

# TWANZ Exemplar Case Study Submission Form.

## Title: “What About You?” Alcohol Campaign

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### Summary (Max 100 words)

Alcohol use is prevalent amongst young adults in tertiary settings. The “What About You?” campaign used social norm marketing strategies to communicate truthful messages about low-risk drinking and challenge students’ misperceptions of peer drinking norms, to lead to a positive change in drinking behaviour. Results from the pilot campaign were encouraging; the campaign was received positively, and student perceptions of peer drinking moved towards actual drinking behaviours. While changes in the participants’ own drinking were inconsistent, a reduction in ‘binge drinking’ within the last four weeks was reported, possibly indicating a recent change for those that consume alcohol frequently.

### Aims/Objectives

Social norm marketing strategies aim to communicate truths about social norms, with the objective of drawing attention to misperceptions of common behaviours and attitudes of those in their community. The purpose of the “What About You?” pilot campaign was to use social norm marketing to challenge students’ misperceptions of peer drinking norms, to lead to a positive change in drinking behaviour.

The evaluation assessed the campaign for both its effectiveness in reaching the target audience, and as an appropriate intervention to realign misperceptions of drinking and influence behaviour to reduce alcohol consumption amongst students between 18 and 25 years.

#### Campaign and Evaluation Aims:

1. Address misperceptions about young people’s drinking.
2. Reduce harmful alcohol consumption amongst WelTec students.
3. Assess the effectiveness of the campaign (e.g. visibility, effective messages, thought provoking, appropriate to target audience), understand how students (18-25 years) received it and interacted with it.

### What did you do?

Five key facts were chosen and paired with the tagline “What About You?” to encourage self-reflection and challenge current drinking behaviour.

Several facts about alcohol use amongst young people in New Zealand were considered, and five key messages were selected. The messages were selected on the basis that they were realistic, encouraged less harmful drinking practices and also covered a spectrum of drinking behaviours, such as binge drinking, frequency of drinking, drunkenness and amount of alcohol consumed. The five key messages (translated into lay language) were:

- 3 out of 4 young kiwis (18-24 years) didn’t binge drink last time they were drinking.
- Most young kiwis (18-24 year) only have 3 when they drink.
- 3 out of 5 young kiwis (15-24 years) drink less than once a week.
- 3 out of 5 young kiwis (15-24 years) don’t get drunk every month.
- 9 out of 10 young kiwis (18-24 years) didn’t get drunk last time they were drinking.

The pilot campaign was launched on two main campuses at WelTec (Wellington Institute of Technology) over a period of four weeks using a number of different components, including posters, banner stands, merchandise (wristbands and coasters), advertisements (radio and bus stop) and social media competitions.

A pre-campaign and post-campaign survey measured the students’ perceptions of peer drinking norms and also the

participants' own drinking behaviours before and 4-6 weeks after the campaign. This assessed changes in peer perceptions about drinking behaviours and changes in the participants' own drinking behaviour. The post-campaign survey also assessed the effectiveness of the campaign (e.g. visibility, effective messages, thought provoking, appropriate to target audience) and understand how students (18-25 years) received it and interacted with it.

## What was the context / background?

Research indicates that problems related to alcohol abuse amongst adolescents is on the rise (1,2). In New Zealand, alcohol is responsible for a significant percentage of young people's morbidity and mortality, in particular young Māori in New Zealand, who are disproportionately affected (3).

Research indicates societal and community norms can influence individual behaviour such as drinking (4). The basis of social norm strategies is to attempt to influence behaviour through altering perceptions of what is socially acceptable (5). A large amount of research, has found that using social norm marketing to communicate factual information on behavioural norms can alter people's behaviour. For example, some studies report substantial reductions in overall alcohol consumption and high risk drinking (4,6).

The "What About You?" campaign was conceived and developed with the purpose of using social norm marketing to challenge students' misperceptions of peer drinking norms, to lead to a positive change in drinking behaviour. CAYAD Hutt Valley partnered with a youth creative team, and the support of WelTec, to create and deliver a pilot campaign that targeted students on the two main campuses of WelTec (Wellington Institute of Technology) where most students attend class.

## How was it organised and who was involved?

This pilot was carried out by CAYAD Hutt Valley (a contract delivered by Regional Public Health in the Hutt Valley), with support from the Wellington Institute of Technology (WelTec). WelTec has four campuses and offers a range of polytechnic courses that cater to a wide variety of students, including a host of international students and older students.

WelTec researchers Mirjana Vilke and Damien Pivac advised and supported the execution of the evaluation through survey design, distribution and data support.

Regional Public Health Designer Kelly Silver was responsible for the campaign brand design and product design.

Four members of the young creative team provided key consultation for creative ideas and target market perspectives on campaign methods and design concepts.

