



Reduce Your Risk

Campaign Evaluation – February 2022



About FARE

The Foundation for Alcohol Research and Education (FARE) is a not-for-profit organisation working towards an Australia free from alcohol harms.

We approach this through developing evidence-informed policy, enabling people-powered advocacy and delivering health promotion programs.

Working with local communities, values-aligned organisations, health professionals and researchers across the country, we strive to improve the health and wellbeing of everyone in Australia.

To know more about us and our work, visit fare.org.au

You can get in touch via email at info@fare.org.au

FARE is a registered charity, and every dollar you give helps fund projects keeping our communities healthy and safe. [Click here to donate.](#)

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Executive summary

ACT Health funded the Foundation for Alcohol Research and Education (FARE) to deliver an awareness campaign in the ACT called 'Reduce Your Risk'. The campaign aimed to raise awareness of the updated Australian guidelines to reduce health risks from drinking alcohol (Alcohol Guidelines) and the links between alcohol and cancer by providing clear information and resources to the ACT public and health professionals.

Campaign objectives were to increase the proportions of people in the ACT aged 25–65 who:

- were aware that there are new Alcohol Guidelines
- were aware of the link between alcohol and cancer
- could name one or more types of cancer caused by alcohol, and
- discussed their alcohol use with a health professional

Additionally, an increase in health professionals who engaged with the campaign to provide advice to people on the Alcohol Guidelines.

The public campaign ran across a combination of TV, audio (radio and digital), print, social video, digital video, in-clinic, public relations, and search engine marketing channels from 4 July 2021 to 30 September 2021.

Impact evaluation

Comparison of baseline survey results in May 2021 with post-campaign survey results in September 2021 indicates that the campaign achieved most of its objectives, with substantial increases in awareness of Alcohol Guidelines and the link between alcohol consumption and specific types of cancer.

The results are summarised in the following table and further described below.

ACT RESIDENTS	MAY 2021	SEPTEMBER 2021	PERCENTAGE CHANGE
Aware of Australian Alcohol Guidelines	49%	55%	+6
Aware of content in Australian Alcohol Guidelines	19%	24%	+5
ACT residents aware of the Australian Alcohol Guidelines	May 2021	September 2021	Percentage Change
Aware of four standard drinks in a day advice	6%	24%	+18
Aware of 10 standard drinks in a week advice	21%	38%	+17

- **Increase in the percentage of people aged 25-65 who are aware of the new Australian Alcohol Guidelines and the content and recommendations of the Guidelines**

Survey results indicate that the campaign brought about increases in the percentage of ACT residents who are aware of the Alcohol Guidelines (from 49 per cent pre-campaign to 55 per cent post-campaign), and aware of the content of the Alcohol Guidelines (from 19 per cent pre-campaign to 24 per cent post-campaign).

Of residents who reported being aware of the Alcohol Guidelines and their content, survey results show an increase in knowledge of specific recommendations including maximum recommended daily and weekly numbers of standard drinks to reduce the risk of disease or injury. There was an increase from 6 per cent pre-campaign to 24 per cent post-campaign in survey respondents aware that the maximum daily number is four standard drinks; and an increase from 21 per cent pre-campaign to 38 per cent post-campaign in respondents aware that the maximum weekly number is 10 standard drinks.

- **Increase in the percentage of people aged 25-65 who are aware of the link between alcohol and types of cancer**

There were large increases in ACT residents' awareness of the link between alcohol use and specific types of cancer following the campaign compared with baseline levels of awareness. This included substantial jumps in the percentages of respondents who agreed long-term alcohol consumption is associated with the following types of cancer:

- » breast cancer – increase from 27 per cent pre-campaign to 39 per cent post-campaign,
- » colon or bowel cancer – increase from 46 per cent pre-campaign to 72 per cent post-campaign, and
- » head and neck cancers – increase from 28 per cent pre-campaign to 63 per cent post-campaign.

- **Increase in the percentage of people aged 25-65 who discuss their alcohol use with a health professional**

Following the campaign, a total of 15 per cent of ACT residents who drink alcohol had discussed their alcohol intake with a health professional (12 per cent) or were planning to in the future (3 per cent), and 85 per cent did not plan to discuss their alcohol intake with a health professional. This suggests the campaign had a positive impact on people discussing their alcohol use with health professionals, compared with before the campaign when only 7 per cent of residents who drink alcohol planned to discuss their alcohol intake with a health professional and 91 per cent did not plan to do this.

