EU Action on Alcohol Week 20 – 24 Nov 17 Evaluation
Objectives

1. To raise the profile of the links between alcohol and cancer

2. To drive traffic to and engagement with askaboutalcohol.ie and raise awareness of the Ask About Alcohol website and campaign, the HSE Alcohol Programme and partners

3. To position askaboutalcohol.ie as a resource for HSE staff and the general public
Through targeted PR, advertising, partner outreach and digital and social media, we targeted four main audiences Monday 20 – Thursday 23 November.

Key Message: Drinking less can reduce your risk of developing alcohol related cancer

Monday: Women

One in 8 breast cancers are caused by alcohol. Drink less to reduce the risk.

Tuesday: Youth

Drinking less in your teens and 20’s can reduce your risk of developing 7 types of cancer.

Wednesday: Men

Drinking less can reduce your risk of developing mouth head & neck cancer.

Thursday: LGBT

Drinking less can reduce your risk of developing 7 types of cancer.
Partners

We worked with partners and regional drug and alcohol taskforces to help communicate our messages to our target audiences. Partners provided spokespeople for media interviews and shared social content.
## The Week at a Glance (activity concentrated Monday – Thursday)

### Channels

<table>
<thead>
<tr>
<th>Stakeholder Engagement</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
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<table>
<thead>
<tr>
<th>Radio Ad</th>
<th>Monday</th>
<th>Tuesday</th>
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<tbody>
<tr>
<td>Alcohol and Breast Cancer Ad on Air. 79% of 35-54 heard the radio advert once and 63% heard it 3 times</td>
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<table>
<thead>
<tr>
<th>Media</th>
<th>Monday</th>
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<tbody>
<tr>
<td>Press Release and Broadcast Email Issued</td>
<td>Coverage in The Herald, The Sun, The Daily Mirror, Irish Examiner, Sunday World</td>
<td>Marie Laffoy on Ireland AM</td>
<td>Gay Community News Advertorial*</td>
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<table>
<thead>
<tr>
<th>Local Radio Talk Shows</th>
<th>Monday</th>
<th>Tuesday</th>
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<tbody>
<tr>
<td>C103, WLR, Q102, Live 95FM, LFMFM, Galway Bay FM*</td>
<td>C103, WLR, Q102, Live 95FM, Galway Bay FM*</td>
<td>WLR, Q102, Live 95FM, LFMFM*</td>
<td>Q102, Live 95FM, LFMFM*</td>
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<tr>
<th>Social and Digital</th>
<th>Monday</th>
<th>Tuesday</th>
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<tbody>
<tr>
<td>Published Alcohol and Breast Cancer Blog. Sponsored Social post</td>
<td>Published Alcohol and Young People Blog. Sponsored Social post.</td>
<td>Published Men, Alcohol and Cancer Blog. Sponsored Social Post</td>
<td>Social Post</td>
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</tr>
</tbody>
</table>

*paid media
Media Coverage

**The Herald**

Beware of drinking to excess

The start of the year is the time we often think about our well being and making better lifestyle choices. However, with the increase in alcohol availability, it's important to be aware of the risks associated with excessive drinking.

**The Sun**

Drink Big C link bid

THE HSE has launched a campaign to highlight the link between alcohol and cancer. More than 900 cases of alcohol-related cancer are diagnosed every year in Ireland. Booze causes seven types of cancer, including mouth, larynx, throat, oesophagus, breast, liver and bowel forms.

The HSE's campaign, launched yesterday, aims to show young people how drinking in your teens and 20s can lead to an increased chance of getting cancer later on. For more information visit askaboutalcohol.ie.

**Irish Examiner**

900 diagnosed annually with alcohol-related cancer: HSE

ANOTHER cancer warning has been issued by health experts and this time alcohol is the culprit.

The HSE says people who abuse alcohol increase their risk of developing seven different types of the disease.

And those who consume alcohol in their teen years are two and a half times more likely to develop cancer than others.

Booze cut could save many lives

Evelyn ring

A recent study by the National Cancer Institute showed that the risk of cancer is higher among those who started drinking before the age of 15.

In this European Review of Preventive Medicine, the HSE says research shows that alcohol increases the risk of developing cancer. Health experts say that drinking too much alcohol can increase the risk of developing cancer, particularly of the mouth, larynx, oesophagus, breast, liver and bowel.

The research found that those who drink two or more standard drinks per day are twice as likely to develop cancer.

