



# Live Better, Drink Less campaign

Maristela G. Monteiro, MD, PhD  
Senior Advisor on Alcohol  
PAHO/NMH/MH  
[monteirm@paho.org](mailto:monteirm@paho.org)

**PAHO**



Pan American  
Health  
Organization



World Health  
Organization  
REGIONAL OFFICE FOR THE  
Americas

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

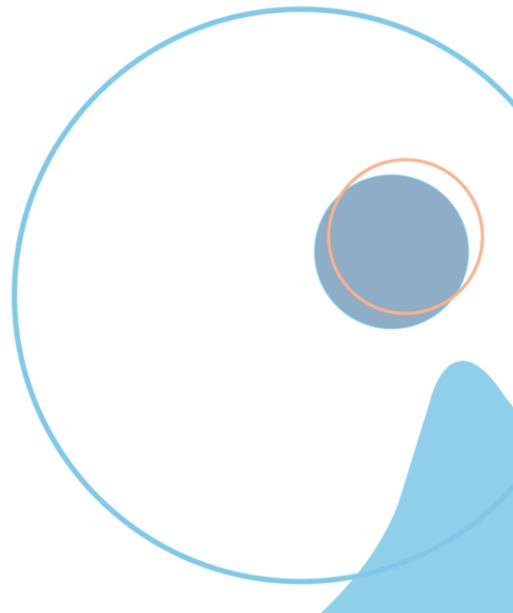
None to Declare

# Background

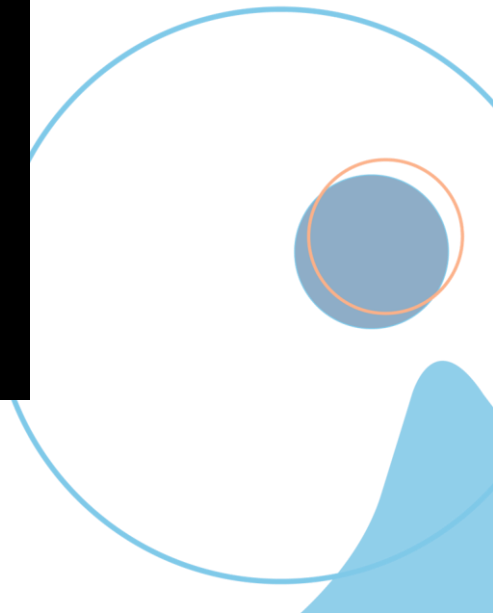
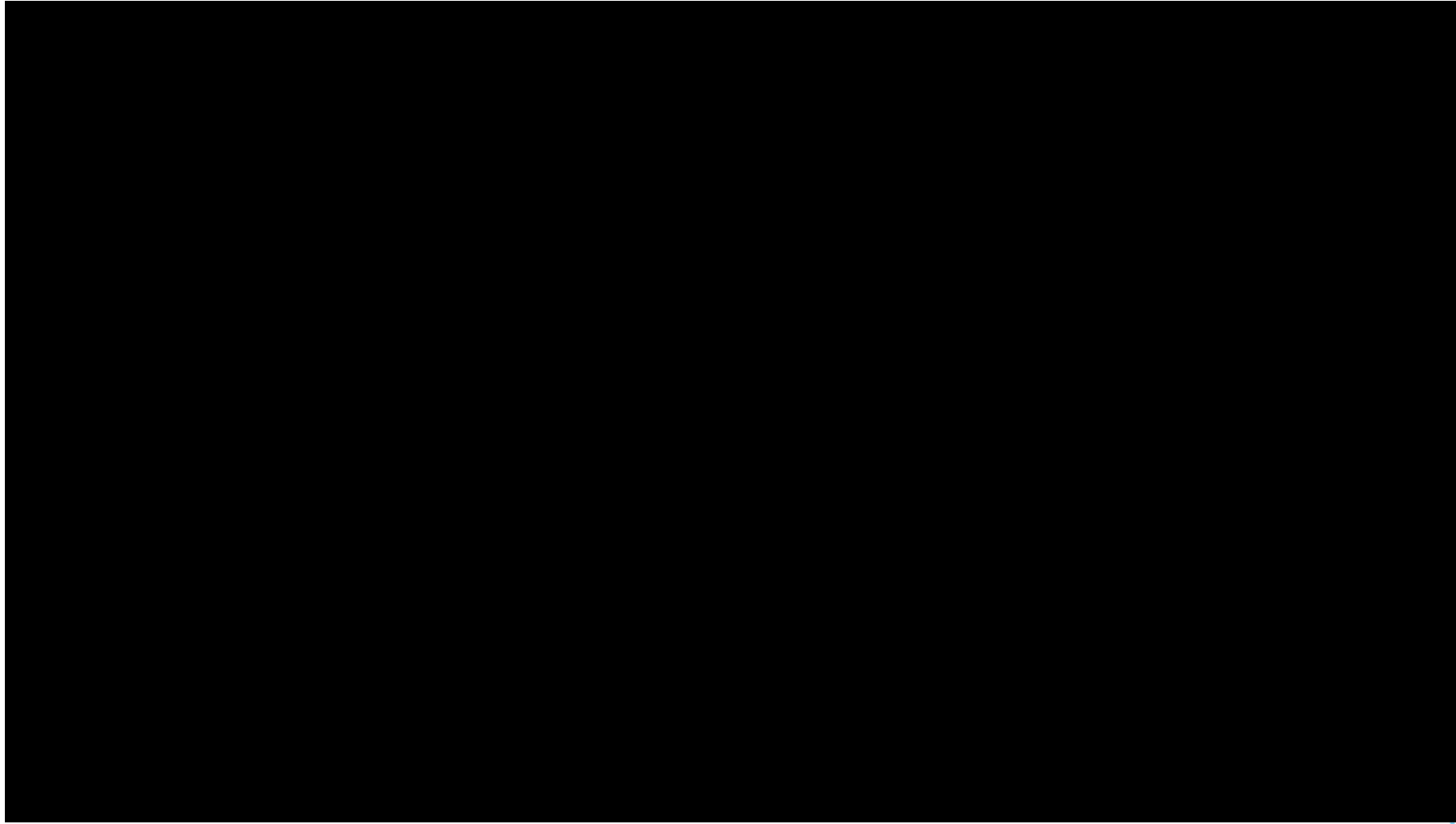
- COVID-19 led to an increase in alcohol misinformation via social media and the internet, at the same time that industry's efforts to have a role in the pandemic response and to continue to sell alcohol, led to changes in policies, an increase in sales and marketing online, and partnerships with governments for the production of hand sanitizers, delivery of tests, vaccines, often associated with alcohol marketing strategies and promotions.
- The lack of health literacy on alcohol related topics is recognized for many years, and traditional methods to reach the public are known to be insufficient to lead to significant changes in attitudes and behaviors, as they can't compete with the massive alcohol marketing. Ways to improve health literacy using digital solutions are needed;
- The pandemic also accelerated the need for a trusted, reliable source of accurate information to the public, to increase their awareness about alcohol effects on health and development.
- PAHO has never developed an awareness campaign and we considered that relying on social media for spreading the ideas of a campaign could reach more people than the usual PSA.

