

# Low Risk Alcohol Drinking Guidelines Campaign

**Presented by: Laura Lee Noonan,**  
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# Alcohol Use

- Worldwide
  - ▷ a causal factor in 200 disease and injury conditions
  - ▷ Key risk factor of chronic disease
- Canada
  - ▷ 3<sup>rd</sup> leading risk factor

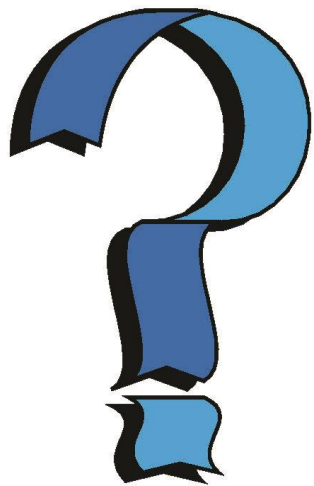
# Alcohol Use

## PEI

- ▷ Prevalence: 74% of Islanders report drinking in the last 12 months
- ▷ Heavy drinking: 26% of PEI residents reported heavy drinking
- ▷ Student use: has increased to 42.8% - up from 39%
- ▷ Binge drinking: 32.2% of students report binge drinking in the last 12 months



# Creative Thinking



Why Now?

- ▷ Alternative to Strategy
- ▷ Immediate Opportunity
- ▷ Alignment with other provincial initiatives



# Should I Have Another? Campaign

Launched June 2016



# Pre & Post Intervention Survey



## MEASUREMENT OF CAMPAIGN EFFECTIVENESS

- Cross-sectional study
- Pre-campaign & post-campaign survey
- Both ran from May 9<sup>th</sup> – May 30<sup>th</sup>
- Addressed the same questions in both surveys





# SURVEY DEMOGRAPHICS

Who took the survey?

