

# Nick Tancock

- **Senior Adviser - Social Marketing, Alcohol & Drugs Programme**  
Department of Health, England

Formerly...

- Strategic Health Authority
- Fairtrade Foundation (UK)
- Save the Children (UK)
- *Developments* magazine
- Department for International Development, UK
- National media
- NCTJ National Certificate, Journalism (1991)
- BA Communication Studies (1988)

## Traditional information communications & 'message based' approach



## Customer understanding & insight based social marketing approach



## Bottom-up, not top-down (and some other observations...)

- “Social marketing” often sends the wrong message
- In England the ambition is to use insight to inform and shape policy development
- Begins with insight - ends with **behaviour change**
- In the NHS for example targeting services according to segmentation
- Less money = more opportunity for social marketing if prepared to agree medium-to-long term targets. It should be the first choice of the “serious” decision-maker
- Conversely social marketing struggles to achieve “quick hits”

# AIDS prevention Africa

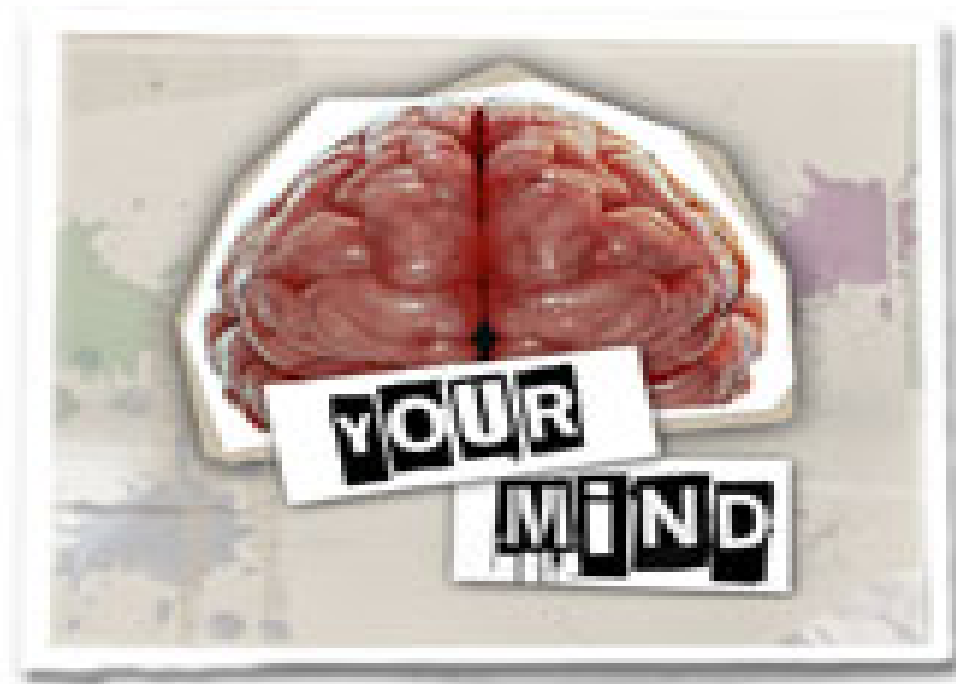
- The open and closed message
- Free = useless
- A prestige product



**Meanwhile, in India.....**



# FRANK



# Talk to FRANK

- Target - increase service use by Vulnerable Young People
- FRANK: Government-backed information line to ensure young make informed choices about drugs
- Uses “trusted friend” to warn against use
- Insight with Vulnerable Young People
- Use as referral service?
- Review of systems
- From pilot-stage to national implementation
- Piloting peer-to-peer, ambient, carer-information

# ALCOHOL KNOW YOUR LIMITS




[Home](#)



### Your drinking and you

For many of us, drinking with friends and family is one of life's pleasures ourselves.

But for a lot of people, their drinking habits can lead to problems. And if you're putting your health and welfare at risk.

So how do you know if you could be drinking more than is good for you? drinking, take the DrinkCheck quiz. It's help you assess the effects of you are drinking too much, we can also give you advice on how to drink less.

[Click Here to Take The DrinkCheck Quiz](#)



### Your drinking and you

The facts on alcohol and how to cut down







**SHOULD NOT  
REGULARLY EXCEED**

MEN	WOMEN
<b>3-4</b>	<b>2-3</b>
UNITS DAILY	UNITS DAILY

**ALCOHOL  
KNOW YOUR  
LIMITS**

**SHOULD NOT  
REGULARLY EXCEED**

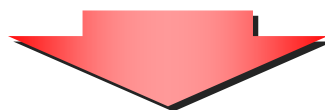
<b>3-4</b>	<b>2-3</b>
UNITS DAILY	UNITS DAILY