- **Health professionals that engaged with the campaign provide advice about the new alcohol guidelines**

It is not clear from the survey results to what extent health professionals that engaged with the campaign provided advice about the Alcohol Guidelines. However, the survey results show that more than one in ten ACT residents had discussed their alcohol intake with a health professional following the campaign.

Process and strategy evaluation

A broad range of ACT health organisations and experts in health communication were consulted on the campaign development and provided input on developing campaign messages. This included establishment of two expert reference groups: a group of experts in public health awareness campaigns, and a group of health professional experts.

Focus group testing of the campaign concepts and messages found that the target group had a clear understanding of the concepts and messages and found them relatable and inoffensive.

The campaign had over 1.5 million advert impressions, including over 560,000 video views on social media and 184,000 on television, and more than 20,000 website visits.

Post-campaign survey results indicate that the campaign reached a considerable proportion of the target audience, with half (49 per cent) of ACT residents in the target group reporting that they had seen advertisements or information about alcohol and cancer in the past few months. Of those residents, the main messages understood from these were: alcohol and cancer go together (58 per cent), if you drink, have no more than four drinks in a day (22 per cent) and if you drink, have no more than 10 drinks in a week (17 per cent). The main places the advertisements were noticed were on television (77 per cent), social media (26 per cent), radio (17 per cent), other digital sources (e.g., websites, in-apps) (17 per cent), doctor's surgeries (16 per cent) and bus stops (11 per cent).

Campaign reach targets were met or exceeded on most channels, including television, radio, programmatic video, and search engine optimisation (SEO). The paid social media click through rate (CTR) outperformed the target CTR (0.35% vs 0.25%) but was slightly less than industry benchmark (around 0.9% CTR). YouTube CTR (equivalent to 0.21%) met the campaign target but was under the general YouTube industry benchmark (0.5% CTR).

The general practitioner (GP) campaign delivered 97 packs to 80 per cent of all available GP clinics. The GP Electronic Direct Mail (EDM) open rate was 22.2%, against an open rate benchmark of 24 per cent. Greater reach was achieved through Capital Health Network stakeholder communications, which were distributed to 4,200 local primary health care professionals and peak bodies.

The public relations component of the campaign achieved six pieces of media coverage that cumulatively reached a potential audience of 1.75 million people.

By the end of the campaign on 30 September 2021 there had been 20,875 website sessions comprising nearly 29,000 page views. Return visitors accounted for close to half the website visits.

Background

ACT Health funded the Foundation for Alcohol Research and Education (FARE) to deliver a campaign to raise awareness among the Australian Capital Territory (ACT) public of the National Health and Medical Research Council's updated Australian Guidelines to Reduce Health Risks from Drinking Alcohol (Alcohol Guidelines) and the link between alcohol and cancer, and to encourage people in the ACT to discuss their alcohol use with a health professional. The funding was provided to FARE under the ACT Health Promotion Grants Program.

FARE engaged Icon Agency to develop creative material for the campaign, including material adapted from the WA Mental Health Commission's 'Spread' campaign, and to develop the campaign strategy.

Phase 1 of the campaign, focused on educating health professionals ran during June 2021. The aim of phase 1 was to ensure health professionals were aware of the new Alcohol Guidelines and the campaign and were equipped to discuss the link between alcohol and cancer.

Phase 2 of the campaign, focused on community awareness and encouraging people to discuss alcohol use with health professionals ran from 4 July to 30 September 2021.

The campaign ran across a combination of TV, audio (radio and digital), print, social video, digital video, in-clinic, public relations, and search engine marketing channels.

Campaign aim

The overarching aim of the project was to reduce the prevalence of alcohol-related cancers in the ACT.

Campaign target audiences

The target audiences for the campaign were:

- People aged 25–65 in the ACT.
- ACT health professionals.

Campaign objectives

The campaign had the following objectives:

- Increase the percentage of people aged 25–65 who are aware that there are new Alcohol Guidelines.
- Increase the percentage of people aged 25–65 who are aware of the link between alcohol and cancer.
- Increase the percentage of people aged 25–65 who can name one or more types of cancer caused by alcohol.
- Increase the percentage of people aged 25–65 who discuss their alcohol use with a health professional.
- Health professionals that engaged with the campaign provide advice about the new Alcohol Guidelines.