## What resources did you need?

4 young people were part of a creative team that advised on the development of the campaign. The group met three times for two hours, and were each gifted \$50 voucher per session to thank them for their time.

The campaign required two people for half a day to set up and pack down the campaign. One person was on campus for 4 hours per week throughout the duration of the campaign to distribute merchandise etc.

Financial cost of the different elements of the campaign and their exposure to the target audience:

COMPONENT OF CAMPAIGN	EXPOSURE (% OF TARGET AUDIENCE)	NUMBER OF UNITS	COST PER UNIT	TOTAL COST
Posters	82.5%	~300	Nil	Nil
Banner Stands	42.5%	8	\$169	\$1352
Bus Stop advertisement	33.8%	1	\$4117	\$4117
Facebook competition	8.8%	2	\$100	\$200
Rubber Wristbands	6.9%	800	\$0.86	\$687
Coasters	6.3%	500	\$0.62	\$309
Radio advertisements	5%	54	\$13.65	\$3965

## Has it been evaluated? How successful has it been?

183 pre-campaign and 98 post-campaign surveys (4-6 weeks after the campaign) were distributed to 18-25 year old students on the two campuses<sup>1</sup>. Surveys were distributed to the same classes so students acted as their own controls.

The evaluation supports the campaign realigning misperceptions and shifting students' perceptions of peer drinking norms. It was unclear how much of an influence it had on individual drinking. While changes in the participants' own drinking were inconsistent, a reduction in '*binge drinking*' within the last four weeks was reported, possibly indicating a recent change for those that consume alcohol frequently. International research supports the idea that exposure to social norm marketing has found a reduction in high risk drinking behaviour over time (4), but more research would need to be done to assess this.

It is important to note the campaign did not encourage more drinking because the proportion of non drinkers remained the same before and after the campaign. Also, the perception of the normality of '*binge drinking*' was still prevalent, with most believing five to eight standard drinks was the normal amount consumed by students in a four hour session. These results indicate that the campaign may have succeeded in addressing the misperceptions about young people's drinking, but more effort needs to be made to address the misperceptions of the amount of alcohol normally consumed by young New Zealanders.

The campaign was received very positively, with comments on the aesthetics, the impact and how the campaign encouraged people to reflect on their own drinking practices. The practicalities of carrying out the campaign did create issues for exposing some of the target group to the campaign, including placement of the bus stop, Facebook privacy settings and distribution method of the merchandise. However, many of these practicalities could be addressed if the campaign was repeated.

There is value in repeating the "What About You?" campaign in other tertiary or youth settings because it provides clear messages that were positively received by the target audience. Aspects that participants noted as particularly good were the use of bright, colourful images and the self-reflective nature of the campaign concept.

By demystifying inaccurate stereotypes of youth drinking, and providing an alternative to scare-tactic drinking campaigns with strengths based, clear and consistent messaging about low risk drinking, this and other similar campaigns, have the potential to reduce harmful drinking amongst those most at risk.

## Has this become business as usual / influenced processes in your organisation?

This was a pilot study. Multiple organisations have shown interest in re-running the campaign.

## Future Plans

CAYAD plans to re-run the campaign at Weltec in 2016. Other organisations have also shown interest in running the campaign at their tertiary and other youth sites. CAYAD welcomes requests from anyone who would like to run this campaign at their tertiary setting.

## Key Learning Points

What worked well / what might you differently going forward?

- The youth creative team was one of the biggest strengths of this campaign. It made the key messages, tagline and dissemination strategies translate well to be relevant and engaging to the target audience.
- Different components of the campaign worked better than others (in terms of practicality and reaching the target audience). The campaign could be adapted according to available expertise, the setting and target audience.

<sup>1</sup> Lower response rates can be attributed to smaller class sizes (due to students who have left their course) and participants being unwilling to fill in another survey.

## Thematic Categories

Method	Topic	Population Group
Campaign / Event	Alcohol / Substance Misuse	Staff
Pedagogy Related	Built or Social Environment	Students
Project	Food / Healthy Eating	Wider Community
Policy / Procedure	Emotional / Mental Health / Sleep	Other- PleaseState
Whole System Approach	Physical Activity / Active Transport	
External Partnership	LGBTIQA	
Research	STIs / Contraception	
Baseline Evaluation	Natural Environment	
Other- PleaseState	Tobacco	
	Healthy Relationships	
	Social Connectedness	
	Other- PleaseState	

## Contact Details

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<b>Links</b>	Full evaluation is available at <a href="http://www.rph.org.nz/content/63f3054a-f15f-4a03-b73d-e35f5359d00d.cmr">http://www.rph.org.nz/content/63f3054a-f15f-4a03-b73d-e35f5359d00d.cmr</a>

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