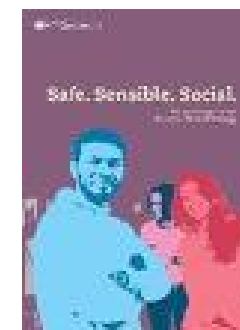


# Alcohol costs

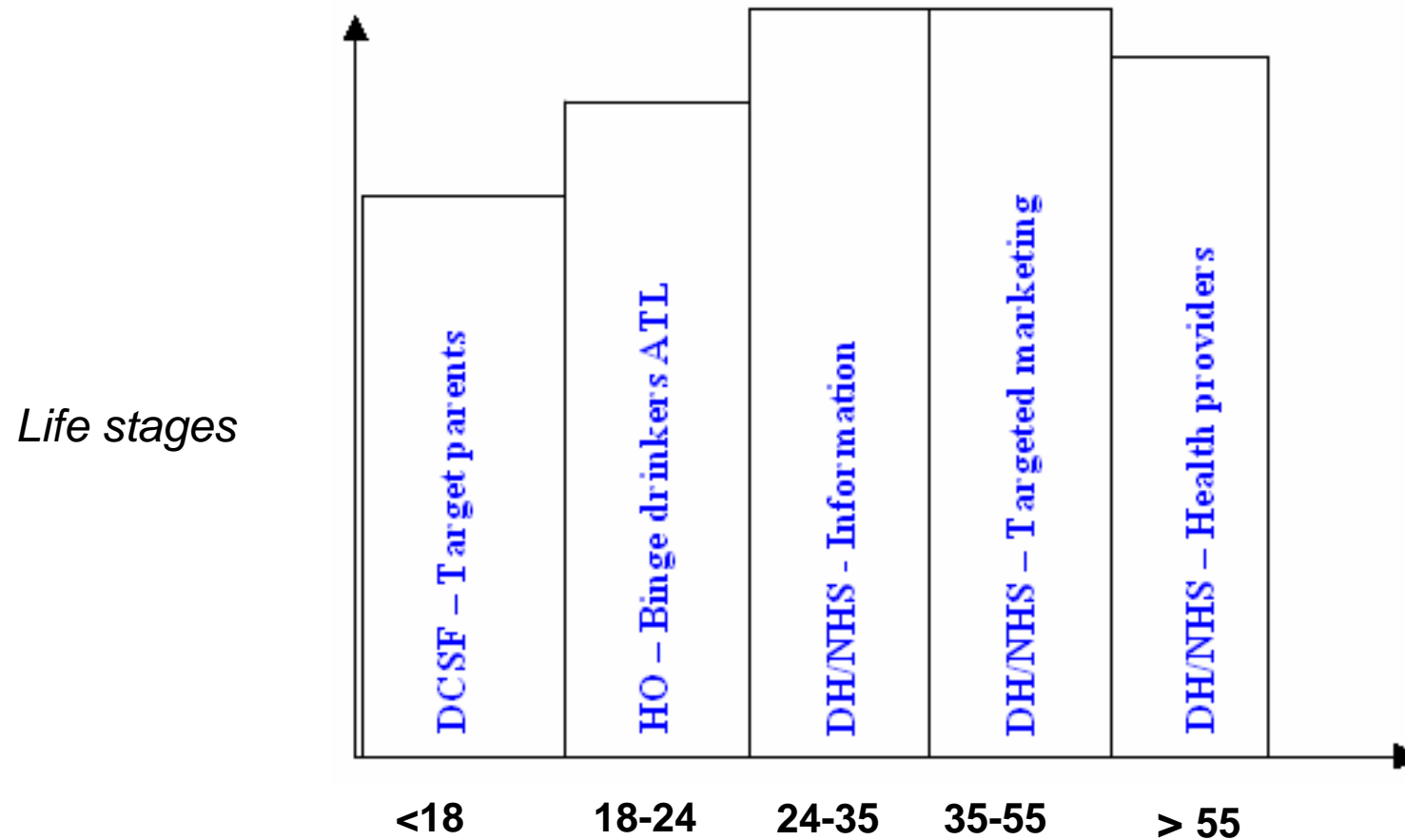
- Alcohol-related hospital admissions have almost doubled in the last decade
- Alcohol-related illness costs the NHS at least £2.7 billion and the UK economy £20 billion a year
- Alcohol-related deaths are 45% higher among the poor
- Harmful drinkers are most at risk



- Reduce the number of people drinking at harmful levels in England
- Contribute to NHS Vital Signs: “Reducing the rate of hospital admissions per 100,000 for alcohol related harm”



# Changing our drinking culture – from no consequences to taking care, across a lifetime



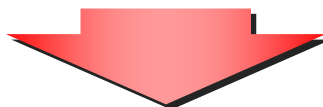
*Moving towards a healthy drinking culture*

