

# Evaluation of the “WHAT ABOUT YOU?” Alcohol Campaign 2015



Regional Public Health  
Better Health For The Greater Wellington Region





This report has been prepared by Regional Public Health in order to make these ideas available to a wider audience and to inform and encourage public debate. While every effort has been made to ensure that the information herein is accurate, Regional Public Health takes no responsibility for any errors, omissions in, or for the correctness of the information contained in these papers. Regional Public Health does not accept liability for error of fact or opinion, which may be present, nor for the consequences of any decisions based on this information.

Citation: Regional Public Health. (2015). *Evaluation of the "What about you?" Alcohol Campaign*. Wellington. Regional Public Health.

© Regional Public Health (2015)

[www.rph.org.nz](http://www.rph.org.nz)

## ABOUT REGIONAL PUBLIC HEALTH

Regional Public Health is a business unit of the Hutt Valley District Health Board providing public health services to the greater Wellington region, including Wairarapa, Hutt Valley and Capital & Coast District Health Boards. Our business is public health action – working to improve the health and wellbeing of our population and to reduce health disparities. We aim to work with others to promote and protect good health, prevent disease, and improve quality of life across the population. We are funded mainly by the Ministry of Health and we also have contracts with the District Health Boards and other agencies to deliver specific services. We have 150 staff with a diverse range of occupations, including medical officers, public health advisors, health protection officers, public health nurses, analysts and evaluators.

## AUTHOR

Anna Tonks, Public Health Advisor, Community Action on Youth and Drugs (CAYAD), a contract of Regional Public Health (RPH).

## ACKNOWLEDGEMENTS

Regional Public Health Community Action Youth and Drugs Hutt Valley (CAYAD) would like to acknowledge the following individuals, organisations, and groups for their assistance and support in the delivery of the “What About You?” pilot campaign and evaluation.

The Wellington Institute of Technology (WelTec) enabled the “What About You?” campaign and evaluation to be carried out at the two main campuses.

Regional Public Health Public Health Advisor Nadia Freeman greatly contributed to planning, development and implementation of the campaign and evaluation. She provided the literature, engaged stakeholders, provided support for concept development and planning and advice through the implementation of the campaign and the evaluation.

WelTec researchers Mirjana Vilke and Damien Pivac advised and supported the execution of the evaluation through survey design, distribution and data support.

Regional Public Health Designer Kelly Silver was responsible for the campaign brand design and product design.

Four members of the young creative team provided key consultation for creative ideas and target market perspectives on campaign methods and design concepts.

## CONTENTS

<b>Executive Summary</b> .....	5
<b>Background</b> .....	6
<b>Description of the Campaign</b> .....	7
Key Messages .....	7
Dissemination .....	8
<b>Evaluation Aims</b> .....	8
<b>Evaluation Methods</b> .....	9
<b>Results</b> .....	10
Demographic data .....	10
Student perceptions of drinking norms before and after the campaign .....	10
Student drinking behaviour before and after the campaign .....	12
Campaign Dissemination .....	15
Campaign Impact .....	15
<b>Limitations</b> .....	16
<b>Key Findings</b> .....	17
<b>Recommendations</b> .....	18
Recommendations for Dissemination .....	18
Key messages .....	19
Environment .....	19
<b>Conclusion</b> .....	19
<b>References</b> .....	20
<b>Appendix A: Pictures of the Campaign</b> .....	21
<b>Appendix B: Survey Bundles</b> .....	27

## EXECUTIVE SUMMARY

Research indicates that problems relating to alcohol abuse amongst adolescents are on the rise. Research on health marketing has found most marketing strategies are ineffective in changing alcohol use and perceptions. However, much of this research appears to have overlooked the strong body of evidence to support the effectiveness of using social norm marketing to influence and/or change behaviour, with international research reporting significant reductions in high risk drinking. Social norm marketing strategies communicate truths about social norms, with the objective of drawing attention to misperceptions of common behaviours and attitudes of those in their community.

The “What About You?” campaign was conceived and developed with the purpose of using social norm marketing to challenge students’ misperceptions of peer drinking norms, to lead to a positive change in drinking behaviour. This report evaluates the pilot campaign that took place at the Petone and Church Street campuses of the Wellington Institute of Technology (WelTec).

Five key facts were chosen and paired with the tagline “What About You?” to encourage self-reflection and challenge current drinking behaviour. The campaign was launched using a number of different components, including posters, banner stands, merchandise (wristbands and coasters), advertisements (radio and bus stop) and social media competitions. The key facts used were:

- 3 out of 4 young kiwis (18-24 years) didn’t binge drink last time they were drinking.
- Most young kiwis (18-24 years) only have 3 when they drink.
- 3 out of 5 young kiwis (15-24 years) drink less than once a week.
- 3 out of 5 young kiwis (15-24 years) don’t get drunk every month.
- 9 out of 10 young kiwis (18-24 years) didn’t get drunk last time they were drinking.

This evaluation aimed to address misperceptions about young people’s drinking, reduce harmful alcohol consumption amongst WelTec students, and assess the effectiveness of the campaign (e.g. visibility, effective messages, thought provoking, appropriate to target audience) and understand how students (18-25 years) received it and interacted with it.

The campaign was received very positively, with comments on the aesthetics, the impact and how the campaign encouraged people to reflect on their own drinking practices. Results indicate student perceptions of peer drinking moved closer towards actual drinking behaviours after the campaign.

Results for changes in the participants’ own drinking were inconsistent, however a reduction in ‘binge drinking’ within the last four weeks was reported, which might indicate a recent change in drinking behaviour for those that consume alcohol frequently. More research needs to be conducted to establish if the changes in perceptions and drinking behaviour are sustained over time and if individual drinking behaviour moves closer to the norm. International research supports the idea that exposure to social norm marketing has found a reduction in high risk drinking behaviour over time.

Due to the positive response to the campaign media modes, messages and indications of perception change, the campaign is recommended for future iterations at tertiary campuses and other youth settings. Recommendations and improvements have also been suggested.

## BACKGROUND

Research indicates that problems related to alcohol abuse amongst adolescents is on the rise (1,2). In New Zealand, alcohol is responsible for a significant percentage of young people's morbidity and mortality, in particular young Māori in New Zealand, who are disproportionately affected (3).

There is strong evidence tying alcohol to various physical health harms such as injury, risky sexual behaviour, chronic disease, strokes and mental illness (2,4,6-8). The social harms associated with alcohol misuse impact not only the individual but their family, community and society through violence, crime, relationship issues, financial and work problems, social marginalisation, loss of productivity, learning difficulties and poor school performance (3-7).

Research on health marketing has found most marketing strategies are ineffective in changing alcohol use and perceptions regardless of the profile or visibility of a campaign (2,5). However, much of this research appears to have overlooked the strong body of evidence to support the effectiveness of using social norm marketing to influence and/or change behaviour. Social norm marketing strategies communicate truths about social norms, with the objective of drawing attention to misperceptions of common behaviours and attitudes of those in the community.

Research indicates societal and community norms can influence individual behaviour such as drinking (9). The basis of social norm strategies is to attempt to influence behaviour through altering perceptions of what is socially acceptable (10). For example, with regard to alcohol, research indicates that most adolescents misperceive how much their peers drink (11,12). This is well documented by Perkins (2002) who listed more than twelve studies that consistently found that adolescents overestimate the quantity their peers drink.

