

Know Your Score – Alcohol Awareness Campaign

1. Introduction

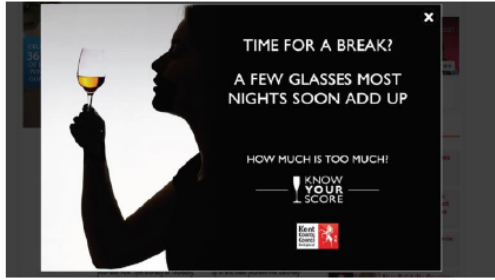
- 1.1. After publication of the KCC Director of Public Health's Annual report in 2015, on the challenges Kent faces around alcohol, KCC and partners across health, social care and supporting services, set themselves the challenge of offering Identification and Brief Advice (IBA) to nine percent of the Kent population.
- 1.2. To support this effort the Public Health team created an 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 2015 as part of Alcohol Awareness Week.
- 2.2. An online campaign was developed featuring a series of images, with the strapline – "How much is too much, Know Your Score" and run in March 2016. The results from this were:
 - the adverts were shown to Kent people 7,658,988 times
 - 31,743 people clicking through to 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.

3. 2016/17 Campaign

- 3.1 For the 2017 Campaign, new creative was proposed by Zest, who were the successful agency selected by procurement.
- 3.2 In order to test whether this would be more successful than the existing creative, both designs were tested simultaneously, with the new creative being more successful.



Global – Overlay – 2.05% CTR

Do you know your score?
Alcohol could be a problem
kent.gov.uk/knowyourscore
Take our quiz to see how much your alcohol consumption could be affecting you.

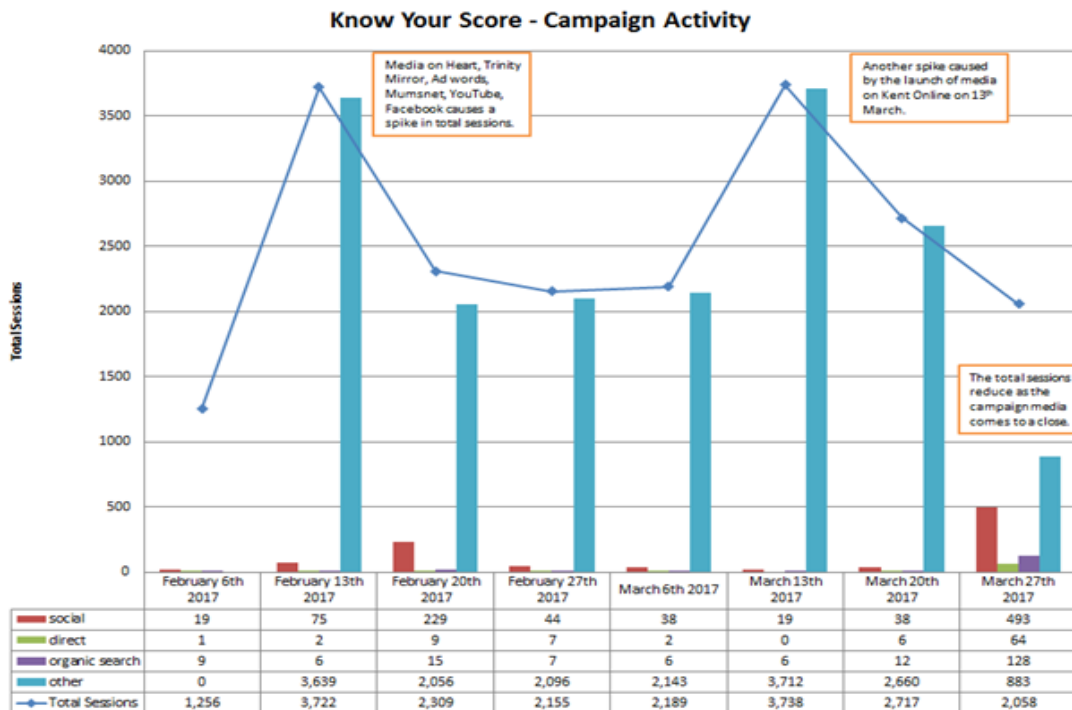
Google Search – 2.87% CTR



Google Display – Prosecco – 1.05% CTR

3.3 The results for this burst

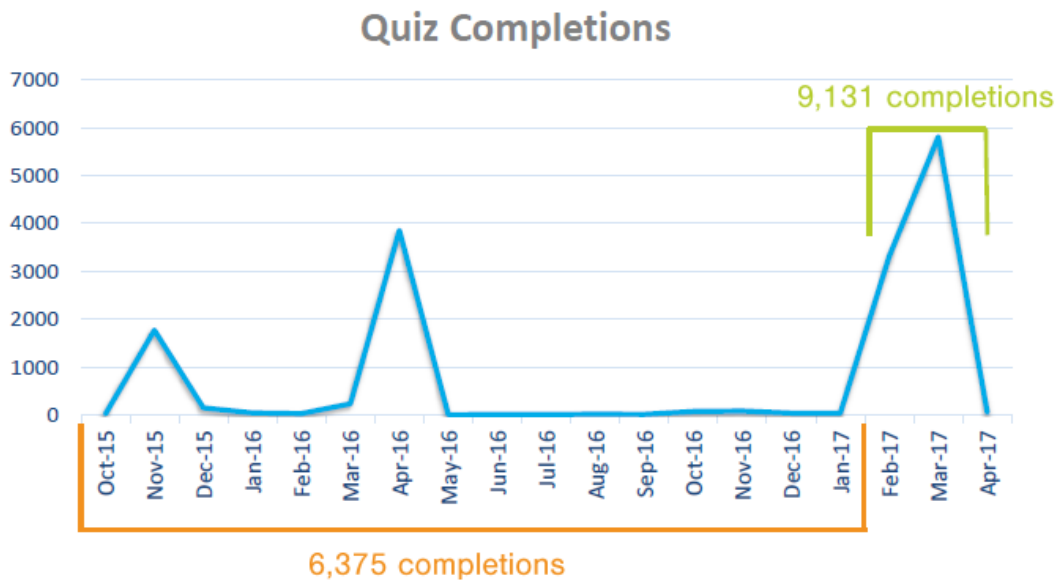
- the adverts were shown to Kent people 2,790,627 times,
- 24,566 people clicking through to www.Kent.gov.uk/knowyourscore to find out more about their drinking levels,
- 9,131 people completing the online test and receiving their video briefing from an expert.



4. Evaluation

4.1 The graph below shows the total usage of the Know Your Score tool since launch in November 2015, and the necessity of effective promotion.

QUIZ COMPLETIONS OVERVIEW



4.2 The learning from the initial campaign in 2016 have allowed us to deliver a much stronger campaign in 2017, which although was seen on fewer occasions, elicited a much higher number of people taking the Audit C test.

4.3 National evaluation of the Audit-C test show that 1 in 8 people will reduce their drinking to safe levels after completing a test.