

Drink a little less, see a better you

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The 'Drink a little less. See a better you' alcohol social marketing campaign, in partnership with Robinsons Brewery, Primary Care Trusts and local authorities, saw health checks and other interventions in pubs across Cheshire & Merseyside to help men aged 35-55 reduce their levels of hazardous drinking. An evaluation of the pilot phase has been completed and the results show that there was evidence of behavioural change in the target group in relation to reducing alcohol consumption, changing eating habits and seeking out help from GPs when following up on results received through the health checks. Of those who took part in the evaluation 46% reduced their consumption of alcohol as a result of the initiative and 50% had a health check. Results found that of those that had a health check:

- 48% had poor body composition which means they had more fat than lean muscle.
- 45% were smokers
- 80% had a weekly alcohol consumption that exceeded the recommended units.
- 20% had high risk blood pressure levels
- 53% were at increased risk of CVD



Award winning alcohol social marketing campaign - ChaMPs has received accolades for the creative used during the campaign 'Drink a little less. See a better you' and has won a total of six awards including; five for creative design at the national Roses Advertising Awards 2010, a bronze award from the IPA Best of Health Awards 2010 and a Kinsale Shark International Advertising Award 2010.

The campaign has also won a North West Public Health Award at the 2010 North West Public Health Conference.



Minimum booze price 'is too low'

by James Wilson

Comment on this story at knutsfordguardian.co.uk

CHESHIRE and Merseyside councils have endorsed recommendations to set a minimum price of 50p per unit of alcohol.

The move by the councils in the area follows a similar recommendation made by Greater Manchester councils earlier this month.

Cheshire and Warrington Health and Wellbeing Commission and the Liverpool City Region Safer Healthier Communities Board has received approval to go forward with the consultations involving individual councils and members of the public regarding minimum pricing.

The authorities are working with colleagues in Greater Manchester and 'Our Life' to ensure a coordinated approach across the region and to explore the implementation of a bylaw.

The consultations and engagement with members of the public will include focus groups as well as a research project with young people and the results will provide information to help inform future strategies for minimum pricing.

A recent study has shown that a nationwide minimum of 50p per unit of alcohol would prevent 98,000 hospital admissions and 46,000 crimes related to alcohol. It is also estimated that it will save 300,000 days of workplace absence.

Erka Wenzel, chief executive of Cheshire East Council and lead officer of the Cheshire and Warrington Health and Wellbeing Commission said: "Forty-five per cent of all violent crime is alcohol related. We cannot continue with the high levels of alcohol harm in our communities and we are working with colleagues in the north west to take action to reduce it."

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The impact of minimum pricing on moderate drinkers will be small, costing them around £1 extra per month and it is estimated that heavy drinkers would consume 10 per cent less alcohol, according to a University of Sheffield study in 2008.

Julie Webster, lead director of public health for alcohol from Cheshire and Merseyside public health network, said: "This would have a greater impact on heavy and younger drinkers as these are the groups who traditionally buy cheap alcohol. It could reduce hospital admissions in Cheshire and Merseyside by 7,000 resulting in savings of around £million."



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