A large amount of research, has found that using social norm marketing to communicate factual information on behavioural norms can alter people's behaviour. For example, some studies report substantial reductions in overall alcohol consumption and high risk drinking (9,11). This research has included longitudinal studies with pre and post surveys, and a number of control group experiments most of which produced positive results through improving health behaviours not only for alcohol consumption, but also other areas of health promotion, including smoking, use of hotel towels, and energy consumption (9,11).

The "What About You?" campaign was conceived and developed with the purpose of using social norm marketing to challenge students' misperceptions of peer drinking norms, to lead to a positive change in drinking behaviour. A pilot of this project was carried out by CAYAD Hutt Valley (a contract delivered by Regional Public Health in the Hutt Valley), with support from the Wellington Institute of Technology (WelTec). WelTec has four campuses and offers a range of polytechnic courses that cater to a wide variety of students, including a host of international students and older students.

The campaign targeted the two main campuses where most students attend class, Church Street (Wellington) and Petone (Lower Hutt). The purpose of this report is to evaluate the effectiveness of this pilot campaign. The evaluation planning and execution was carried out by CAYAD with the support of WelTec researchers Mirjana Vilke and Damien Pivac.

## DESCRIPTION OF THE CAMPAIGN

Due to the strong body of evidence of social norm marketing being an effective tool for reducing high risk drinking (9,11), CAYAD worked with marketing experts and a young creative team of 18-25 year olds to develop a social norm campaign targeting WelTec students. Social norm campaigns aim to correct misperceptions by communicating accurate information about student drinking behaviour. The focus of this campaign was to promote real facts about low risk drinking behaviour that is common amongst most New Zealanders aged between 18 and 25 years old.

### Key Messages

Several facts about alcohol use amongst young people in New Zealand were considered, and five key messages were selected by the young creative team and CAYAD. The messages were selected on the basis that they were realistic, encouraged less harmful drinking practices and also covered a spectrum of drinking behaviours, such as binge drinking, frequency of drinking, drunkenness and amount of alcohol consumed. The five key messages were:

- Seventy five percent of young NZ drinkers (18-25 years) did not binge drink (consume more than seven standard drinks - 10 grams of alcohol), in their last drinking occasion. *Source: ALAC Alcohol Monitor 2009-10 Drinking Behaviours Report.*
- On average young NZ drinkers had 3.1 standard drinks on their last drinking occasion. *Source: ALAC Alcohol Monitor 2009-10 Drinking Behaviours Report.*
- Fifty seven percent of 15-24 year olds drunk less than once a week. *Source: Ministry of Health, NZ Alcohol and Drug Use Survey 2012/13.*
- Sixty two percent of 15-24 year olds were drunk less than once a month or not at all in the last 12 months. *Source: Ministry of Health, NZ Alcohol and Drug Use Survey 2012/13.*
- Eighty seven percent of drinkers aged 18-24 years did not get drunk on their last alcohol drinking occasion. *Source: ALAC Alcohol Monitor 2009-10 Drinking Behaviours Report.*

These facts were then translated into lay language to ensure they were clearly understood and relatable to young people:

- 3 out of 4 young kiwis (18-24 years) didn't binge drink last time they were drinking.
- Most young kiwis (18-24 year) only have 3 when they drink.
- 3 out of 5 young kiwis (15-24 years) drink less than once a week.
- 3 out of 5 young kiwis (15-24 years) don't get drunk every month.
- 9 out of 10 young kiwis (18-24 years) didn't get drunk last time they were drinking.

The campaign used a number of media modes and dissemination strategies to promote these facts, along with the key message/tagline “What About You?”. This phrase was chosen by our young creative team because:

- It provides a direct link to the fact presented.
- By framing the tagline as a question it encourages the audience to think and challenges their own drinking behaviour in a non-confrontational or judgmental way.
- A question can be effective in grabbing attention.
- The word ‘you’ encourages self-reflection, and therefore asks the viewer to reflect on their own drinking behaviour in relation to the majority.

## Dissemination

The campaign was run over a four week period in the first semester from mid-March to early-April 2015. The message was delivered through a number of different components, all with similar designs and the consistent message “What About You?”. The following options that were achievable within budget were selected by our young creative team (Appendix A):

- Posters (over 300).
- Eight banner stands.
- A wrap around bus stop advertisement.
- Five hundred coasters.
- Eight hundred rubber wristbands.
- Two Facebook competitions.
- Fifty four radio advertisement.

## EVALUATION AIMS

The purpose of this evaluation is to assess the social norm marketing “What About You?” pilot campaign at WelTec. The campaign was assessed for both its effectiveness in reaching the target audience, and as an appropriate intervention to realign misperceptions of drinking and influence behaviour to reduce alcohol consumption amongst students between 18 and 25 years.

### **Objective:**

Implement an alcohol marketing campaign aimed at WelTec students using social norm theory.

### **Goal:**

1. Address misperceptions about young people’s drinking.
2. Reduce harmful alcohol consumption amongst WelTec students.
3. Assess the effectiveness of the campaign (e.g. visibility, effective messages, thought provoking, appropriate to target audience), understand how students (18-25 years) received it and interacted with it.

## EVALUATION METHODS

Both quantitative and qualitative data were used to measure the effectiveness of the campaign. Surveys (accompanied by a consent form and standards drinks resource, Appendix B) were administered to participants before and after the campaign. The surveys and evaluation methodology were approved by the WelTec Ethics Committee.

Three hundred and four pre-campaign surveys were distributed to a range of classes (e.g. hairdressing, construction, youth development etc.) across the Wellington and Petone campuses to ensure a wide variety of students were captured. The surveys were distributed to students during class time one week before the campaign began to get a baseline measurement of the actual students drinking behaviours and student perception of their peers drinking behaviour. The questions covered were:

- Section 1: Assessed their own drinking consumption in terms of average frequency, frequency during the last four weeks, average number of standard drinks in a four hour period and frequency of binge drinking sessions (five or more standard drinks in four hours).
- Section 2: Assessed their perception of 'most' university/polytechnic students drinking in terms of average frequency, number of standard drinks in four hours and frequency of binge drinking.

One hundred and fifty eight<sup>1</sup> post-campaign surveys were then distributed to the same classes 6-10 weeks after the campaign. The questions were accompanied by pictures to remind the participants of the campaign. The survey covered:

- Section 1 and 2 from the pre-campaign questionnaire, to measure changes in the participants' actual drinking behaviour and perception of peer drinking.
- Section 3 assessed the participants' perception of the "What About You?" social norms campaign. This included noticing/hearing about different components of the campaign, rating the campaign, thoughts and discussions about the campaign and how it related to their own and others drinking.

To thank the students for their participation, they were entered into a draw each time they completed a survey to win one of two \$50 Westfield Queensgate vouchers.

---

<sup>1</sup> Lower response rates can be attributed to smaller class sizes (due to students who have left their course) and participants being unwilling to fill in another survey.

## RESULTS

### Demographic data

All participants who were older than 25 years, younger than 18, or did not state their age were excluded from the analysis because 18-25 year olds were the target population for the campaign.

Table 1 shows the demographics of the participants from the pre-campaign and post-campaign survey. While there was a 48% drop in participants for the post campaign survey, the demographic data indicates a similar distribution for the ethnicity and age of participants across both surveys, with a larger quantity of female participants for the post-campaign survey.

