

Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion



Drink Less, Be Your Best: Testing and Dissemination of a Mass Communications Campaign Targeting Adult Excessive Drinkers

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Alcohol Policy Conference 19

September 14-16, 2022

Arlington, VA

**As required by the Alcohol Policy 19 Conference,
I/we have signed a disclosure statement and note the
following conflict(s) of interest:**

None

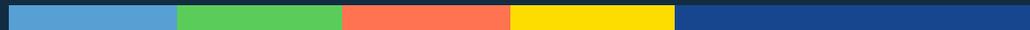


**Evidence to Action: Building a Framework for Change
September 14-16, 2022 Arlington, VA**

Overview

- Background
- Campaign Development and Testing
- Campaign Rollout
- Looking Forward

Background





**POPULATION
HEALTH**

Leading the way to a healthier future.

Public Health Approach to Reduce Excessive Alcohol Use

CDC Alcohol Program Goals:

Public health surveillance



Translate research into public health practice and communication



Expand state and local public health capacity in alcohol epidemiology and prevention



Partnerships and collaborations to promote effective population-level prevention strategies



Background

- Excessive alcohol use contributes to
 - Preventable deaths
 - Injuries and violence
 - Chronic diseases
 - Social/emotional problems
- However, it remains an under-recognized public health problem, and is not often considered in conversations about “healthy living” or “living your best life”

© Live your best life

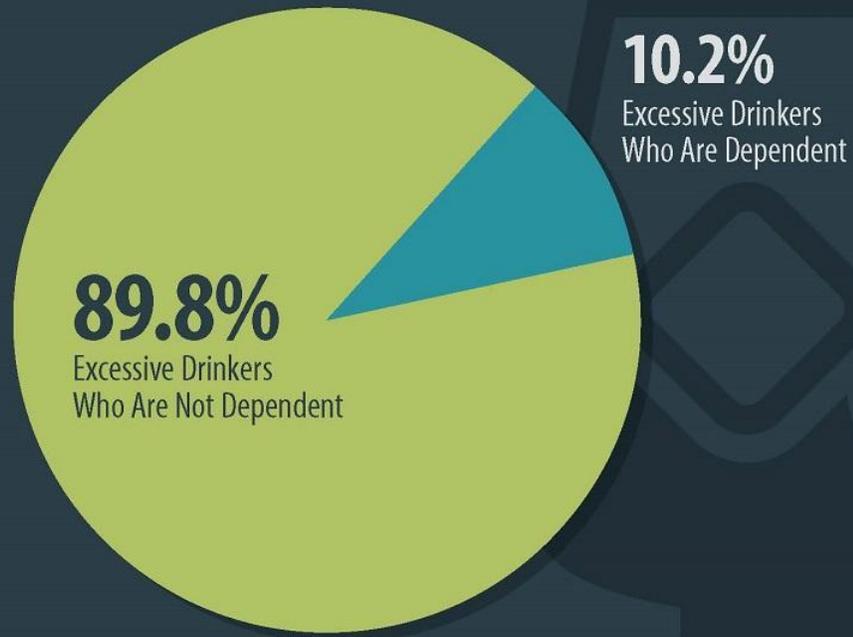
Background

- Improved communication strategies are therefore needed to encourage adults who drink excessively to drink less to improve their health, relationships, and quality of life.
- CDC contracted with Hagar Sharp in 2020 to evaluate and disseminate a mass communications campaign.
- Why “drink less”?
 - According to the *2020 – 2025 Dietary Guidelines for Americans*, “**Drinking less is better for health than drinking more.**”



Background

9 out of 10 excessive drinkers are **not** alcohol dependent.

