



# Building a Statewide Mass-Media Alcohol Prevention Campaign in Oregon

Results from an Alcohol Formative  
Audience Assessment (AFAA)

Alcohol Policy Conference 19  
September 16, 2022

Oregon  
**Health**  
Authority

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

None

# Purpose

Build a **foundation to inform OHA-PHD's communication strategy** for advancing the goal of reducing excessive alcohol use and alcohol-related harms in Oregon.

**Communications** is part of a comprehensive prevention program approach:



State & local interventions



Data & evaluation



Health systems & recovery supports



Mass reach health communications



Administration & management

# Objectives to reduce excessive alcohol use

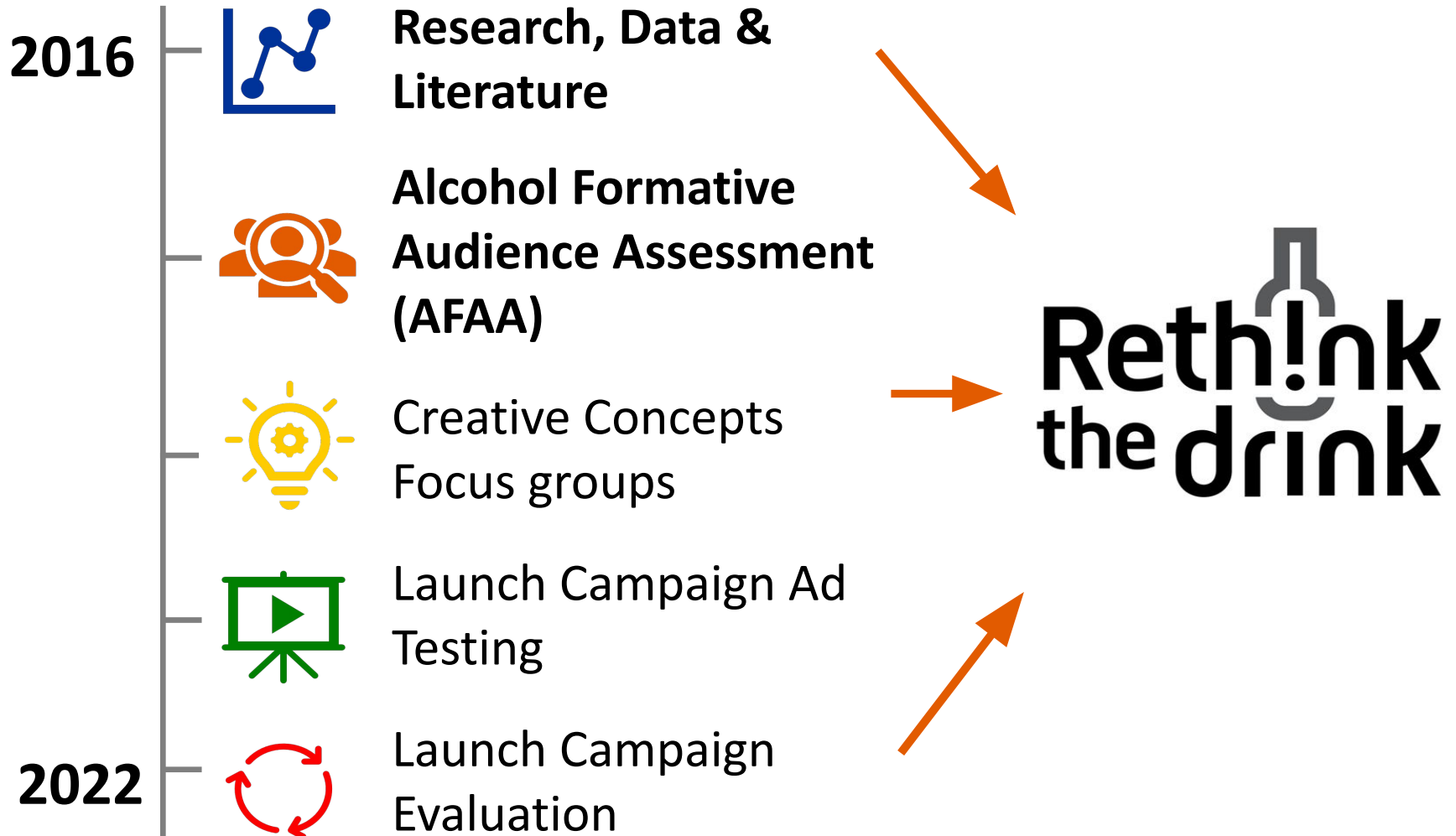
1. Increase the **price** of alcohol
2. Increase local jurisdiction restrictions on alcohol **marketing and promotion**
3. Increase college and university restrictions on alcohol promotion, sale or sponsorship of events
4. Ensure comprehensive alcohol **screening, referral and treatment** benefits
5. Maintain Oregon's **state control** for distilled spirits

