



Building a
Better Health
Service

Seirbhís Sláinte
Níos Fearr
á Forbairt



EU Action on Alcohol Week 20 – 24 Nov 17 Evaluation



Objectives

1

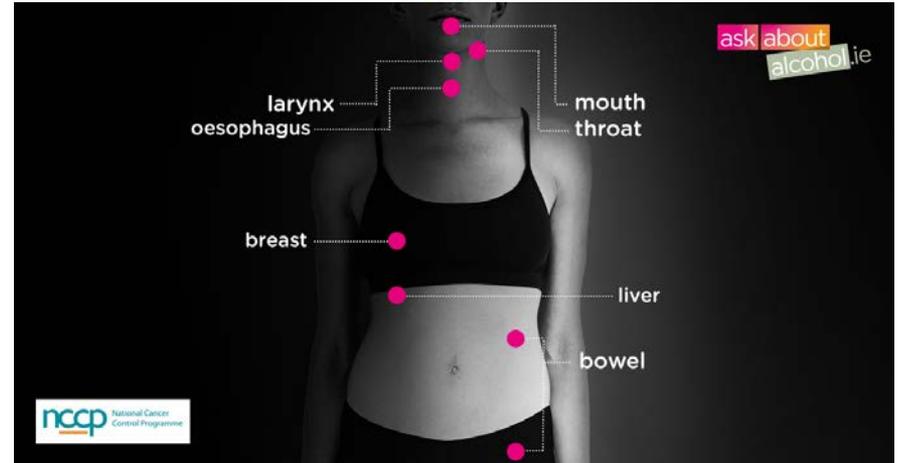
To raise the profile of the links between alcohol and cancer

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

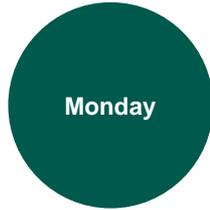
To position askaboutalcohol.ie as a resource for HSE staff and the general public



Approach by Target Audience

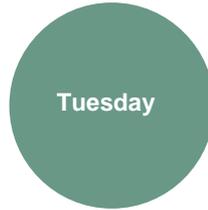
Through targeted PR, advertising, partner outreach and digital and social media, we targeted four main audiences Monday 20 – Thursday 23 November.

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



Women

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



Youth

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



Men

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



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



Dental Health Foundation
Ireland

The Week at a Glance (activity concentrated Monday – Thursday)

*paid media

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

Media Coverage

THE Herald

Beware of drinking to excess

COME the new year, you'll hear lots of friends and work colleagues talking about 'dry January' as they attempt to give their livers a break.

Why? Because most of the country will consume well above their average intake of alcohol in the run-up to Christmas.

As the parties, end-of-year lunches and get-togethers with friends come thick and fast, so too does the amount of drink on a night out.

We'd all do well to take note of the most recent research which says that even a regular glass of wine at the end of the day increases your risk of cancer.

A new campaign to mark European Action on Alcohol Awareness Week has warned that drinking in your teens and 20s increases the odds of getting cancer.

According to the HSE, "this evidence means it is important to get the message out to young people that what they drink now affects their cancer risk in the future".

The timing might seem like something of a kiltip, but at this time of year a little more abstinence might be no harm.

THE Sun

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.

More than 900 people are diagnosed with alcohol-related cancer 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.



Booze cut could save many lives

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

In this European Action on Alcohol Awareness Week, the HSE wants everyone to be aware that drinking alcohol increases the risk of developing cancer.

The health authority says the cancer risks from alcohol are "real", with "robust evidence" showing over one-third of cancers can be prevented by lifestyle changes.

The HSE, throughout this week, is highlighting the link between drinking habits early in life and the long-term risk of developing cancer.

Many young people, it was claimed, do not realise that drinking in your teens and 20s increases the risk of cancer in their middle years.

Both duration of drinking and the age at which a person starts drinking are important determinants of risk.

Women in their teens and 20s who drink regularly increase their risk of developing breast cancer by over a third (34%).

However, the Healthy Ireland 2016 survey reported just 16% of females aged 15-24 were aware of the link be-



Irish Examiner

900 diagnosed annually with alcohol-related cancer: HSE

Evelyn Ring

Around 900 people are diagnosed every year in Ireland with alcohol-associated cancer.

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However, the Healthy Ireland 2016 survey reported just 16% of females aged 15-24 were aware of the link be-

tween alcohol consumption and breast cancer.

Even fewer young women know that the risk of breast cancer is higher among those who start drinking before their first pregnancy.

In men, alcohol poses the highest risk for mouth, head and neck cancers.

Men who drink more than two or more standard drinks a day are three times more likely to be diagnosed with these cancers, compared to those who do not drink.

Over half of mouth, head and neck cancers diagnosed in Ireland can be associated with alcohol.

For men and women who drink alcohol throughout their lifetime, there is a 4% increased risk of colorectal cancer.

Assistant national director of the HSE's national cancer control programme, Marie Laffoy said it was essential to get the message out to young people that what they drink now affects their chances of getting cancer in the future.

"Drinking regularly in your teens and 20s does have an effect long-term and this isn't something you can ignore until you are in your 50s and worry about it then," said Dr Laffoy.

However, the positive



900 CASES OF CANCER ARE ALCOHOL-RELATED



BY BLANNAID MURPHY

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

The HSE said mouth, larynx, throat, oesophagus, breast, liver and bowel cancers are all types of the disease which drinking can cause.

And experts reckon youngsters who booze in their teens and early 20s do not realise they are increasing their risk of developing disease in later life.

Dr Marie Laffoy, from the HSE's National Cancer Control Programme, said yesterday: "This isn't something you can ignore until you are in your 50s and worry about it then."

