



Alcohol.Think Again

Alcohol and Cancer

Phase 2: 'Could Happen to You'

The Alcohol and Cancer 'Could Happen to You' campaign was developed by the Drug and Alcohol Office (now Mental Health Commission), in partnership with the Cancer Council of Western Australia and the Injury Control Council of Western Australia (now Injury Matters).

This campaign was an expansion of the 'Spread' and 'Stains' campaign. 'Spread' and 'Stains' was successful in increasing community awareness of the link between cancer and alcohol. However, there remained a need to establish the link irrefutably. Some of the barriers to accepting the link between alcohol and cancer included mixed messages regarding alcohol and health and also skepticism that alcohol is 'just another thing' that causes cancer.

The 'Could Happen to You' campaign built upon the work of 'Spread' and 'Stains' by consolidating the evidence regarding the link between alcohol and cancer into one advertisement, as well as continuing to move the target group along the behaviour change continuum towards low-risk drinking.

In order to legitimise the campaign message and increase believability among the target group, Professor Ian Olver (medical oncologist and then-Chief Executive Officer, Cancer Council Australia) was used as an expert medical spokesperson.

The campaign focused on the fact that alcohol is carcinogenic, there are a range of cancers caused by alcohol and every drink increases a person's risk of developing alcohol-caused cancer.

'Could Happen to You' launched May 2012 and was in market for one burst of campaign activity.

Target audience

Adults aged 25 to 54 years.

Key message

To stay at low risk of alcohol-caused cancers, have no more than two standard drinks on any day.

Campaign objectives

- Raise awareness of alcohol-caused health problems such as alcohol-caused cancer.
- Increase awareness of how to stay at a low risk in accordance with the Australian Guidelines to reduce health risks from drinking.
- Increase the personal relevance of the alcohol and cancer message among the target group.

Media strategy

This campaign was an extension of the 2010 'Spread' and 'Stains' campaign. In addition to featuring Professor Ian Olver, the 'Could Happen to You' campaign included imagery from the original 'Spread' campaign in its execution.

The media strategy was led by traditional broadcast TV and digital TV, and supported by other online digital media.

The campaign was in market for one burst of activity, between March and May 2012.

Key evaluation outcomes

Research methodology

Post campaign evaluation of Alcohol and Cancer (2012)

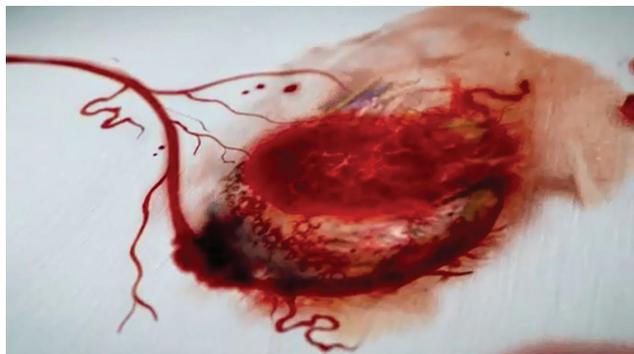
- TNS (now Kantar Public) were commissioned to conduct a post campaign evaluation (May 2012).
- A 16 minute online survey was in market between 11 and 21 May 2012.
- A total of 400 surveys were completed, comprising 18 to 55 plus year olds. To achieve a representative sample, quotas were set by sex, age and geographic location. Age and gender were then weighted to be consistent with the Western Australian population.

Mid campaign evaluations for Alcohol and Cancer (Phase 1) were conducted in 2010 and 2011.

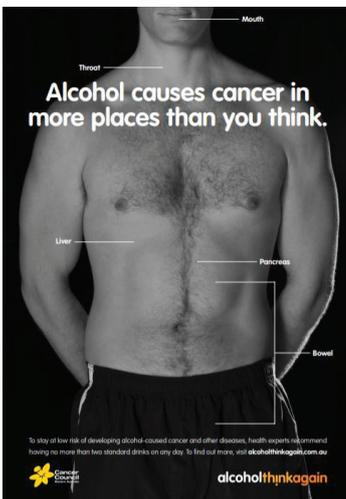
Evaluation outcomes

- Almost four in five (78%) of the target audience recognised the campaign when prompted.
- Awareness of the campaign was slightly higher among females, older age groups, those living in metropolitan areas and low-risk drinkers.
- Spontaneous awareness among the target audience was also high (51%), with many able to describe the ad in detail, and some quoting exact wording of the ad or using key terminology such as 'class 1 carcinogen'.
- Over two thirds (69%) of the target audience correctly recalled the key message.
- The most frequently recalled types of cancer were liver (53%), throat (46%), bowel (42%) and breast (39%) - consistent with previous years.
- It is noteworthy that since baseline in 2010, awareness of specific cancers associated with alcohol increased year on year (except breast cancer).
- Nine in 10 (91%) of the target audience also recalled the message "there is a link between drinking alcohol and getting cancer" from the ad.
- The majority (90%) of the target audience believed that message (with 56% believing it 'a lot'), however this decreased in 2012 from 2011 levels (95%) after the 'Spread' and 'Stains' campaign.
- Almost three quarters (71%) of the target audience found the ad believable. However, risky drinkers and older age cohorts were less likely to find it believable.
- More than half of the target audience felt the ad made them consider the health effects of regularly having more than two drinks (55%) and made them concerned that alcohol can cause some types of cancer (54%).
- Compared to baseline levels (2010), the proportion of the target audience correctly identifying alcohol as increasing cancer risk without being prompted has shown a steadily increasing trend over time (61% in 2010 pre-campaign and 82% in 2012 post-campaign).
- Since 2010, a significant increase in the proportion of the target audience mentioning red wine increases the risk of cancer by 'a lot' has been observed (6% in 2010 to 23% in 2012).
- A significantly higher proportion of the target audience recalled two standard drinks as the guideline to minimise long-term health risk in 2012 (56%), compared to 2011 (47%).
- As a result of the campaign:
 - Almost half (45%) of the target audience reported they were somewhat or very motivated to reduce their alcohol use.
 - Two in five (40%) reported an intent to reduce their alcohol consumption within the next three months.
 - One in five (20%) reported having recently taken some steps to reduce their alcohol consumption. For risky drinkers, this proportion was slightly higher (28%).

Campaign materials



Television commercials - 30 and 15 seconds



Posters (A3 and A4)