Health Promotion and  
Chronic Disease Prevention:  
2017-2025 Strategic Plan



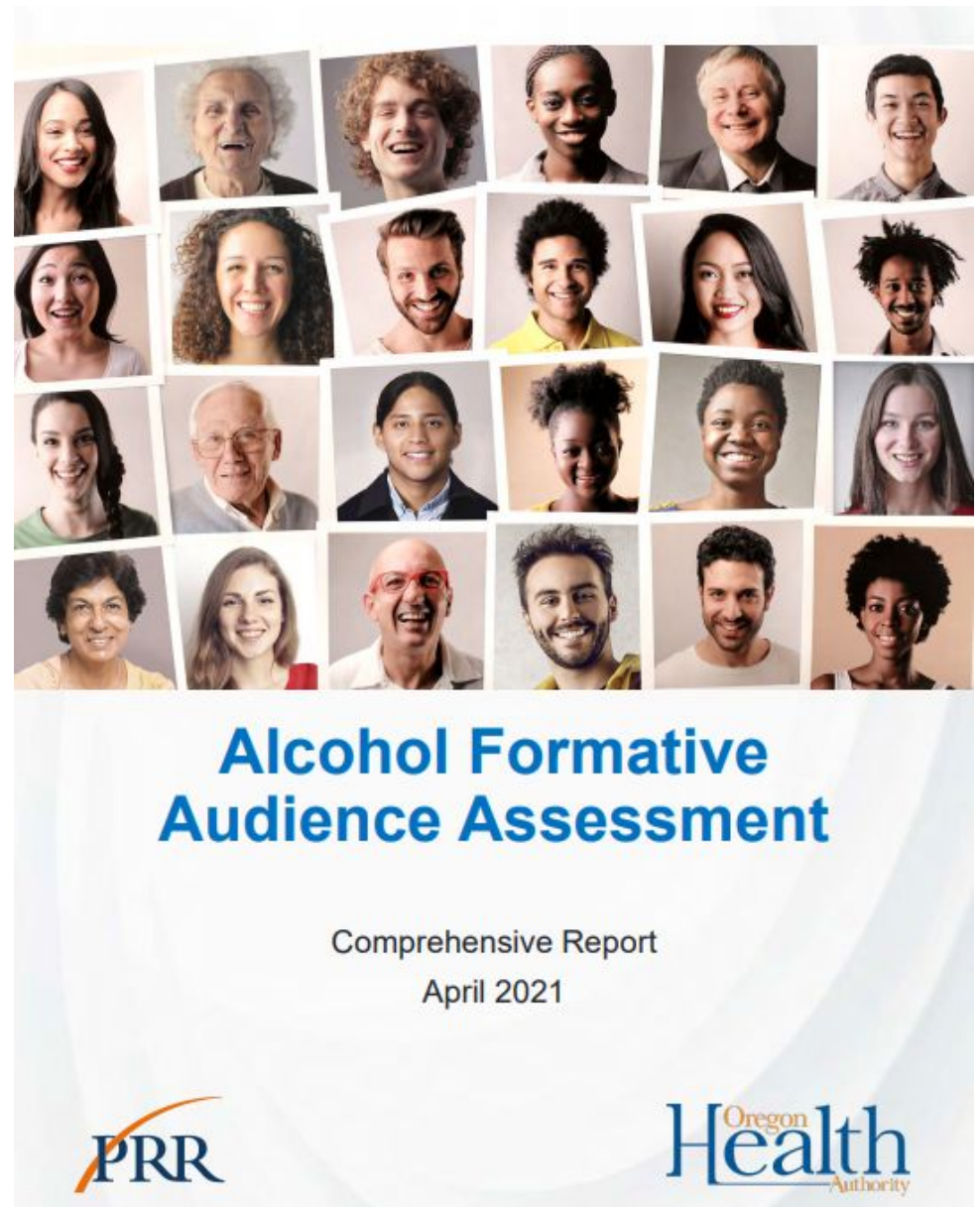
**Oregon Health**  
PUBLIC HEALTH DIVISION