**Table 1. Demographic information for pre-campaign and post-campaign survey participants**

DEMOGRAPHICS	PRE-CAMPAIGN % (N)	POST-CAMPAIGN % (N)
<b>Age</b>		
18 - 19	47.5 (87)	53.7 (51)
20 - 22	32.2 (59)	31.6 (27)
23 - 25	20.2 (37)	14.7 (14)
<b>Gender</b>		
Male	41.3 (76)	34.8 (32)
Female	56.7 (108)	65.2 (60)
<b>Ethnicity</b>		
Māori	21.2 (44)	24.1 (27)
Pakeha/NZ European	56.3 (117)	50.0 (56)
Pacific	10.6 (22)	10.7 (12)
Asian/Indian/Other	12.0 (25)	15.2 (17)
<b>Total</b>	<b>100 (183)</b>	<b>100 (98)</b>

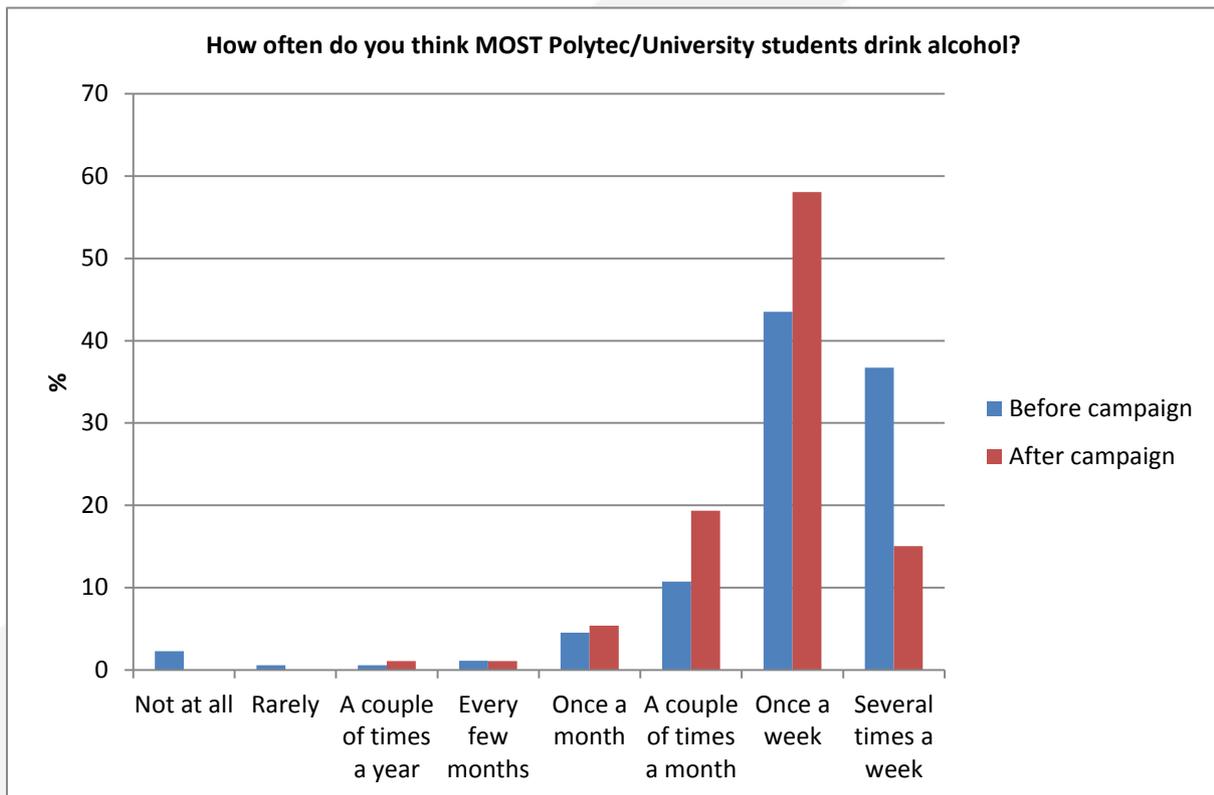
The trends reported over the page are not broken down by gender, age or ethnicity because the category numbers were too low and similar trends occurred between the sub-groups.

### Student perceptions of drinking norms before and after the campaign

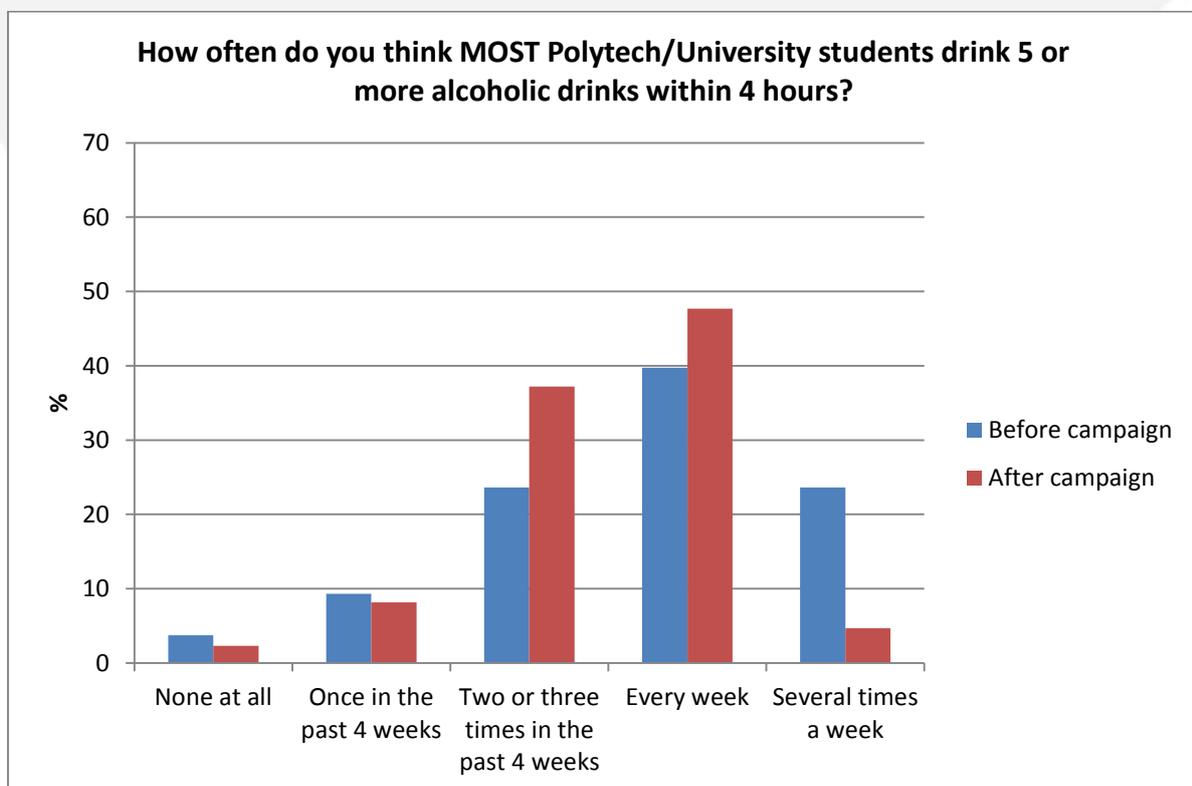
Students were asked a series of questions about their perception of normal drinking amongst students, including frequency of drinking, frequency of binge drinking and amount of consumption.

The graphs on the following page demonstrate a shift in how the participants perceive other students are drinking. After the campaign, frequency of drinking realigned towards the normal drinking rate from high responses for 'several times a week' to higher responses for 'once a week' and 'a couple of times a month'. A similar pattern occurred for binge drinking, with perceptions realigning from 'several times a week' to 'every week' or '2-3 times a month' after the campaign.