"The positive news is this is something every individual has the power to control - the less you drink, the lower the risk of developing these cancers."

The research shows women in their teens who drink regularly increase their risk of developing breast cancer by 34%.

In men, alcohol poses the greatest risk for mouth, head and neck tumours.

Those who down two or more standard drinks per day are three times more likely to be diagnosed in their lifetime with these cancers compared with those who are teetotal.

For men and women who consume alcohol throughout their lifetime, there is a 4% increased risk of colorectal cancer.

Research shows no significant difference between men and women in the very real connection between alcohol misuse and a range of cancers.

"Without realising, people who regularly drink above the HSE low-risk guidelines are putting their health at significant and unnecessary risk."

"Even just one drink a day will increase the risk of breast, mouth and throat cancers by a small amount."

"We would ask people to review their alcohol consumption, especially as we head into the Christmas season, when there are typically more opportunities to binge drink at parties."

HEALTHY IRELAND 2016
IRISH MIRROR COMMENT PAGE 30



Social Content



How to cope with social anxiety without alcohol -

- 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 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 #awarh17

ask about alcohol.ie

Drink less,
reduce your risk

nccp National Cancer Control Programme

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

41,357 people reached

Boost Post

41,357 people reached

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 #awarh17

ask about alcohol.ie

larynx
oesophagus
mouth
throat
breast
liver
bowel

nccp National Cancer Control Programme

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

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Boost Post

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

The screenshot shows a web browser displaying a native article on the Journal.ie website. At the top, the site's logo 'thejournal.ie' is visible with the tagline 'READ, SHARE AND SHAPE THE NEWS'. The navigation bar includes categories like 'Irish', 'Politics', 'International', 'Voices', 'Family', 'Culture', 'Tech', 'Business', and 'My Feed'. A weather widget shows 'Dublin: 11 °C' and the date 'Tuesday 19 December, 2017'. A search bar is located in the top right corner.

The main content area features a pink banner with the text 'Find out how alcohol affects your cancer risk' and the 'ask about alcohol.ie' logo. To the right, an orange box provides contact information for a helpline: 'Need help? Call 1800 459 459 Mon - Fri 9.30pm - 5.30pm Email helpline@hse.ie'.

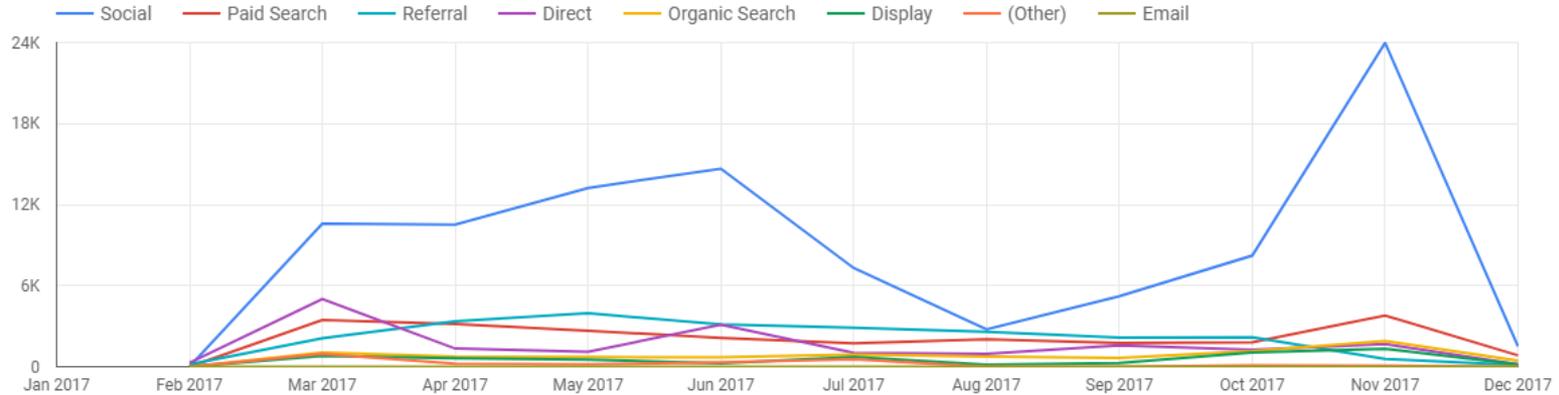
The article title is '6 alcohol-related health risks everyone in their 20s should know about', with a 'Sponsored by ask about alcohol.ie' tag. Below the title, a sub-headline reads 'Over half of 15 to 24 year olds regularly drink in excess of low-risk guidelines.' The article's metadata shows it was published on 'Nov 17th 2017, 4:50 PM', has '25,435 Views', and '16 Comments'. Social sharing options for Facebook, Twitter, and Email are visible.

The article begins with the text 'HERE IN IRELAND, we often think of alcohol in a positive light –' followed by a partially visible image. A 'Read Next' section suggests 'Cavan inquest: Clodagh Howe and sons were 'unlawfully killed', Alan Howe died by suicide' with the hashtag #HAWE FAMILY. At the bottom, a social media widget for 'TheJournal.ie' shows it has been liked by 399k users and is shared by the user and 39 other friends.

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.

Visits – Year to Date



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

2 Partner Pack and Social Content

3 Media Activity

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

The planned and coordinated role out of the radio interviews was excellent

This campaign was very well run. There was excellent communication both written and verbal

"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”

“more notice re pre campaign meetings”

“Involve more stakeholders”

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 key messages should work across all partners



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ask
about
alcohol.ie

nccp

National Cancer
Control Programme