

Strategy for Statewide Health Communications Infrastructure:

Rethink the Drink

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

none

Today's presenters



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Today's presentation

- 1 Why did OHA create a mass-reach health communications?
- 2 Rethink the Drink development
- 3 First campaign launch
- 4 Q&A

Why did OHA create Rethink the Drink?

- Excessive alcohol use is a **public health problem** - it's the third leading cause of preventable death in Oregon and had an economic cost of \$4.8 billion in 2019
- Rethink the Drink introduces a **new narrative** that gives Oregonians space to start talking about alcohol-related problems.
- Create a ripple effect across **multiple long and short-term outcomes** related to excessive alcohol use (youth use, injuries, chronic diseases and death)
- Reinforce local activities and **help spark conversations about community needs** around reducing excessive alcohol use

Target Audience

- **More than 1 in 5** Oregon adults report excessive drinking in the past month
- Excessive alcohol use is a primary risk factor for alcohol use disorder (AUD)
- Most who drink excessively do not have an AUD, however the health harms, safety risks and economic costs remain substantial



Partner Engagement



2019

Partners select Contractor

2020

REAL Task Force +
OHA + Contractor

2021

TA requests, review
focus groups results

Evaluation work group

★ 2022

Prep for **launch** (provide materials, TTA
partner toolkits; TTA; interviews)

