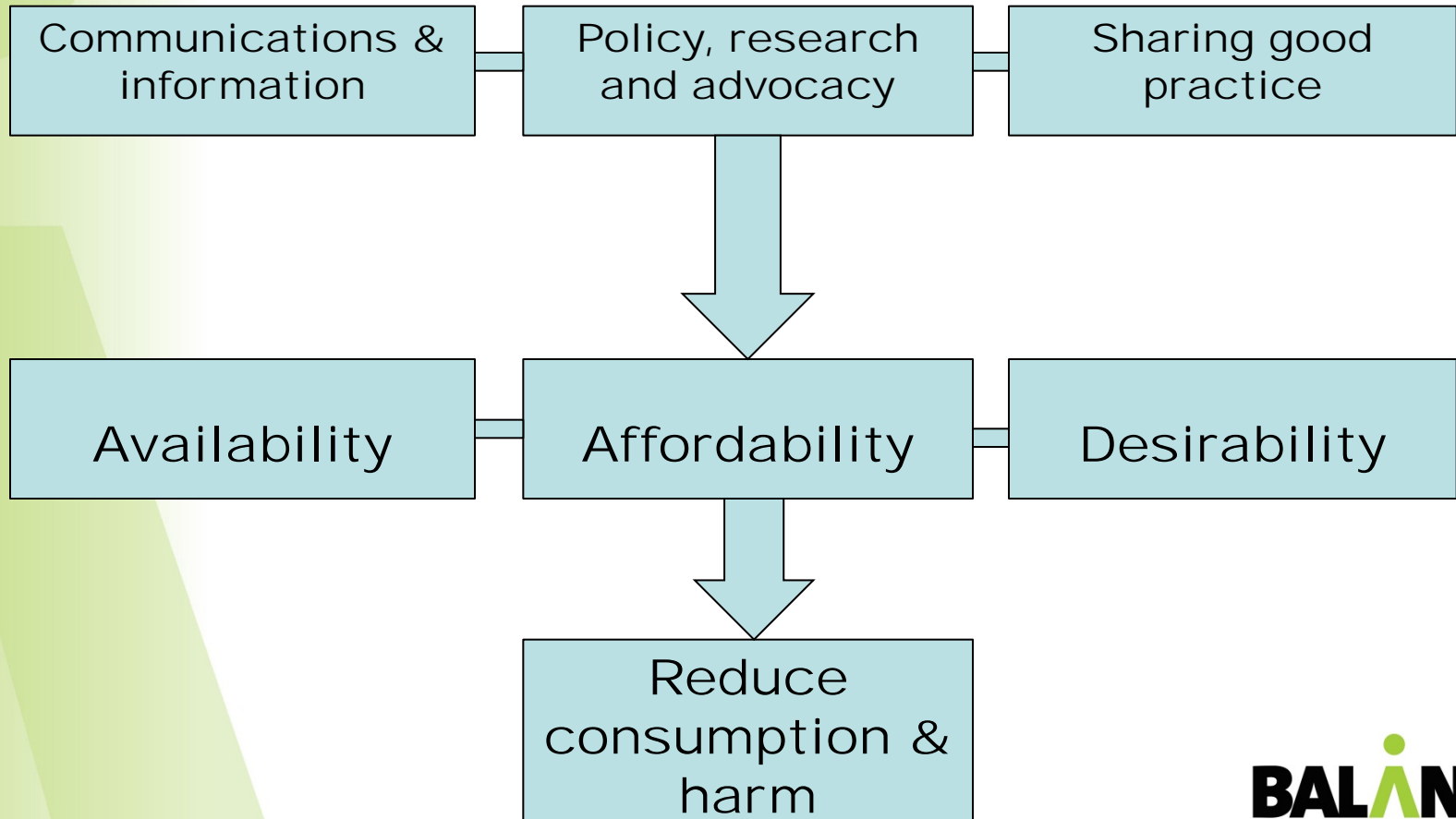
- **Launched February 2009**
- **Funded by NHS – now local councils**
- **Dedicated ‘alcohol control’ office – following tobacco control model**
- **Aim to de-normalise excessive consumption**
- **Small multi-disciplinary team – includes seconded police officer**
- **Treat alcohol as cross-cutting issue**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

