

Alcohol.Think Again

Alcohol and Health

'Glassbody'

The Alcohol and Health 'Glassbody' campaign was a joint initiative between the Mental Health Commission (MHC) and the former McCusker Centre for Action in Alcohol and Youth.

The campaign focused on the damaging effects of alcohol and emphasised how the body is fragile, and that reducing alcohol consumption can reduce a person's risk of alcohol-caused disease such as a stroke, heart attack and cancer.

The campaign encouraged people to reduce their drinking to reduce their risk, whilst also describing the benefits of having no more than two standard drinks on any day. This recommendation was consistent with the National Health and Medical Research Council (NHMRC) guideline for reducing the risk of alcohol-related harm over a lifetime.

'Glassbody' launched in December 2016 and was in market until October 2019.

Target group

Adults aged 25-54 years.

Key message

Alcohol causes damage. Regularly drinking more than two standard drinks increases your risk of alcohol caused disease including stroke, cancer and heart attack.

- Reducing your drinking (number of drinking occasions and/or quantity at each drinking occasion) will reduce your risks.
- To reduce your risk of alcohol-caused disease, have no more than two standard drinks on any day.

Campaign objectives

- Increase awareness of the NHMRC long term harm guideline. The lifetime risk of harm from drinking alcohol increases with the amount consumed so the NHMRC stipulate for healthy men and women, drinking no more than two standard drinks on any day reduces the lifetime risk of harm from alcohol-related disease or injury.
- Understand that alcohol is damaging and that regularly drinking above the guideline can place you at-risk of serious alcohol-caused disease over your lifetime.
- Increase feeling personally at being at risk of being diagnosed with alcohol-caused conditions.

Media strategy

Research told us many Western Australian's were aware of the NHMRC drinking guideline, however alcohol easily (and perhaps unintentionally) becomes part of our weekly routine, and we often don't think about the guidelines until its too late.

The media strategy aimed to remind people of the guideline at key times across the wider drinking spectrum. The media strategy reflected desired outcomes consistent with the MHC's behaviour change model, and sought to reach people at the most appropriate times to intervene in peoples decisions about alcohol use, such as when driving home from work or in shopping centres near bottleshops.

The mix of media for the campaign included TV, radio, out-of-home advertising (including GP screens), digital, social and paid search.

In 2017, the campaign had two bursts of campaign activity, and three bursts of campaign activity in 2018 and 2019.

Key evaluation outcomes

Research methodology

Mid campaign evaluation (2017)

- Kantar Public were commissioned to conduct a mid campaign evaluation (June 2017).
- An online survey was conducted with a total of 402 surveys completed, comprising 25 to 54 year olds. The achieved sample was weighted to 2011 location and gender within age census data. The weighted 2017 profiles closely matched the weighted frameworks across the 2013, 2014 and 2016 evaluation profiles.

Weekly tracking (December 2018 to November 2020)

- Kantar Public were commissioned to conduct an 18 month weekly tracking project from December 2018. The aim of the research is to evaluate campaign performance, monitor attitudes and behaviours across time and inform media planning and buying.
- A survey averaging 10 to 20 minutes is in market each week.
- Between December 2018 and June 2019, 1950 respondents (aged 18+) had completed the survey. When the campaign is in market, 100 surveys are completed each week; and when the campaign is not in market, 50 surveys are completed each week.

Evaluation outcomes

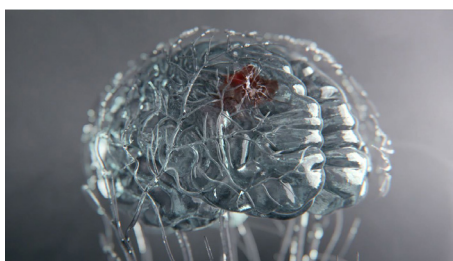
Unless otherwise stated, evaluation outcomes relate to those from the mid campaign evaluation (2017) given the tracking research is still in market until June 2020.