**Figure 1. Participant responses to perceptions of how frequently students drink alcohol**

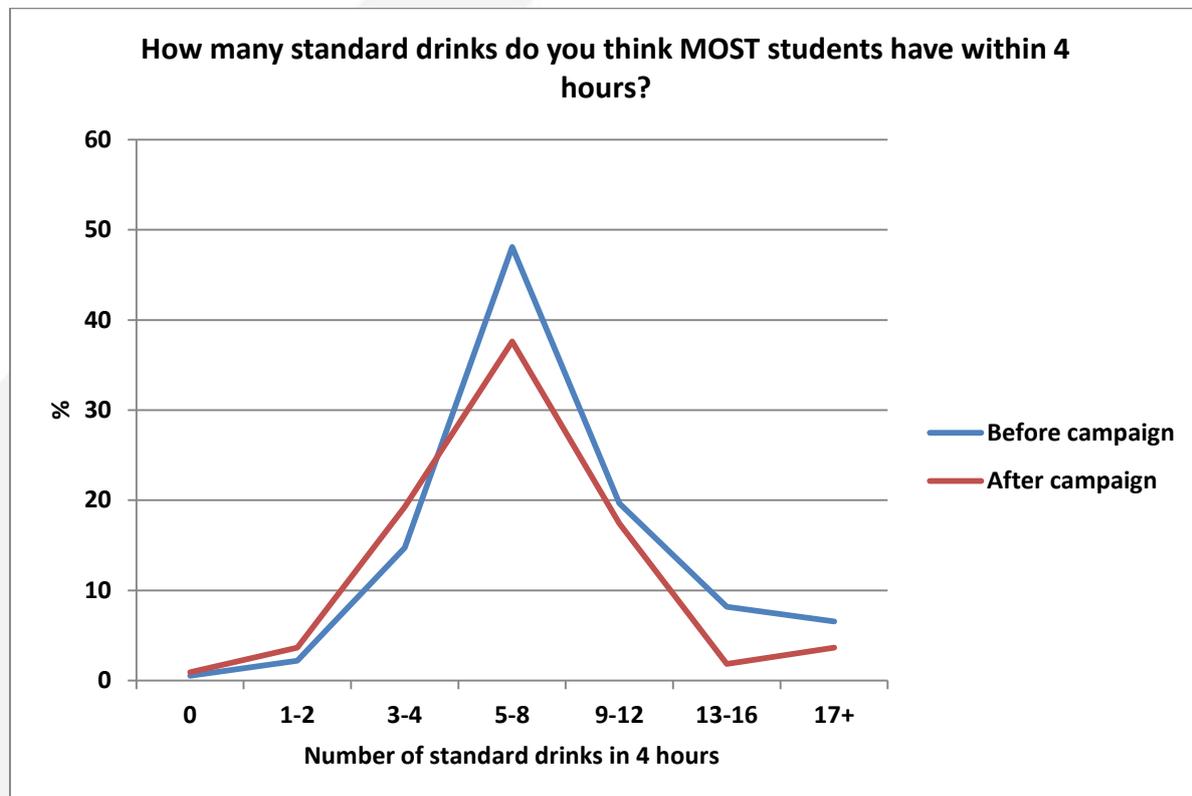


**Figure 2. Participant responses to perceptions of how frequently students binge drink**



The following graph demonstrates a shift in the amount of alcohol participants perceive other students drink after the campaign. Both before and after the campaign, the majority of students believed that most students consumed between five and eight standard drinks in a session, but this majority drops by 10% after the campaign. Although binge drinking (5+ standard drinks) is still perceived to be the norm by the majority of participants, there has been a reduction within this majority after the campaign.

**Figure 3. Participant responses to perception of the amount students drink**



The results indicate students' perceptions of peer drinking moved closer towards actual drinking behaviours after the campaign.

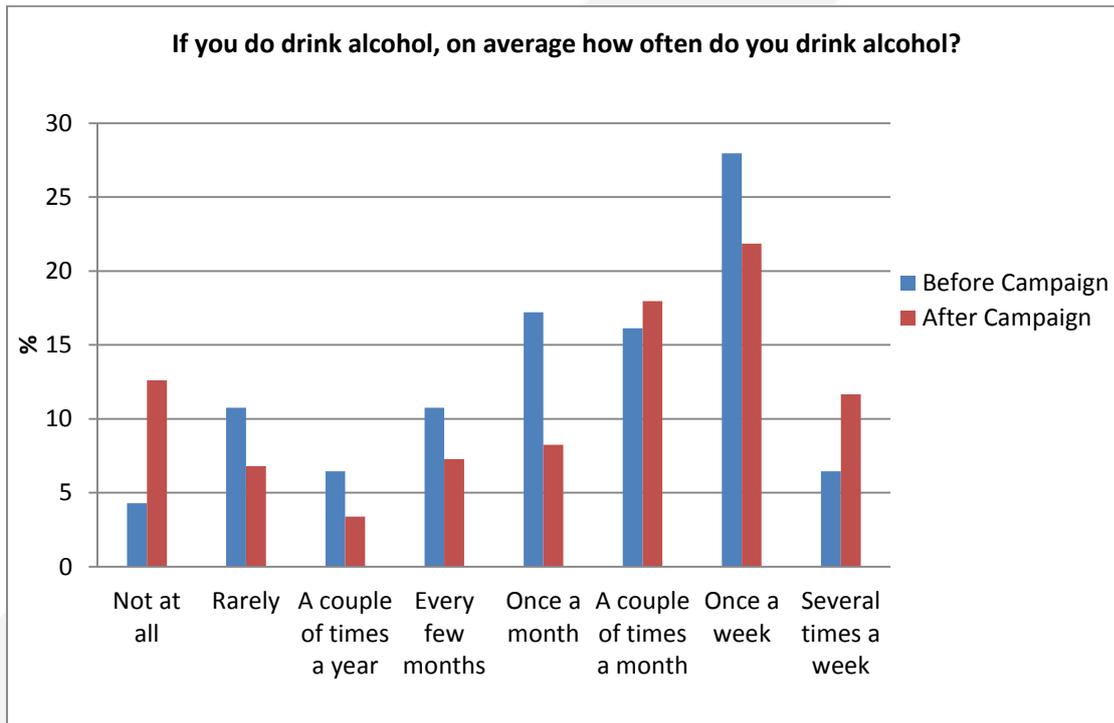
### Student drinking behaviour before and after the campaign

The following section summarises the students' individual drinking behaviours before and after the campaign was implemented.