Alcohol Harm in the North East

- Highest rates 11-15 year olds drinking
- Highest rate U18 hospital admissions
- Highest rate in specialist alcohol treatment services
- Over 300% increase in liver disease admissions amongst 30-34 year olds in 10 years
- Exposure to alcohol marketing leads to earlier drinking and influences volume



Balance - what we do



A large, stylized green silhouette of a human figure is positioned on the left side of the slide. It consists of a circular head and a trapezoidal body, both filled with a light green color. The figure is partially obscured by a vertical gradient bar that transitions from light green at the top to a darker green at the bottom.

See What Sam Sees:
The Campaign

What the evidence says

“A substantial body of research has found that alcohol advertising and promotion influences the onset, continuance and the amount of alcohol consumption amongst young people”

Under the Influence – BMA

“Reducing the impact of marketing, particularly on young people and adolescents, is an important consideration in reducing harmful use of alcohol”

WHO Global Alcohol Strategy



What the industry does

- **On TV 10-15 year olds ‘were exposed to significantly more alcohol adverts than adults’** *RAND Europe*
- **Carling: ‘... a great way to start the day’; ‘The first choice for the festival virgin’** *‘They’ll Drink Bucket Loads of the Stuff’ - Prof Gerard Hastings*
- **“Nearly four-fifths of pupils (79%) were aware Carlsberg is an alcoholic drink. This was higher than recognition of Ben and Jerry’s ice cream (74%)”**
Making an Impression - Alcohol Concern Cymru



Campaign objectives

- **Understand need – health and social harms**
- **Understand role of marketing – content and volume**
- **Make link between marketing and harm to children**
- **Understand role played by alcohol industry**
- **Demonstrate current marketing restrictions inadequate**
- **Build public and political support for marketing restrictions**
- **Empower public – sign petition**

Target audience - parents

4 focus groups:

	Location	SEG	Age of children
1	Newcastle	ABC1	Younger children
2	Newcastle	C2DE	Older children
3	Middlesbrough	ABC1	Older children
4	Middlesbrough	C2DE	Younger Children

6 different creative options tested, across 3 themes:

Worried

Phone Call
Taxi

Exposure

Under the Influence
Sam Sees

Future

Future Crushed
Zoom

Sam's Sees - creative testing

Overview

- Is credible and interesting
- Message is explicit and easy to understand

Target Audience

- Both parents and children
- Statistic on 11-15 year olds targets parents of younger children

