

How much does alcohol really cost you?

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- [Campaign presentation](#)
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ChaMPs - on behalf of the Cheshire & Warrington Health & Wellbeing Commission – launched their alcohol campaign on Sat 2nd June. The campaign is designed to highlight the problems of cheap alcohol and also introduce discussions about the positive impact that could be achieved with a Minimum Unit Price and capture how people feel about it. The branding uses the 'cheap alcohol costs us all' logo. The aim of not branding with any NHS or Local Authority logos is so as to allow other organisations to use the same messaging across the North West (which is a possibility, as a result of the 'large scale change' work).



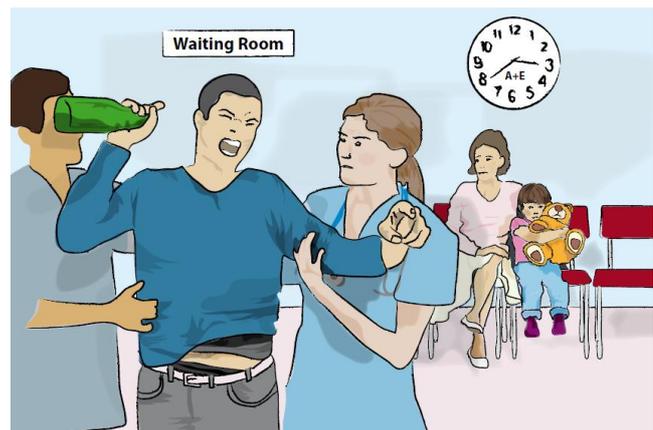
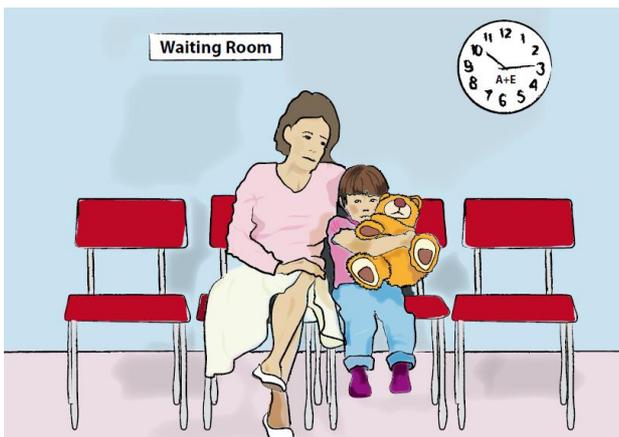
EVALUATION - campaign achieves great public engagement

ChaMPs Communications Team managed a recent alcohol campaign for the Cheshire & Warrington Health and Wellbeing Commission which focused on the effects of cheap alcohol.

The campaign was well received engaging with over 5,500 people in a two week period and generated good local press coverage. A [presentation of the campaign](#) is available to view.

A summary of the campaign work....

- **Campaign:** How much does alcohol really cost you?
- **Targeting:** 35-65 year old A, B, C1s (working professionals and families)
- **Duration:** 2 weeks (2nd June-16th) covering Jubilee weekend and start to the football 'Euros' incl x2 England games)
- **Activity:** Across Chester, Ellesmere Port, Crewe, Warrington, Maccelsfield. X5 days of engagement in each area. Engagement consisted of x2 people stopping and chatting to people to ask them about cheap alcohol and the problems it causes and also asking people about MUP and their views/thoughts etc. They handed out lenticular postcards with information and signposting to the minimum pricing site. Each area also had x1 media stunt which resulted in good press coverage. There were also x3 staff engagement events which took place in Cheshire East, Warrington and Cheshire West & Chester council offices.
- **Messages:** Cheap alcohol is costing us all - it's too cheap and too available which is causing a drain on financial resources which means our public sector services are spending their money on dealing with alcohol related harm/behaviour as opposed to providing better services. It also means emergency services we rely on are being spread too thin to cope and we are having to wait for ambulance/police/A&E services as they are dealing with drunken problems.
- **Signpost:** www.minimumpricing.info
- **Creatives....**(see below)



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