# The start of our journey

- New territory
  - few people understand what “a unit” is
  - most people have never been asked to consider how much they drink
- A massive task
  - drinking is an embedded part of our culture
  - plus a spectrum of stakeholder interests
- It's a process
  - not yet a “solution”

# A social marketing approach from the outset

- Initial scoping
  - Epidemiological evidence; clinical expertise and experience; consumer research and industry studies
- Stakeholder involvement
  - From across the sector
- Pricing and promotions review
  - a separate, parallel investigation
- Supplementary ethnographic research
  - social context



- Segmentations, propositions, messaging and interventions to effect voluntary behaviour change

*It is very difficult to avoid increasing risk if you drink on most days of the week.*

## Importance of frequency

- If drinking on most days an escalation of drinking following a change in circumstances will almost inevitably move individuals into increasing or higher risk drinking
- Drinking every day a large glass of wine (3 units) or two pints of moderate strength lager (4 units) can move you into increasing risk

		Units per day														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Drinking Days per week	1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
	2	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30
	3	3	6	9	12	15	18	21	24	27	30	33	36	39	42	45
	4	4	8	12	16	20	24	28	32	36	40	44	48	52	56	60
	5	5	10	15	20	25	30	35	40	45	50	55	60	65	70	75
	6	6	12	18	24	30	36	42	48	54	60	66	72	78	84	90
	7	7	14	21	28	35	42	49	56	63	70	77	84	91	98	105