# Brand & Campaign Development Timeline



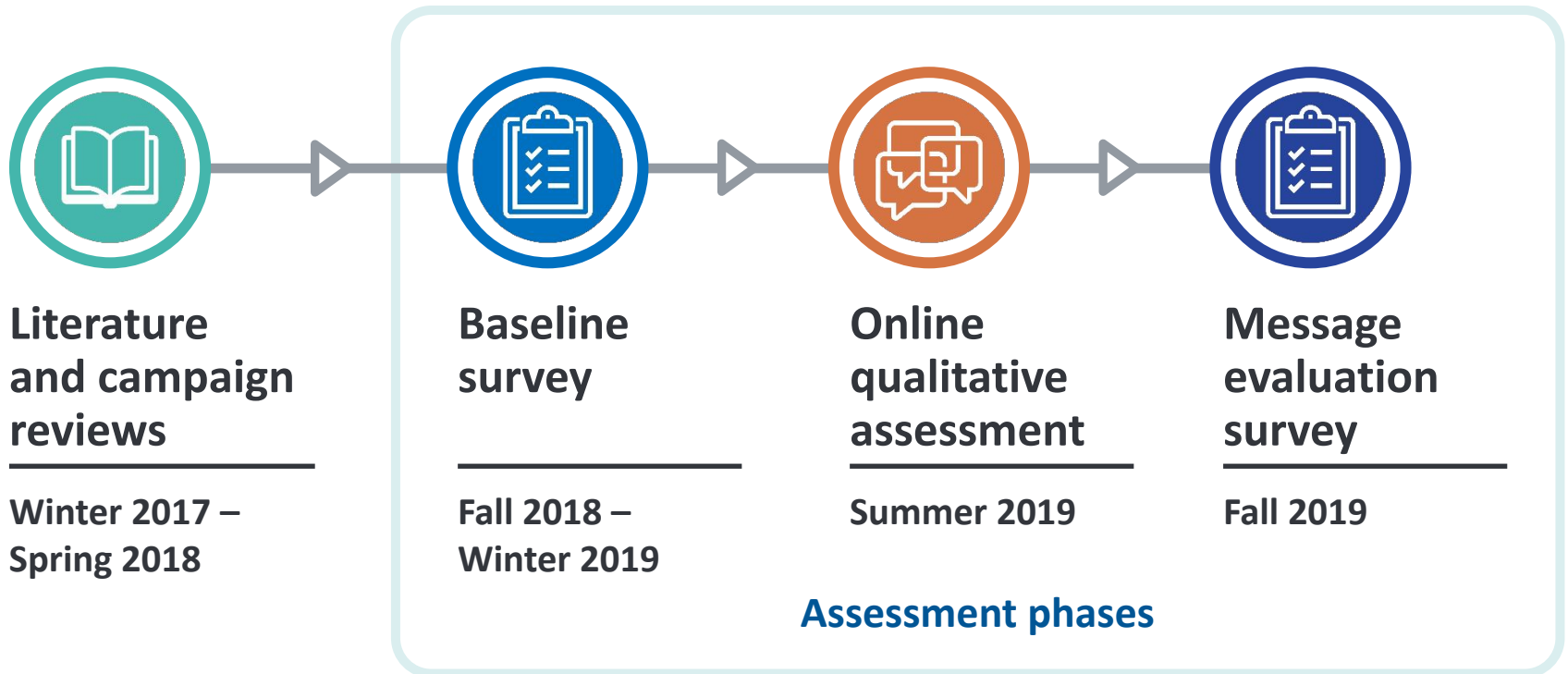
**See report for  
more details**

**Google “Alcohol  
Formative Audience  
Assessment”**



# AFAA Project phases & timeline

**Goal:** Develop message concepts to educate the public about the harms of excessive alcohol use and **increase support for evidence-based strategies** that reduce harms.