Reth!nk
the drink

RTD Brand & Campaign Development

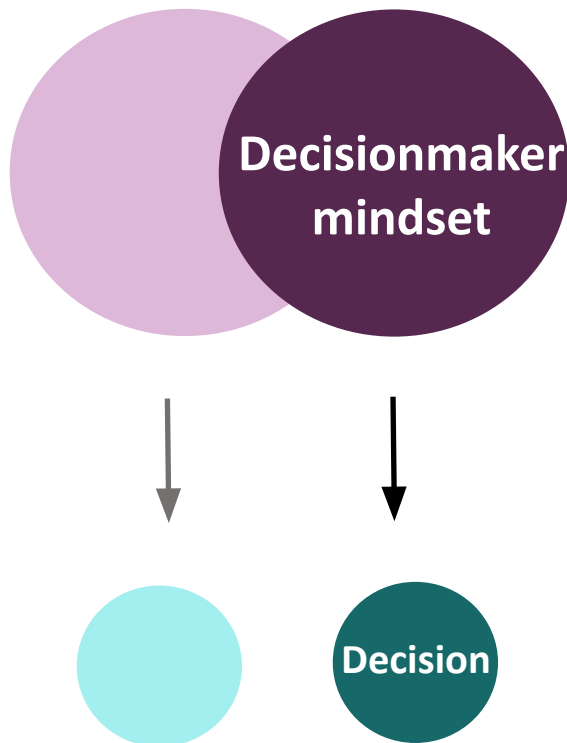


A long term communication infrastructure

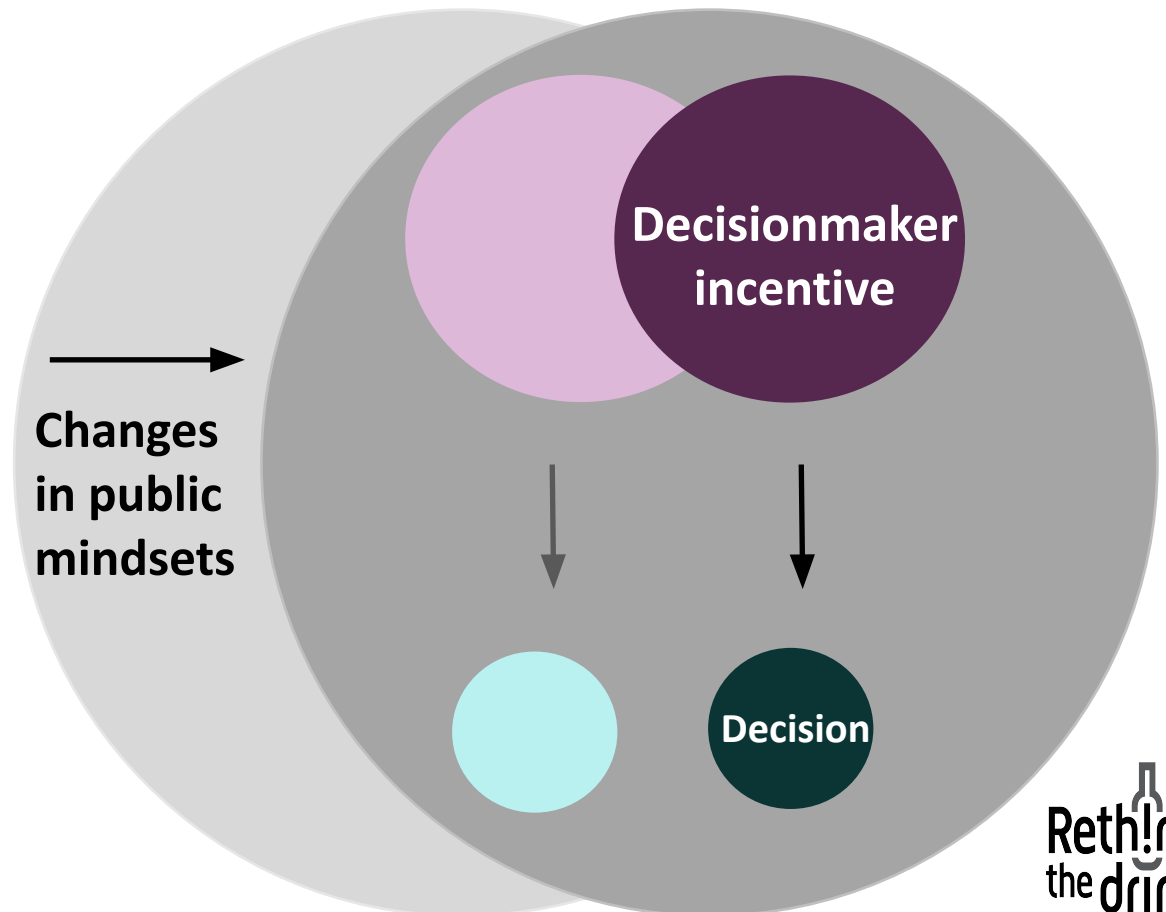
- Rethink the Drink aims to help achieve **broad social change**, over time, by **shifting mindsets** of people and decision makers
 - Introducing **new frames** and presenting information that helps shape how people think about social problems and how to solve them
 - Introducing **new narratives** that challenge dominant narratives and foster alternative ways of talking about our experiences
 - Investing and committing to a **long-term counter-marketing** effort aimed at industry influences in our communities

Shifting mindsets

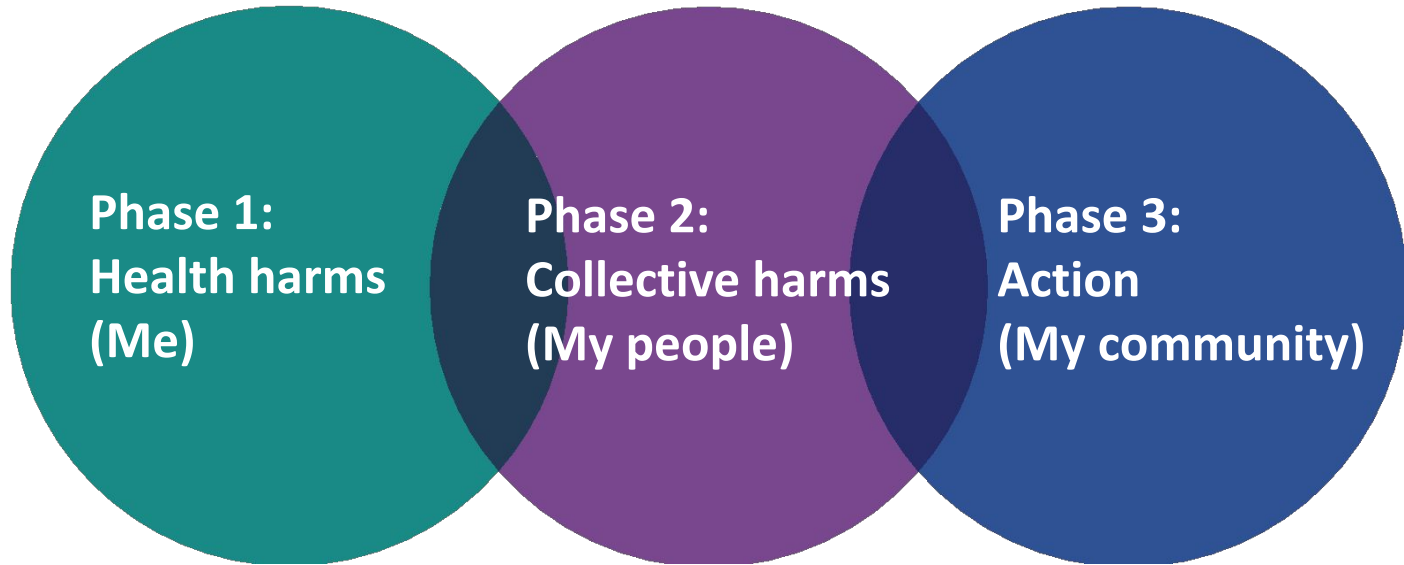
Change happens either via a change in a decisionmaker's mindset