Female increasing risk 14+ units per week

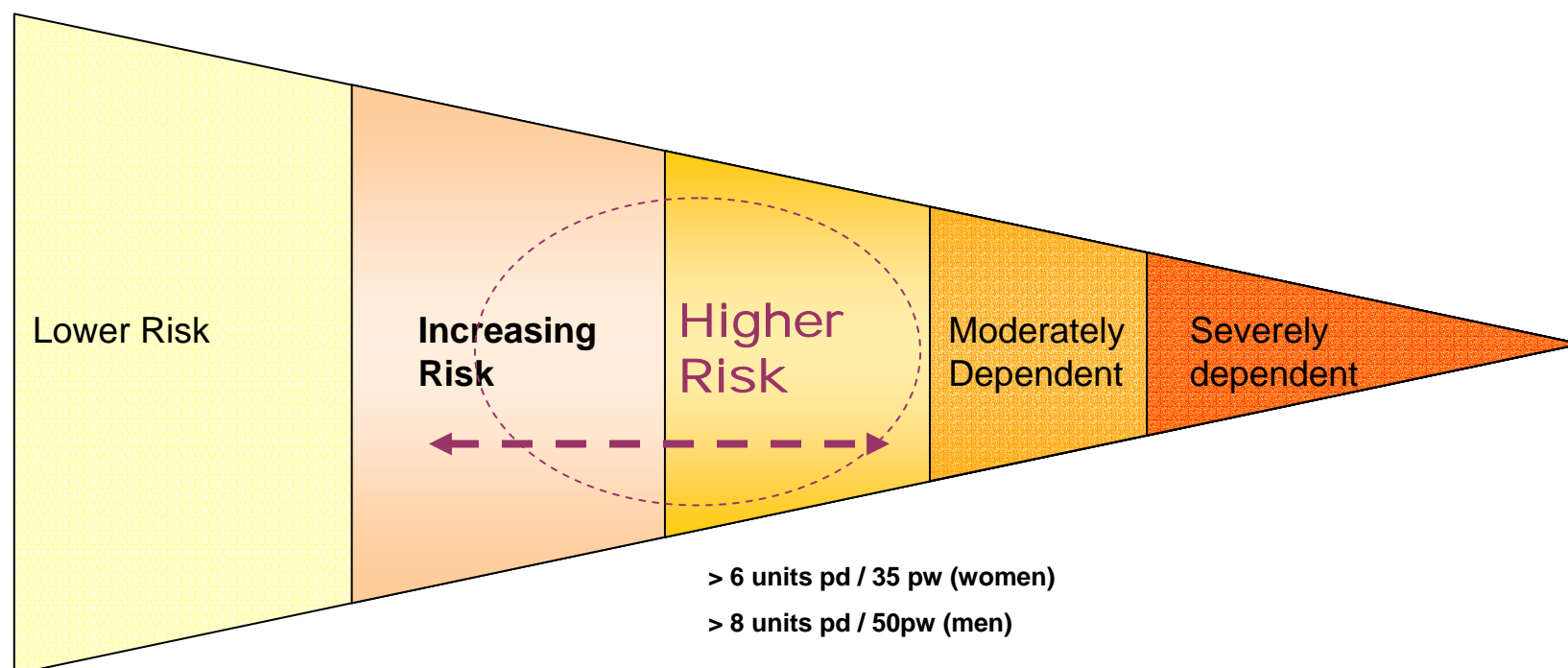
Male increasing risk 21+ units per week

Female higher risk 35+ units per week

Male higher risk 50+ units per week

## Our current understanding

# A continuous scale



- Estimated 10 million men and women drinking above lower risk levels

## **“Lower-risk” drinkers on the surface...**

**Drink to have fun, socialise and to relax**

**Don't drink to get drunk (not “binge” drinkers)**

**In control of their consumption**

## **...passionate ambassadors for alcohol**

**Seamless and integrated part of everyday life**

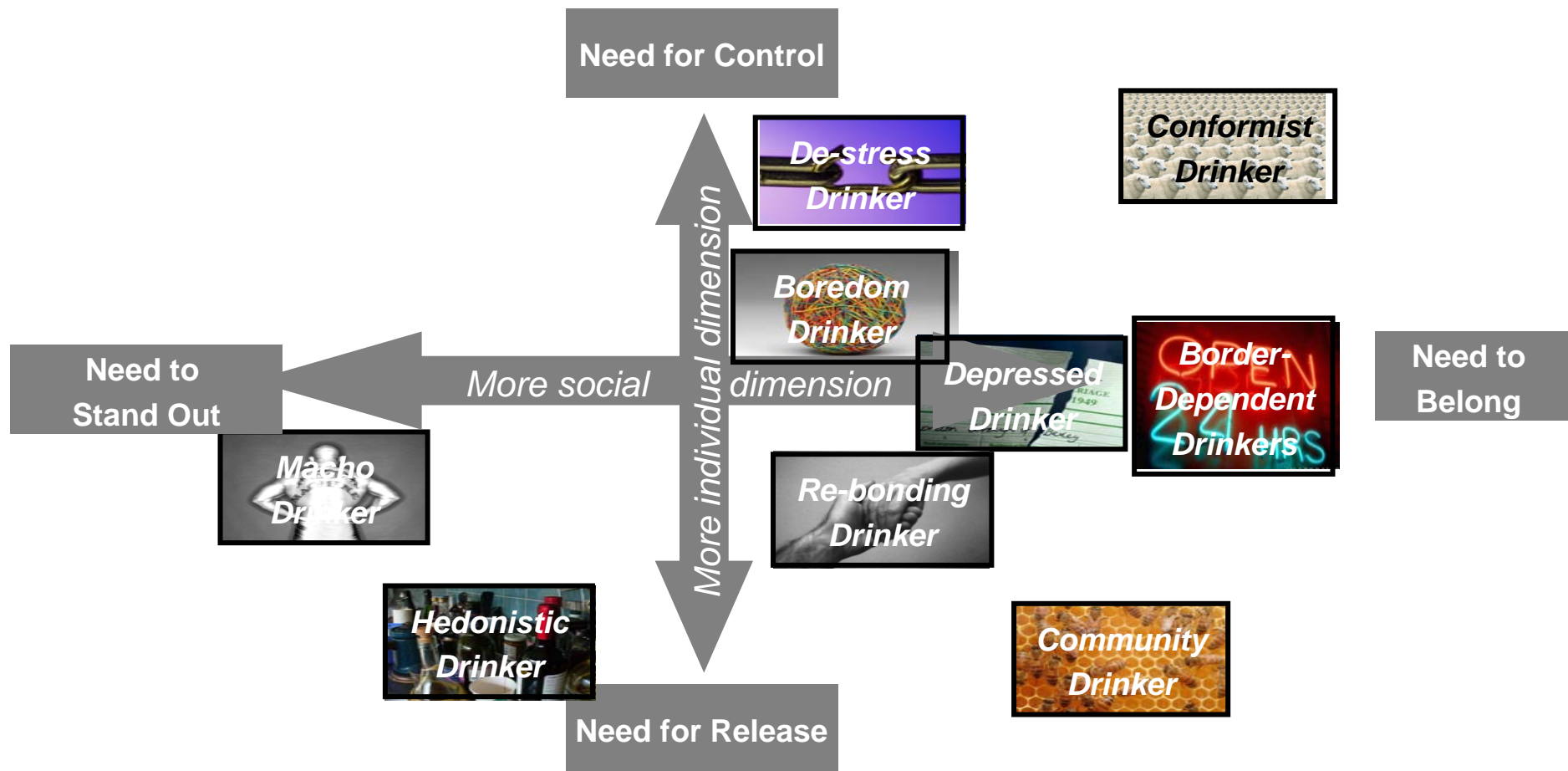
**Adamant belief their drinking is normal**