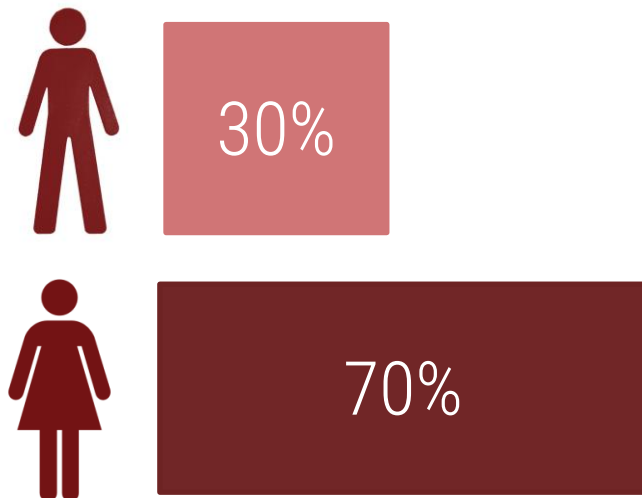


## SURVEY RESPONSES

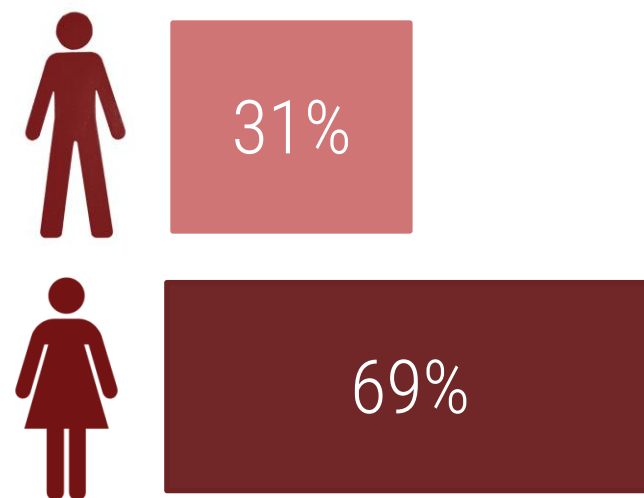


## GENDER DISTRIBUTION

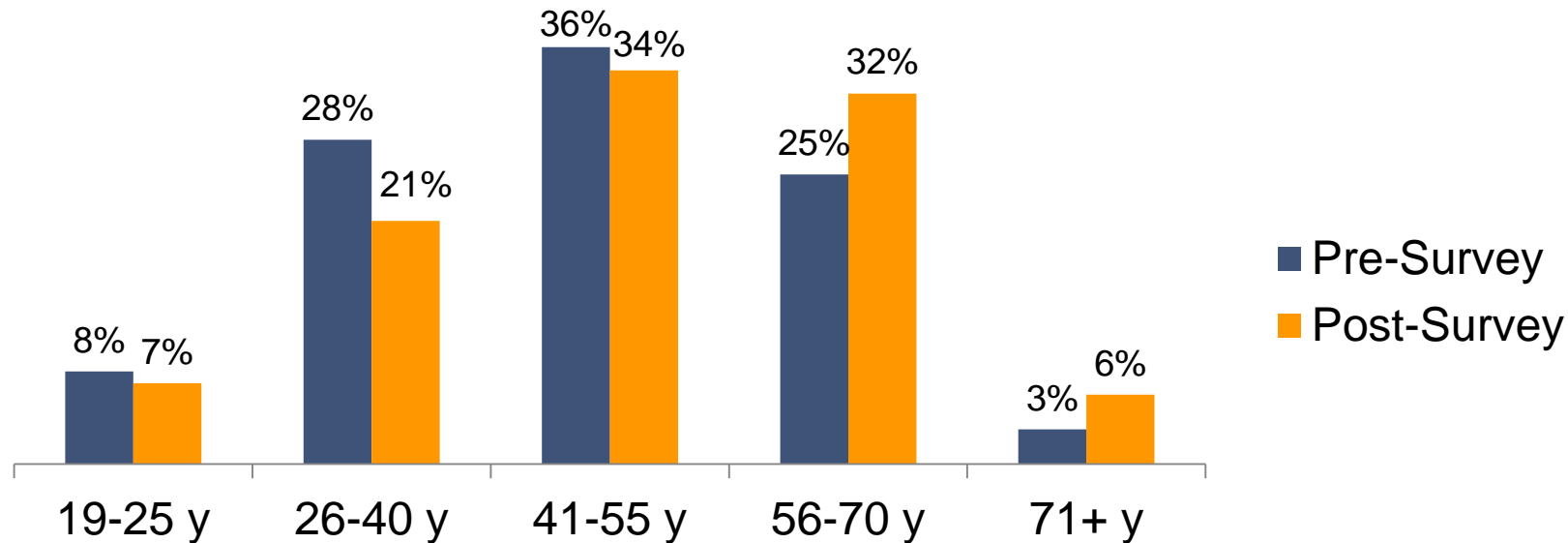
### Pre-Survey (2016)



### Post-Survey (2017)



## AGE DISTRIBUTION





# OVERVIEW OF SURVEY RESPONSES

## 1. Knowledge of LRDG

How many people know about the Low Risk Drinking Guidelines?

## 2. Source of Awareness

Where did respondents hear of the Low Risk Drinking Guidelines?

## 3. Low-Risk Drink Limits

What do respondents think the weekly and daily drink limits are for men and women?

## 4. Zero Alcohol Limit

In which situations do respondents think that zero alcohol is the limit?  
(

## 5. Health Consequences

Do respondents believe that there is an acute and/or chronic health risk of drinking above Canada's LRDG?

## 6. Behaviour Change

Do respondents believe that knowledge of the LRDG will change Islanders' drinking behaviour?

# 1

## Knowledge of the LRDG

Cycle, Age, Gender, Geographic Location



**22%**  
of Islanders have heard  
of the LRDG.

Pre-survey  
**19%**

Post-survey  
**26%**



## Awareness by Survey Cycle and Gender

22% Overall | 19% Pre-Survey | 26% Post Survey

Campaign was more effective at increasing awareness among women.



1.74\*



1.07

No significant difference was detected in **men**.

