

ChAMPs

public health network

How much does alcohol really cost you?

Alcohol campaign for Cheshire & Warrington Health & Wellbeing Commission

Louise Wilson – ChaMPs - Communications



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Background

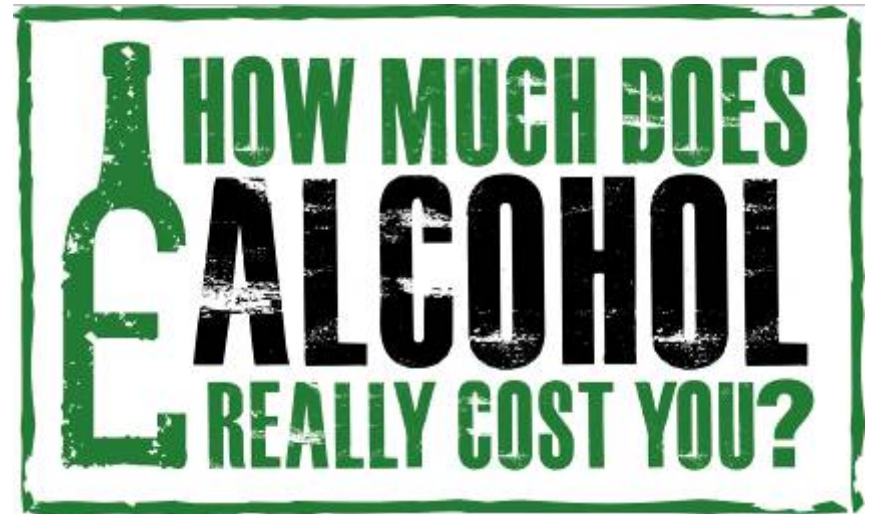
- Reducing alcohol harm throughout the sub-region priority for the Commission
- Key messages were produced that were emotive and talked about the 'cost' of alcohol
- The focus became 'cheap alcohol' and the impact it has on our society (public services)
- Tied in with North West large scale change work which produced a report on the cost of alcohol to our public sector services
- ChaMPs produced a communications plan, and a £15k budget was assigned for a campaign to be managed by ChaMPs communications team

Aims and objectives of campaign

- To get messages out to the public (and commission staff) about the 'cost' of cheap alcohol to our public sector services and how this impacts on us as individuals
- To start to focus on the element of 'cost' and have conversations about minimum unit price

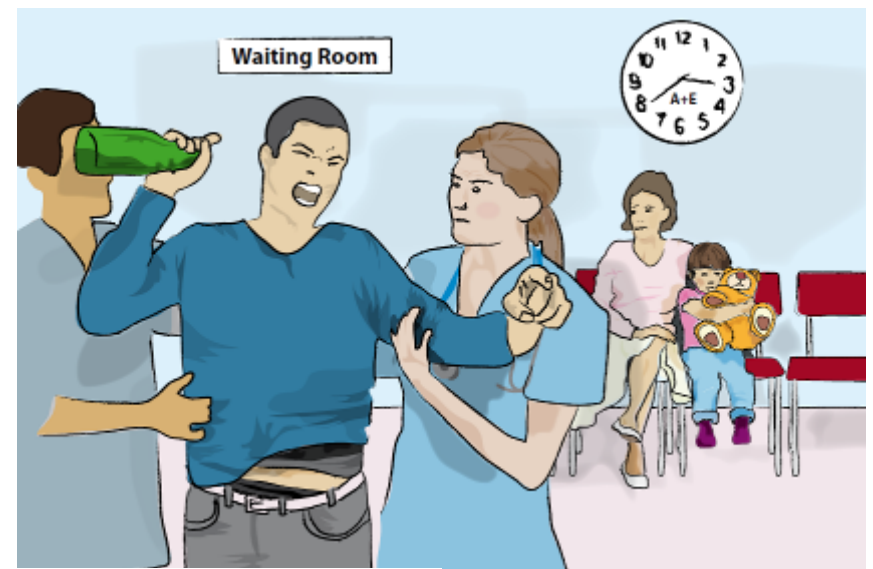
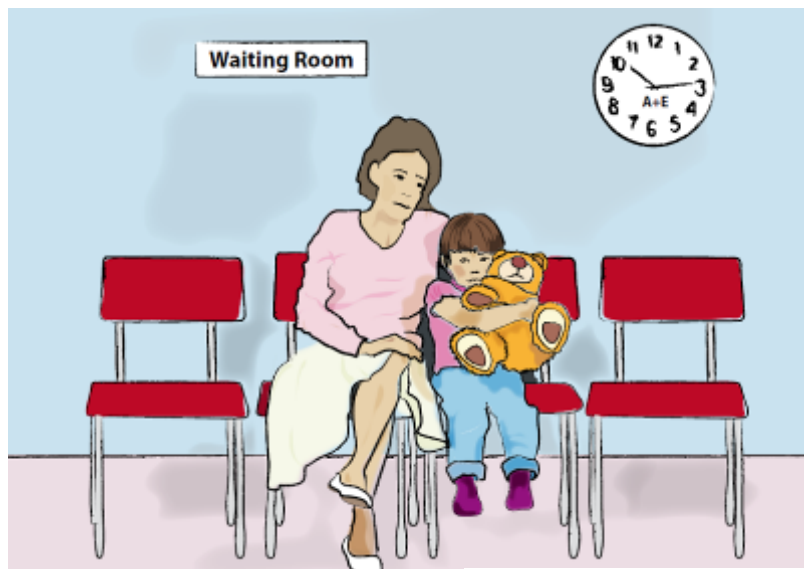
Branding