Or **when public mindsets create pressure** on a decisionmaker to make a different decision



Story Arc



“Perhaps I need to
make a change.”

“Perhaps we need
to make a change
together.”

“Let’s take action to create
a kind of community we
want to have.”

Opportunity to build more targeted individual campaigns over time

Spanish language or
Hispanic specific

LGBTQ+

Tribal

Rural &
Frontier

Older
Oregonians

Solution specific
(ex. Retail policy)


Rethink the Drink launch!

- Ongoing brand infrastructure that was “live” at the end of June:
 - Website (listserv)
 - Social Media
 - Technical Assistance
- Launch paid media campaign window: June 27 – September 4
 - Digital
 - Social
 - Newspaper (rural)
 - Cable
 - OTT/CTV
 - Radio (rural/Spanish)
- Earned media: Press conference July 8, 2022
- Goals of the **first** campaign: Start the conversation!

Digital

Binge drinking puts you at higher risk for high blood pressure, strokes and

heart disease



Reth!nk the drink

Is excessive drinking affecting your health?

Excessive drinking contributes to 3 types of

liver disease



Reth!nk the drink

Is excessive drinking affecting your health?

Drinking alcohol raises your risk of

colorectal cancer



Is excessive drinking affecting your health?

Reth!nk the drink

Excessive drinking contributes to 3 types of

liver disease



Is excessive drinking affecting your health?

Reth!nk the drink

Drinking alcohol raises your risk of

prostate cancer



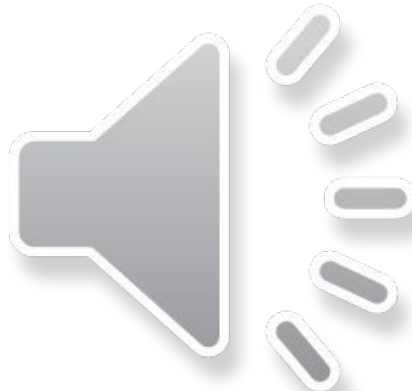
Is excessive drinking affecting your health?

Reth!nk the drink

Is excessive drinking affecting your health?

Reth!nk the drink

Audio – “Sneaky”



Video – “How Many Drinks in a Week?”

How many drinks do you have in a week?

Other Videos: <https://vimeo.com/714629808>

Interim Campaign Analytics

- From July 8th (date of OHA Press Conference) to July 21st, OHA documented **82 news stories** about Rethink the Drink. The team calculated that these stories translated to **9,192,201 impressions**
- Other analytics from June 27th – August 14th :
 - Digital Impressions: 5,254,979
 - TV/Cable Impressions: 14,250,000
 - Print Impressions: 287,772
 - Website visits: 23,000+
- Evaluation of the campaign will utilize quantitative and qualitative data collection. Final report ETA Winter 2023.

Thank you!

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"Communications *alone* can't solve [these issues], but [these issues] can't be solved without deliberate communication"

(National Conference on Health Communication, Media, and Marketing 2022)