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
Communications and social marketing

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.

Drink a little less Evaluation Report
Drink a little less Insight Report
Drink a little less segmentation report
Pub Pilot Evaluation

leading improvements in health and wellbeing across cheshire and merseyside