# **Phase 1:**

# **Literature review**

# Approach

- Purpose: Establish understanding of existing communication campaigns to reduce or prevent excessive alcohol use
- Systematic search identified 27 campaigns and 207 articles
- 16 campaigns and 20 articles selected for in-depth review based on
  - Cultivating support for prevention strategies
  - Aimed to limit access and availability
  - Represented diversity at the city, state, national and international levels



# Results

- The majority of existing campaigns focus solely on individual behavior change
- Most campaigns did not evaluate effects or evaluation did not demonstrate behavior change
- Only 2 campaigns connected alcohol prevention to a need for structural changes
- Message elements including effective appeals and frames were identified and used to develop future phases (2 and 3)





## **Phase 2: Qualitative Assessment**

# Approach

- Purpose: Gain in-depth understanding of behaviors, opinions and attitudes; develop and refine message concepts
- A diverse set of participants were recruited using a purposive sampling strategy
- Online software was used to collect qualitative data from participants
  - Attitudes, opinions and perceptions
  - Reviewed and refined message concepts



# Themes

1. **Community Impact:** Excessive drinking harms communities by increasing crime and violence and hurting economic growth.
2. **Dangerous Product:** Drinking alcohol is neither safe nor healthy.
3. **Excessive Costs:** Excessive drinking has high financial and human costs.
4. **Living Your Best Life:** Excessive drinking can get in the way of living life to the fullest.
5. **Misleading Industry:** The alcohol industry misleads the public about the dangers of alcohol.
6. **Next Generation:** Excessive drinking threatens the future of communities.
7. **Protecting Kids:** Youth need protection from the underhanded tactics used by the alcohol industry.
8. **Targeting:** The alcohol industry targets vulnerable populations using underhanded marketing tactics.



# Individualist-Collectivist Spectrum

## Individualist

Personal responsibility  
Individual action



## Collectivist

Broader societal problem  
Community action

- Goal was to learn how to achieve balance in activating both perspectives
- Many people default towards individualist thinking unless cued to think collectively
- Both individualist and collectivist messages were developed and tested



# Key learnings & Top Message Concepts

- Collective perspective message frames clearly resonate with a wide range of audiences
- Centering and protecting youth, especially from industry tactics was particularly effective
- Parallels to tobacco industry promotion resonated for many participants



# 1 Next generation

*Excessive drinking threatens the future of communities.*

The future of our communities and our state depends on the next generation. But, seeing alcohol marketing from an early age sends the message that drinking too much is a normal part of life. That's bad not just for them, but for all of us. Working together, we can make changes that protect us and our communities from the harm caused by alcohol.

## 2 Next generation + Misleading Industry

*The alcohol industry misleads the public about the dangers of excessive drinking.*

The future of our communities and our state depends on the next generation. But, seeing alcohol marketing from an early age sends the message that drinking too much is a normal part of life. Truth is, one drink every day can do real harm to your body and your relationships. But the alcohol industry is trying to cover up the damage that alcohol can do. That's bad not just for the next generation, but for all of us. Working together, we can make changes that protect us and our communities from the harm caused by alcohol.

# 3 Next generation + Protecting kids

*Youth need protection from underhanded tactics used by the alcohol industry.*

The future of our communities and our state depends on the next generation. It's hard enough to keep kids safe without the alcohol industry doing everything it can to convince kids that drinking is cool. This can lead to risky behaviors like drunk driving and lifelong health problems like addiction, cancer and even dementia. That's bad not just for them, but for all of us. Working together, we can make changes that protect us and our communities from the harm caused by alcohol.



# **Phase 3: Baseline & Evaluation Surveys**

# Approach – Baseline survey

- Purpose: Collect baseline data on attitudes, perceptions and opinions *before* exposure to message concepts
- Mail survey sent to random sample of 20,000 households in Oregon
- Survey content: consumption behavior, opinions on behavior, perception of harm, support for policies



# Approach – Evaluation survey

- Purpose: Understand how exposure to different message concepts influences attitudes, opinions and support for policies
- Mail survey sent to random sample of 30,000 households in Oregon
- Same content as Baseline survey
- Respondents asked to read 1 of 3 message concepts before taking survey



# Results

- Hypothesis: Those exposed to messages would be more supportive of alcohol prevention policies
- Message concepts did not influence support for policy interventions directly
- However, exposure to messages #2 and #3 had small but significant mediation effects via increased perception of societal harm



# Limitations

- Evaluation can only speak to the short-term effects of messaging, effects of long-term exposure to messaging are unclear
- Data collection took place prior to COVID-19 pandemic
- Unknown if “protecting youth” frame is effective for other historically excluded populations



# Implications for practice

- 1 Collectivist thinking and support for alcohol policy interventions are related
- 2 Some groups are already primed for collectivist thinking – meet the audience where they are
- 3 Supporting behavior change may indirectly shape policy support by shifting perspectives