**Drinking is part of their identity**

**Disassociated from negative consequences**

**(Subconscious) belief that alcohol gives them control over their lives**

# Plotting the segments





# Three stages in behaviour change

Aligned Behaviours	Behavioural Discrepancy	Response to Behaviour Change	Typologies
<b>P C</b>	<b>A</b>	DENIAL: Do not recognise they drink to harmful levels & completely resist change	<i>Border-dependent Macho Hedonist</i>
<b>P A</b>	<b>C</b>	DEFENCE: Recognise they drink to harmful levels but try to defend their behaviour	<i>De-stress Community Conformity</i>
<b>P C A</b>	<b>NONE</b>	AMBIVALENCE: Recognise they drink to harmful levels & are open to change (but have never had reason to change)	<i>Re-bonder Boredom Depressed</i>

Easiest to change
Hardest to change

Segments in a state of DENIAL are likely to need to pass through DEFENCE before they are ready for behaviour change

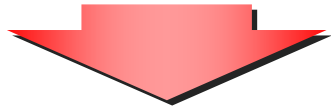
# Developing the social marketing strategy

- Epidemiological evidence points to Men 35-plus C2DE
- Identification & Brief Advice = a proven reduction for 1 in 8
- Ethnographic insights have helped us:
  - Enter the world of the higher-risk drinker
  - Gain a better understanding of how we might influence their behaviour

# Developing the social marketing strategy

## A parallel approach

- “Why cut down”
- “How to cut down”



- Terminology to reflect risk
  - Lower risk; Increasing risk; Higher risk
- Messaging to achieve cut-through
  - relevant and “newsworthy” health messages
- Identification and Brief Advice (IBA)
  - established clinical best practice
  - the basis for self-help mechanisms
- Regular and robust measurement

# Theoretically

*Engage* “ladder of change” incorporating elements of:

## ***Social Norms Theory***

Suggests people’s behaviour is strongly influenced by their perception of how other members of their social group behave, as well as their level of desire for conformity.

## ***Health Belief Model***

Suggests a person’s willingness to change their health behaviour is based on their perceived susceptibility to risk; the perceived severity of those health risks; the perceived benefits of taking protective action; and the perceived barriers that might frustrate this intention.

***Practically*** we seek to employ IBAs to disrupt people’s idea of what kind of behaviour is normal and alert them to the abnormally high risks to their health.

# Achievements since May 2008

- Units campaign
- New terminology
- Promotion of IBAs to GPs
  - including support material
- & **virtually**:
- DrinkCheck web site
- Expansion of the Drinkline telephone helpline service
- Pilot acquisition campaign
  - North West of England, East Mids
- support**
- Self-help manual: *Your drinking and you*
- Development of stakeholder channels
  - website, action days, and shared learning

## NW pilot - Key Findings

- The target audience behave differently in relation to response. Some are ready to accept help, are concerned about the risks of their drinking and ready to respond, whilst the harder to reach are in denial about the risks of their drinking.
- Cost of only £52 in delivering an active response (ordering the booklet).
- Press inserts and door drops were the most cost effective channels.
- General health (closely followed by liver disease) was the most effective message.
- *Your Drinking & You* was found to be relevant and useful by both responders and non-responders.
- For the harder to reach audience the messaging was seen to be too complex and hard hitting (creative development is required).

**Free advice to help cut down**  
For more information and advice in confidence or to order your free booklet, call:  
**0800 783 5784**  
You can also order the booklet by sending this coupon in an envelope to our Freepost address: Freepost Units, or by taking our quiz at: [www.nhs.uk/drinkcheck](http://www.nhs.uk/drinkcheck)  
Please send me a free booklet

Title \_\_\_\_\_  
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County \_\_\_\_\_  
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Please tick the box if you are happy for The Department of Health to contact you on the basis of what you have written on this booklet or for research purposes. Telephone ☐ Post ☐

Alcohol Advice and Information  
For immediate advice and/or information on where to go for help within your region:  
Call 0800 783 5784  
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**ALCOHOL KNOW YOUR LIMITS**  
ALCOHOL KNOW YOUR LIMITS  
3-4 2-3

You are 13 times more at risk of cirrhosis of the liver if you regularly drink above a certain level.

**NHS**

**NHS**

**ALCOHOL KNOW YOUR LIMITS**  
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PPI details TBC **2** ADVICE MAIL

What are the health risks of drinking?

**You are 13 times more at risk of cirrhosis of the liver if you regularly drink above a certain level.**

It sounds obvious but it's true. Drinking more really does put your health at greater risk. For instance you're 13 times more at risk of cirrhosis of the liver, which can lead on to complete liver failure. You're also more at risk of heart disease and high blood pressure. If you're a man, you have four times the risk of high blood pressure, and if you're a woman, you double your risk.

How much you drink on a regular basis determines where you fit in the key categories. So how do you work out if the amount you drink is putting you at risk? Have a look at the alcohol units guide below.

