



Social Marketing and Alcohol in Australia: lessons from two decades

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Thinking Drinking
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Social Marketing and Alcohol (Carroll, 1998)

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 - strategic development, concept development, communication pre-testing, process and outcome evaluation



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- **The social marketing mix**
 - 'product, price, place, promotion'



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- **Alcohol consumption behaviours**

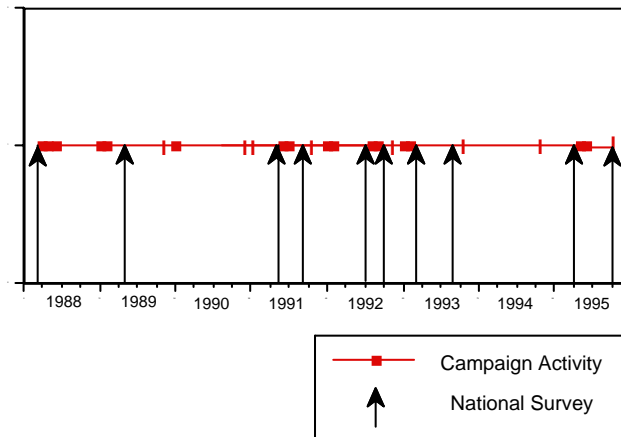


Australian Experience 1988 – 1995 National youth-targeted campaigns

- 1988 – 1990 **Alcohol can turn you into a Jerk/Joke**
- 1991 – 1992 **How Will You Feel Tomorrow?**
- 1992 – 1993 **Alcohol and Violence Tears You Apart**
- 1995 **How Will You Feel Tomorrow?**
Concurrent State campaigns, particularly 1988-90.
- 1995 **Alcohol. Go Easy (18 - 34 years)**



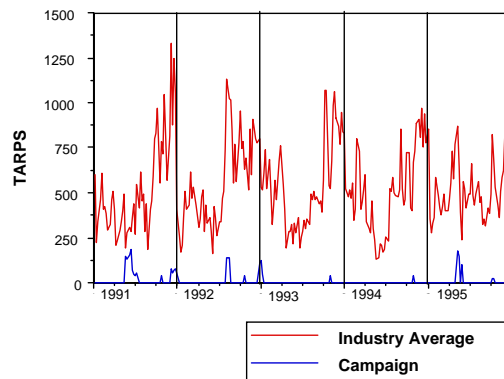
Campaign and Evaluation Timeline 1988 - 1995



(Carroll, 1998)



Alcohol advertising and prevention campaign exposure to 13-17 year olds on metropolitan television 1991 - 1995



(Carroll, 1998)



Evaluation methodology 1988 - 1995

Measures of consumption

- Last occasion measure amongst those who had consumed alcohol within the previous three months
- Reports of container size and number for each type of alcoholic beverage consumed on the last drinking occasion converted to standard drinks

(Carroll, 1998)



Ability to reach teenage audiences

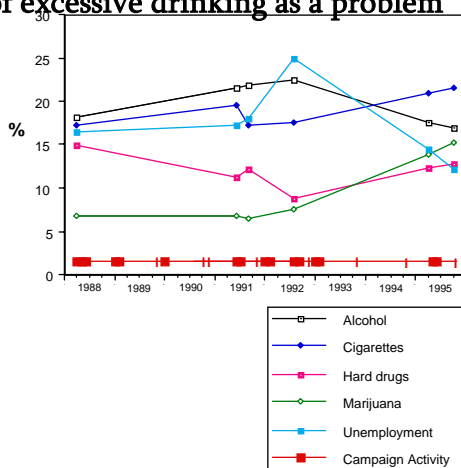
- Reach and communication was consistently high amongst teenagers
- Prompted awareness of campaign advertising 75% - 96%
- Correct message recall ranged from around 70% to 90%
- Reported seeing ads made them think about the negative consequences of excessive drinking 70% - 82%.