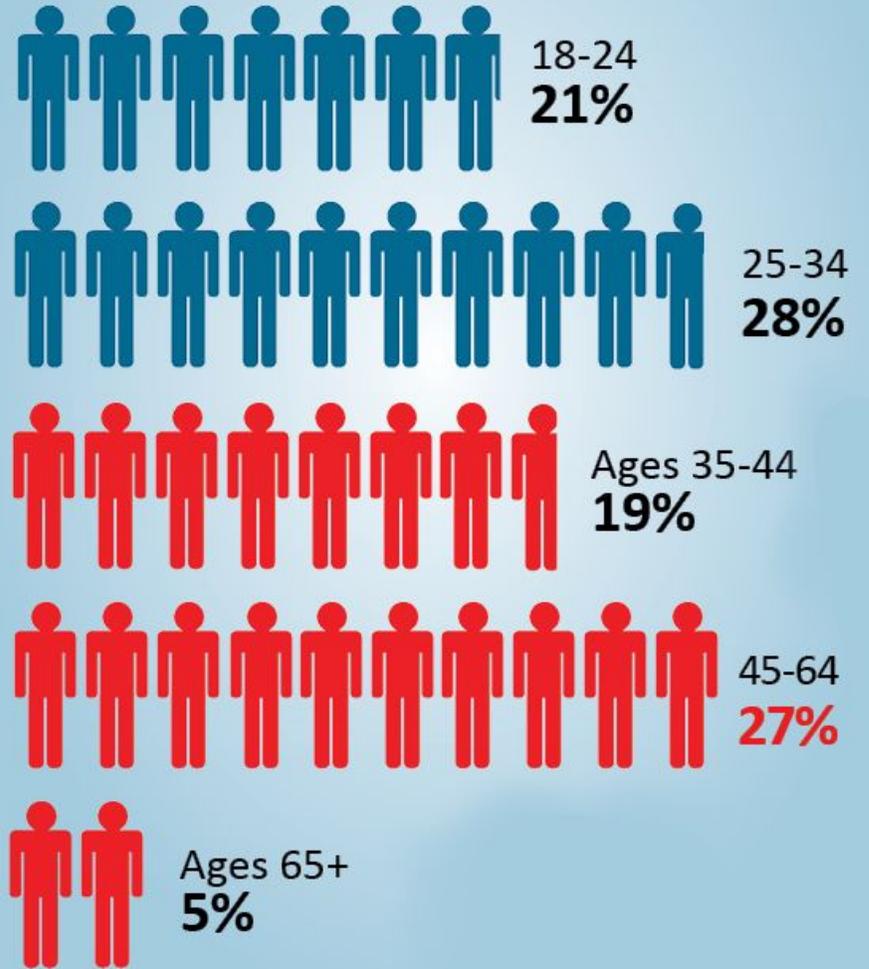


CS252939-A

PREVENTING CHRONIC DISEASE
PUBLIC HEALTH RESEARCH, PRACTICE, AND POLICY
www.cdc.gov/pcd/issues/2014/14_0329.htm
www.cdc.gov/alcohol

Binge Drinking Prevalence v. Age

Although a higher percentage of people in the 18-34 age range binge drink, more actual drinks (9 billion, or 51%) are consumed by the 35+ age group.



Formative Research

	Unconcerned Drinkers	Noncommittal Drinkers	Concerned Drinkers
Percentage of adults who drink excessively (N=549)	30%	30%	21%
Mindset	<ul style="list-style-type: none"> Do not believe they drink too much Are not taking steps to drink less Unconcerned/unaware of the costs of their drinking, except DUI 	<ul style="list-style-type: none"> Do not think they drink too much Not taking steps to drink less Open to the idea/benefits of drinking less, particularly social and economic impacts. 	<ul style="list-style-type: none"> Realize they drink too much Are considering steps to drink less Struggle with taking the actions to make this happen because they drink to escape or cope.
Approach	<ul style="list-style-type: none"> Messaging must break through denial to deliver an “aha” moment. It must startle this audience to recognize the costs and consequences related to their drinking. It should feature compelling negative impacts to capture attention and engage. 	<ul style="list-style-type: none"> Messaging must leverage this audience’s openness to the possibility of drinking less. It must highlight the benefits of drinking less and deliver an “aha” moment so that the audience recognizes how much better, easier, and happier their lives could be if they were to drink less. 	<ul style="list-style-type: none"> This audience is primed for change and ready to drink less. No “aha” moments are needed. Messaging must empower them, boost their confidence and efficacy, and support them in taking small steps

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Drink Less, Be Your Best: Testing Concepts in a Survey

HAGER SHARP

Christina M. Nicols, MPH, MS, MS

Executive Vice President, Strategic Planning, Research & Evaluation

Hager Sharp

OBJECTIVES & METHODOLOGY

Survey objectives

- Identify which out of 12 ad concepts are most and least effective in motivating reduced alcohol consumption among current drinkers.
- Segment consumers into three groups: Unconcerned Drinker, Concerned Drinkers, and Noncommittal Drinkers.

Methodology:



Online survey:

- Sample weighted to Census to be representative of US general population
- Surveyed 1,204 adults age 21-64, who consume alcohol
- Data collected May 6-22, 2021



Participants:

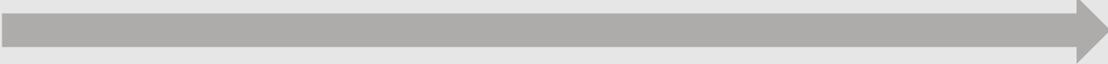
- Men: 60+ drinks per month
- Women: 30+ drinks per month
- Or, binge drinkers



Consumers who self-reported as problem drinkers were not surveyed

Drinker Segment Definitions

About 1/3 of respondents fall into the Concerned group – which contains significantly more males.