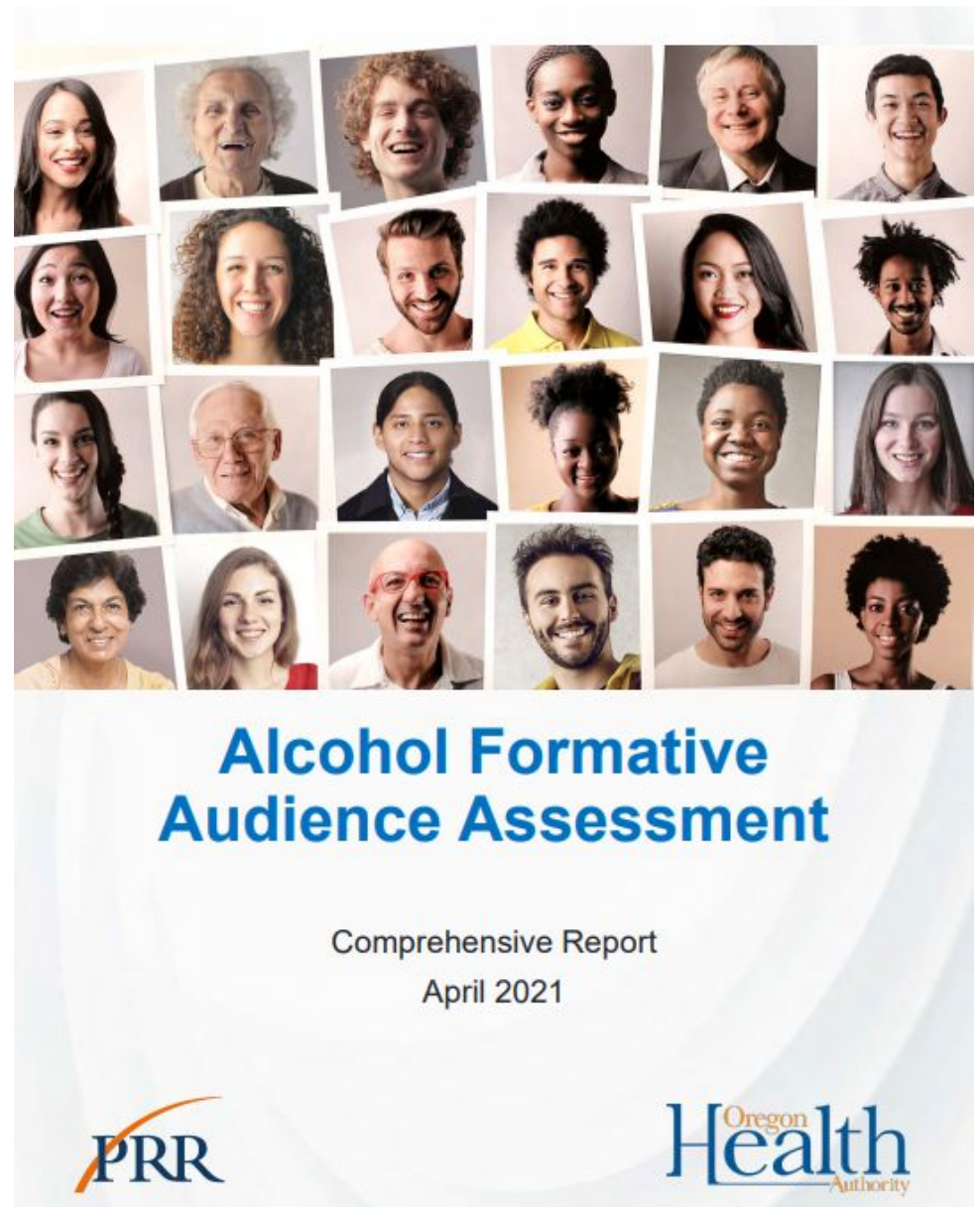
# Recommended message concept

## Next generation + Misleading Industry

The future of our communities and our state depends on the next generation. But, seeing alcohol marketing from an early age sends the message that drinking too much is a normal part of life. Truth is, one drink every day can do real harm to your body and your relationships. But the alcohol industry is trying to cover up the damage that alcohol can do. That's bad not just for the next generation, but for all of us. Working together, we can make changes that protect us and our communities from the harm caused by alcohol.

**See report for  
more details**

**Google “Alcohol  
Formative Audience  
Assessment”**





# Thank you!

**Victoria Buelow, MA**

Lead Research Analyst

Alcohol & Other Drug Prevention Program

Health Promotion & Chronic Disease Prevention

[victoria.h.buelow@state.or.us](mailto:victoria.h.buelow@state.or.us)