\* Statistical Significance

# 2

## Source of Awareness

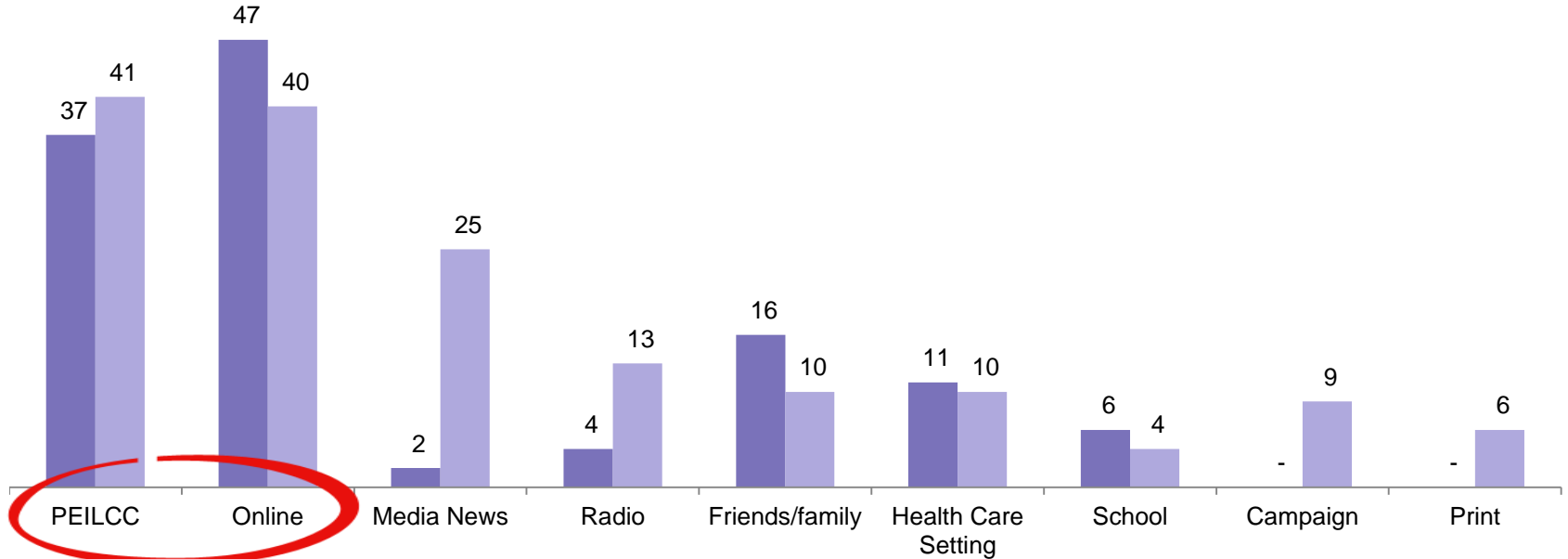
Cycle, Age, Gender, Geographic Location



# Marketing Mediums

## % of Islanders

■ Pre-Survey ■ Post-Survey



## Gender Differences

**Men** were 1.66 times more likely than women to hear of the LRDG from the PEILCC

## Locations Differences

Islanders from **Queens** were significantly more likely to hear of the LRDG from the PEILCC than Prince and Kings.