Campaign strategies

The campaign used the following strategies to achieve these objectives:

- Work with expert reference groups to inform campaign messaging and health professional engagement.
- Develop and test campaign messages and approaches that best engage the target audience and encourage discussion of alcohol use with a health professional.
- Develop campaign messages that reflect the revised Alcohol Guidelines to reduce the health risks from drinking alcohol.
- Build a dedicated website to house campaign material.
- Produce and disseminate a range of campaign resources with a focus on digital content and engagement with health professionals.
- Conduct an education campaign with health professionals to ensure that they are aware of the new guidelines, are aware of the campaign, and are equipped to have discussions about the link between alcohol and cancer.

Campaign key messages

The campaign used the following overarching key messages:

- Reduce your drinking, reduce your risk.
- Australia's new Alcohol Guidelines provide advice for healthy men and women. If you drink alcohol, have no more than 10 standard drinks in a week, and no more than four standard drinks on any day.
- The less you drink, the healthier you are.

The campaign used the following key messages in phase 1 (health professionals) and phase 2 (community awareness):

Health Professionals campaign (Phase 1)

- A new health promotion campaign about the link between alcohol and cancer will launch in the ACT on [Date].
- It will encourage Canberrans to talk to their GP about their alcohol use and its link to cancer, as well as promoting the new National Health and Medical Research Council Alcohol Guidelines.
- The Alcohol Guidelines say that to reduce the risk of harm from alcohol-caused disease or injury, healthy men and women should drink no more than 10 standard drinks a week and no more than four standard drinks in any one day.
- People will turn to GPs for trusted advice about the Guidelines, the link between alcohol and cancer and how to reduce their risk.

Community campaign (Phase 2)

- So, talk to your patients about how reducing their drinking will reduce their risk.
- You can reduce your risk of developing alcohol-related cancers by reducing the amount of alcohol you drink.
- Reducing the amount of alcohol you drink can deliver significant short- and long-term health improvements.
- Once alcohol is absorbed into the bloodstream, it travels throughout the body.
- With every drink, the risk of cancer in the mouth, throat, breast, liver, and bowel increases.
- If you drink, reduce your risk of alcohol-caused cancer by having no more than four standard drinks in any one day and no more than 10 in a week.
- Talk to your doctor about reducing your drinking to reduce your risk.

Campaign creative materials

On 10 March 2020, FARE was granted a licence from the West Australian Mental Health Commission to use the Alcohol Think Again resources, which included the television commercial known as 'Spread'. This became the core creative asset for the campaign.

The message 'Alcohol and cancer go together' was added to support the 'Spread' television asset. The alcohol and cancer go together message was tested prior to development of creative collateral for the latter phases of the public campaign.

The full creative suite included;

- a dedicated website - www.reduceyourrisk.org.au
- video (30, 15 and 6 second versions of Spread),
- GP collateral including video, eDM, A3 posters, leaflet
- out of home ads (Superlite bus stop signs)
- social files and banners.

Campaign media strategy

The strategic imperative of the campaign was slightly different depending on audience insight but was serviced by the same campaign theme and content.

For ACT healthcare professionals the strategy was to develop salient messaging around new guidelines and encourage discussion around the link between alcohol and cancer.

For the community campaign targeting ACT residents aged between 25-65 years the strategic imperative was to raise awareness of new guidelines, and deeply engage the people of Canberra about the link between alcohol and cancer.

The campaign ran across a combination of TV, audio (radio and digital), print, social video, digital video, in-clinic, public relations, and search engine marketing channels.

The healthcare professional segment utilised Tonic Health Media, practice, and stakeholder engagement to drive campaign awareness and engagement and to motivate advocacy. The community campaign used traditional advertising, digital marketing, organic social and targeted public relations to compel mass awareness, amplify key messages and storytelling, and grow the FARE community.