- Logo created through large scale change work by NHS Blackpool with no organisation attachment thereby allowing use across the region



Creatives

- Simple images were produced demonstrating how people are affected by ‘cost of alcohol’
 - Mother and child kept waiting in A&E due to a drunken man being disruptive
 - Woman kept waiting for Police after a burglary as they are busy dealing with a drunken incident outside a pub
- Various materials were produced
 - Posters
 - Lenticular postcards
 - Pull up banners



HOW MUCH DOES CHEAP ALCOHOL REALLY COST YOU?

People (including children) often have to wait longer in A&E when staff are busy dealing with people who are drunk and disorderly.

The cost of treating 1 drunk person in A&E could pay for 21 flu vaccinations or for 7 visits by a district nurse to a house bound patient.

Think about the impact alcohol has on services we rely on!

www.minimumpricing.info





HOW MUCH DOES CHEAP ALCOHOL REALLY COST YOU?

Police in Cheshire and Warrington are called to deal with an average of 56 incidents a day that involve alcohol, often meaning that others have to wait.

In Cheshire & Warrington it costs our Police over £1 million a year to deal with alcohol-related incidents.

Think about the impact alcohol has on services we rely on!

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Tactics

- Activity took place in areas of high footfall in Chester, Macclesfield, Ellesmere Port, Warrington and Crewe
- Two week period of activity (2nd – 16th June):
 - 12 engagement events = staff in branded t-shirts handing out the lenticular postcards and having conversations with people
 - 5 media stunts = press called to watch a dramatisation of the A&E scenario
 - 3 engagement events for staff at Local Authority offices



Results

- Face-to-face engagement with over 5,500 people
- MUP feedback – once explained people supported it
- £4,413 value of local press coverage (online and print)
- Project managed by ChaMPs ensuring a saving of management costs and agency costs for design etc.
- 82% new visits to www.minimumpricing.info



Macclesfield
Express

CHESTER
Chronicle.co.uk

CHESTER
The Chronicle

Chester
the Leader

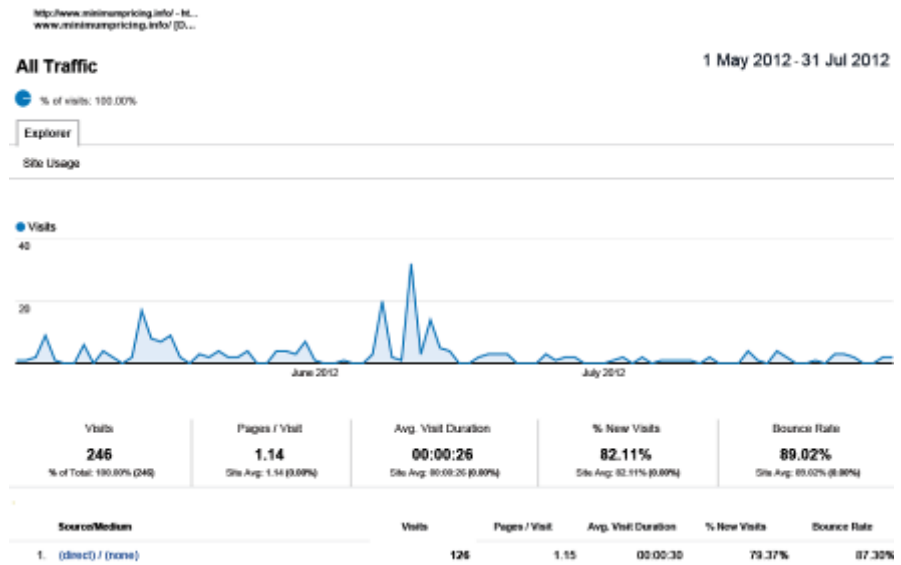
ELLSMERE PORT
Pioneer

Warrington
Guardian

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Feedback and recommendations

- **Branding** – think about the context in which the word alcohol is used
- **Engagement activity** – both public and staff – this could be complemented with outdoor media and more road shows
- **Lenticular postcards** – have proved highly successful and a good signposting tool
- **Staff champions** – who can cascade information
- **Case studies** – could be gathered and used in further media coverage

Thank you

Website: www.champspublichealth.com

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