

# Just One More Drink **CAN** Hurt:

Development and implementation of a campaign to reduce  
binge drinking in NYC

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## Workshop outline

Background

Campaign development

Campaign implementation

Evaluation

Conclusions

Take-aways



## 8.5 million people live in New York City

- 45% White
- 26% Black or African American
- 15% Asian
- 29% Hispanic or Latino
- 80% high school education
- 36% bachelors degree or more
- 37% foreign born

Source: 2014 American Community Survey



## Public health burden of excessive drinking

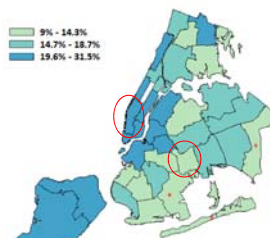
- One in five New York City (NYC) adult binge drinks\*
- 25% of NYC youth drink and 10% binge drink
- Binge drinking increases risk of injury, violence, and mortality\*\*
- Cost burden exceeds twelve billion dollars in New York State

\*NYC Community Health Survey

\*\*Sacks, Gonzales et al 2015



## Binge drinking rates vary by neighborhood



Source: NYC Community Health Survey 2013

Bureau of Epidemiology Services, NYC DOHMH  
\*Estimate based on proportion with alcohol problems



## Advancing a prevention agenda in an era of health systems reform

- One in twelve NYC hospitalizations are alcohol-related\*
- Reducing alcohol-related hospitalizations requires a multi-pronged approach
  - Prevention and treatment programs
  - Screening Brief Intervention and Referral to Treatment (SBIRT)
  - Enforcement of the minimum legal drinking age
  - Public awareness

\*NYC SPARCS, 2014



## #1: Public messaging about alcohol-related risk

- Can you recall an alcohol campaign you have seen or heard?
- What do you remember about the images, the call to action, and they key messages?
- To what extent did the ads make you think about your health, change your opinion, or lead to action?
- Why do you think the alcohol campaign was effective—or ineffective?



## Research on public awareness campaigns

- Campaigns contribute decreases in alcohol-impaired motor vehicle crashes\*
- Addressing adults may affect youth access\*\*
- A strong call to action increases effectiveness\*\*\*



\*Elder, Shults et al. *Am J Prev Med*. 2004;27(1):57-65.

\*\*Institute of Medicine 2004 *Reducing Underage Drinking: A Collective Responsibility*

\*\*\*DeJong W. *J Stud Alcohol Suppl*. 2002 Mar;(14):182-92.



## DOHMH disseminates first binge drinking campaign, 2010

- Two Drinks Ago...
- Excessive Drinking is Dangerous
- Quit Drinking While You're Still Thinking
- 53% of surveyed New Yorkers recalled the campaign
- 37% of those who recalled the campaign changed their behavior



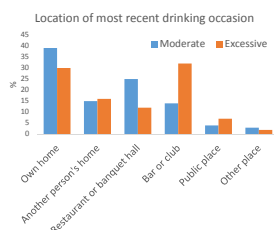
## NYC receives funds to address alcohol, 2011

- One of 61 CDC Community Transformation Grant recipients
  - Maximize public health impact through prevention
  - Expand the evidence base for local environmental, and infrastructure changes that impact health
- Local programs that prevent chronic diseases such as cancer, diabetes, and heart disease
- Raising awareness of harms associated with underage and binge drinking
- Formative research in the form of a comprehensive alcohol survey



## NYC Alcohol Survey, 2012

- One in five harmed as a result of someone else's drinking
- Little difference by awareness of alcohol policies
- Binge drinkers tend to drink in bars and clubs



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## Health Department recognized ongoing need to raise awareness about excessive drinking

- Drinking not recognized as a public health issue
- Survey findings informed the campaign development process
  - Target audience
  - Key messages
- Initial campaign goals:
  - Raise awareness of negative health effects of excessive drinking
  - Engage bystanders in reducing alcohol-related harm
  - Reduce excessive drinking and underage access to alcohol



## Moving from campaign goal to concepts

1. Creative Brief
2. Agency Selection
3. Concept Development
4. Focus Groups



## #2 Welcome to our mock focus group

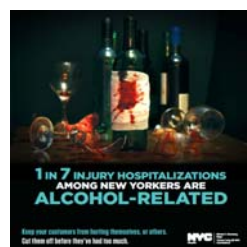


- What is the ad's main message?
- Does the ad capture your attention?
- Would you be more likely to cut off a friend who has been drinking excessively after viewing this ad?
- How does this ad compare with other alcohol-related ads you've seen?



## Focus group results forced a restart

- Audiences responded negatively to the proposed concepts



## Focus group key findings

2013

- Human impact persuades: focus on people not objects
- Call to action integrating bystander perceived as powerful

2014

- Bystander messaging more impactful than individual message
- Participants respond to images with imminent danger





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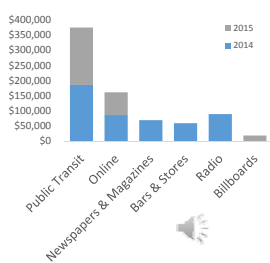


## #3: Designing a placement strategy to maximize local public health impact

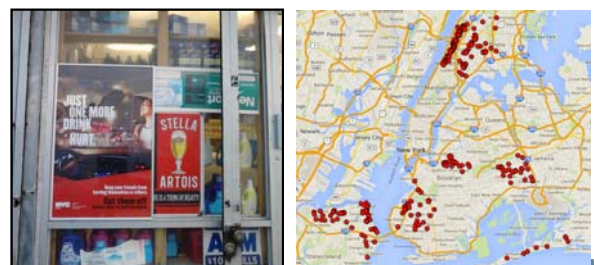
- How would you find or use data to target the campaign?
- Where would you find binge drinkers?
- Where would you place ads to influence drinkers?
- How will budget affect your plan?
- Summarize a strategic plan for a campaign that could be applied here



## Media spending by platform



## Using data to target placement, 2014



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## #4 What factors influence media campaign impact?