Women		Men	
who regularly drink:	risk of getting cirrhosis of the liver	who regularly drink:	risk of getting cirrhosis of the liver
Over 2-3 units a day (this is around half a bottle of wine)	Increased 1.7 times more likely	Over 3-4 units a day (this is around half a bottle of wine)	More than 2 times more likely
More than 6 units a day (this is one bottle of wine)	More than 13 times more likely	More than 9 units a day (this is one bottle of wine)	More than 13 times more likely

The alcohol risk guide above shows which category people fall into depending on what they drink from day to day - and you might be surprised at how little it takes to be in the increasing or higher risk category.

Want more information? Or advice on cutting down? Get in touch.  
[Click here](http://www.nhs.uk/drinkcheck) or call 0800 783 5882.

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**FREE ADVICE TO HELP CUT DOWN**

[CLICK HERE](#)

**FOR A FREE BOOKLET:**

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ALCOHOL KNOW YOUR LIMITS  
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3-4 2-3

Regular drinking has serious health risks.

Research shows that if you drink regularly above a certain level there are serious health risks. In fact, if you drink regularly, it has been proved to contribute to more than 60 different medical conditions.

So what is regular drinking? Regular drinking means drinking every day or most days of the week. The NHS recommends that men should not regularly drink more than 3-4 units a day, and women no more than 2-3. Above this level and you're in the 'increased risk' category.

Find out more about the risks of regular drinking.

In the enclosed leaflet, you will see a guide that illustrates the 3 different risk categories relating to the amount of units a person drinks.

You may not think that you drink that much. Maybe you just have a couple after work or a glass of wine with dinner a few times a week. But when you consider that one pint of 4% lager, or a 175ml glass of 13% wine has 2.3 units in them you can see that it soon adds up.

Check out the leaflet and the risk categories. If it makes you think about your drinking and you'd like more information, there's a booklet available that has the facts and figures on drinking and units, as well as a 6-step plan to help you cut down.

To order yours, take our short quiz at [www.nhs.uk/drinkcheck](http://www.nhs.uk/drinkcheck), call the\* anytime on 0800 783 5804 or fill in the coupon below and send it back in the Freepost envelope provided.

The Know Your Limits Team

[www.nhs.uk/drinkcheck](http://www.nhs.uk/drinkcheck)

Title \_\_\_\_\_ Surname \_\_\_\_\_  
Address \_\_\_\_\_  
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Postcode \_\_\_\_\_ Telephone number \_\_\_\_\_  
Please tick the box if you are happy for The Department of Health to contact you in the future to ask about how you get on with the booklet or for research purposes.  
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3-4 2-3

You are 13 times more at risk of cirrhosis of the liver if you regularly drink above a certain level.

**More drinks equals more risk.**

It sounds obvious but it's true. Whether it's a few drinks after work, a couple of glasses with dinner or a few pints in front of the telly, drinking more really does put your health at greater risk.

How much you drink on a regular basis determines where you fit in the key risk categories in the chart opposite.

- Lower risk means that in most circumstances you have a low risk of causing yourself future harm.
- Increasing risk means that drinking at the level heightens the risk of damaging your health and could contribute to developing certain serious medical conditions.
- And finally, there's Higher risk. Compared with the other categories there's even more risk of seriously damaging your health and this level of drinking can put a person in more than 60 different medical problems.

Take a look at the chart opposite to see what the risks are. Then go to [www.nhs.uk/drinkcheck](http://www.nhs.uk/drinkcheck) and find out which category you fall into.

You can also order the booklet by filling in the coupon on the back, or taking our quiz at [www.nhs.uk/drinkcheck](http://www.nhs.uk/drinkcheck)

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Look at the chart below to find out about the most two categories:

Women	Men
who regularly drink: Over 2-3 units a day (this is around half a bottle of wine)	who regularly drink: Over 3-4 units a day (this is around half a bottle of wine)
risk of getting cirrhosis of the liver: Increased 1.7 times more likely	risk of getting cirrhosis of the liver: More than 2 times more likely
More than 6 units a day (this is one bottle of wine)	More than 9 units a day (this is one bottle of wine)
More than 13 times more likely	More than 13 times more likely

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3-4 2-3

You're around 5 times more at risk of mouth, throat and larynx cancer if you regularly drink above a certain level.

