



Drinkaware's work to reduce alcohol-related harm in the Night Time Economy

**Reflections on violence decline findings**

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Explaining and Sustaining the Decline in Stranger and Acquaintance  
Violence: End of Project Conference, Nottingham, 29 June 2016

**drinkaware**

# What I will cover

## Key issues

Introduce **Drinkaware** and our governance

Reflections on relevance of **key findings** from study

Overview of Drinkaware's work on **Drunken Nights Out**

Suggestions for **further research** needed

## About Drinkaware

### Who we are and how we are governed

The Drinkaware Trust is an independent UK-wide alcohol education charity.

It is established through an agreement between government and the alcohol industry, and is funded primarily by voluntary donations from UK alcohol producers, retailers and supermarkets.

The Drinkaware Trust is governed independently and works in partnership with others to reduce alcohol-related harm by helping people make better choices about their drinking.

## Some key study findings

### What do they mean to us?

- The overall findings of decline in violence are very encouraging

#### **But, there is still work to do..**

- How can the findings help to optimise our efforts to further reduce alcohol-related violence, harms and societal costs associated with these?

## Less opportunity to get hurt.. ..or a change in culture?

- The study findings show a trend of decline in young people frequenting venues in the night time economy
  - is this the main factor explaining the decline?

### **But, are attitudes changing?**

- Can we observe a less violent culture among those people taking part in the NTE?
- Perhaps not... findings show that it is a risk factor to go to a Club – and the more frequent, the greater the risk of violence



## **Drunken Nights Out**

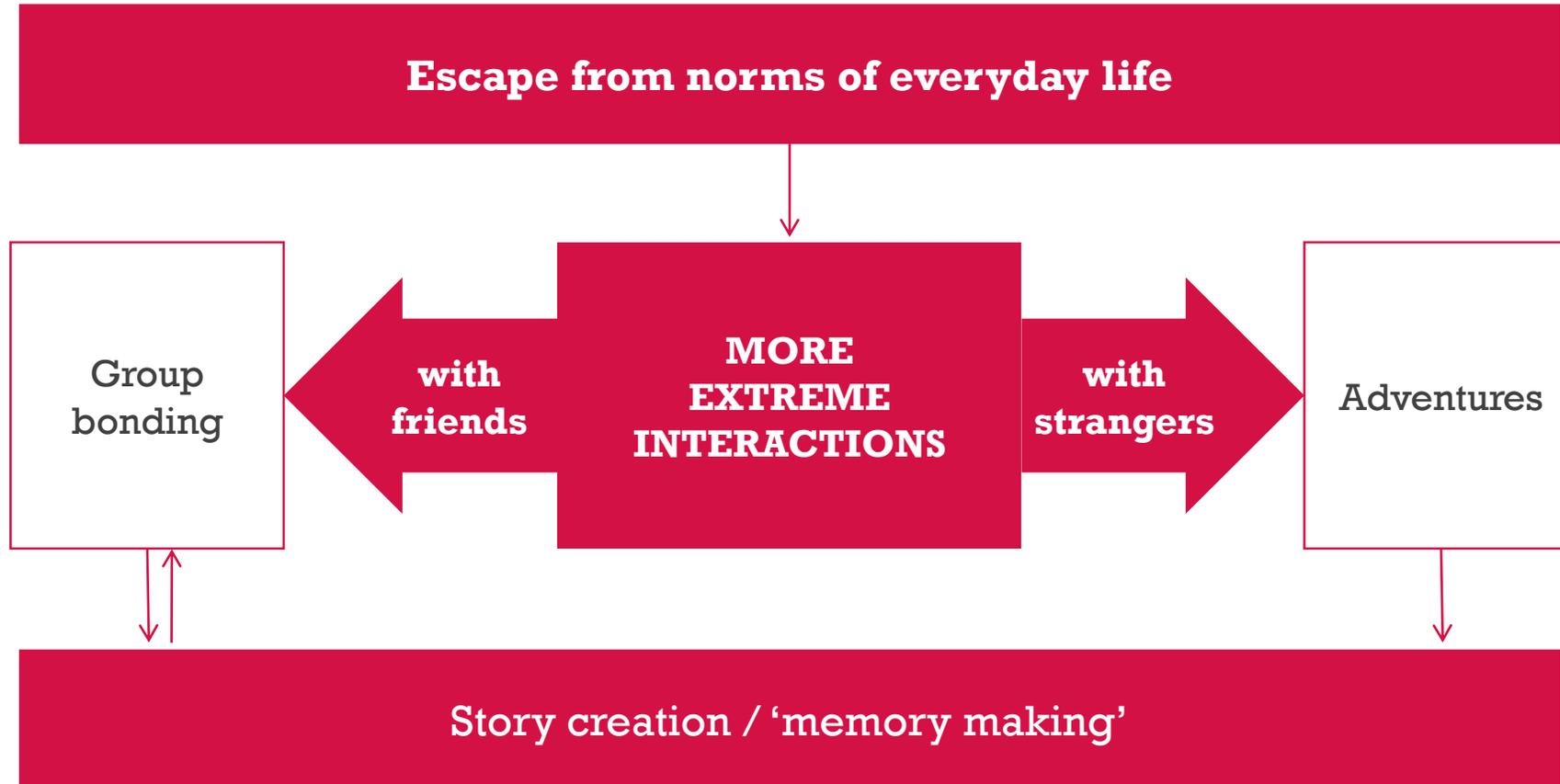
**Drinkaware's programme targeting 18-24 year olds**

