

TELL 'EM THAT'S ENOUGH

Central Australian Alcohol Public Awareness Campaign

Evaluation Summary July 2012

This campaign ran from January 2011 - January 2012 aiming to encourage people to drink responsibly.

The campaign included TV, radio and poster adverts made by young people from Central Australia.

We surveyed 176 people from the general community and held focus groups with young people who took part in the competition.

This is what we found:

- Most people had seen the 'That's Enough' adverts and people had mostly seen the TV adverts
- Some people misunderstood the message, thinking it was saying 'stop drinking' to problem drinkers rather than saying 'drink responsibly' to everyone who drinks alcohol
- Knowledge about the risks of drinking alcohol amongst young people improved between the start of the campaign and the end
- Most young people think it is everybody's business to encourage responsible drinking
- Most young people think drinking too much can harm relationships with family and friends and that it can get you into trouble or danger when you're out
- One third of the people said the adverts would make them 'think or do something differently'
- Most people thought the campaign was targeted at young people rather than everybody
- The website was mainly used for the competition and no adults had used the website

Based on our findings we recommended that future campaigns:

- Target just one group in the population
- Consult and involve that group
- Decide on one message for the campaign and use one slogan that is easy to understand
- Ensure that the campaign is distinct from existing campaigns
- Find the best way to get the message across
- Encourage discussion of the campaign on social media platforms like Facebook.
- Give information about local services
- Do surveys to find out what people think before and after the campaign

The campaign committee listened to this feedback and said:

- A new campaign will be launched in 2012.
- There'll be another great competition.
- Communication of the campaign message will be by young people for young people.
- The message will be simple and open to the creative genius of competition entrants.
- The website and social media sites like Facebook and Twitter will be used to run the competition and spread the message to the world.
- The website will be interactive and much easier to get around.
- Great prize money will make the effort worthwhile