How Frequently Thought About Drinking Less?	Reasons for Thinking of Drinking Less in Past 6 Months	Drinker Segments
✓ Not at All 		Unconcerned 45% Males 44% / Females 47%
✓ Somewhat/Occasionally	AND <ul style="list-style-type: none"> • Avoid embarrassment • Avoid doing something you will regret • Alcohol is expensive • Makes you feel bad that night or next day • Avoid gaining weight from alcohol • Damages to personal relationships 	Non-Committal 23% Males 22% / Females 23%
✓ Often	AND <ul style="list-style-type: none"> • Avoid long term health problems OR • Long term trouble with the police or the law 	Concerned 30% Males 33% / Females 27% (Significantly more Males)
✓ Somewhat/Occasionally	AND All other reasons (if not mentioned above) <ul style="list-style-type: none"> • Avoid short term trouble with police • Avoid motor vehicle crashes • Other reason 	Unassigned Drinker 2%

Ad messages

Created to Appeal to
**UNCONCERNED
DRINKERS**

You made your
daughter feel
~~terrified~~ *terrific*
at her 7th
birthday party.

DRINK LESS
FOR A CHANGE



Your son was
~~embarrassed~~ *excited*
when you arrived for
his baseball game.

DRINK LESS
FOR A CHANGE



This has
completely ~~hurt~~
helped our
relationship.

DRINK LESS
FOR A CHANGE



~~Be a memory~~
around for your
grandchildren.

DRINK LESS
FOR A CHANGE



Ad messages

Created to Appeal to
NON-COMMITTAL
DRINKERS

Getting up in
the morning
is ~~never~~ *now*
an easy thing
for me.

DRINK LESS
FOR A CHANGE



There's no
way I'll ~~make~~
miss that 8:15
meeting.

DRINK LESS
FOR A CHANGE



At the ~~bar~~ *gym*
working on
a six-pack.

DRINK LESS
FOR A CHANGE



You're
~~spending~~
saving \$300
a month.

DRINK LESS
FOR A CHANGE



Ad messages Created to Appeal to **CONCERNED DRINKERS**

You keep
making **excuses**
progress.

DRINK LESS
FOR A CHANGE



All I need
is a little
self-medicating
confidence.

DRINK LESS
FOR A CHANGE



I'm buying
skipping this
round.

DRINK LESS
FOR A CHANGE



Once again, you
woke up feeling
guilty *great* the
next morning.

DRINK LESS
FOR A CHANGE



Methods for Analysis

MaxDiff used to measure and rank the relative motivational impact across 12 ad messages for consuming less alcohol.

- Requires respondents to complete trade-off exercises where they select “Most Motivating” and “Least Motivating” among a subset of ad messages
- Exercises repeated several times, with items presented in varying groupings to compare across all ad messages
- Allows a score to be developed for each ad message: higher score indicates greater motivational impact
- Interpreting The Results
 - Utility values calculated for each ad message
 - Values are then indexed for easier interpretation
 - Higher index score implies greater interest/motivation
 - A score of 100 is average
 - Index of 120 or more considered above average while indexes of 80 or less considered below average

Survey
https://caravan.enginegroup.com/survey... 38%

Screen 1 of 12

Which of the following ad concepts is most motivating and which is least motivating to you for considering drinking less?

Most Motivating		Least Motivating
<input type="radio"/>	<p>All I need is a little self-medicating confidence.</p> <p>DRINK LESS FOR A CHANGE</p>	<input type="radio"/>
<input type="radio"/>	<p>You're spending saving \$300 a month.</p> <p>DRINK LESS FOR A CHANGE</p>	<input type="radio"/>
<input type="radio"/>	<p>Once again, you woke up feeling guilty great the next morning.</p> <p>DRINK LESS FOR A CHANGE</p>	<input type="radio"/>

Key Takeaways

Main finding: The 'save \$300' and 'be around for grandkids' ads garnered the most motivational impact, regardless of segment

- Regardless of drinker segment, after viewing the ads, participants' intention to consume less alcohol increased significantly, as did their willingness 'to support policies to reduce alcohol availability'
- Ads with highest motivational impact across all segments are the 'save \$300' ad and the 'be around for grand kids ads', followed by 'daughter's birthday party' and 'son's baseball game' ads
- Ads registering lowest motivational impact across all segments are 'at the gym', 'I'm skipping this round' and 'not missing that 8:15 meeting'

**You're
spending
saving \$300
a month.**

DRINK LESS
FOR A CHANGE



**Be a ~~memory~~
around for your
grandchildren.**

DRINK LESS
FOR A CHANGE



Top Motivating Ads Across Drinker Segments

Two motivating ads appeal to all three drinker segments, and neither ad was intended to appeal to Concerned drinkers. Further, those two ads are the only ads with higher-than-average motivational impact among Non-Committal and Concerned drinkers.

