

Just One More Drink CAN Hurt:

Development and implementation of a campaign to reduce binge drinking in NYC

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BACKGROUND

Binge drinking presents a significant public health burden, including greatly increased risk of motor vehicle crashes, other unintentional injury, violence, and suicide, among other consequences.¹

- The cost of binge drinking in New York State was estimated to exceed twelve billion dollars in 2010.²
- In 2013, one in five (18%) New York City (NYC) adults reported binge drinking.³

Public awareness campaigns can contribute to reduced alcohol-impaired motor vehicle crashes, but there is limited evidence about campaigns to reduce binge drinking or other alcohol-related behaviors.⁴

Prior alcohol ad campaign in NYC

From 2010 - 2012 the NYC Department of Health and Mental Hygiene (DOHMH) ran a citywide public awareness campaign entitled, *Two Drinks Ago* to warn New Yorkers about adverse consequences associated with binge drinking.



A survey of New Yorkers following the

campaign showed:

- 52% recalled the campaign.
- 35% reported taking action.

DOHMH sought to develop and run a campaign that resulted in more New Yorkers taking action.

Our objective was to develop, disseminate, and evaluate the impact of a binge-drinking focused public awareness campaign.

CAMPAIGN DEVELOPMENT

From 2013-2014 DOHMH worked with an advertising agency to produce and test campaign concepts.



Spring/Summer 2013

- Ad concepts presented statistics and images of broken bottles and glasses.
- Tested messages in focus groups with bartenders and bar patrons.
- Both audiences respond negatively to the proposed concepts.

Spring 2014

- New ad concepts showed human impact.
- Tested messages in focus groups with alcohol consumers aged 21-44.
- Messages targeted to friends were preferred over those addressing the viewer's drinking.

The final campaign featured two consequences of binge drinking:

- Pedestrian injuries
- Interpersonal violence

The final campaign targeted friends of binge drinkers with the call to action "Cut them off before they've had too much."

CAMPAIGN IMPLEMENTATION

The campaign ran from June through September 2014 on multiple media platforms, in Spanish and English.



- The campaign ran in print, online, radio, and cocktail napkins in bars.
- Print ads were displayed in subway cars, ferry terminals, urban panels, exterior of stores, and bar bathrooms citywide.
- Radio message stated:
More than 20% of New Yorkers have been harmed because of somebody else's drinking. One in ten hospitalizations in New York City is alcohol-related. Just one more drink can hurt. Keep your friends from hurting themselves or others. Cut them off before they've had too

EVALUATION METHODS

An online survey was administered to 808 NYC residents.

- Eligibility: NYC residents aged 21-54 who consumed alcohol in the past 30 days. Quotas for race, age, gender, and borough were applied to create as close to a representative citywide sample as possible.
- 55 questions asked respondents about:
 - Demographic characteristics
 - Drinking patterns
 - Campaign recall in four formats (print, banner, napkin, and radio)
 - Recall of locations campaign seen or heard
 - Action taken as a result of exposure to campaign
- Aided recall was assessed with assistance of sample images and audio.
- Differences in aided recall were compared by calculating 95% confidence intervals.
- Differences by format and location were tested using Chi-Square and Wilcoxon-rank sum tests.

RESULTS

Almost half (48%) of respondents recognized the *Just One More Drink Can Hurt* campaign with aided recall.

Figure 2. Prevalence and 95% confidence intervals of aided recall within demographic characteristics and binge drinking status

