

### Know Your Score – Alcohol Awareness Campaign

#### 1. Introduction

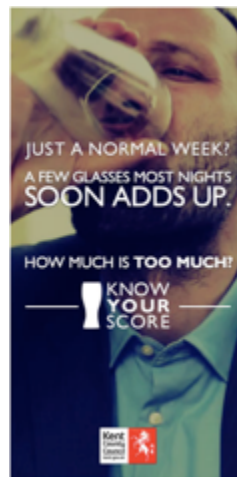
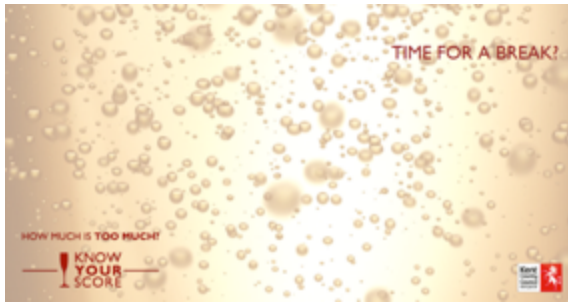
- 1.1. After publication of the KCC Director of Public Health's Annual report in 2015, on the challenges Kent faces around alcohol, KCC and partners across health, social care and supporting services, set themselves the challenge of offering Identification and Brief Advice (IBA) to nine percent of the Kent population.
- 1.2. To support this effort the Public Health team created a new online "Know Your Score" quiz, based on the Audit – C test. This was created on the KCC website, with a unique addition to make it more engaging, of experts providing video messages to people who complete the test, with the message varying depending on the level of drinking.

#### 2. Early Implementation

- 2.1. The online test was launched in November as part of Alcohol Awareness Week. Which resulted in:
  - TV and radio packages on BBC South East Today, KMFM and Heart FM plus a special alcohol awareness programme on BBC Radio Kent.
  - 11 print articles across all Kent newspaper groups.
  - Online articles on approx. 20 Kent news sites and partner organisations' websites.
- 2.2. The story was widely debated and shared on social media, including:
  - 12,527 impressions of KCC Twitter feed and 180 engagements
  - Facebook posts on BBC South East Today and BBC Radio Kent pages (68,000 followers and 9,000 followers respectively).
- 2.3. The KCC website [www.kent.gov.uk/knowyourscore](http://www.kent.gov.uk/knowyourscore) received 2523 unique page views and 1770 tests were completed during the launch week. There were 1440 page views on Friday 20 November after BBC television and radio broadcasts.

#### 3. Online Campaign

- 3.1 However following this initial period, it was recognised that there was a need to promote the tool more widely, and an agency were engaged to develop an online only campaign to drive people onto the web tool.
- 3.2 A campaign was developed featuring a series of images, with the strapline – "How much is too much, Know Your Score."



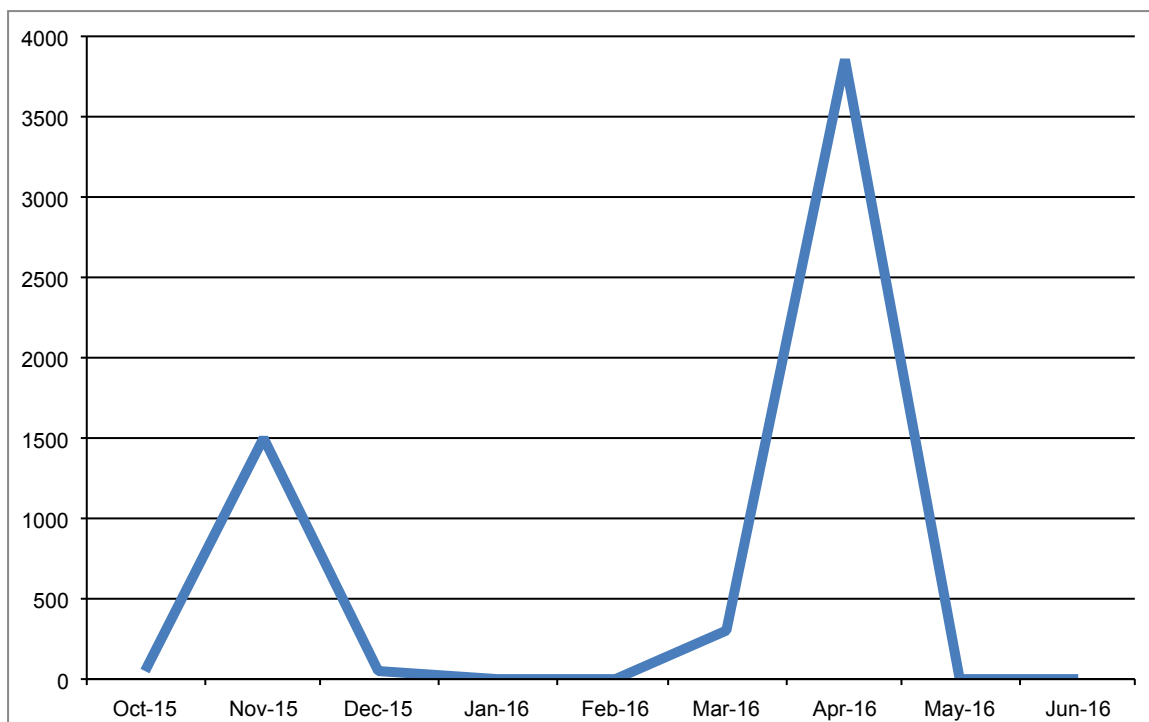
These adverts were placed on various digital platforms (e.g. Facebook, google adwords). The three planer images above proved particularly popular, with click through rates (the number of times someone clicked on the ad, as opposed to the number of people who viewed them) of 4.03%, 2.93% and 2.92%. The industry standard for an effective ad is 0.5%.

3.3 Some of the key results of the campaign show the advantage of digital advertising in gathering robust evaluation data. During the three weeks of the online campaign:

- the adverts were shown to Kent people 7,658,988 times, with
- 31,743 people clicking through to [www.Kent.gov.uk/knowyourscore](http://www.Kent.gov.uk/knowyourscore) to find out more about their drinking levels,
- 3,862 people completing the online test and receiving their video briefing from an expert.

#### 4. Evaluation

3.8 The graph below shows the total usage of the Know Your Score tool since launch in November, and the necessity of effective promotion.



3.9 The learning from this short run campaign will be used to run a further campaign later in the year, utilising the ads with the best response rates, and on the sites that were most effective.

3.10 The results for the people who have completed the online test show that of the respondents a significant number are drinking at concerning levels. Evidence suggests that 1 in 8 people who take an Audit C test will reduce their drinking to a safer level.

Scoring: 0 – 7 Lower risk, 8 – 15 Increasing risk, 16 – 19 Higher risk, 20+ Possible dependence

Score	Grand Total	% of Total
0	213	3.5%
01-7	2,272	37.3%
08-15	2,345	38.5%
16-19	574	9.4%
20-40	690	11.3%
Grand Total	6,094	