(Carroll, 1998)



Agenda Setting

Increased salience of excessive drinking as a problem

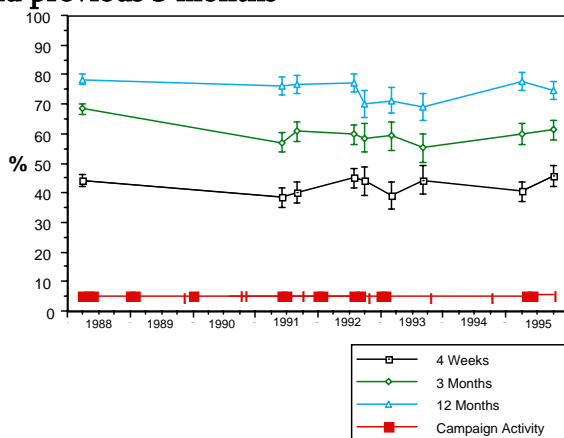


(Carroll, 1998)



Prevalence of drinking

Decreasing trend in prevalence of consumption in the previous 12 months and previous 3 months

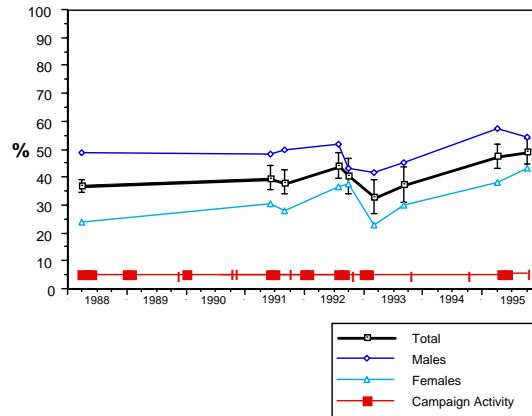


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Excessive drinking

Consumption of 5 or more (standard) drinks on the last drinking occasion

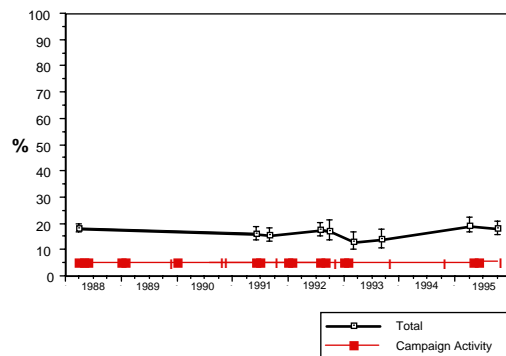


(Carroll, 1998)



Excessive drinking

Consumption of 5 or more (standard) drinks on the last drinking occasion within the last two weeks



(Carroll, 1998)



Lessons learned

- **Critical role of formative research**
- **Tone of voice**
- **Social consequences are most salient**
- **Attitudes and subjective norm (Ajzen and Fishbein, 1980)**
- **Change will be modest and cumulative**



Drinking. Where are your choices taking you?

- **Built upon the lessons of previous national campaigns and several phases of developmental and concept testing research**



Ability to reach teenage audiences

- Reach consistently high - between 77% and 94%
- Lower media weights & number of phases

Cognitive response

Across the period of evaluations, both male and female versions were seen to be:

- Believable by almost all respondents
- Thought provoking by more than 80% of respondents
- Relevant by approximately half of all respondents



Cognitive response

In terms of perceived impact - between 75% and 90% believed that the ads made them think about

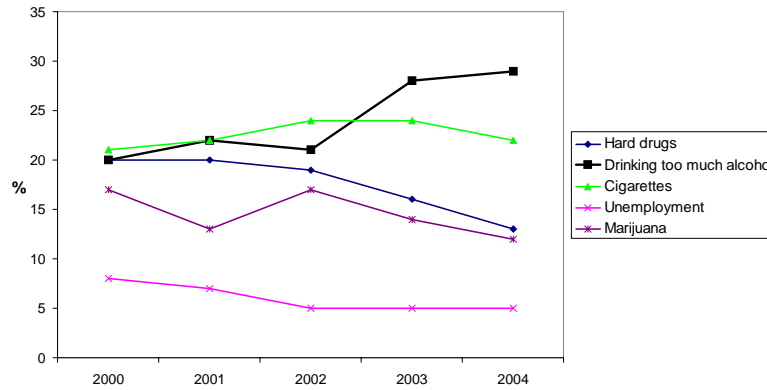
- the negative things that can happen when they drink too much
- the benefits of not drinking too much
- the choices you make about drinking

→ Therefore, the executions have longevity and show no significant signs of wear-out.