Message

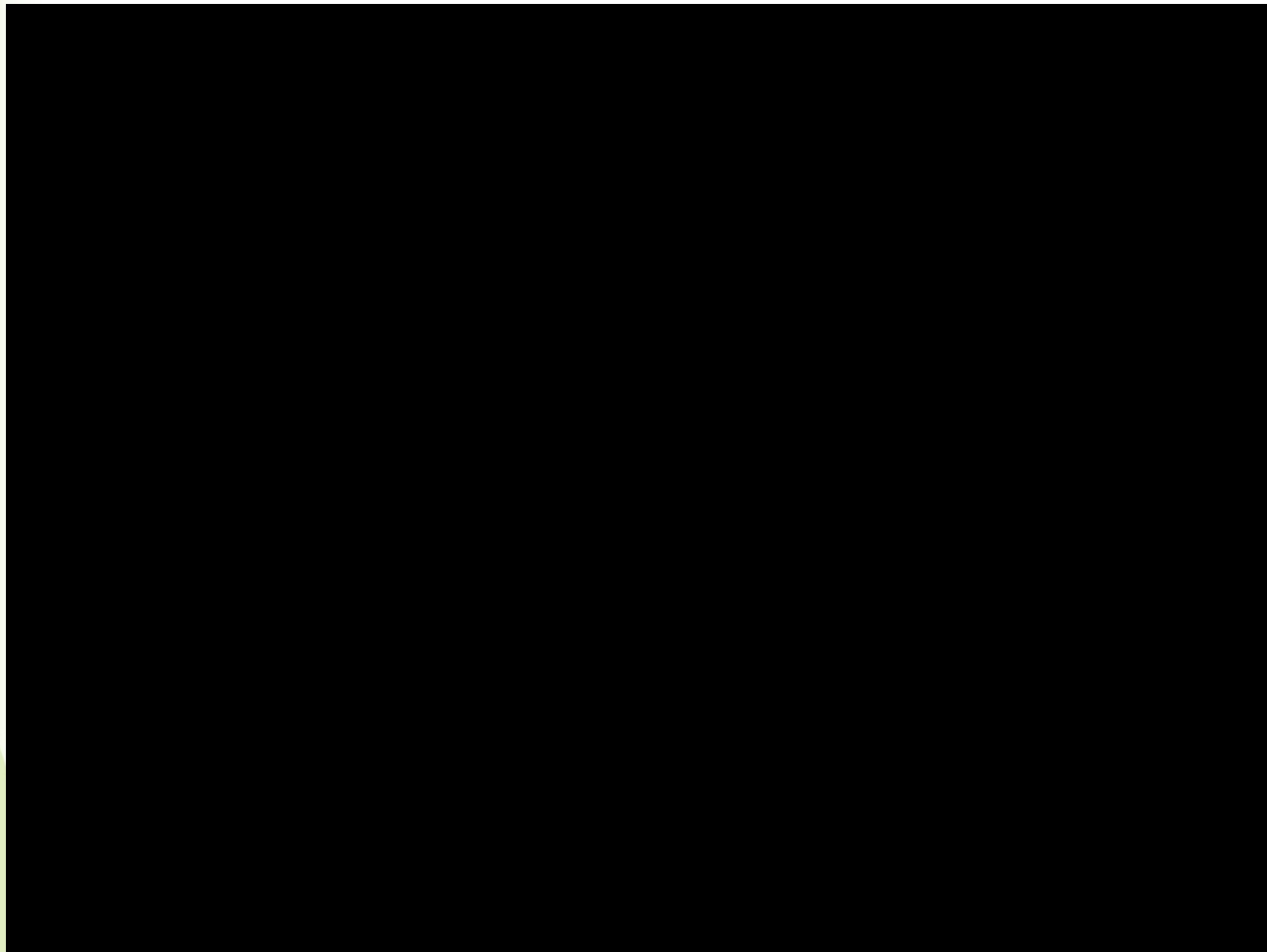
- Children are surrounded by images and advertising of alcohol every day



Sam Sees campaign plan

- **Sam film 'banned' by TV authorities**
- **Online, outdoor, print campaign**
- **Online advertising**
 - **mix of video ads and display**
 - **Regional geo-targeting of media sites**
 - **Social networks heavily featured**
- **Outdoor:**
 - **48/96 sheets**
 - **Advertising on public buses**
- **Print – regional press**

Sam online film



Sam Sees: PR tactics



- **Launch conference attended by 100+**
- **Stakeholder toolkit**
- **Briefing papers and presentations**
- **Emotive case studies**
- **YP project – ‘Sam for a day...’**
- **Letter writing campaign – local MPs**
- **On street engagement**
- **Social media to promote campaign film**
- **Media engagement**



Sam Sees campaign results

	Reach	Frequency	Impact
Outdoor	70%	5.4	8.6m
Press	55%	1.8	2.2m
Online	65%	1.8	7.2m