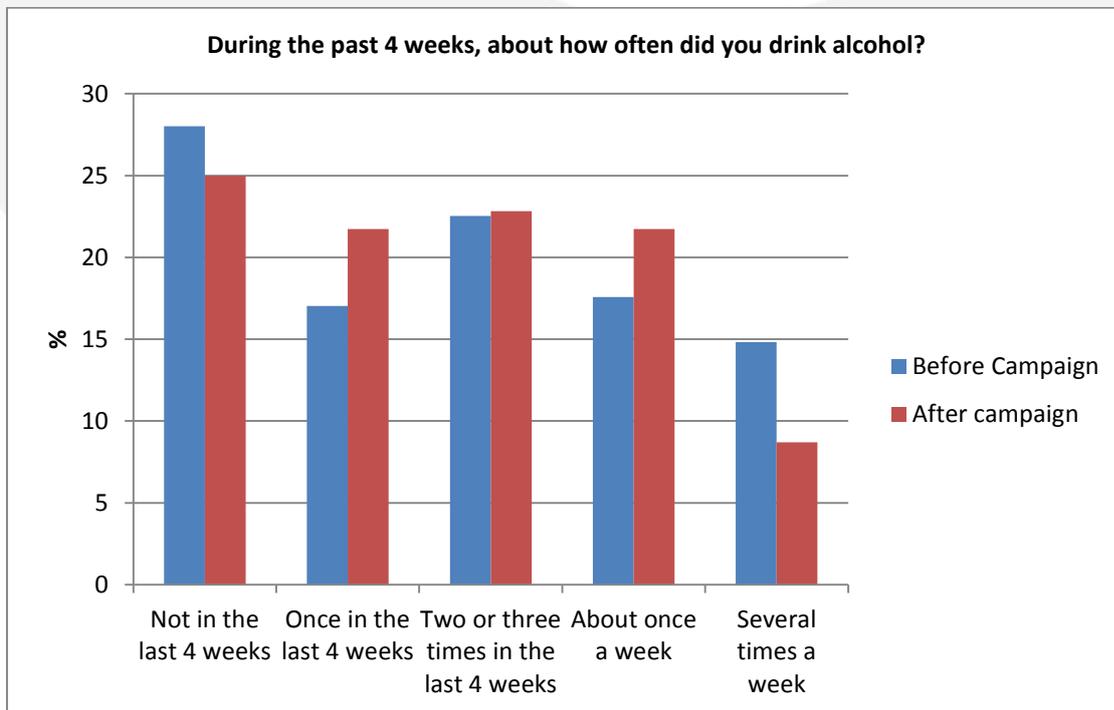
When asked about how many standard drinks they consumed in a four hour session, the majority of participants reported consuming between five and eight standard drinks before the campaign. This remained the same for post-campaign responses.

Measures of drinking frequency found conflicting results between participants reports of how often they drank on average, and how much they drank in the last four weeks. Participants reported that drinking '*several times a week*' increased by 6% after the campaign. However, when asked about how frequently they drank within the last four weeks, there was a 7% reduction for those who drank '*several times a week*'. Therefore it is not certain if the campaign influenced individual drinking frequency. This conflict in results may be due to reliability of participant recall. Participants are more likely to be able to remember '*how often they drank in the last four weeks*' with greater reliability than their estimate of their usual drinking habits ('*on average how often do you drink*').

**Figure 4. Participant responses to how frequently they drink alcohol**



**Figure 5. Participant responses to how frequently they drink alcohol in the last four weeks**



The next graph shows that roughly 35% of students report not binge drinking in the last four weeks. It also demonstrates a shift in the frequency of binge drinking. After the campaign, frequency of binge drinking realigned towards the normal drinking rate from '2-3 times in the past 4 weeks' to 'once in the past 4 weeks'. Very high frequency binge drinking ('several times a week') also reduced after the campaign.

**Figure 6. Participant responses to how frequently they binge drank in the past four weeks**



The results are indeterminate as to whether the campaign influenced individual drinking. There was no reduction in the amount consumed during a four hour period, and there were conflicting results between the frequency of 'drinking on average' and 'in the last four weeks'. However, there was some consistency between the measures that focused on recent drinking patterns. Both frequency measures (consuming any alcohol and binge drinking) that focused on the last four weeks indicate a small shift toward normal student drinking and a reduction in higher risk drinking after the campaign. This suggests there was a change in drinking frequency amongst participants after the campaign.

## Campaign Dissemination

Most participants' (including those younger than 18, older than 25 and no age stated<sup>2</sup>) response to the campaign was overwhelmingly positive with 89% rating the campaign as either okay (45%), good (26%) or very good (19%).

Students were asked if they had seen the different components of the campaign. *Table 2* shows that posters, banner stands and the bus stop were the most commonly noticed aspects of the campaign. The bus stop was the most expensive component.

**Table 2. The exposure level to the target audience, number of units, cost per unit and total cost of the different components of the campaign**

COMPONENT OF CAMPAIGN	EXPOSURE (% OF TARGET AUDIENCE)	NUMBER OF UNITS	COST PER UNIT	TOTAL COST
Posters	82.5%	~300	Nil	Nil <sup>3</sup>
Banner Stands	42.5%	8	\$169	\$1352
Bus Stop advertisement	33.8% <sup>4</sup>	1	\$4117	\$4117
Facebook competition	8.8%	2	\$100	\$200
Rubber Wristbands	6.9%	800	\$0.86	\$687
Coasters	6.3%	500	\$0.62	\$309
Radio advertisements	5%	54	\$13.65	\$3965

When considering the cost and the exposure of the campaign, the most successful elements were the posters and banner stands. The merchandise (rubber wristbands and coasters) proved lower in exposure, but was also relatively low in cost. Increasing the amount of merchandise may have increased the exposure level. The bus stop appeared to be moderately successful in the level of exposure but at a high cost. The radio advertisements were also expensive but did not reach many people, indicating it was the least successful part of the campaign. The Facebook competition was not very successful with low exposure.

## Campaign Impact

The campaign did not appear to generate much discussion with only 25% of participants reporting that they talked about it with others. Of the 29 participants who gave qualitative feedback, it was indicated that they processed and contemplated the campaign in ways that did not rely on group discussion, including: self-reflection (about their own and others drinking habits), realigning previous misperceptions, increased awareness (of normal drinking consumption) and reporting the key messages. Examples of the qualitative feedback are outlined below.

*"It made you think about how you drink."*

*"Makes you think and consider consuming less alcohol."*

*"I thought the results were interesting - people drink less than I thought."*

*"Showed me that drinking culture in NZ isn't as bad as I thought."*

<sup>2</sup> Participants of all ages were included in this section of the analysis due to missing information in the database.

<sup>3</sup> Internal printing at no cost.

<sup>4</sup> Only included participants that were located at the campus where the bus stop was located.

The visual depiction also reinforced the key messages and self-reflection of their own drinking, as one participant reported:

*“It was visual with the people, makes you think what category you are in.”*

Five participants commended the bold and colourful design was one of the best aspects of the campaign:

*“It’s good because it is colourful and attention grabbing.”*

Some liked the different types of dissemination:

*“Good because it reaches a variety of people via different advertisement ideas, e.g. social media for younger students and posters for more mature students.”*

Only four participants stated they did not believe the accuracy of the content:

*“The Banners don’t tell the truth. Binge drinking is huge in NZ. Either the people who are doing the survey are lying or your calculations are wrong.”*

This last quote highlights the strong prominence of negative stereotypes relating to students, and a binge drinking culture and its impact on students beliefs. This reiterates the need for truthful messages which can counteract these harmful perceptions.

When the participants were asked if this campaign would make a difference to their own drinking, only 13% agreed, while 43% reported it would make a difference to others drinking. When asked why it wouldn’t change drinking behaviour, many claimed it was because they didn’t drink much anyway, while others focused on common explanations for drinking, like individual choice, fun and socialising, the dominance of student drinking culture, and being at the age/stage associated with drinking. Although the participants thought it was unlikely the campaign would change their own behaviour, it is encouraging they perceived others would change. More research needs to be done to see if this shifts over time.

## LIMITATIONS

Although the campaign appeared to be received very positively, there were some practicalities during the dissemination of the campaign which limited the exposure to a wide range of people within the target audience. The wrist bands were taken very quickly, which means they may have only reached a small amount of students. The radio advertisements only played on average three times per day over a few weeks on three radio stations meaning there was not a high chance of hearing the ad. The bus stop was located to the side of the campus and not on the main street, which meant only students on a particular bus route or those who walked near that section of campus would have seen it. The Facebook competition proved difficult to run due to privacy settings and further changes in the tracking tool meaning it was difficult to target and expose the campaign to WelTec students.