The message is clear: if you are a young person, it's important to drink responsibly. For more information visit askaboutalcohol.ie.

**The Mirror**

900 cases of cancer are alcohol-related

Health chiefs call on youngsters to be aware of risks

UP to 900 cases of cancer in Ireland are alcohol-related, health chiefs have warned.

For men and women, those who drink more than six units a week face a higher risk of developing cancer, particularly of the mouth, larynx, oesophagus, breast, liver and bowel.

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9 facebook posts were published on the Askaboutalcohol.ie Facebook page

In total the 9 posts reached 109,852 people
HSE | Action on Alcohol Week 2017

Facebook – most popular posts

HSE Ask About Alcohol
Published by Dentsu Aegis Network Ireland [?]: 20 November 2017 •

Alcohol is responsible for 1 in 8 breast cancer cases in Ireland. Drink less to reduce the risk #alcoholandcancer #askaboutalcohol #awam17

Drink less, reduce your risk

41,357 people reached

Cancer
Alcohol causes cancer and the more we drink the greater our risk of alcohol-related cancer.
ASKABOUTALCOHOL.IE

34,047 people reached

HSE Ask About Alcohol
Published by Dentsu Aegis Network Ireland [?]: 23 November 2017 •

Alcohol is a known cause of 7 types of cancer. Find out more about alcohol, cancer and the steps you can take to reduce your risk today #alcoholandcancer #askaboutalcohol #awam17

Cancer
Alcohol causes cancer and the more we drink the greater our risk of alcohol-related cancer.
ASKABOUTALCOHOL.IE

34,047 people reached
Over 25k people read a journal.ie article ‘6 alcohol-related health risks everyone in their 20’s should know about.

38% of people who visited the website from the article completed the Drinks Calculator.
Askaboutalcohol.ie Traffic

- There was a spike in traffic to askaboutalcohol.ie with more than double the number of visitors to the site in November than October.
Key Results - Askaboutalcohol.ie

From 12 – 25 November there were

- 1,157 direct visitors to the website, 427 of whom completed the drinks calculator. In the previous fortnight when there were 409 direct visitors, with 58 completing the drinks calculator. These visitors went directly to the website – meaning they heard a radio ad or saw or heard the website url and responded by going directly to the website.

- 35,855 page views, an increase of 11,961 on the previous fortnight. The most viewed being the home page, signs of problem drinking, and the drinks calculator.

- 38% of visitors from The Journal used the drinks calculator.

- There were 245 PDF document downloads, 106 more than the previous fortnight. “DSM v dependence test questions” from was the most downloaded.
Partners Survey

We asked partners for feedback in a short survey. The survey was sent to 24 individuals. The response rate was 67%

1. 85.75% found the pre-campaign meeting effective
2. 93.75% found the pre-campaign communications effective
3. 86.67% found the daily updates effective
4. 93.75% found the Spokesperson Briefing Document effective
5. 100% found the partner pack effective
6. 93.75% found social content effective
Partners Survey

We asked them what went well. They said:

1. The themes and messages set for the week
   - "The clear division of target audiences and themes set out across the week. Good coordination of messages."

2. Partner Pack and Social Content
   - "This campaign was very well run. There was excellent communication both written and verbal"

3. Media Activity
   - "The planned and coordinated role out of the radio interviews was excellent"
   - "Very worthwhile and impactful campaign. Hope it will be run again."
What could we do better next time?

We asked partners what we could do better next time. They said:

1. Allow more time for planning
2. Avoid radio stations moving / cancelling slots
3. More PR / Media. Arrange photocall
4. Include additional stakeholders

- “Need longer lead in time so we can coordinate local actions”
- “Involve more stakeholders”
- “more notice re pre campaign meetings”
- I felt the social media posts we were sent were very long so I had to reduce.
Key Learnings

1. Allow more time for structured planning, collaboration and communication with partners in advance. Once the week began communication was more regular. Additional planning time would have helped here.

2. Take note of lead partners availability at planning stage and plan timelines accordingly. Availability made if difficult to sign off key documents.

3. Journal.ie partnership was effective in terms of the traffic driven to the site and the drinks calculator executions.

4. While the interviews as part of the media partnership with Urban Media worked well for the most part, some stations did not fulfill expected slots which added workload and had the potential to damage relationships with partners.

5. Ensure all partners relevance to the project – as much as possible all partners should have a common and agreed and key messages should work across all partners.