- What outcomes are we looking for?
- How can we measure success?
- Are there short, intermediate and longer-term outcomes?



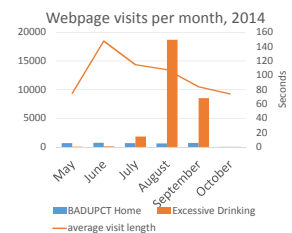
## Evaluation outline

- Short term outcomes
  - Web engagement data
  - Qualitative research
- Intermediate term outcomes
  - Recall of the campaign
  - Actions reported
- Long term
  - Population based survey data



## Traffic to the Excessive Drinking webpage increased during the campaign

- Most popular tweet: "1 in 5 NYers has been harmed by a drinker. How do you tell your friends they've had enough? Share below!"
- Dating sites performed very well
- Effect didn't last beyond the campaign



## Qualitative evaluation suggests interest and appropriateness

- Staff spoke to 44 patrons in 7 bars
- Bathroom posters generated conversation
- People believe campaigns like this can change drinking habits
- "The campaign makes me think about the amount of alcohol I drink"



## Online survey

- Eligibility: NYC residents aged 21-54 who consumed alcohol in the past 30 days.
  - N=808 in 2014
  - N=604 in 2015
- 55 questions:
  - Demographic characteristics
  - Drinking patterns
  - Campaign recall
  - Action taken as a result of exposure to campaign

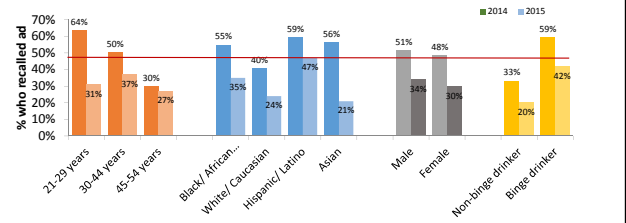


## Online survey analyses

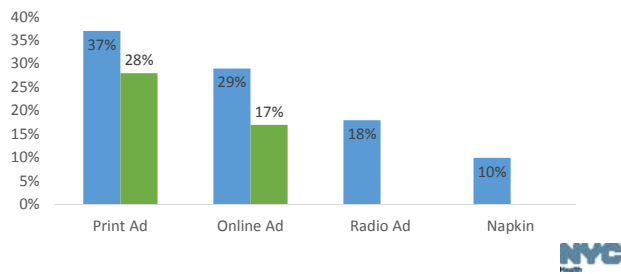
- Sample designed to represent NYC population
- Recognition was assessed with sample images and audio
  - Four formats (print, banner, napkin, and radio)
  - Categorical locations (subway trains, subway stations, online, newspapers/magazines, bars/restaurants, outside stores, ferry terminals)
- Statistical tests
  - Differences in aided recall were compared by calculating 95% confidence intervals.
  - Differences by format and location were tested using Chi-Square and Wilcoxon-rank sum tests



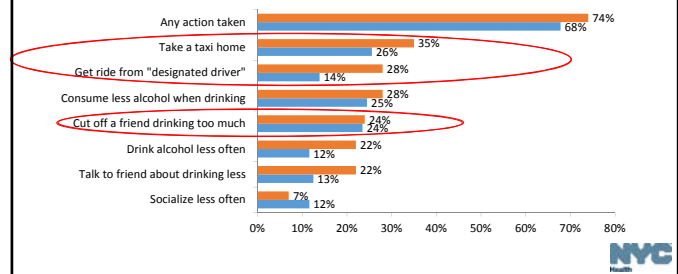
## Almost half of respondents recognized the campaign when prompted



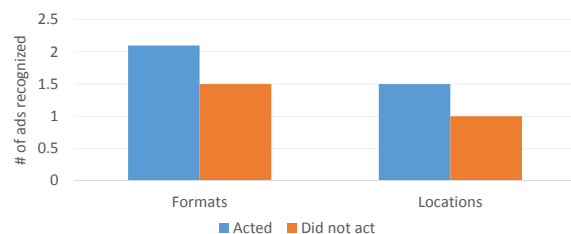
## Recognition varied by format, 2014:



## Majority of campaign recallers took action



## Relationship between frequency of exposure and action taken, 2014



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## Media campaigns have the potential to produce risk reducing behaviors

- Targeting people who spend time with binge drinkers can lead to behavior change
- Formative research led to messages that produced more action
- A strong call to action promotes behavior change
- Exposure to the campaign on multiple media platforms was associated with taking action



## Ongoing focus on alcohol-related harm May-June 2016

- Online, Print
- Radio ads in English, Russian, Korean, and Spanish



## Campaign communication take-aways

1. Identify your target audience
2. Research can refine persuasive messaging
3. A strong call to action can affect behavior change
4. Exposure via multiple platforms improves outcomes
5. Monitor to evaluate need for adjustments
6. Bystander messaging can produce individual behavior change



## Acknowledgments

- This campaign was made possible in part by a grant from the Centers for Disease Control and Prevention.
- Ellenie Tuazon, MPH; Jeffrey Escoffier, MA; Reena Sam, MPH; Hillary V. Kunins, MD, MPH; John Capua, MPH; Laura Rivera, MPA; Crystal Robinson



## Any questions?

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