A limitation of the evaluation was the low participation rates in the post-campaign survey in comparison to the pre-campaign survey sample. Approximately half the number of participants from the pre-campaign survey (304) also participated in the post-campaign survey (158). The lower response rate can be attributed to smaller class sizes (due to students leaving their course) and participants being unwilling to fill in another survey. Although this is still a substantial number of participants, it may have biased the results. For example, students who leave their course early may be more or less likely to be high risk drinkers than those who remain in the course.

## KEY FINDINGS

The “What About You?” evaluation results revealed perceptions of peer drinking shifted towards more normal rates, for the *‘frequency of drinking’* any alcohol and *‘binge drinking’*, while the perception of the *‘amount consumed’* only demonstrated a slight change after the campaign. The perception of the normality of *‘binge drinking’* was still prevalent, with most believing five to eight standard drinks was the normal amount consumed by students in a four hour session. These results indicate that the campaign may have succeeded in addressing the misperceptions about young people’s drinking, but more effort needs to be made to address the misperceptions of the amount of alcohol normally consumed by young New Zealanders.

There were no indications that *‘frequency of drinking’* or *‘amount consumed’* increased after the campaign. In addition, the proportion of non drinkers remained the same before and after the campaign. Likewise, the *‘amount consumed within a four hour period’* remained the same at five to eight standard drinks indicating that a large proportion of participants were still binge drinking.

This evaluation used two different measures for frequency of drinking. The results for these measures were inconsistent, with participants reporting an increase in the *‘frequency of drinking on average’*, but a reduction in *‘frequency of drinking in the last four weeks’*. However, the evaluation did find a reduction in *‘binge drinking’* within the last four weeks (in particular with a reasonable drop in the percentage of those who binge drank several times a week). This might indicate a recent change in drinking behaviour for those that consume alcohol frequently. However, more research needs to be conducted to establish if the changes in perceptions and drinking behaviour are sustained over time and if individual drinking behaviour moves closer to the norm. International research supports the idea that exposure to social norm marketing has found a reduction in high risk drinking behaviour over time (9).

The practicalities of carrying out the campaign did create issues for exposing some of the target group to the campaign, including placement of the bus stop, Facebook privacy settings and distribution method of the merchandise. However, many of these practicalities could be addressed if the campaign was repeated.

Due to the positive response to the campaign media, messages and indications of perception change, the campaign is recommended for future iterations at tertiary campuses. The students rated the campaign positively. Participants liked the accessible and simple message, the aesthetics and the high level of exposure the campaign had around campus. The campaign did not generate a lot of discussion but the qualitative results suggested multiple students reflected on the facts promoted in relation to their own consumption. A very small number of people reported not believing the content, emphasising the prevalence of negative youth stereotypes in relation to drinking in New Zealand. While it is important that the public remain aware of the significant number of young people who are drinking harmful amounts, these results reiterate the importance of a campaign of this nature, which can readdress the misperceptions about the majority of young people drinking.

## RECOMMENDATIONS

It is recommended that this campaign be trialled on other tertiary campuses. Given the statistics used in the key messages are applicable to all young New Zealanders, the campaign could also be applied in other settings that are frequented by young people.

COMPONENT OF CAMPAIGN	RECOMMENDATION FOR FUTURE CAMPAIGNS	NOTES
Posters	Recommended	
Banner Stands	Recommended	
Merchandise	Recommended	Consider using other types of merchandise as well
Bus stop	Possibly include	Bus stop should be in a central location. Recommended for campaigns on a bigger budget
Social media	Possibly include	Difficult to run - organisers would need specialised knowledge of social media
Radio advertising	Not recommended	

### Recommendations for Dissemination

The posters, banner stands and merchandise are all recommended for future campaigns with a small budget.

The posters were highly successful (low cost, high exposure) and appealing (brightly coloured, simple and appealing message and visuals). Large numbers can be placed all around the targeted setting, in high traffic areas and unexpected/interesting locations, such as toilet stalls and lifts, where students will have time to read and consider the message.

Banner stands should be placed in public areas with a high level of foot traffic. They are portable and can be moved around campus throughout the duration of the campaign to ensure broad exposure.

The young creative team recommended merchandise as a complement to any campaign. The wristbands were relatively low cost and although only a lower number (7.4%) of students reported seeing them, over 800 were distributed. Different distribution methods should be considered to ensure the merchandise reaches a variety of students, for example, in student gift packs.

The quality of the coasters should be improved if used in future campaigns because the ones used in the pilot were made from lightweight cardboard and resembled flyers more than coasters. Coasters expanded the distribution options as they were placed on café tables, student desks, and library tables. Future campaigns could consider placing coasters in campus bars so the message could be contemplated while the students were consuming alcohol, therefore potentially influencing their drinking behaviour more directly. Bar staff could also give out coasters to students as they buy a drink to draw their attention to them.

Radio advertisements are not recommended for future campaigns due to the high cost and the low level of exposure reported by participants in this evaluation.

The bus stop advertisement was high cost, but had relatively high exposure. It is recommended that bus stop advertisements be considered for future campaigns if they can be set up in a location that is highly visible to the target market.

This campaign experienced technical difficulties running a social media campaign due to 'privacy settings' preventing the tracking of sharing and comments. It is recommended that future campaigns established a facebook page where the public are able to 'like' the page (improving the ability to track and monitor traffic) and organisers could pay to specifically target their chosen audience. It is recommended that other social media options including twitter, snapchat and instagram be explored for future campaigns.

## Key messages

Marketing experts supported that facts about social norms should be as relevant to the target audience as possible. This data was not available for WelTec student. Where available, the 'alcohol facts' should include local data. It is also necessary to choose alcohol facts that are believable and emphasise low risk drinking practices that will reduce harm.

## Environment

This campaign disseminated a variety of media to impact on numerous environments including, toilets, cafes, libraries, classrooms, bus-stops and on the radio. Future campaigns could also consider student bars and campus computer screen savers, and TV monitors.

## CONCLUSION

The evaluation supports the campaign realigning misperceptions and shifting students' perceptions of peer drinking norms, but it was unclear how much of an influence it had on individual drinking. International research supports the idea that exposure to social norm marketing has found a reduction in high risk drinking behaviour over time (9), but more research would need to be done to assess this.

There is value in repeating the "What About You?" campaign in other tertiary or youth settings because it provides clear messages that were positively received by the target audience. Aspects that participants noted as particularly good were the use of bright, colourful images and the self-reflective nature of the campaign concept.

By demystifying inaccurate stereotypes of youth drinking, and providing an alternative to scare-tactic drinking campaigns with strengths based, clear and consistent messaging about low risk drinking, this and other similar campaigns, have the potential to reduce harmful drinking amongst those most at risk.