	UNCONCERNED	NON-COMMITTAL	CONCERNED
	158	168	155
	You're spending saving \$300 a month.	You're spending saving \$300 a month.	You're spending saving \$300 a month.
	134	122	130
	Be a memory around for your grandchildren.	Be a memory around for your grandchildren.	Be a memory around for your grandchildren.
	129	112	114
	You made your daughter feel terrified terrific at her 7 th birthday party.	You keep making excuses progress.	You keep making excuses progress.
	120	106	113
	Your son was embarrassed excited when you arrived for his baseball game.	You made your daughter feel terrified terrific at her 7 th birthday party.	You made your daughter feel terrified terrific at her 7 th birthday party.

MOTIVATIONAL IMPACT ↑

Campaign Name Testing

Drink Less, Be Your Best:		Target Population (N=716)
Is the best name overall		52%
Catches my interest	Agree	69%
Is relatable	Agree	65%
Makes me think about my drinking	Agree	55%
Is a good message for people who drink	Agree	75%
Is too directive, like someone is telling me what to do	Disagree	53%
Is cheesy/corny	Disagree	51%
Is offensive or problematic	Disagree	70%
Does not appeal to me	Disagree	53%

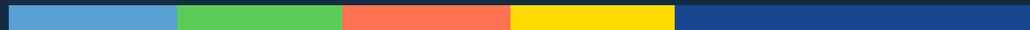
Campaign Results to Date

Through August 22, 2022



Tactic	Impressions	Clicks	Engagements	Click Through Rate	Engagement Rate	Cost Per Click
Paid Display	4,075,394	4,361	4,361	0.11%	0.11%	\$7.41
Paid Search	409,666	22,670	22,670	5.53%	5.53%	\$0.46
Paid Social	6,473,364	135,631	1,870,688	2.10%	28.90%	\$0.42
Paid Video	2,592,545	1,151	1,151	0.04%	0.04%	\$34.03
Grand Total	13,550,969	163,813	1,898,870	1.21%	14.01%	\$0.85

Looking Forward



Final Assets

You're *spending* \$300
a month.

Your son was
embarrassed when
you arrived at his
baseball game.

Campaign Resources

You keep making
~~excuses~~ *progress.*

DRINK LESS
BE YOUR BEST

Choosing to drink less alcohol can help you be your best. Being your best could mean enjoying your golden years in good health, feeling refreshed and rested each morning, or having more money in the bank. Drink less and be your best.



Check your drinking.
This quick assessment can help.



Make a plan.
Learn how you can drink less.



Why less is more.
Drinking too much impacts your mind, your body, your life.



Get the facts.
How much is too much?

www.cdc.gov/drinklessbeyourbest

CDC's New Electronic Screening and Brief Intervention

Check Your Drinking. Make a Plan to Drink Less.

Alcohol Screening Tool

Welcome!



Drinking too much alcohol can be harmful. Everyone can benefit from drinking less alcohol or not drinking at all. **This tool checks your drinking and can give advice. If you want to drink less, it can also help you build a plan to make healthier choices.**

Some questions may be sensitive. Any information you provide is for your personal use only. Your information will not be stored or shared.

This tool is for adults 18 years or older. It is not intended for medical diagnosis or treatment.

Estimated Completion Time: **5 - 10 mins**

Let's get started!

Don't use your browser's back button. Instead, use the "Previous" and "Next" buttons to navigate through the tool.

Shareable Graphics

Want to check
your alcohol use?



Copy the code below for this button:

```
<a href="https://www.cdc.gov/alcohol/CheckYourDrinking/index.html">data:image/s3,anthropic-data-us-east-2/u/marker_images/0101/1101/0110/00101101/juhan-chandramapper-0512063506/684e8bf29f2340378c02fe279d5e0b92.jpg</antml:image>A screenshot of a web form titled "Get Email Updates" with a mail icon. The form contains the text "To receive email updates about this page, enter your email address:" followed by a text input field labeled "Email Address". Below the input field is a blue link "What's this?" and a purple "Submit" button.

[www.cdc.gov/alcohol](http://www.cdc.gov/alcohol)

Q&A

Thank you!

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For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