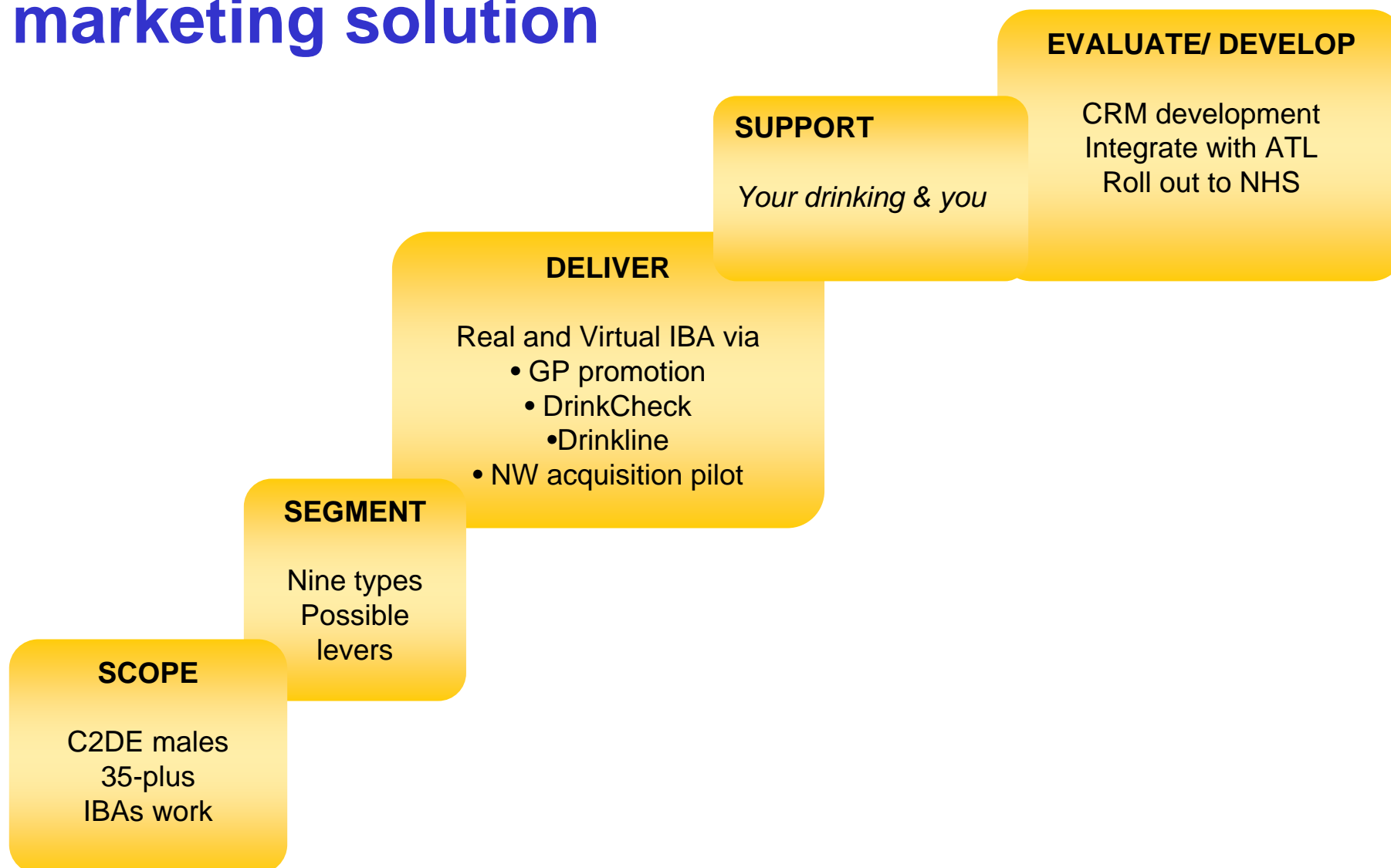
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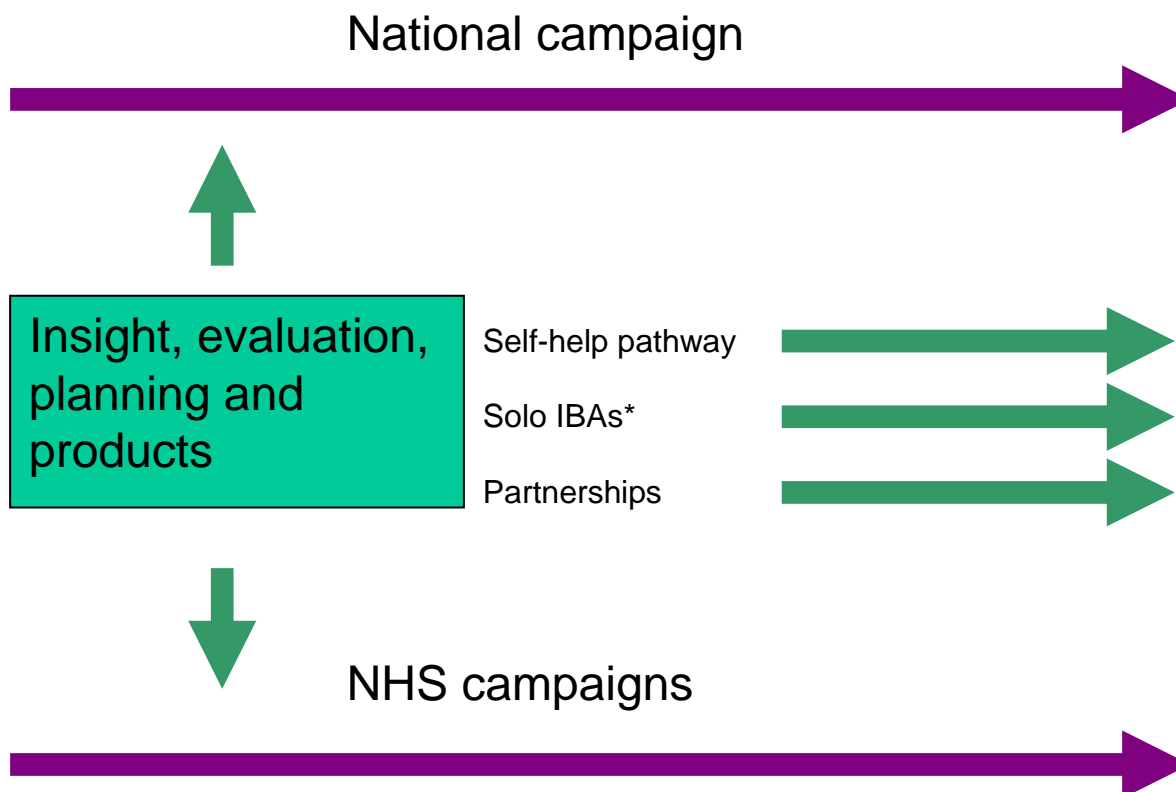
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# Steps toward a social marketing solution