# ONLINE

## Gender Differences

**Women** were 1.61 times more likely than men to hear of the LRDG Online.



# Multiple Marketing Mediums

**28%** of people heard of the LRDG through multiple sources.



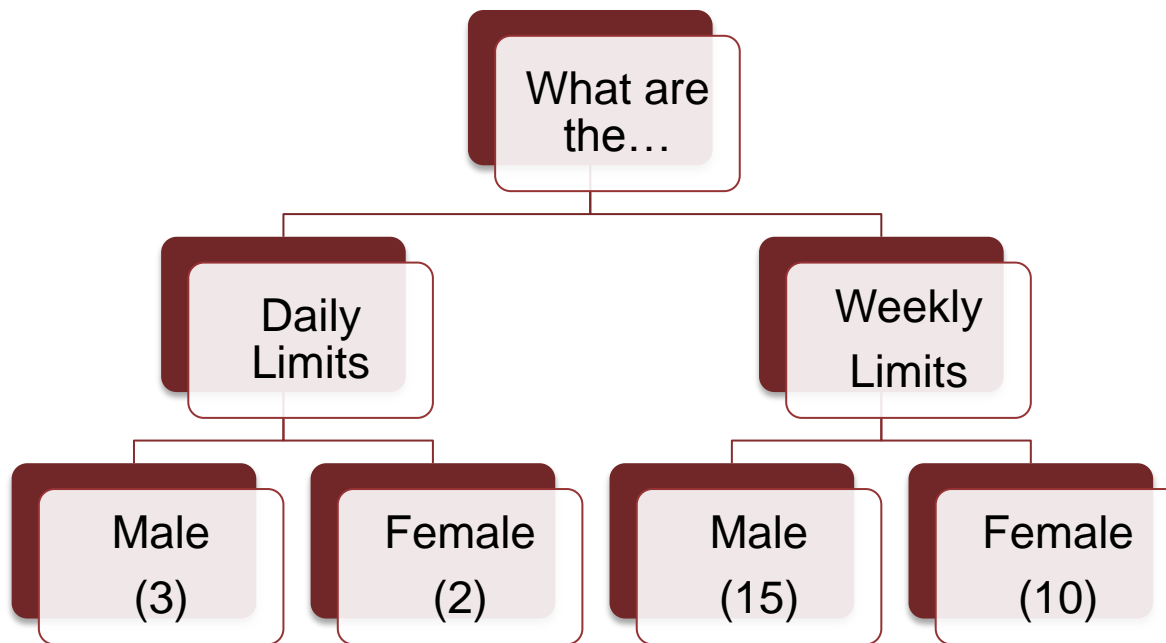
# 3

## Low-Risk Drinking Limits

Cycle, Age, Gender, Geographic Location



# Survey Question





## Daily Limits

### Correct or Less

75%

of Islanders know the correct or less than the correct male and female daily drink limits.

No significant differences found among survey cycles or locations.

## Weekly Limits

### Correct or Less

**79%** of Islanders know the correct or less than the correct male and female **weekly drink limits**.

- Pre-survey respondents
- Females
- 26+

## All Limits Correct or Less

**69%** of Islanders know the correct or less than the correct male and female drink limits.

- Females
- 26+

No significant differences found among survey cycles.

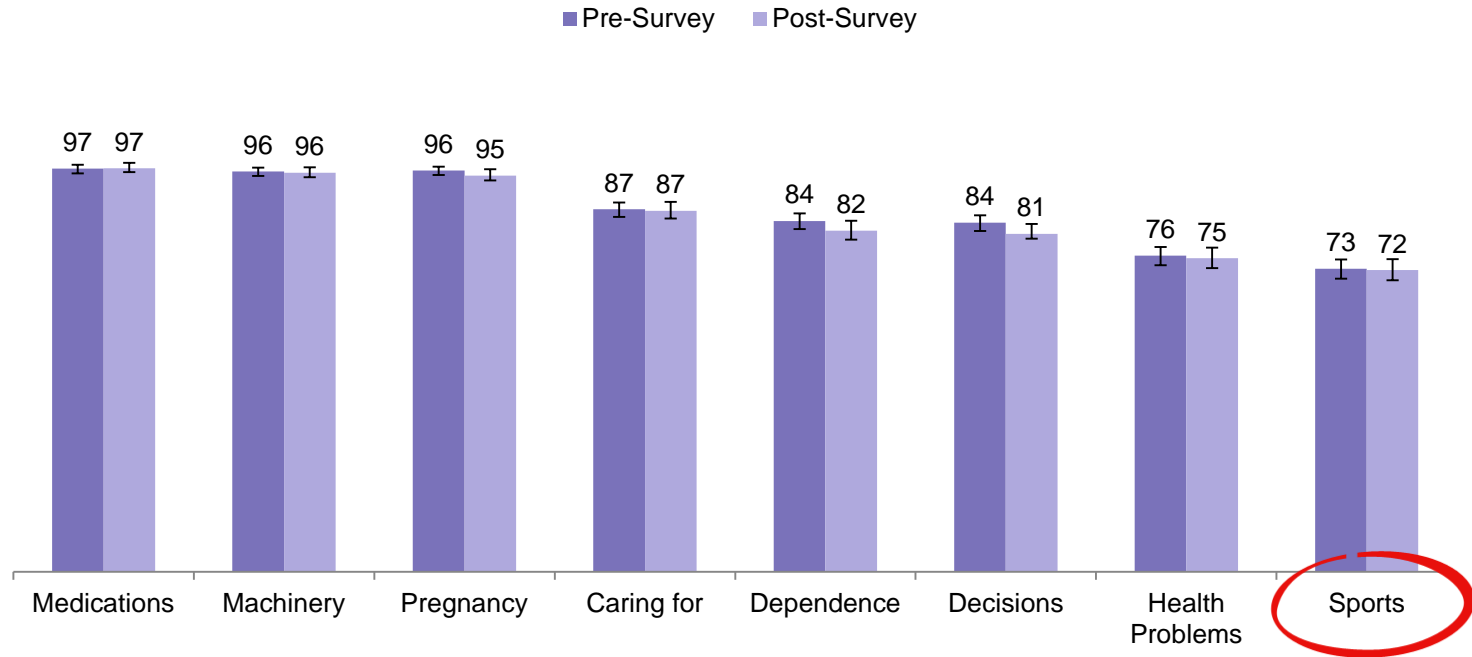
# 4

## Zero Alcohol Limit

Cycle, Age, Gender, Geographic Location



# Zero is the Limit When (% Agree)



# 5

## Health Consequences

Cycle, Age, Gender, Geographic Location

# Short-Term Health Problems

**93%** of respondents agree that drinking in excess **can cause acute injury or harm**

- Females
- 41+
- No significant differences found among survey cycles

# Long-Term Health Problems

**96%** of  
respondents agree  
that drinking in  
excess can cause  
long-term health  
consequences

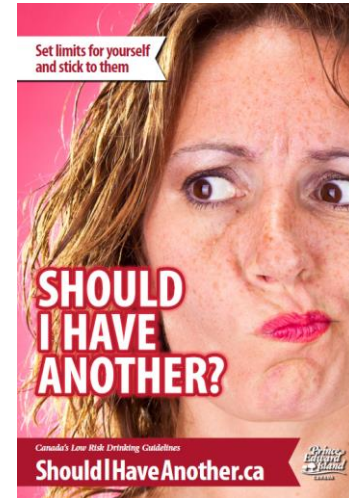
- Females
- 56-70
- No significant differences found among survey cycles



# 6

## Behaviour Change

Cycle, Age, Gender, Geographic Location



# Knowledge will Change Behaviour

**43%** of respondents believe that knowledge of the LRDG would change Islanders' drinking behaviour.



# Results Interpretation

What does this mean?



► DISCUSSION 1

DISCUSSION 2

DISCUSSION 3

The campaign had a **bigger impact on women** than men in raising awareness of the LRDG.

DISCUSSION 1

► DISCUSSION 2

DISCUSSION 3

There was **no significant difference** detected in specific knowledge of the limits among respondents after the campaign.

DISCUSSION 1

DISCUSSION 2

► DISCUSSION 3

Responses differed based on demographics. Most notably, **males and those 19-25** did not know of or have responses that aligned with the LRDG.

# Conclusion

- A short-term, population-based, mass-media campaign was effective at **increasing awareness** of the LRDG (among women)
- The campaign was not effective at improving specific knowledge or changing beliefs regarding the LRDG
- More targeted and specific messages are needed to reach the intended audience

# Year 2 of the Campaign

## Messages



# Should I have another?

Answer the Question ....

Awareness → Knowledge

Focus on :

- Gender
- Age
- Situations
- Message Channels



# Should I have another?

Specific LRDG - Limits

Canada's Low Risk Drinking Guidelines

Should I Have Another.ca



How many  
drinks have I had  
*this week?*



Set limits for yourself  
and stick to them



10 drinks  
a week for women



15 drinks  
a week for women

Canada's Low Risk Drinking Guidelines

Should I Have Another.ca



10 drinks  
a week for women



15 drinks  
a week for women



How many  
drinks have  
I had  
*this week?*



# Should I have another?

Situation

Canada's Low Risk Drinking Guidelines

## Should I Have Another.ca



*Pregnant? Planning to become pregnant? Breastfeeding?*

The safest choice is **no alcohol at all.**



Should I have a drink  
if I'm planning to  
*become  
pregnant?*

Prince  
Edward  
Island  
CANADA

Canada's Low Risk Drinking Guidelines

## Should I Have Another.ca

Prince  
Edward  
Island  
CANADA

Should I have a drink  
if I'm planning to  
*become pregnant?*



Set limits for yourself  
and stick to them



*Pregnant? Planning to become pregnant? Breastfeeding?*

The safest choice is **no alcohol at all.**

# Should I have another?

Situation



Canada's Low Risk Drinking Guidelines

## Should I Have Another.ca

*Do not drink when you are:*

- driving a vehicle or using machinery and tools
- taking medicine or other drugs that interact with alcohol
- living with mental or physical health problems

Should I even have *one* drink?

Prince Edward Island CANADA

# Should I have another?

Knowledge: What is a drink?

Canada's Low Risk Drinking Guidelines

## Should I Have Another.ca




Is a *beer* the same as a *shot*?





Canada's Low Risk Drinking Guidelines


## Should I Have Another.ca



Is a *beer* the same as a *shot*?



Set limits for yourself and stick to them



**What's Next?**



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- Review results of post survey (July)
- Make adjustments to campaign messages and tactics
- Strengthen partnerships

*Objective.* To evaluate the effectiveness of a population-based, public education campaign designed to increase awareness of the Canadian Low-Risk Alcohol Drinking Guidelines (LRDG). *Method.* A province-wide mass media campaign was introduced. To measure campaign effectiveness, we completed a cross-sectional study using pre- and postcampaign surveys. Measurements included awareness of the LRDG, specific knowledge of the LRDG, and beliefs toward drinking and behavior change. *Results.* Postsurvey respondents were more likely to be aware of the LRDG (19.2% vs. 25.8%). However, increased awareness was largely driven by females being significantly more aware of the guidelines after the campaign (odds ratio = 1.74; 95% confidence interval = [1.38, 2.19]). Men were not found to be more aware postcampaign. The results did not show a significant increase in specific knowledge of the LRDG or change in beliefs toward drinking and behavior change after the campaign. Independent of the survey cycle, males and those aged 19 to 25 years were less likely to be aware of the LRDG, select the correct drink limit or less, and believe that consuming alcohol in excess has short- and long-term health consequences when compared to females and those aged 56 to 70 years. *Conclusions.* A provincial public health education campaign was effective at increasing awareness of the LRDG, though uptake was lowest among those at high-risk for heavy drinking.

**Keywords:** public health; mass media; alcohol drinking; awareness; early intervention (education)

### ► INTRODUCTION


Alcohol consumption is embedded in Canadian culture and continues to be an important public health issue (Heatley, 2010; Paradis, Demers, & Picard, 2010; Public Health Agency of Canada, 2015; Statistics Canada, 2017c). In 2015, approximately 77% of Canadians older than 14 years consumed alcohol in the past year (Statistics Canada, 2017a), and in 2016, approximately one in five Canadians aged 12 years and older would be classified as heavy drinkers based on self-reported alcohol consumption (Statistics Canada, 2017c). Alcohol use is likewise prevalent in the province of Prince Edward Island (PEI), with 74% of Islanders having reported drinking in the last year, and approximately 26% of Islanders being classified as heavy drinkers (exceeding four drinks on one occasion,

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# THANKS!



Set limits for  
yourself & stick  
to them

Visit our website to learn more!

[ShouldIHaveAnother.ca](http://ShouldIHaveAnother.ca)