Ban for advert that highlights danger of drink

Film shows how children affected

WORKING WITH SCHOOLS
A ban on advertising for alcohol has been imposed on the North-East Alcohol Office, following a campaign to reduce the number of children who are affected by alcohol. The ban is part of a wider effort to reduce the harm caused by alcohol to children and young people. The North-East Alcohol Office has been working with schools to raise awareness of the dangers of alcohol and to encourage children to make healthy choices. The office has also been working with parents and the community to support these efforts. The ban on advertising is a key part of this work, as it helps to reduce the visibility of alcohol and to encourage children to think about their choices. The office has also been working with schools to provide resources and support for teachers and students. This includes providing information on the dangers of alcohol and on how to make healthy choices. The office has also been working with parents to help them to support their children's choices. This includes providing information on how to talk to children about alcohol and on how to set boundaries. The ban on advertising is a key part of this work, as it helps to reduce the visibility of alcohol and to encourage children to think about their choices. The office has also been working with schools to provide resources and support for teachers and students. This includes providing information on the dangers of alcohol and on how to make healthy choices. The office has also been working with parents to help them to support their children's choices. This includes providing information on how to talk to children about alcohol and on how to set boundaries.



HEX BY SAGE BHM The latest search has been banned from most TV screens across the region from National Health Service in North Yorkshire.



- **Website visits per day increased x15**
- **800 news items**
- **AVE £850,000**

North is dying for a drink



HEALTHY DRINKS Sergeant David Ferris, who watched a parade during the 19th of June in the North-East Alcohol Office, launched its biggest campaign to try to change attitudes to heavy drinking in the region. Health Editor **Barry Nelson** was there. The North-East Alcohol Office has been working with schools to raise awareness of the dangers of alcohol and to encourage children to make healthy choices. The office has also been working with parents and the community to support these efforts. The ban on advertising is a key part of this work, as it helps to reduce the visibility of alcohol and to encourage children to think about their choices. The office has also been working with schools to provide resources and support for teachers and students. This includes providing information on the dangers of alcohol and on how to make healthy choices. The office has also been working with parents to help them to support their children's choices. This includes providing information on how to talk to children about alcohol and on how to set boundaries. The ban on advertising is a key part of this work, as it helps to reduce the visibility of alcohol and to encourage children to think about their choices. The office has also been working with schools to provide resources and support for teachers and students. This includes providing information on the dangers of alcohol and on how to make healthy choices. The office has also been working with parents to help them to support their children's choices. This includes providing information on how to talk to children about alcohol and on how to set boundaries.

Sam Sees – campaign evaluation

To what extent do you agree or disagree that...

RED FIGURES denote significant difference

	General Population % agree	Recall campaign % agree	Don't recall recall campaign % agree
There should be greater restrictions on alcohol advertising	72%	80%	69%
Children are exposed to too much advertising about alcohol	64%	77%	58%
Alcohol advertising and promotion encourage children to drink younger and drink more	58%	68%	53%
Alcohol advertising contributes to the fact that the NE has the highest rate of 11-15 year old drinkers	50%	60%	45%
Alcohol advertising currently targets the under 18s	48%	63%	42%
Alcohol advertising contributes to the fact that the NE has the highest rate of under-18 alcohol-related hospital admissions	48%	59%	44%

Base: all respondents: (432); Recall campaign (141); Don't recall campaign (291)



MUP campaign results

- **Over 6,000 signed petition calling for advertising restrictions**
- **Public opinion survey (1800 people);**
 - **53% agreed alcohol marketing targeted under 18s (up from 45%)**
 - **71% supported TV ban before 9pm (up from 65%)**
 - **77% want cinema restrictions**

Sam visits Downing Street



**Young people present
project findings in Houses
of Parliament**



**Petition delivered to
Downing Street**

Sam Sees - conclusions



- Public want to protect their children
- They underestimate power of marketing
- Feel powerless to change anything
- Parents believe only option is to provide one-to-one advice
- Advocacy campaigns can raise awareness and provide focus for action
- Vulnerable groups provide reason for action – more regulation