*\*Both to public and through NHS, multiple channels*

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**NHS**

You are 13 times more at risk of cirrhosis of the liver if you regularly drink above a certain level.

**ALCOHOL KNOW YOUR LIMITS**

Information for your region:

3-4 2-3

**Who is at more risk.**

Whether it's a few glasses with dinner or drinking more than 60 different medical problems.

Take a look at the chart opposite to see what the risks are. Then go to [www.nhs.uk/drinkcheck](http://www.nhs.uk/drinkcheck) and find out which category you fall into.

Lower risk means in most circumstances you are at a low risk of getting cirrhosis of the liver.

In the middle risk category, drinking more than 60 different medical problems can seriously damage your health and this level of drinking can play a part in more than 60 different medical problems.

Take a look at the chart opposite to see what the risks are. Then go to [www.nhs.uk/drinkcheck](http://www.nhs.uk/drinkcheck) and find out which category you fall into.

And finally, there's **Higher risk**. Compared with the other categories there's even more risk of

seriously damaging your health and this level of drinking can play a part in more than 60 different medical problems.

Take a look at the chart opposite to see what the risks are. Then go to [www.nhs.uk/drinkcheck](http://www.nhs.uk/drinkcheck) and find out which category you fall into.

Over 2-3 units a day or over 16 units a week

Higher risk

Women

who regularly drink 4 or more units a day or over 28 units a week

Risk of getting cirrhosis of the liver

Men

who regularly drink 5 or more units a day or over 35 units a week

Risk of getting cirrhosis of the liver

[www.alcoholstakeholders.nhs.uk](http://www.alcoholstakeholders.nhs.uk)

**Choices**

**DrinkCheck**

Your drinking and you

For many of us, drinking with friends and family is one of life's pleasures – a chance to relax and enjoy ourselves.

But for a lot of people, their drinking habits can lead to problems. And if you frequently drink above a certain level, you're putting your health and welfare at risk.

So how do you know if you could be drinking more than is good for you? If you're worried about your own drinking, take the DrinkCheck quiz. It'll help you assess the effects of your drinking. And if it suggests you are drinking too much, we can also give you advice on how to drink less.

[Click Here to Take The DrinkCheck Quiz](#)

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**Your drinking and you**

The facts on alcohol and how to cut down

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3-4 2-3

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3-4 2-3

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**NHS**

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A source alcohol has 13 times more at risk of cirrhosis of the liver, which can lead on to cirrhosis of the liver. You're also more at risk of heart disease and high blood pressure. If you're a man, you have 13 times the risk of high blood pressure, and if you're a woman, you double your risk.

How much you drink on a regular basis determines where you fit in the risk categories. To know if you're at risk of the amount you drink is putting you at risk, take a look at the alcohol units guide below.

Women	Men
Lowest risk: 1-2 units a day or 7-14 units a week	Lowest risk: 2-3 units a day or 14-21 units a week
Medium risk: 3-4 units a day or 15-28 units a week	Medium risk: 4-5 units a day or 28-35 units a week
Higher risk: 5 or more units a day or 28 or more units a week	Higher risk: 6 or more units a day or 35 or more units a week

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