

# STAKEHOLDER UPDATE 5

AUGUST 2007

## A LOOK BACK AT KYL IN 2006/7

As we enter the second phase of the Know Your Limits campaign, we thought you would be interested to see the impact that the campaign has had to date. Below is a summary of activity undertaken and achievements to date.

### Activity

- Objective: Increase awareness and consideration of the consequences of drinking irresponsibly
- Media: Integrated campaign – including TV, radio, press and cinema advertising, PR, and digital communications
- Target audience: 18 -24 year old binge drinkers but overheard by younger and older audiences
- Timing: Launched in October 2006, two bursts ran in October/November 2006 and January – March 2007

### Outcomes

- 84% of respondents recognised TV/Cinema advert when prompted
- 82% of respondents felt it made them rethink the consequences of drinking too much
- Most respondents aware of units, but less than half know how many units are in their usual drinks

### Response

- Achieved 71 pieces of coverage in trade press via stakeholders engagement (1.5m opportunities to see the coverage)
- Achieved 330 pieces of coverage in consumer press via public relations (150m opportunities to see the coverage) and reaching 55% of adult population
- 662,287 leaflets and posters distributed
- Digital advertising reached 7.7m unique users in first burst and 6.7m unique users in second, generating 65.7m page impressions
- In addition campaign website achieved 600,000 page impressions from 108,000 unique users

## NEXT STEPS

Plans are being finalised for 2007/8 activity but here's a taster of what you can expect from this year's campaign:

### Advertising

- Bursts planned in October 2007 and January – February 2008

### PR

- More work focusing on key audiences (students/employers), including more non-news activity

### Stakeholders

- Maintain current interest in the campaign and develop new stakeholder alliances
- Run a strand of activity focussing on students as a key target audience
- Building on the success of the four actions days that took place in 2006/7, there will be two further action days to help stakeholders plan and develop communications activity for the coming months. Locations are likely to be the North West and the South West
- Develop four bespoke pilot campaigns to target specific audiences with specific messages. These will include media relations, collateral and street marketing

If you would like to know more about the activity outlined above, or if you would like to be involved then please contact the team on:  
[knowyourlimits@forster.co.uk](mailto:knowyourlimits@forster.co.uk)

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## SHARING IDEAS

Each month we would like to share with you examples of alcohol related activity taking place around the country to facilitate ideas sharing and inspire you. This month we are focusing on the work being done by the Young People's Substance Misuse and Crime Reduction Team in Hertfordshire, led by Rob Bacon.

Hertfordshire Substance Misuse and Crime Reduction Partnership have formed a local Alcohol Campaign Strategy Group consisting of members from the Local Authority, Primary Care Trust and Police. It's aim is to encourage and support organisations and professionals to adopt a coordinated and uniformed approach when delivering alcohol messages, including Know Your Limits.

A Know Your Limits stakeholder event is planned for November 2007 that will enable more professionals to promote the campaign and highlight future projects in the county. This will include an alcohol awareness roadshow in further education settings and the launch of an Alcohol 'Crisis Card' for use in A&E departments and custody suites.

If you would like your work to be featured in a future issue of the newsletter to share best practice, then please email details to:

**[knowyourlimits@forster.co.uk](mailto:knowyourlimits@forster.co.uk)**

or call the team on: **020 7403 2230**

## DIARY PLANNER

Linking media activity to external events is often a good way to secure media coverage. We are happy to provide communications materials to help you with local media relations eg. template press releases.

The following dates might be of interest for planning communications activity:

- Rugby World Cup (7 September – 20 October)
- University Freshers' weeks (September – October)
- University alcohol awareness weeks (i.e. University of Coventry in November)

We're here to help – if you are looking for some thoughts on how to make the most of events taking place in your area, or you would like some help with developing your own communication materials, then please contact us on **[knowyourlimits@forster.co.uk](mailto:knowyourlimits@forster.co.uk)**

Please keep in touch! We are always happy to hear from you, so please stay in touch with us via email: **[knowyourlimits@forster.co.uk](mailto:knowyourlimits@forster.co.uk)** or phone: **020 7403 2230**