# ALCOHOL CAMPAIGN

- Marketing company (Rooftop) in charge of the WHO tobacco campaigns, World Health Day, Unicef campaigns
- Same company was a partner on the development of the dialogue conversations of “Pahola”
- Decision made to focus first on harms, given that it would be the first campaign
- Use of social media and paid ads, all assets in 3 languages
- Linked after a week with the launching of Pahola
- Financial support to 5 countries to amplify campaign locally
- Campaign lasted about 2 months



# Campaign Video



# Posters or Billboards

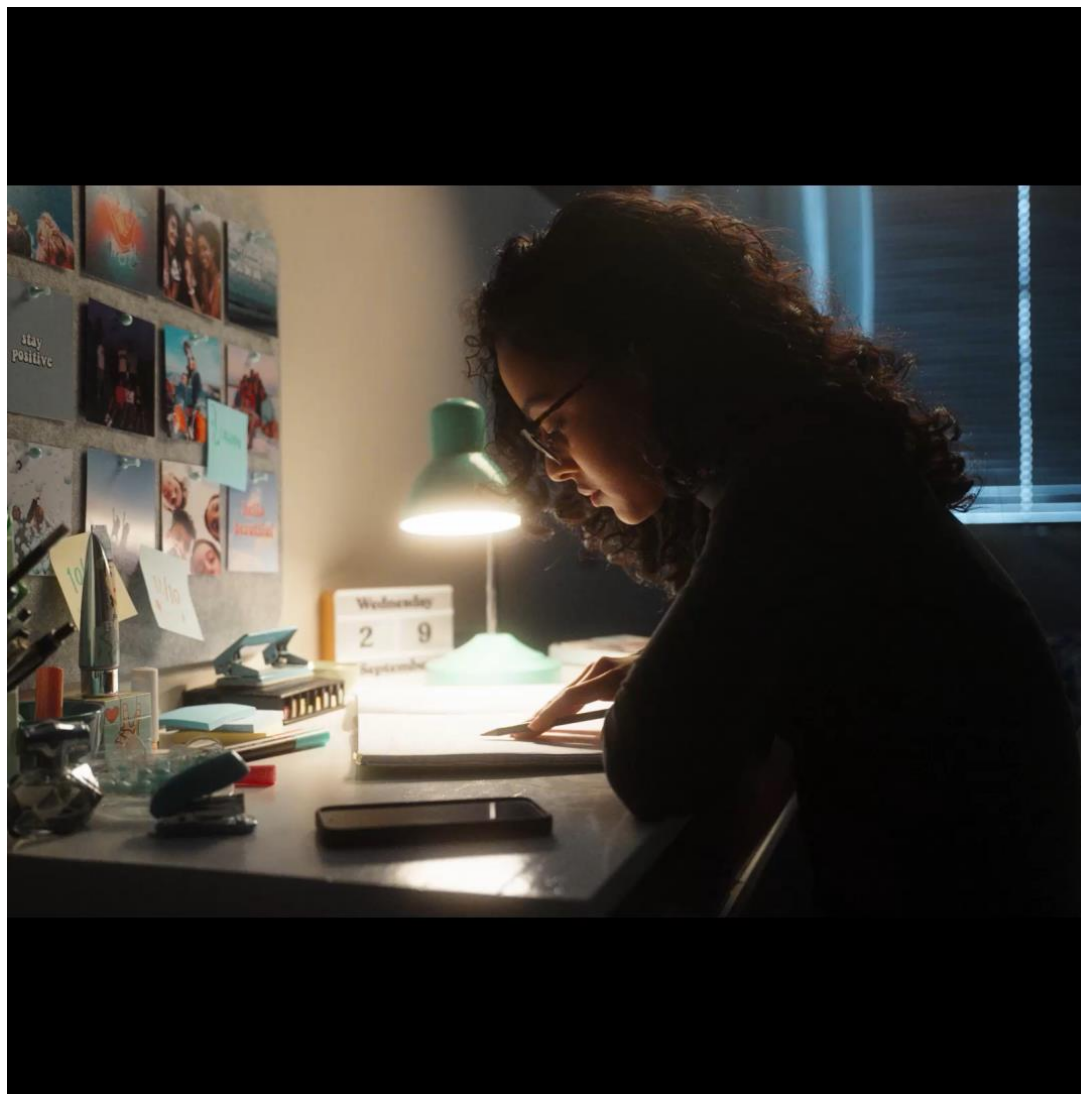


# Social media posts until Dec 2021

**Alcohol use  
affects your health  
in many ways**  
and has been linked too...



# Social media posts until Dec 2021



**What is a  
standard drink?**



**One standard drink  
is 10 grams  
of pure alcohol**

# NEW FACT SHEETS ON ALCOHOL AND HEALTH

## ALCOHOL AND COVID-19 IN THE AMERICAS

Alcohol is often used for social and by some to cope with stress and anxiety. However, during the COVID-19 pandemic, increased alcohol consumption, especially among those who are already drinking in excess, has been observed.

**Fact 1:** Alcohol consumption can increase the risk of COVID-19 infection and severity. It can also interfere with the immune system and the effectiveness of treatments.