## REFERENCES

1. Ahern J, Galea S, Hubbard A, Midanik L, & Syme SL. "Culture of drinking" and individual problems with alcohol use. *American Journal of Epidemiology*. 2008;167(9):1041–9.
2. Korczak D, Steinhauser G, Dietl M. Prevention of alcohol misuse among children, youths and young adults. *GMS Health Technology Assessment*. 2011;7:1-9.
3. Clark TC, Robinson E, Crengle S, Sheridan J, Jackson N. Binge drinking among Māori secondary school students in New Zealand: Associations with source, exposure and perceptions of alcohol use. *Journal of New Zealand Medical Association*. 2013;126(1370):70–84.
4. Gilligan C, Kypri K, Johnson N, Lynagh M, Love S. Parental supply of alcohol and adolescent risky drinking. 2012;31(6):754-62.
5. Anderson P, Chishome D, Fuhr DC. Alcohol and global health 2: Effectiveness and cost-effectiveness of policies and programmes to reduce the harm caused by alcohol. *The Lancet*. 2009;373:2234–46.
6. Department of Health Promotion and Protection, Addiction Services Alcohol Task Group. Changing the culture of alcohol use in Nova Scotia. Nova Scotia; 2007. Available from: <http://www.novascotia.ca/dhw/addictions/documents/Changing-the-Culture-of-Alcohol-Use-in-Nova-Scotia-Strategy.pdf>
7. Newton NC, Teesson M, Barrett EL, Slade T, Conrod PJ. The CAP study, evaluation of integrated universal and selective prevention strategies for youth alcohol misuse: Study protocol of a cluster randomized controlled trial. *BMC Psychiatry*. 2012;12(118).
8. Kypri K, Paschall MJ, Langley J, Baxter J, Cashell-Smith M, Bourdeau B. Drinking and alcohol-related harm among New Zealand university students: Findings from a national web-based survey. *Alcoholism: Clinical & Experimental Research*. 2008;33(2):307-314.
9. Perkins WH. Social norms and the prevention of alcohol misuse in collegiate contexts. *Journal of Studies on Alcohol*. 2002;14:164-72.
10. Voigt K. "If you smoke , you stink." Denormalization strategies for the improvement of health-related behaviours: The case of tobacco. *Ethics in Public Health and Health Policy*. In: Strech D, Hirschberg I, Marchmann G, editors. Netherlands: Springer. 2011. p. 47-61.
11. Burchell K, Rettie R, Patel K. Marketing social norms: Social marketing and the 'social norm approach'. *Journal of Consumer Behaviour*. 2013;12(1):1–9.
12. Schultz PW, Nolan JM, Cialdini RB, Goldstein NJ, Griskevicius V. The constructive, destructive, and reconstructive power of social norms. *Psychological Science*. 2007;18(5):429–34.

# APPENDIX A: PICTURES OF THE CAMPAIGN

## Posters



## Banner Stands



## Bus stop advertisement



## Rubber Wristbands



## Coasters



## Facebook



A screenshot of a Facebook post from the page 'CAYAD Cayad Hutt Valley'. The post is dated '3 hrs' and features a promotional message for a contest. The text of the post reads: 'WIN \$100 - 1. SHARE 2. Comment with the words "What about you" to be into WIN a \$100 Westfield Queensgate voucher before April 6!!!!'. Below the text is a pink graphic with black silhouettes of ten people. The first nine silhouettes are arranged in two rows: five in the top row and four in the bottom row. The tenth silhouette is a person slumped over on the ground. Below the silhouettes, the text reads '9 OUT OF 10 YOUNG KIWIS (18-24 YEARS) didn't DRINK'.

## Radio

**Radio advertisements featured on the three most popular local youth radio stations - The Rock, Mai and The Edge**

Example of commentary of one of the advertisements:

“Yeah, I like to get amongst it and have a good time...but that doesn’t mean I have to get wasted. Most young kiwis like me only have about 3 drinks when they’re out.  
...What about you?”

## APPENDIX B: SURVEY BUNDLES

### Pre-campaign Consent Form

#### Student Alcohol Drinking Survey

This survey is to help find out about how often and how much alcohol students at WelTec drink. This has been approved by WelTec’s Research Committee and has been granted ethics approval by the WelTec Ethics Committee.

Your answers are confidential and anonymous. Names and other identifying information will not be kept with the data and you will never be identified in this research project or in any other presentation or publication. Participation is voluntary and you can decide to stop at any time. Any information published by Regional Public Health or partner agencies (Health Promotion Agency and WelTec) will remain anonymous and confidential.

To thank you for your participation you will go in the draw to win one of five \$50 Westfield vouchers. If you wish to go in to the draw you will need to provide your contact details, this information will be kept separately from your answers.

---

I understand that the information provided may be used by Regional Public Health and partner agencies and agree to participate as long as the information I provide is not identifiable in anyway.

Name: ..... Email/phone: .....

Signature: ..... Date: .....

If you would like a summary of the results or have any questions about this research please contact Anna Tonks at [anna.tonks@huttvalleydhb.org.nz](mailto:anna.tonks@huttvalleydhb.org.nz)

---

## Student Drinking Survey

Please indicate your gender below:

Age: \_\_\_\_\_

- Male  Female

Please tick the ethnic group/s you feel you belong to

- Maori  Asian  
 Pacific  Indian  
 NZ European  Other (please specify) \_\_\_\_\_

### 1. If you do drink alcohol, on average how often do you drink alcohol?

- |   |  |   |   |
|---|--|---|---|
| <input type="checkbox"/> Not at all               | <input type="checkbox"/> Every few months          | <input type="checkbox"/> Once a week          | <input type="checkbox"/> More than once a day         |
| <input type="checkbox"/> Rarely                   | <input type="checkbox"/> Once a month              | <input type="checkbox"/> Several times a week | <input type="checkbox"/> I do not want to answer this |
| <input type="checkbox"/> A couple of times a year | <input type="checkbox"/> A couple of times a month | <input type="checkbox"/> Every day            |   |

### 2. During the past 4 weeks, about how often did you drink alcohol?

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Not in the last 4 weeks                | <input type="checkbox"/> About once a week    | <input type="checkbox"/> Every day                    |
| <input type="checkbox"/> Once in the last 4 weeks               | <input type="checkbox"/> Several times a week | <input type="checkbox"/> More than once a day         |
| <input type="checkbox"/> Two or three times in the last 4 weeks | <input type="checkbox"/> Most days            | <input type="checkbox"/> I do not want to answer this |

### 3. When you are drinking, how many standard alcoholic drinks do you usually have within about 4 hours? (Count one drink as one small glass of wine, one can or bottle, shot, or one ready-made alcoholic drink, e.g. rum and coke or one nip of spirits)

Number of alcoholic drinks in four hours: \_\_\_\_\_

### 4. In the past month, how many times did you have 5 or more standard alcoholic drinks within 4 hours? (Count one drink as one small glass of wine, one can or bottle, one shot or one ready-made alcoholic drink, e.g. rum and coke or one nip of spirits)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Not at all                             | <input type="checkbox"/> Every week           | <input type="checkbox"/> More than once a day         |
| <input type="checkbox"/> Once in the last 4 weeks               | <input type="checkbox"/> Several times a week | <input type="checkbox"/> I do not want to answer this |
| <input type="checkbox"/> Two or three times in the last 4 weeks | <input type="checkbox"/> Every day            |   |

These next three questions want to find out how often and how much you think **OTHER students** are drinking. This is just what you believe other students are drinking and does not need to be correct.