# Drinkaware's motivation for involvement

- What can be done to change the culture of excessive drinking and alcohol related aggression in the night time economy?
- Drinkaware in 2013 commissioned Dr Simon Christmas to find out



# Why do young people take part? The offer



# How to engage young people taking part? Finding out what matters to them

- The research showed that it would not be effective to simply tell the young people 'drink less'
- But there were some issues that they did engage with, which they saw as the **negative consequences** of a night out
- They disliked these, but **saw them as unavoidable**
- **Sexual harassment** was a key concern – so we focused our attention at reducing this harm
  - and thereby *indirectly* the culture of aggressive drunkenness it is associated with



During 2014 we worked with local partners in Nottingham

Through co-production we came up with two simultaneous approaches

# Two simultaneous approaches

1

An on-the-ground behaviour  
change intervention called  
*Drinkaware Crew*

2

An awareness raising  
advertising campaign called  
*Wouldn't Shouldn't*

## Reduce incidents of harassment

- By protecting vulnerable young people
- By creating the sense of a bar that looks after its customers
- By identifying and dealing with challenges before they escalate

## Help victims of sexual harassment

- By talking to them and helping them find appropriate help

## Pilot 2015-2016: South West and Nottingham

- Evaluation to report in autumn 2016



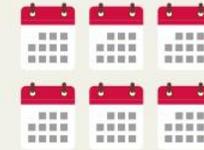
# Drinkaware Crew pilot South West and Nottingham: 6 months, 2015-2016

## Drinkaware Crew

### Locations



6-month  
pilot scheme



7  
UK  
Venues



20  
new crew  
members trained



Partnering with



# Expansion of Drinkaware Crew

## Existing and new areas



## Drinkaware Crew

### Locations



Active

Plymouth

Torbay

Truro

Exeter

Cheltenham

Nottingham



Go live in 2016

Glasgow

Birmingham

Cardiff

Swansea

Manchester

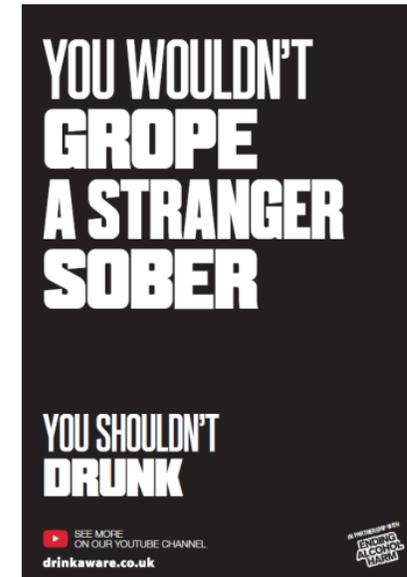
Bolton



# Social advertising campaign

## You Wouldn't Drunk, You Shouldn't Sober

- 3 years in North West from 2015
- Evaluation: pre-post control survey (control: Midlands)



Keeping the campaign engaging and 'fresh'  
2015: #GropeFreeNights      2016: friendship



## Further research What is needed?

- Understand reasons that visits to NTE venues are down
- Understand whether/ how change to the culture are happening
- Understand what role interventions like Drinkaware's can play to reduce violence in the NTE
- Set up systems for routine monitoring of societal impact data linked to interventions



**Questions**

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