**Fact 2:** Alcohol consumption can also increase the risk of complications from COVID-19, such as pneumonia and death.

**Fact 3:** Alcohol consumption can also interfere with the effectiveness of COVID-19 vaccines.

**Fact 4:** Alcohol consumption can also interfere with the effectiveness of COVID-19 treatments.

**Fact 5:** Alcohol consumption can also interfere with the effectiveness of COVID-19 tests.

**Fact 6:** Alcohol consumption can also interfere with the effectiveness of COVID-19 prevention measures.

**Fact 7:** Alcohol consumption can also interfere with the effectiveness of COVID-19 recovery measures.

**Fact 8:** Alcohol consumption can also interfere with the effectiveness of COVID-19 support services.

**Fact 9:** Alcohol consumption can also interfere with the effectiveness of COVID-19 research.

**Fact 10:** Alcohol consumption can also interfere with the effectiveness of COVID-19 prevention, recovery, and support services.

**Fact 11:** Alcohol consumption can also interfere with the effectiveness of COVID-19 research, prevention, recovery, and support services.

**Fact 12:** Alcohol consumption can also interfere with the effectiveness of COVID-19 research, prevention, recovery, and support services.

## UNRECORDED ALCOHOL IN THE AMERICAS

Unrecorded alcohol is alcohol that is not accounted for by official government statistics. It is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 1:** Unrecorded alcohol consumption is a significant public health problem in the Americas. It is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 2:** Unrecorded alcohol consumption is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 3:** Unrecorded alcohol consumption is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 4:** Unrecorded alcohol consumption is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 5:** Unrecorded alcohol consumption is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 6:** Unrecorded alcohol consumption is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 7:** Unrecorded alcohol consumption is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 8:** Unrecorded alcohol consumption is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 9:** Unrecorded alcohol consumption is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 10:** Unrecorded alcohol consumption is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 11:** Unrecorded alcohol consumption is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

## ALCOHOL AND CARDIOVASCULAR DISEASE

The relationship between alcohol and cardiovascular disease is complex, dependent upon many factors, and mediated by the volume and pattern of alcohol consumption.

**Fact 1:** Alcohol consumption can increase the risk of cardiovascular disease. It can also increase the risk of complications from cardiovascular disease.

**Fact 2:** Alcohol consumption can also increase the risk of complications from cardiovascular disease.

**Fact 3:** Alcohol consumption can also increase the risk of complications from cardiovascular disease.

**Fact 4:** Alcohol consumption can also increase the risk of complications from cardiovascular disease.

**Fact 5:** Alcohol consumption can also increase the risk of complications from cardiovascular disease.

**Fact 6:** Alcohol consumption can also increase the risk of complications from cardiovascular disease.

**Fact 7:** Alcohol consumption can also increase the risk of complications from cardiovascular disease.

**Fact 8:** Alcohol consumption can also increase the risk of complications from cardiovascular disease.

**Fact 9:** Alcohol consumption can also increase the risk of complications from cardiovascular disease.

**Fact 10:** Alcohol consumption can also increase the risk of complications from cardiovascular disease.

**Fact 11:** Alcohol consumption can also increase the risk of complications from cardiovascular disease.

## ALCOHOL AND CANCER

Alcohol is known to increase the risk of cancer. It is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 1:** Alcohol consumption can increase the risk of cancer. It can also increase the risk of complications from cancer.

**Fact 2:** Alcohol consumption can also increase the risk of complications from cancer.

**Fact 3:** Alcohol consumption can also increase the risk of complications from cancer.

**Fact 4:** Alcohol consumption can also increase the risk of complications from cancer.

**Fact 5:** Alcohol consumption can also increase the risk of complications from cancer.

**Fact 6:** Alcohol consumption can also increase the risk of complications from cancer.

**Fact 7:** Alcohol consumption can also increase the risk of complications from cancer.

**Fact 8:** Alcohol consumption can also increase the risk of complications from cancer.

**Fact 9:** Alcohol consumption can also increase the risk of complications from cancer.

**Fact 10:** Alcohol consumption can also increase the risk of complications from cancer.

**Fact 11:** Alcohol consumption can also increase the risk of complications from cancer.

## ALCOHOL EPIDEMIOLOGY IN THE AMERICAS

Alcohol per capita consumption (APC) is defined as the total amount of alcohol (including all sources and types of alcohol products) consumed per person (15 years of age or older) per year, expressed in liters of pure alcohol. This is the most reliable indicator used to track the consumption of alcohol at the national level.

**Fact 1:** Alcohol per capita consumption (APC) is defined as the total amount of alcohol (including all sources and types of alcohol products) consumed per person (15 years of age or older) per year, expressed in liters of pure alcohol.

**Fact 2:** Alcohol per capita consumption (APC) is defined as the total amount of alcohol (including all sources and types of alcohol products) consumed per person (15 years of age or older) per year, expressed in liters of pure alcohol.

**Fact 3:** Alcohol per capita consumption (APC) is defined as the total amount of alcohol (including all sources and types of alcohol products) consumed per person (15 years of age or older) per year, expressed in liters of pure alcohol.

**Fact 4:** Alcohol per capita consumption (APC) is defined as the total amount of alcohol (including all sources and types of alcohol products) consumed per person (15 years of age or older) per year, expressed in liters of pure alcohol.

**Fact 5:** Alcohol per capita consumption (APC) is defined as the total amount of alcohol (including all sources and types of alcohol products) consumed per person (15 years of age or older) per year, expressed in liters of pure alcohol.

**Fact 6:** Alcohol per capita consumption (APC) is defined as the total amount of alcohol (including all sources and types of alcohol products) consumed per person (15 years of age or older) per year, expressed in liters of pure alcohol.

**Fact 7:** Alcohol per capita consumption (APC) is defined as the total amount of alcohol (including all sources and types of alcohol products) consumed per person (15 years of age or older) per year, expressed in liters of pure alcohol.

**Fact 8:** Alcohol per capita consumption (APC) is defined as the total amount of alcohol (including all sources and types of alcohol products) consumed per person (15 years of age or older) per year, expressed in liters of pure alcohol.

**Fact 9:** Alcohol per capita consumption (APC) is defined as the total amount of alcohol (including all sources and types of alcohol products) consumed per person (15 years of age or older) per year, expressed in liters of pure alcohol.

**Fact 10:** Alcohol per capita consumption (APC) is defined as the total amount of alcohol (including all sources and types of alcohol products) consumed per person (15 years of age or older) per year, expressed in liters of pure alcohol.

**Fact 11:** Alcohol per capita consumption (APC) is defined as the total amount of alcohol (including all sources and types of alcohol products) consumed per person (15 years of age or older) per year, expressed in liters of pure alcohol.

## ALCOHOL AND THE BRAIN

Alcohol can affect the brain in many ways. It can increase the risk of brain disease, and it can also increase the risk of complications from brain disease.