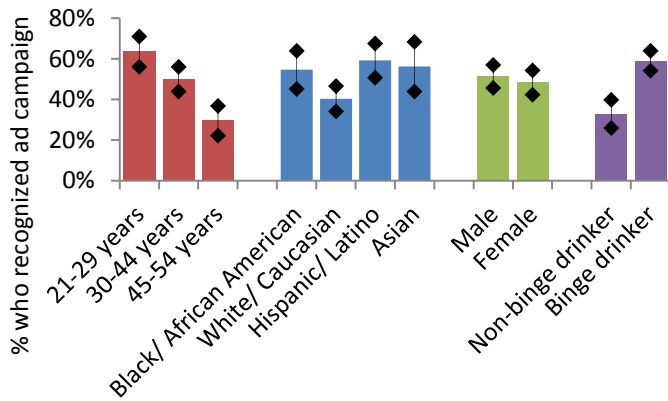


Figure 3. Distribution of aided recall by ad location

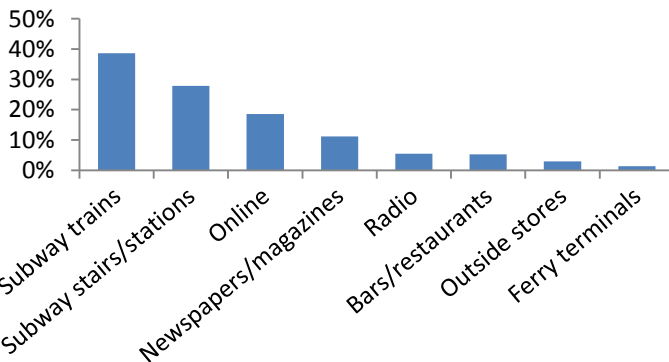
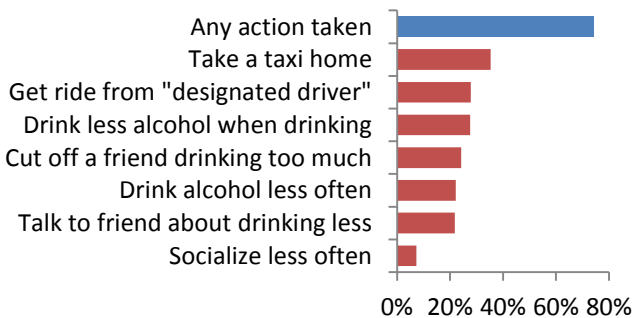


Figure 4. Frequency of action taken



Recognition by format:

- 37% of those surveyed recognized the print ad; 29% the online ad; 18% the radio ad; and 10% the napkin.
- New Yorkers aged 21-24 were three times as likely to recognize print ads as 45-54 year olds (58% and 18% respectively, $p < 0.01$).
- New Yorkers aged 21-24 year were more than twice as likely to recall online ads as 45-54 year olds (48% and 19% respectively, $p < 0.01$).

Action:

- 74% of those who recognized the campaign reported taking action as a result of campaign exposure.
- 79% of those who recognized the print ads took action, as did 73% of banner ad viewers, 70% of those who recognized radio ads and 85% of those who recognized the napkins.
- 35% of survey respondents reported taking a taxi.
- 24% reported drinking less when drinking.
- 24% reported cutting off a friend from drinking too much.

Relationship between action and exposure:

- Participants who took any action recognized an average of 2.1 formats compared to 1.5 formats among those who took no action ($p < .01$).
- Participants who took any action recognized the campaign from an average of 1.5 locations compared to 1 location among those who did not take action ($p < .01$).

CONCLUSION

- Our findings suggest that a media campaign targeting people who spend time with binge drinkers can promote awareness and lead to risk reducing behaviors.
- Formative research enabled testing of targeted messages that resulted in a greater proportion of survey respondents taking action compared to our previous campaign, Two Drinks Ago.
- The Just One More Drink campaign also confirms prior research that a strong call to action promotes action among the target audience.⁵
- Exposure to the campaign in multiple locations or formats is associated with taking action.
- Media campaigns like Just One More Drink Can Hurt have the potential to produce risk reduction behaviors. Further research is needed to determine the impact on binge drinking behaviors at a population level.

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<http://www.nyc.gov/html/doh/html/mental/alcohol-excess.shtml>

¹ Centers for Disease Control and Prevention. Binge Drinking. <http://www.cdc.gov/alcohol/fact-sheets/binge-drinking.htm>. Last updated January 16, 2014.

² Sacks JS, Gonzales KR, Bouchery EE, Tomedi LE, Brewer RD. 2010 National and State Costs of Excessive Alcohol Consumption. *Am J Prev Med.* 2015

³ New York City Department of Health and Mental Hygiene. Community Health Survey 2012.

⁴ Elder RW, Shults RA, Sleet DA, Nichols JL, Thompson RS, Rajab W. Effectiveness of Mass Media Campaigns for Reducing Drinking and Driving and Alcohol-Involved Crashes: A Systematic Review. *Am J Prev Med.* 2004;27(1):57-65.

⁵ Hayden J. Introduction to Health Behavior Theory. 2nd ed. Burlington, MA: Jones & Bartlett Learning; 2014.