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

HSE | Action on Alcohol Week 2017
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.
<table>
<thead>
<tr>
<th>Channels</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stakeholder</strong></td>
<td>Partner Meeting and Partner Pack with Briefing Document for spokespeople issues in advance. Daily Update Email issued Monday – Thursday. Stakeholders Conference Call scheduled Monday morning 20 November.</td>
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<tr>
<td><strong>Radio Ad</strong></td>
<td>This week we are delivering a Radio Ad promoting Alcohol and Breast Cancer with 79% of 35-54 hearing the advert once and 63% hearing it 3 times.</td>
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<tr>
<td><strong>Media</strong></td>
<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>
</tr>
<tr>
<td><strong>Local Radio Talk</strong></td>
<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>
</tr>
<tr>
<td><strong>Social and Digital</strong></td>
<td>Published Alcohol and Breast Cancer Blog. Sponsored Social post</td>
<td>Journal.ie Native Article* 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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</tbody>
</table>
**Media Coverage**

**The Herald**

**Drink-Big C link bid**

THE HSE has launched a campaign to highlight the link between alcohol and cancer as part of European Action on Alcohol Awareness Week. These campaigns have been associated with an increase in awareness of the risks associated with alcohol consumption.

**Booze cut could save many lives**

**Irish Examiner**

900 diagnosed annually with alcohol-related cancer: HSE

Evelyn Flanagan of the Ombudsman says that the number of cases of alcohol-related cancer is higher than in the past. She says that alcohol is a major risk factor for cancer.

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

For men and women who consume alcohol, the risk of developing cancer is increased. The figures vary depending on the type of alcohol and the duration of consumption.

**However, studies show that cutting down on alcohol can significantly reduce the risk of cancer.**

**The Sun**

**Media Coverage**

Beware of drinking to excess

CERTIFIED AUDIENCE KNOWLEDGE. Beware of drinking to excess and never exceed the recommended daily limits.

**Less alcohol consumption**

The HSE advises that reducing alcohol consumption can lead to a reduction in the risk of developing cancer. It is recommended to limit alcohol intake to a maximum of 14 units per week for men and 7 units per week for women.

**The Daily Mirror**

**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 who consume more than the recommended limits, the risk of developing cancer is significantly increased.

**Unhealthy drinking patterns lead to a higher risk of cancer.**

**The National Cancer Institute**

Health chiefs call for a reduction in the consumption of alcohol to help lower the risk of cancer. They advise that cutting down on alcohol can significantly reduce the risk of developing cancer.
Social Content

- The Marie Keating Foundation
  - 24 November at 18:59
  - Alcohol can cause 7 types of cancer. The less you drink the lower the risk.
  - Know your limit this #AskAboutAlcoholAwarenessWeek #AAA2017 #Cancer
  - Prevention #AskAboutAlcohol drugsgonemore
  - http://www.askaboutalcohol.ie #AskAboutAlcohol

- Cork Local Drug and Alcohol Task Force shared HSE Ask About Alcohol's post.
  - 24 November at 15:56
  - How to cope with social anxiety without alcohol.

- HSE Ask About Alcohol
  - 24 November at 00:00
  - Cutting down on your alcohol intake can reduce your chances of being one of the 900 people diagnosed with alcohol-related cancers every year.
  - Find out more at askaboutalcohol.ie #cancer #askaboutalcohol #awar17

- Dental Health Foundation, Ireland shared HSE Ask About Alcohol's post.
  - 22 November at 09:19
  - Mouth Cancer is the 8th most common cancer in men, smoking and alcohol are the main risks factors. If you smoke and drink your risk is even greater. For information on symptoms and ways to reduce your risk, see here https://www.dentalhealth.ie/mouth_cancer_facts_introg.../awar17

- HSE Ask About Alcohol
  - 22 November at 09:08
  - More than 70% of cancers of the head and neck are due to alcohol or smoking. By drinking less you can reduce your risk of developing mouth, head & neck cancer. Take action today by visiting askaboutalcohol.ie for more information #cancer #askaboutalcohol #awar17

- 9 facebook posts were published on the Askaboutalcohol.ie Facebook page
- In total the 9 posts reached 109,852 people
Facebook – most popular posts

HSE Ask About Alcohol
Published by Dentis Aegis Network Ireland [1]: 20 November 2017
Alcohol is responsible for 1 in 8 breast cancer cases in Ireland. Drink less to reduce the risk. #alcoholandcancer #askaboutalcohol #awam17

Cancer
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
Journal.ie Native Article

- 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 downloade.
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
   - "Very worthwhile and impactful campaign. Hope it will be run again."

3. Media Activity
   - "The planned and coordinated role out of the radio interviews was excellent"
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 it 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.