**Fact 1:** Alcohol consumption can increase the risk of brain disease. It can also increase the risk of complications from brain disease.

**Fact 2:** Alcohol consumption can also increase the risk of complications from brain disease.

**Fact 3:** Alcohol consumption can also increase the risk of complications from brain disease.

**Fact 4:** Alcohol consumption can also increase the risk of complications from brain disease.

**Fact 5:** Alcohol consumption can also increase the risk of complications from brain disease.

**Fact 6:** Alcohol consumption can also increase the risk of complications from brain disease.

**Fact 7:** Alcohol consumption can also increase the risk of complications from brain disease.

**Fact 8:** Alcohol consumption can also increase the risk of complications from brain disease.

**Fact 9:** Alcohol consumption can also increase the risk of complications from brain disease.

**Fact 10:** Alcohol consumption can also increase the risk of complications from brain disease.

**Fact 11:** Alcohol consumption can also increase the risk of complications from brain disease.

## ALCOHOL AND SUICIDE

Alcohol consumption and alcohol use disorders (AUD) are associated with increased risk of suicide. It is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 1:** Alcohol consumption and alcohol use disorders (AUD) are associated with increased risk of suicide. It is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 2:** Alcohol consumption and alcohol use disorders (AUD) are associated with increased risk of suicide. It is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 3:** Alcohol consumption and alcohol use disorders (AUD) are associated with increased risk of suicide. It is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 4:** Alcohol consumption and alcohol use disorders (AUD) are associated with increased risk of suicide. It is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 5:** Alcohol consumption and alcohol use disorders (AUD) are associated with increased risk of suicide. It is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 6:** Alcohol consumption and alcohol use disorders (AUD) are associated with increased risk of suicide. It is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 7:** Alcohol consumption and alcohol use disorders (AUD) are associated with increased risk of suicide. It is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 8:** Alcohol consumption and alcohol use disorders (AUD) are associated with increased risk of suicide. It is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 9:** Alcohol consumption and alcohol use disorders (AUD) are associated with increased risk of suicide. It is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 10:** Alcohol consumption and alcohol use disorders (AUD) are associated with increased risk of suicide. It is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

**Fact 11:** Alcohol consumption and alcohol use disorders (AUD) are associated with increased risk of suicide. It is often consumed in private homes, at social gatherings, and in other settings where it is not recorded.

## ALCOHOL AND DEPRESSION

Depressive disorders are characterized by sadness, loss of interest in activities, feelings of guilt or low self-worth, disturbed sleep or appetite, feelings of worthlessness, and other symptoms. Alcohol consumption can increase the risk of depression, and it can also increase the risk of complications from depression.

**Fact 1:** Alcohol consumption can increase the risk of depression. It can also increase the risk of complications from depression.

**Fact 2:** Alcohol consumption can also increase the risk of complications from depression.

**Fact 3:** Alcohol consumption can also increase the risk of complications from depression.

**Fact 4:** Alcohol consumption can also increase the risk of complications from depression.

**Fact 5:** Alcohol consumption can also increase the risk of complications from depression.

**Fact 6:** Alcohol consumption can also increase the risk of complications from depression.

**Fact 7:** Alcohol consumption can also increase the risk of complications from depression.

**Fact 8:** Alcohol consumption can also increase the risk of complications from depression.

**Fact 9:** Alcohol consumption can also increase the risk of complications from depression.

**Fact 10:** Alcohol consumption can also increase the risk of complications from depression.

**Fact 11:** Alcohol consumption can also increase the risk of complications from depression.

# Pahola, the first digital specialist on health and alcohol use



# #LiveBetterDrinkLess + Pahola – Highlights

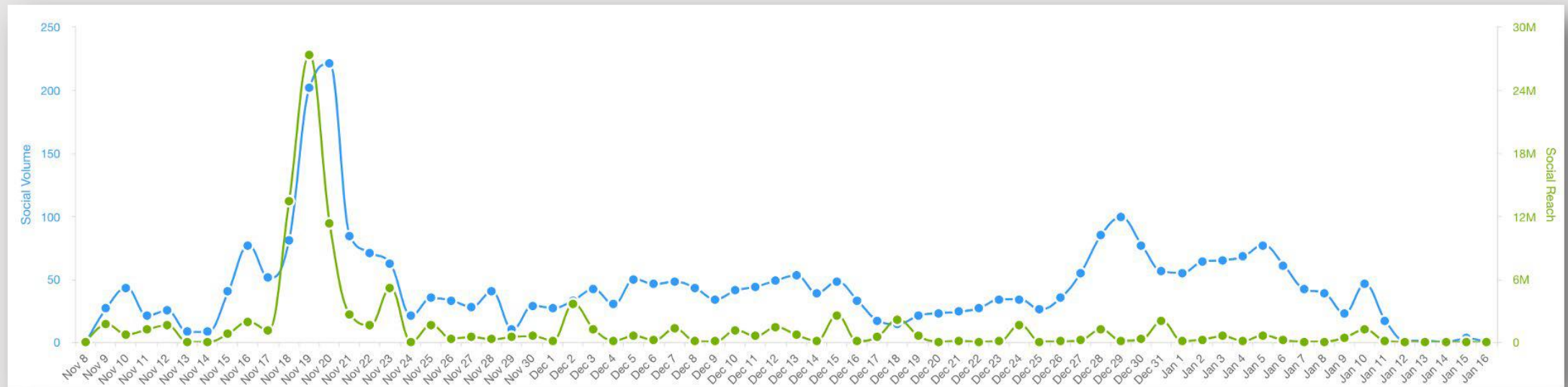
#LiveBetterDrinkLess & Pahola related content was **mentioned over 3K times** on social media channels & digital outlets in ES, EN & PT – from 8 Nov 2021 to 16 Jan 2022.

**115M people** were **potentially\*** reached through #LiveBetterDrinkLess & Pahola related content.

#LiveBetterDrinkLess campaign **video was watched over 2.3M times** on PAHO's social media channels.

Campaign & Pahola content generated around **43K engagements** on PAHO's social media channels.

PAHO directly **reached over 5.6M people** through campaign & Pahola content.