- At the mid campaign evaluation, half (50%) of the target audience recognised the Glassbody campaign when prompted. Following the last burst of campaign activity (2019), prompted awareness was at 80%. Recognition was higher among the 45-54 year old age group, males, those living in metropolitan areas and high-risk drinkers.
- Almost universal correct message take out was achieved, with 98% of the target audience correctly or partially correctly recalling the key message take out.
- The campaign was particularly effective in communicating the key message of 'drinking more than 2 standard drinks on any day increases your risk of alcohol-caused disease', with 96% of the target audience believing this to be true.
- Half (51%) of the target audience correctly identified the NHMRC drinking guideline that drinking no more than two standard drinks per day was considered low-drink for long-term health harms.
- The campaign was well-liked (89%), with notable features being the visual images of the glass body and the simple and clear message.
- The mechanism for health damage proposed and illustrated by the creative was both well understood (85%) and seen as believable (78%).
- At the time of testing, the campaign scored in the top 25% of Australian campaigns that were likely to have a long-term impact due to its high novelty, affective impact and relevance.
- Awareness of health harms from alcohol (with the exception of stroke) recorded incremental gains following the first year of the campaign. Importantly, the believability of these health harms recorded very positive results, with significant increases in credibility of cancer and heart disease as potential risks, and a significant decline in the credibility for the perceived positive effects of consuming red wine.
- Overall, a slight increase in the proportion of respondents who believed they were drinking more than they should was observed.
- Half (48%) of those who saw the campaign claimed to be likely to have taken some action as a result of seeing the campaign, including one in five (23%) who stated they intended to reduce their drinking. However, much of this took the form of relatively unformed intent to behave rather than specific, concrete actions.
- There was no reported change in the proportion of 25-54s who reduced their alcohol consumption in the three months prior to the survey (30% in 2017). Of those who did, weight loss and fitness were the primary motivators for doing so (consistent with previous years).
- A high proportion of 25-54 year olds stated their intent to reduce their drinking, but admitted finding it difficult. For example, across all groups and high-risk drinkers, approximately two in five (37% and 42%, respectively) reported intending to cut down their drinking in the next three months, with two in five of those (40% and 42%, respectively) admitting it is difficult to do so.

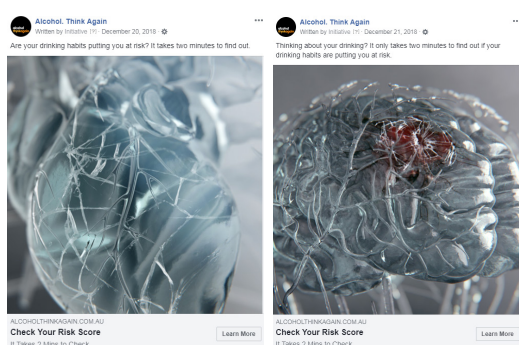
Key campaign materials



'Cardio' television commercial - 30 and 15 seconds



'Digestive' television commercial - 30 and 15 seconds



Facebook ads



DL brochure



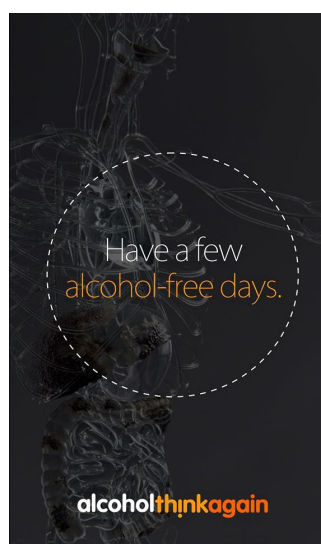
Press ads

Additional campaign materials added in 2018 and 2019

Tips-based messaging was added in 2018 and 2019 based on the findings from the mid campaign evaluation. These tips were delivered via large format out of home advertising, GP screens, social media and retail advertising.



Large format out-of-home advertising



Shopping centre advertising



GP screens