

Alcohol: New Times, New Challenges

Colin Shevills

Director

Balance, the North East Alcohol Office

Alcohol: New Times, New Challenges

- **Changing structures, new direction – where are we?**
- **Alcohol Awareness Week – protecting children from alcohol advertising**

New direction for health

- **Equity and Excellence: Liberating the NHS**
- **Liberating the NHS: legislative framework and next steps**
- **Healthy lives, healthy people: our strategy for public health in England**
- **Health and Social Care Bill**
- **Outcomes framework**
- **Public Health England operating model**
- **Public health funding regime**
- **Workforce strategy**



New direction for health

- **Remove layers of management**
- **Hand control over to patients and clinicians**
- **Put public and patients at the heart of the NHS**
- **Focus on outcomes and quality**
- **Empower healthcare professionals and providers**
- **Cut bureaucracy and improve efficiency**

New direction for health

Health and Social Care Bill:

- **Clinically led commissioning**
- **Provider regulation to support innovative services**
- **Greater voice for patients**
- **New focus for public health**
- **Greater accountability locally and nationally**
- **Streamlined arms length bodies**

New direction for health

What does this mean for alcohol?

- Alcohol strategy published December
- Ensure current work, where effective, isn't lost
- Evidence hasn't changed – 'High Impact Changes'
- Don't wait for the strategy
- LA will lead for most public health interventions
- But NHS crucial in treatment AND prevention – 'Every Contact Counts'; Alcohol Liaison Nurses

New direction for health - NE

“We support the view that *‘Better Health, Fairer Health’* remains valid in terms of its evidence base and analysis of the public health challenges facing the North East ... our ambition to tackle the issues it identifies should not (change) and it would be useful for the 12 authorities to make a collective declaration of intent to work in our localities and where appropriate, collaboratively, to ensure that the population of the North East will have the best and fairest health and well being.”

ANEC: Improving Health Task & Finish Group



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New direction for health - NE

“..where cultural issues might be responsible for some public health challenges (such as alcohol) this should not be used as an excuse to do nothing.”

ANEC: Improving Health Task & Finish Group



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AAW: Protecting children from alcohol advertising



Alcohol Advertising and Children

- NE has highest rates of drinking amongst 11-15-year-olds
- More choosing not to drink – but those drinking consuming more
- Girls have caught up with boys
- Alcohol advertising encourages children to drink younger – and more when drinking
- Highest under 18 alcohol specific admissions in NE
- Industry spends at least £800m on marketing
- Deal between Diageo and Facebook

Sam's snaps visuals



**DISCOVER THE TRUTH ABOUT
ALCOHOL ADS AND OUR KIDS.**

SEE WHAT SAM SEES.

 VISIT **BALANCENORTHEAST.CO.UK**
FIND OUT WHY WE HAVE THE HIGHEST RATE OF 11-15 YEAR OLDS DRINKING?

BALANCE Department of Health
South of Scotland 

BALANCE
Getting the
measure of alcohol

THE NORTH EAST ALCOHOL OFFICE

The regulator says.....

- TV scripts viewed as “campaigning”
- And have been rejected under Rule 7 BCAP code The Communications Act 2003 prohibits political advertising.

(7.22 b) bringing about changes of the law in the whole or a part of the United Kingdom or elsewhere, or otherwise influencing the legislative process in any country or territory

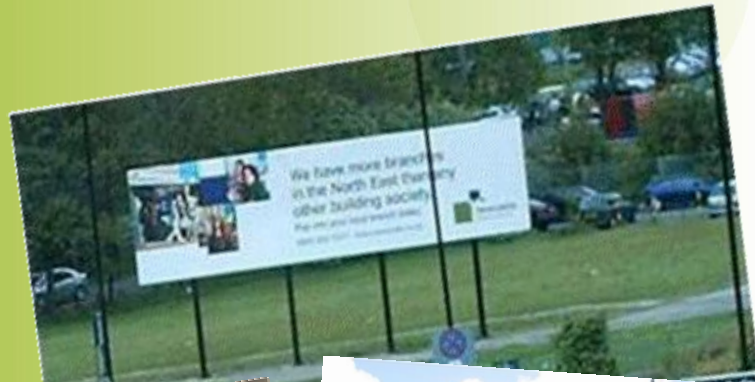
(7.22c) influencing the policies or decisions of local, regional or national governments, whether in the United Kingdom or elsewhere



Campaign & media strategy

- A short sharp, high profile burst of advertising
- But we create more “buzz and intrigue”
- Generate high and immediate awareness of the issues
- But main drive is now to view “Sam’ s film” online
- Sustained long term by PR, social marketing initiatives and the media themselves
- Plus additional on street activity

TV replaced by outdoor



- Heavyweight - High visibility across the region
- Will still be seen by 2 million+ individuals
- Potential on street support



Backed with Regional press

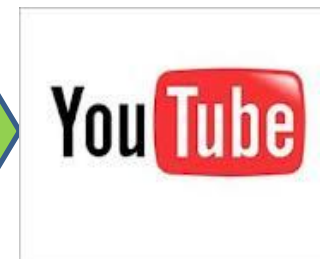
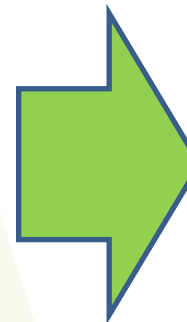


- Again great supportive medium
- Series of ads utilising QR codes and website



much enhanced online activity

- **Broadscale display campaign**
 - 20 million local impacts
- **Driving support to our website and YouTube**



Website

- **New website to go live next month**
- **Dedicated campaign section and ‘take-over’ of home page, art-work and engaging copy**
- **Provides context**
- **Enables ‘sign up’ and long-term support**
- **Drive visits through FaceBook, links to partner and media sites, PR, Twitter**

It's not all about the launch though.

Coverage needs to be sustained throughout the campaign and throughout the region's media.





- Case studies
- Onstreet activity with localised press releases
- Supporting local activity



AAW conference – 11 Nov

- **Aim to engage and enthuse partners**
- **Morning – childhood and before**
 - **Dr Aric Sigman – the big picture**
 - **Dr Shonag Mackenzie - FAS**
 - **Mark Leyshon - influence of new media**
 - **YP groups from Darlington and South Tyneside**
- **Afternoon – wider second hand harm**
 - **Chief Constable Jon Stoddart – impact on police**
 - **Dr Evelyn Gillan, AFS – update from Scotland**
 - **Question Time – impact on front line**

Campaign – working together

What we need:

- Support and spread the word
- Spokespeople
- A connection - stories and case studies

What we will provide:

- Localised template press releases
- Web links and copy
- Factsheets
- Campaign materials
- Campaign briefing, progress updates and information to share



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