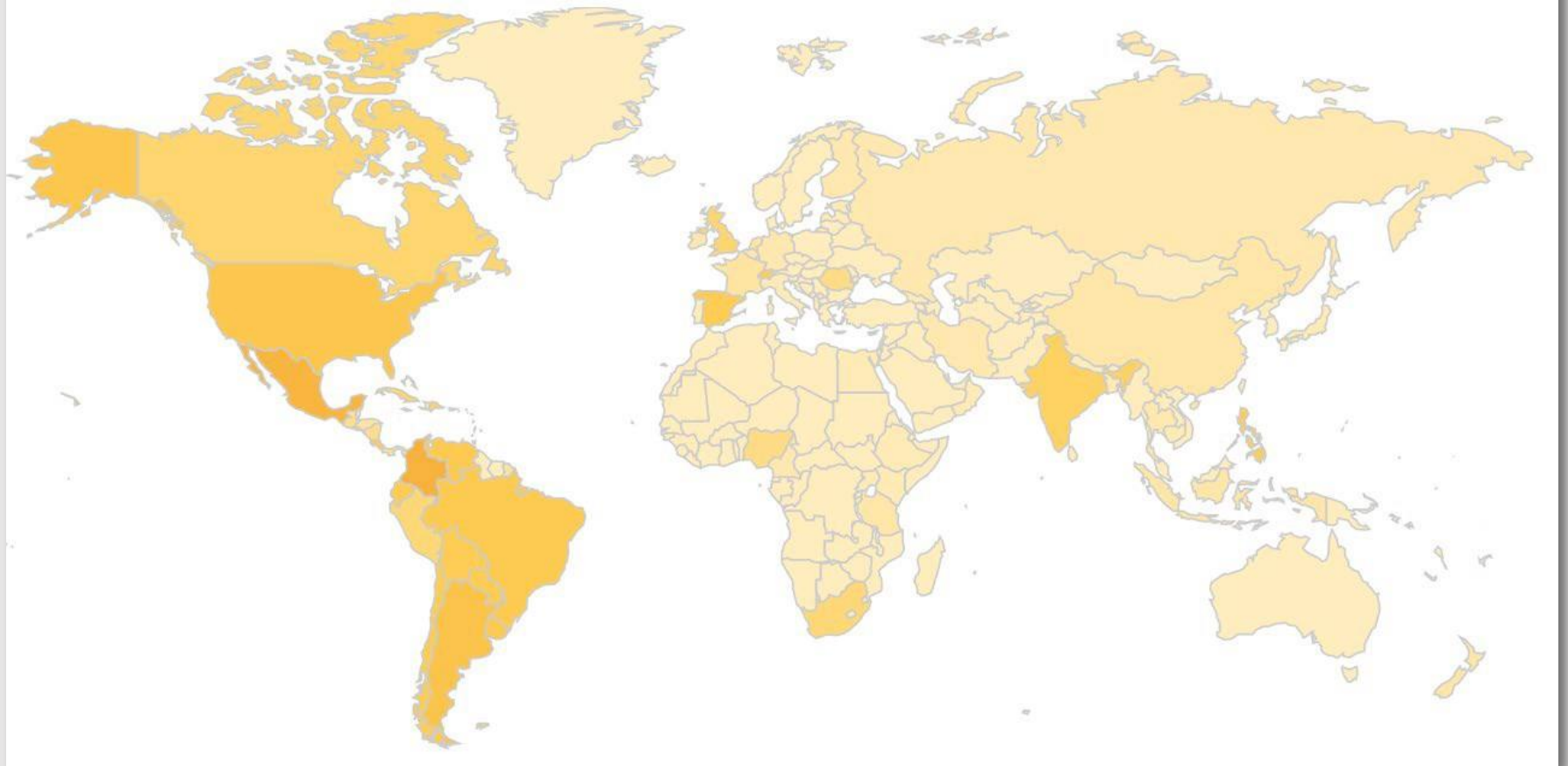


\* This indicates the total number of impressions, i.e. the number of times campaign content is displayed on the social feeds of your audience, no matter if it was clicked, engaged with or not. Important metric because it tracks the ability to get content in front of your intended audience

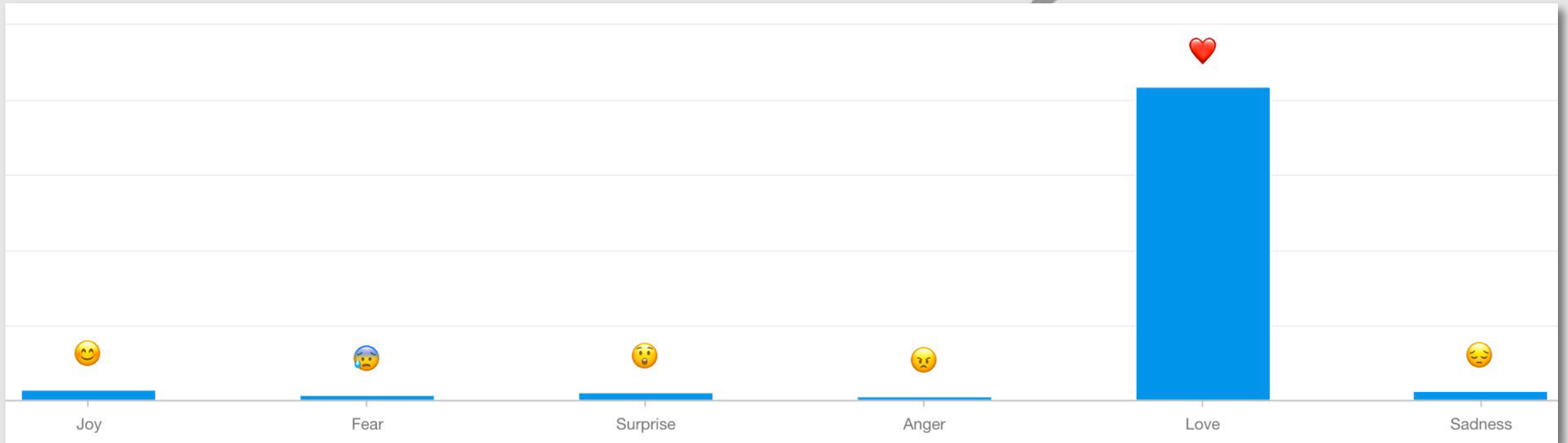
# #LiveBetterDrinkLess + Pahola – Mentions Map