**5. How many standard alcoholic drinks do you think MOST polytechnic/university students usually have within about 4 hours?** (Count one drink as one small glass of wine, one can or bottle, shot, or one ready-made alcoholic drink, e.g. rum and coke or one nip of spirits)

Number of alcoholic drinks in four hours: \_\_\_\_\_

**6. How often do you think MOST polytechnic/university students drink alcohol?**

- |   |  |   |   |
|---|--|---|---|
| <input type="checkbox"/> Not at all               | <input type="checkbox"/> Every few months          | <input type="checkbox"/> Once a week          | <input type="checkbox"/> More than once a day |
| <input type="checkbox"/> Rarely                   | <input type="checkbox"/> Once a month              | <input type="checkbox"/> Several times a week |   |
| <input type="checkbox"/> A couple of times a year | <input type="checkbox"/> A couple of times a month | <input type="checkbox"/> Every day            |   |

**7. How often do you think MOST polytechnic/university students drink 5 or more alcoholic drinks within 4 hours?**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Not at all                             | <input type="checkbox"/> Every week           | <input type="checkbox"/> More than once a day |
| <input type="checkbox"/> Once in the past 4 weeks               | <input type="checkbox"/> Several times a week | <input type="checkbox"/> I don't know         |
| <input type="checkbox"/> Two or three times in the past 4 weeks | <input type="checkbox"/> Every day            |   |

## Standard Drinks Resource

A standard drink contains 10 grams of pure alcohol.

### What is a standard drink?



30ML OF STRAIGHT SPIRITS @ 45% ALC



1

330ML CAN OF BEER @ 4% ALC



1

100ML GLASS OF TABLE WINE @ 12.5% ALC



1

335ML BOTTLE OF RTD\* SPIRITS @ 8% ALC



2.1

750ML BOTTLE OF WINE @ 13% ALC



7.7

1000ML BOTTLE OF SPIRITS @ 47% ALC



37

3 LITRE CASK OF WINE @ 12.5% ALC



30

## Post-campaign Consent Form

### Student Alcohol Drinking Survey

This survey is to help find out the effectiveness of the 'What about you' alcohol campaign. This has been approved by WelTec's Research Committee and has been granted ethics approval by the WelTec Ethics Committee.

Your answers are confidential and anonymous. Names and other identifying information will not be kept with the data and you will never be identified in this research project or in any other presentation or publication. Participation is voluntary and you can decide to stop at any time. Any information published by Regional Public Health or partner agencies (Health Promotion Agency and WelTec) will remain anonymous and confidential.

To thank you for your participation you will go in the draw to win one of five \$50 Westfield vouchers. If you wish to go in to the draw you will need to provide your contact details, this information will be kept separately from your answers.

I understand that the information provided may be used by Regional Public Health and partner agencies and agree to participate as long as the information I provide is not identifiable in anyway.

Name: ..... Email/phone: .....

Signature: ..... Date: .....

If you would like a summary of the results or have any questions about this research please contact Anna Tonks at [anna.tonks@huttvalleydhb.org.nz](mailto:anna.tonks@huttvalleydhb.org.nz)

## Post-campaign Survey

# Social Norm Alcohol Campaign and Alcohol Use Questionnaire

Please indicate your gender below:

Age: \_\_\_\_\_

- Male  Female

Please tick the ethnic group/s you feel you belong to

- Maori  Asian  
 Pacific  Indian  
 NZ European  Other (please specify) \_\_\_\_\_

### 1. If you do drink alcohol, on average how often do you drink alcohol?

- |   |  |   |   |
|---|--|---|---|
| <input type="checkbox"/> Not at all               | <input type="checkbox"/> Every few months          | <input type="checkbox"/> Once a week          | <input type="checkbox"/> More than once a day         |
| <input type="checkbox"/> Rarely                   | <input type="checkbox"/> Once a month              | <input type="checkbox"/> Several times a week | <input type="checkbox"/> I do not want to answer this |
| <input type="checkbox"/> A couple of times a year | <input type="checkbox"/> A couple of times a month | <input type="checkbox"/> Every day            |   |

### 2. During the past 4 weeks, about how often did you drink alcohol?

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Not in the last 4 weeks                | <input type="checkbox"/> About once a week    | <input type="checkbox"/> Every day                    |
| <input type="checkbox"/> Once in the last 4 weeks               | <input type="checkbox"/> Several times a week | <input type="checkbox"/> More than once a day         |
| <input type="checkbox"/> Two or three times in the last 4 weeks | <input type="checkbox"/> Most days            | <input type="checkbox"/> I do not want to answer this |

### 3. When you are drinking, how many standard alcoholic drinks do you usually have within about 4 hours? (Count one drink as one small glass of wine, one can or bottle, shot, or one ready-made alcoholic drink, e.g. rum and coke or one nip of spirits)

Number of alcoholic drinks in four hours: \_\_\_\_\_

### 4. In the past month, how many times did you have 5 or more standard alcoholic drinks within 4 hours? (Count one drink as one small glass of wine, one can or bottle, one shot or one ready-made alcoholic drink, e.g. rum and coke or one nip of spirits)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Not at all                             | <input type="checkbox"/> Every week           | <input type="checkbox"/> More than once a day         |
| <input type="checkbox"/> Once in the last 4 weeks               | <input type="checkbox"/> Several times a week | <input type="checkbox"/> I do not want to answer this |
| <input type="checkbox"/> Two or three times in the last 4 weeks | <input type="checkbox"/> Every day            |   |

These next three questions want to find out how often and how much you think **OTHER students** are drinking. This is just what you believe other students are drinking and does not need to be correct.

**5. How many standard alcoholic drinks do you think MOST polytechnic/university students usually have within about 4 hours?** (Count one drink as one small glass of wine, one can or bottle, shot, or one ready-made alcoholic drink, e.g. rum and coke or one nip of spirits)

Number of alcoholic drinks in four hours: \_\_\_\_\_

**6. How often do you think MOST polytechnic/university students drink alcohol?**

- |   |  |   |   |
|---|--|---|---|
| <input type="checkbox"/> Not at all               | <input type="checkbox"/> Every few months          | <input type="checkbox"/> Once a week          | <input type="checkbox"/> More than once a day |
| <input type="checkbox"/> Rarely                   | <input type="checkbox"/> Once a month              | <input type="checkbox"/> Several times a week |   |
| <input type="checkbox"/> A couple of times a year | <input type="checkbox"/> A couple of times a month | <input type="checkbox"/> Every day            |   |

**7. How often do you think MOST polytechnic/university students drink 5 or more alcoholic drinks within 4 hours?**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Not at all                             | <input type="checkbox"/> Every week           | <input type="checkbox"/> More than once a day |
| <input type="checkbox"/> Once in the past 4 weeks               | <input type="checkbox"/> Several times a week | <input type="checkbox"/> I don't know         |
| <input type="checkbox"/> Two or three times in the past 4 weeks | <input type="checkbox"/> Every day            |   |

**“What About You?” Campaign**

**8. Did you notice or hear of this campaign in any of the following places? (Images on attached sheet)**

- |                                   |   |
|-----------------------------------|---|
| <input type="checkbox"/> Posters  | <input type="checkbox"/> Rubber Bracelets |
| <input type="checkbox"/> Coasters | <input type="checkbox"/> Banners          |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Bus stop         |
| <input type="checkbox"/> Radio    |   |

**9. Please rate this campaign (please circle):**

- |           |   |   |   |           |
|-----------|---|---|---|-----------|
| 1         | 2 | 3 | 4 | 5         |
| Very good |   |   |   | Very poor |

**10. Please explain why you thought this campaign was good or not so good.**

**11. Have you discussed this campaign with others?**

- Yes       No

**12. What did you talk about?**

**13. In your opinion, would this campaign make a difference to the way people drink?**

- Yes       No

**Please explain why/why not:**

**14. In your opinion, did this campaign make a difference to the way you drink?**

- Yes       No

**Please explain why/why not:**

**Thank you for completing the survey**

---

Please indicate if you would be happy to be contacted to participate in a discussion group:

- Yes       No

If yes, please write down your contact details:

Name:

Phone:

Email: