

# National Alcohol Campaigns 2010



In the last year we've seen the launch of a number of national alcohol campaigns. This campaign guide signposts professionals to the most suitable campaign for their setting by providing a quick reference on each of them. The table below lists each campaign; the key aim and target audience.

Campaign	Target Audience	Key Aim
<p><b>“Why Let Drink Decide?”</b></p> <p>In January 2010 the DCSF launched the alcohol campaign “Why Let Drink Decide”</p> <p>For more information go to: <b><a href="http://whyletdrinkdecide.direct.gov.uk">whyletdrinkdecide.direct.gov.uk</a></b></p> <p>Or type in <b>“Why let drink decide”</b> in your search engine.</p>	<p><b>Under 18s and parents</b></p>	<p>This campaign is twofold:</p> <ul style="list-style-type: none"> <li>• for parents, the message is: talk and keep talking</li> <li>• for young people the message is: alcohol leaves you vulnerable</li> </ul> <p>The campaign aims to reduce the number of young people who drink by encouraging them to develop a safe and sensible relationship with alcohol. It highlights the harms that alcohol can cause to young people, and provides clear guidance and support based on the recommendations of the Chief Medical Officer.</p> <p>This campaign recognises the importance of parental influence and aims to give parents the tools and support with which to talk to their children about alcohol.</p>
<p><b>“Why Let Good Times Go Bad?”</b></p> <p>In July 2009 Britain's drink industry announced a £100 million social marketing campaign – “Why let good times go bad?”</p> <p>It was launched in partnership with the independent charity Drinkaware and the Government and is intended to run for 5 years.</p> <p>For more information go to: <b><a href="http://www.drinkaware.co.uk/campaigns/why-let-good-times-go-bad">www.drinkaware.co.uk/campaigns/why-let-good-times-go-bad</a></b></p> <p>Or type in <b>“why let good times go bad”</b> in your search engine.</p>	<p><b>18 – 24 years</b></p>	<p>In keeping with Drinkaware's approach the campaign will not talk down to young adults or tell them what to do, instead it will offer practical tips to make sure good times don't go bad, such as reminders to drink water or soft drinks, eat food and plan to get home safely.</p>

<p><b>“Would you”</b></p> <p>This micro site supports the “Alcohol Effects” campaign, and the previous Know Your Limits campaign, publicised by the Home Office.</p> <p>For more information go to : <b>wouldyou.direct.gov.uk/Stories.php</b></p>	<p><b>18 – 24 years</b></p>	<p>This website showcases current government adverts that promote risks associated with alcohol misuse.</p> <p>Each video clip shows the image of a young person after a night out binge-drinking; often with extreme consequences.</p> <p>The video clips end with the strap line: <b>You wouldn’t start a night out like this so why end it that way?</b></p>
<p><b>“Alcohol. It’s No Joke.”</b></p> <p>The ‘Alcohol. It’s No Joke’ campaign supports “Why Let Drink Decide?”</p> <p>For more information go to: <b>whyletdrinkdecide.direct.gov.uk/p1/videos/alcohol-its-no-joke/</b></p> <p>Or type in <b>“Alcohol its no joke”</b> in your search engine.</p>	<p><b>18 – 24 years</b></p>	<p>This campaign aims to remind young people that drinking alcohol can put them in vulnerable situations. A key message is that alcohol can impair decisions, leading to dangerous consequences such as unprotected sex, drug taking and violence.</p> <p>It also encourages youngsters to talk about the effects of drinking, both good and bad. It is hoped that being more open about alcohol will help young people stay safe and be confident and responsible as they grow up.</p>
<p><b>“Alcohol Effects”</b></p> <p>In February 2010, the Department of Health teamed up with three leading charities; the British Heart Foundation, Cancer Research UK and the Stroke Association - to launch the new ‘Alcohol Effects’ campaign.</p> <p>This campaign builds on the previous Units campaign.</p> <p>For more information go to: <b>www.drinking.nhs.uk</b></p> <p>Or type in <b>“alcohol effects”</b> in your search engine.</p> <p>New and existing material including Social Marketing resources and local data can be found at: <b>www.alcohollearningcentre.org.uk</b></p>	<p><b>25 – 55 years</b></p>	<p>Using images of body scans, this campaign shows the unseen damage that alcohol can cause. The harms covered include; cancer of the mouth, breast cancer, high blood pressure and stroke. By making people aware of these harms, the campaign aims to make them think about their drinking and to reduce it to a lower risk level.</p>

Localised alcohol resources are available online from Health Promotion Hertfordshire  
- Web: [www.healthpromotioninherts.nhs.uk](http://www.healthpromotioninherts.nhs.uk)  
- Telephone: 01923 281 630  
- Email: [resources@herts-pcts.nhs.uk](mailto:resources@herts-pcts.nhs.uk)