## Top countries

- Colombia
- Mexico
- Argentina
- United States
- Uruguay
- Venezuela
- Brazil



# Emotions associated with #LiveBetterDrinkLess & Pahola



# Most used keywords on #LiveBetterDrinkLess & Pahola posts



A word cloud of keywords in Spanish and English. The most prominent word is 'consumo de alcohol' in the center. Other significant words include 'problemas de salud', 'uso de alcohol', 'riesgo de cirrosis', 'liver disease', 'stroke', 'digital de salud', 'primera especialista', 'digestive problems', 'first digital health...', 'tácticas de mercadeo', 'new technologies', 'health', 'ways', 'powerful tools', 'alcohol', 'último decenio', 'heart disease', 'menores de edad', 'principal factor de...', 'artificial intellig...', 'segunda persona derrame cerebral', 'access to informati...', 'primera trabajadora...', 'prolongado de tiempo', 'treatment and recov...', 'digital de salud', 'uso de alcohol', 'health', 'ways', 'powerful tools', 'alcohol', 'último decenio', 'heart disease', 'menores de edad', 'principal factor de...', 'artificial intellig...', 'segunda persona derrame cerebral', 'access to informati...', 'primera trabajadora...', 'prolongado de tiempo', 'treatment and recov...'. The words are arranged in a circular pattern around the central phrase.

prolongado de tiempo  
treatment and recov...  
riesgo de cirrosis  
alcohol risk  
liver disease  
stroke  
segunda persona derrame cerebral  
access to informati...  
primera trabajadora...  
digital de salud  
primera especialista  
digestive problems  
first digital health...  
uso de alcohol  
health  
ways  
powerful tools  
alcohol  
último decenio  
heart disease  
menores de edad  
principal factor de...  
artificial intellig...  
problemas de salud  
consumo de alcohol  
tácticas de mercadeo  
new technologies



## Top emojis used with campaign messages



# How did #LiveBetterDrinkLess perform on Twitter?

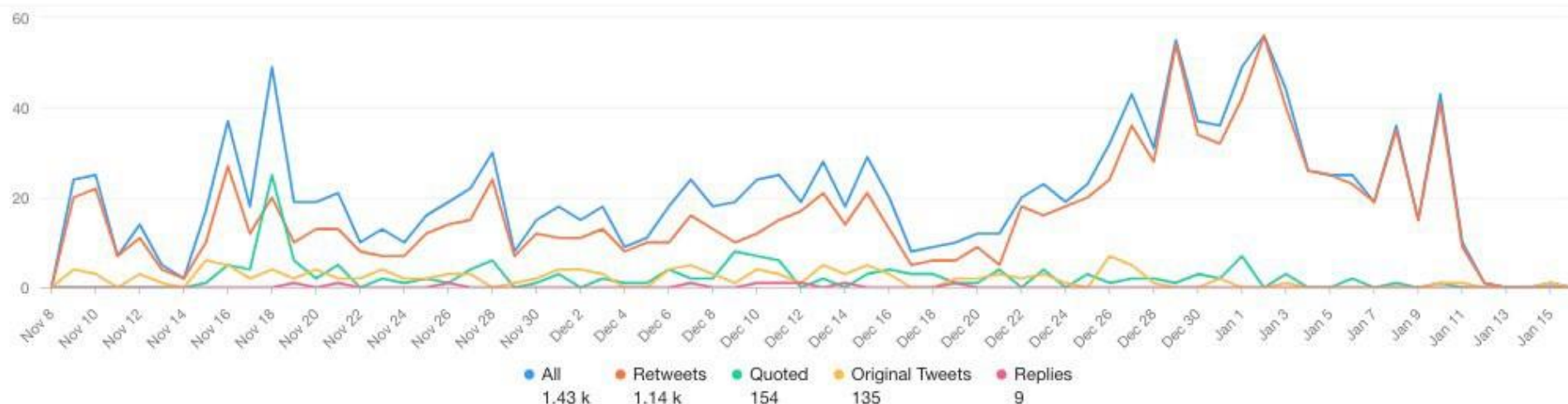
PAHO Twitter channels posted #LiveBetterDrinkLess content **40 times**, in Spanish, English and Portuguese.

PAHO tweets directly reached **1.6M people**

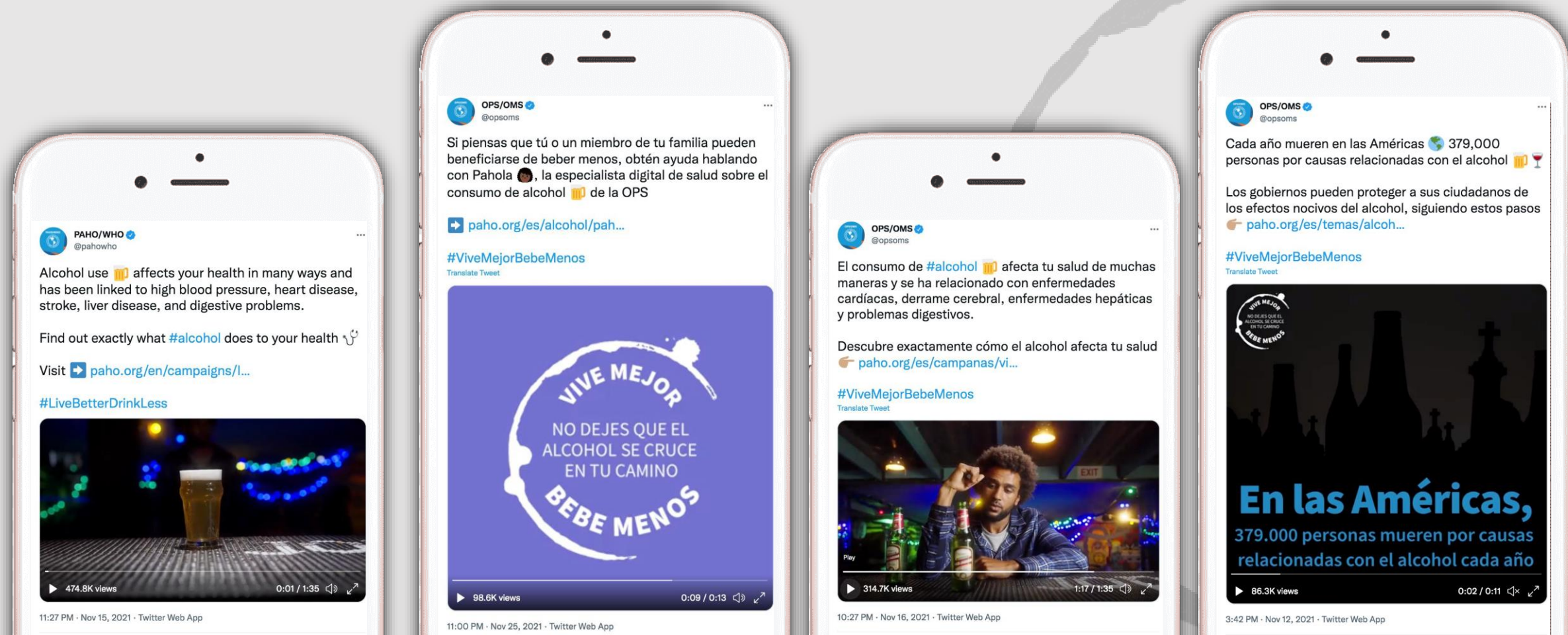
PAHO corporate channel generated over **15K engagements** and around **1M video/animation views** through #LiveBetterDrinkLess tweets

Campaign video was watched **790K times**.

PAHO's country accounts promoting campaign content include:  
**@opsomsmexico,**  
**@opsoms\_col,**  
**@opsomsp Peru**

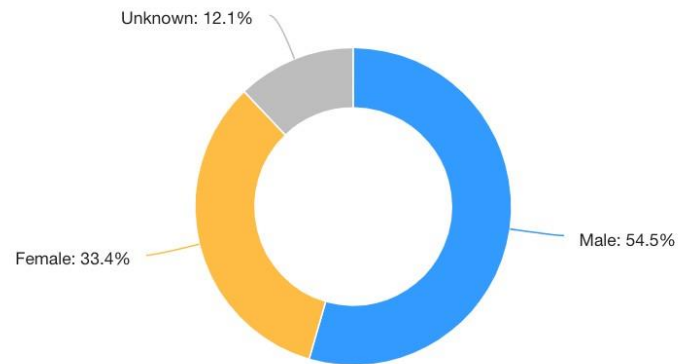


# Top #LiveBetterDrinkLess tweets on PAHO's Twitter channels

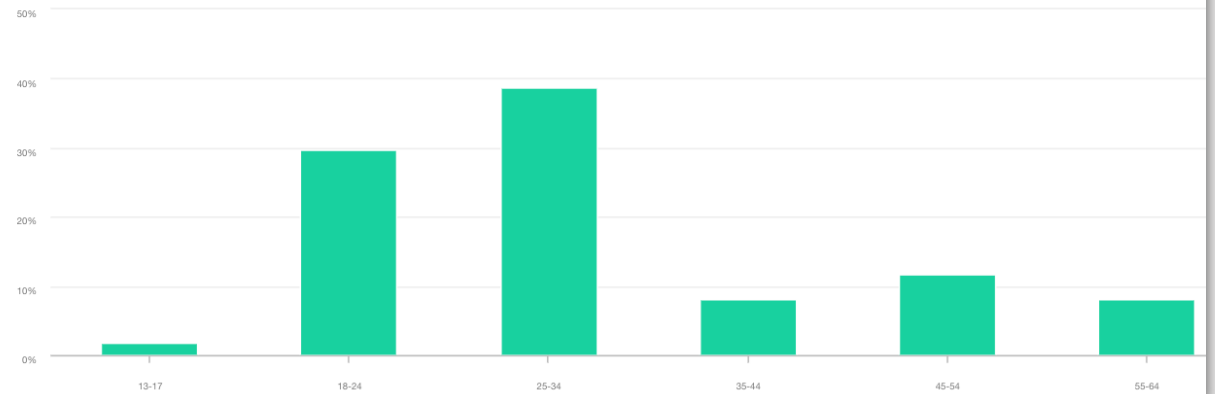


# Twitter Audience Insights

Gender Breakdown ⓘ



Age Breakdown ⓘ



# How did #LiveBetterDrinkLess perform on Facebook?

PAHO posted  
#LiveBetterDrinkLess  
content **more  
than 25 times**  
on FB.

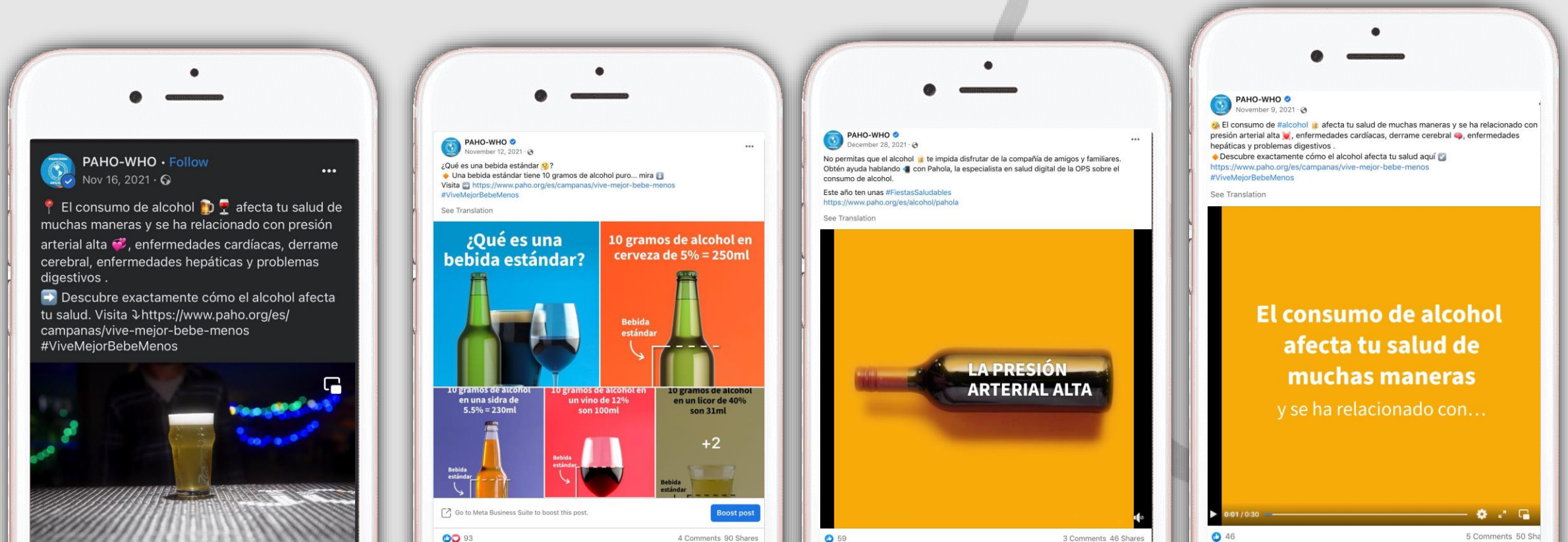
#LiveBetterDrinkLess  
posts directly **reached  
over 1.5M people.**

#LiveBetterDrinkLess  
posts generated  
**5.9K engagements**  
(likes, comments,  
shares).

Campaign video was  
**watched 1.3M times.**



# Top #LiveBetterDrinkLess posts on PAHO Facebook page



# How did #LiveBetterDrinkLess perform on Instagram?

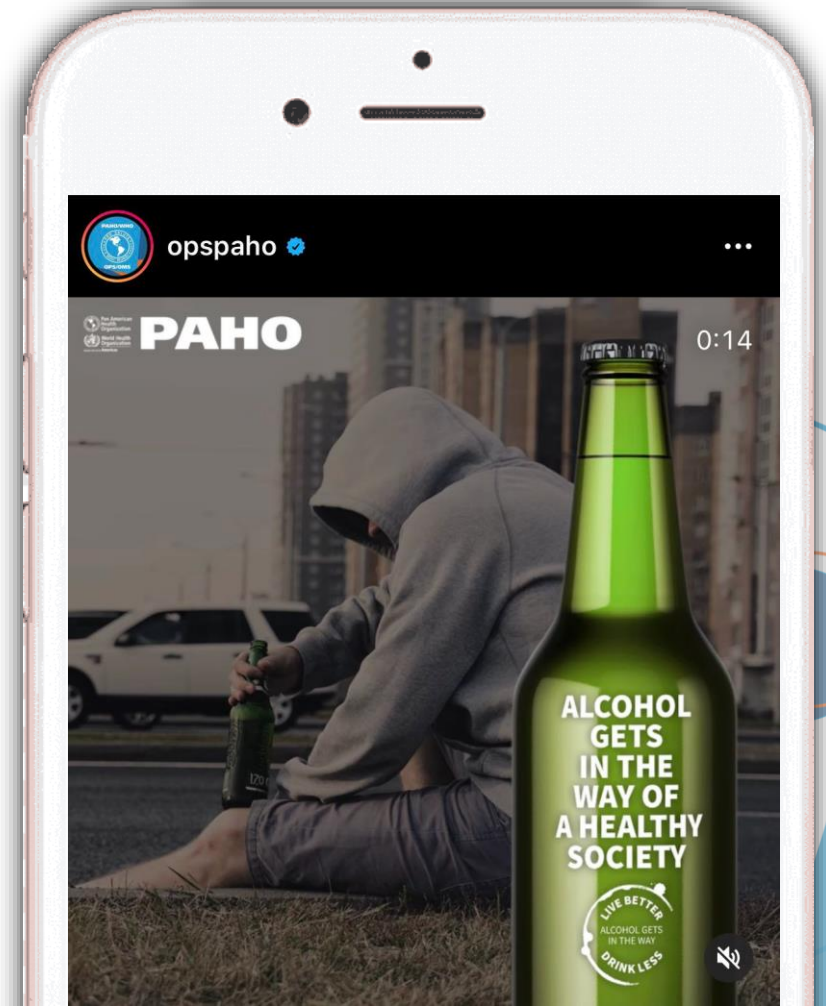
PAHO posted  
campaign content  
**16 times** on IG  
channel.

#LiveBetterDrinkLess  
animations  
generated around  
**852K views**.

The posts  
generated **10.3K  
engagements**  
(likes and  
comments).

The campaign video  
was watched around  
**246K times**.

#LiveBetterDrinkLess  
directly **reached  
920K people**.



# The Paid Game

The campaign implemented paid tactics to drive people to PAHOLA's landing pages and to raise awareness around the health and social issues linked with alcohol consumption.

**Paid components brought the following benefits to the #LiveBetterDrinkLess campaign:**

- Highly detailed targeting tactics to reach specific audience groups and intended countries
- Drive audiences to campaign website and Pahola's page to increase engagement
- Increased performance of organic content
- Access to a broad set of analytics and insights

# The Paid Game – Highlights

**Over 60K** campaign page & Pahola's landing pages sessions through **Facebook & Instagram** ads.

Over **177K** Pahola's landing pages sessions + **554** "Let Pahola Help You Today" clicks generated by DV360 ads.

**107M** impressions + **333K** clicks through DV360 ads.

**1.6M** campaign video views generated by ads on Twitter, Facebook & Instagram.

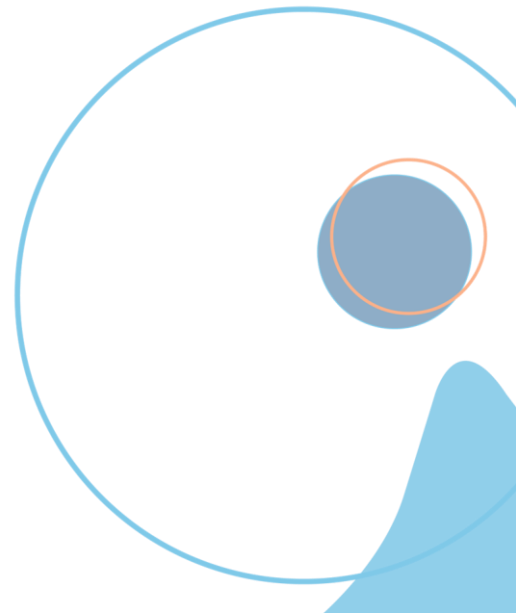
**Click-Trough Rate (CTR):**  
1,06% - Banner DV360 ads  
1,42% - FB & IG ads.

**6.7M** impressions generated through ads on Twitter, Facebook & Instagram.

**Top engaged countries:**  
Argentina, Colombia and Venezuela.

# CONCLUSION

- The campaign surpassed all expectations in terms of reaching an audience in the Americas and globally
- All materials are 'timeless' and can continue to be used, freely
- They provide the background for our new campaign for 2022, which will be focused on alcohol policy (SAFER in particular)
- Paid ads made a difference!





# Thank you! Questions?

# PAHO



Pan American  
Health  
Organization



World Health  
Organization  
Americas

