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
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
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
The Drunken Nights Out research
Qualitative methods

**Individual insights**: guided pre-work, followed by 90 minute one-to-one interviews with a total of 48 participants

**Exploring options to change**: ten two-hour facilitated workshops, each with six participants (total n=60)
Why do young people take part?

The offer

- Escape from norms of everyday life

  - Group bonding
  - With friends
  - More extreme interactions
  - With strangers
  - Adventures

- Story creation / ‘memory making’
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** we 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*
Crew

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
- Plymouth
- Torbay
- Truro
- Exeter
- Cheltenham
- Nottingham

6-month pilot scheme
- 7 UK Venues
- 20 new crew members trained

Partnering with

Process evaluation: Exeter University (PI: Dr Mark Tarrant)
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: #GroveFreeNights  2016: friendship
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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