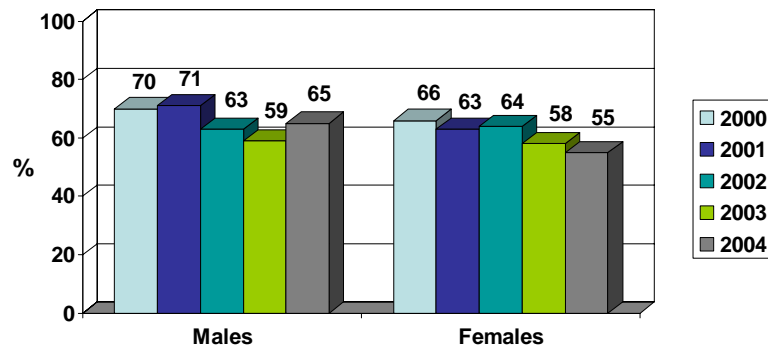
Agenda Setting

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Prevalence of drinking

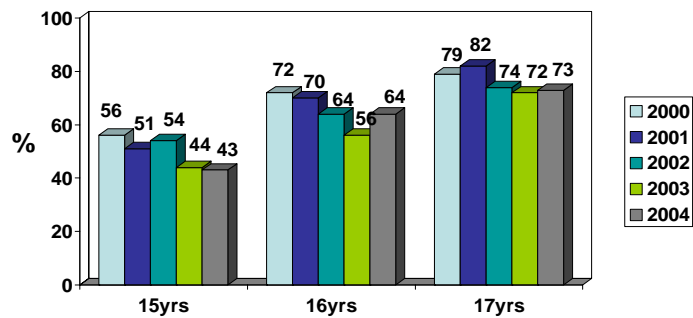
Proportion of 15 - 17 year olds who drank alcohol within the last three months





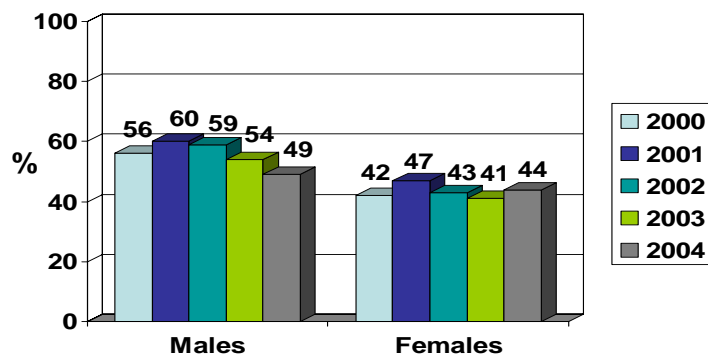
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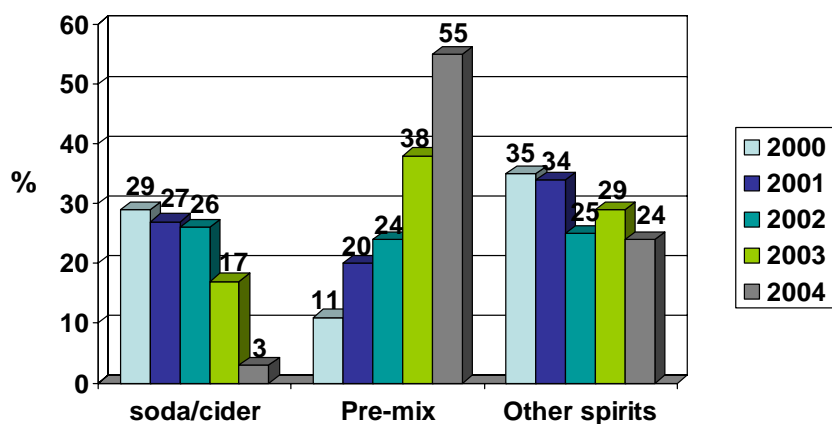
Excessive drinking

Proportion of respondents who drank 5 or more drinks on the last occasion





What are females drinking?



Base: total number of standard drinks consumed by females who drank in the last three months and drank at higher risk levels on the last occasion



Trends in consumption

There has been:

- A decrease in the proportion of teenagers reporting they have drunk in the last three months, especially amongst younger teens
- A decrease in the proportion of males drinking at excessive levels



Consistent results and lessons

- Role in agenda setting
- Importance of social consequences for youth
- Longevity of messages
- Degree of likely change
- Importance of research for message formation and detection of change



Some Emerging Questions

1. What, if any, is the nature of interaction between the observed changes in beverage preference and levels of consumption?
2. Changes in technology eg. use of ATMs and mobiles phones have resulted increased access to money and social mobility. What impact will this have on levels of consumption and choice and number of settings in which alcohol is consumed?
3. What further role will parents play in influencing the commencement, nature and extent of their teenagers' alcohol consumption and what should be the objectives of parent-targeted interventions to reduce harmful drinking?



King, E., Taylor, J. and Carroll, T. (2005)
*Alcohol consumption patterns among Australian 15
to 17 year olds from 2000 to 2004*

www.nationalalcoholcampaign.health.gov.au