Campaign timeline

The campaign timeline was as follows:

October 2019– February 2020	Expert reference groups Work with expert reference groups to inform campaign messaging and health professional engagement.
October 2020– December 2020	Campaign development Develop messages and approaches that best engage the target audience and encourage discussion of alcohol use with a health professional. Build a dedicated website to house campaign material.
1 June– 30 June 2021	Health professionals’ campaign (phase 1) Produce and disseminate a range of campaign resources with a focus on digital content and engagement with health professionals.
4 July – 30 September 2021	Community campaign (phase 2) Produce and disseminate a range of campaign resources with a focus on digital content and engagement with the target audience.

Evaluation

1. Impact Evaluation

To evaluate the impact of the campaign, FARE commissioned YouGov Galaxy to undertake surveys of Australian Capital Territory (ACT) residents aged 18 – 65 years, including ACT residents who drink alcohol. The surveys measured awareness of the updated Alcohol Guidelines and the content of the Guidelines, and awareness of the link between long-term alcohol use and specific cancers. The surveys also measured the extent to which ACT residents who drink alcohol had discussed their alcohol intake with a health professional or planned to do so.

The surveys were undertaken in May 2021 to provide baseline data for evaluating the campaign, and September 2021 to provide post-campaign data.

The surveys were deployed using Computer Assisted Telephone Interviewing (CATI) among a representative sample of respondents 18–65 years of age who were current residents of the ACT. Responses were received from two separate samples: 502 people in May 2021 and 501 people in September 2021. The samples were post weighted with latest Australian Bureau of Statistics population estimates for the ACT for 18 – 65 year olds.

The results of the surveys demonstrate the campaign successfully met the key objectives, as outlined below.

1.1 Objective 1

- **Increase the percentage of people aged 25 – 65 who are aware that there are new alcohol guidelines.**

Survey results indicate that following the campaign period, there were increases in the percentages of ACT residents who were aware of the updated Alcohol Guidelines and aware of the content of the Alcohol Guidelines. Of ACT residents who were aware of the Alcohol Guidelines and their content, there were substantial increases in the percentages of residents who correctly identified the recommended daily or weekly maximum numbers of standard drinks that a person should have to reduce the risk of alcohol-related disease or injury.

AWARENESS OF ALCOHOL GUIDELINES

The September 2021 survey found that following the campaign, more than half (55 per cent n=275) of ACT residents surveyed were aware of the 2020 Alcohol Guidelines, a 6 per cent increase in pre-campaign awareness from only 49 per cent (n=246) of residents in May 2021. It should be noted that the National Health and Medical Research Council's 2020 Alcohol Guidelines were published in December 2020.

Unless otherwise stated, data in this report on awareness of the Alcohol Guidelines includes respondents who stated they are aware of the content of the Alcohol Guidelines, and those who state they know guidelines exist but aren't aware of the content.

AWARENESS OF THE CONTENT OF THE ALCOHOL GUIDELINES

One in four (24 per cent) ACT residents were aware of the content of the Alcohol Guidelines, an increase of 5 per cent from only 19 per cent (or one in five) residents in May 2021.

AWARENESS OF STANDARD DRINKS ADVICE

The overarching message of the campaign was, 'if you drink alcohol, have no more than 10 standard drinks in a week, and no more than four standard drinks on any day'.

Indicating the success of the campaign messaging, the percentage of ACT residents who were aware of the Alcohol Guidelines increased for both the standard drinks per day and per week recommendations.

At baseline, 6 per cent of those who stated they were aware of the guidelines identified that four standard drinks is the maximum a person should have in a day to reduce the risk of alcohol-related disease or injury. At follow-up this had increased to 24 percent of those aware of the Guidelines, an increase of 18 percentage points.

A similar increase was seen in the proportion of those aware of the Guidelines who correctly identified that 10 is the maximum number of standard drinks that a person should have in a week to reduce the risk of alcohol-related disease or injury; from 21 per cent in May 2021 to 38 per cent in September 2021.

The results of the baseline (May 2021) and post-campaign (September 2021) surveys for awareness of the Alcohol Guidelines and their content are summarised in the table below.

ACT RESIDENTS	MAY 2021	SEPTEMBER 2021	PERCENTAGE CHANGE
Aware of Australian Alcohol Guidelines	49%	55%	+6
Aware of content of Australian Alcohol Guidelines	19%	24%	+5

ACT RESIDENTS AWARE OF THE AUSTRALIAN ALCOHOL GUIDELINES	MAY 2021	SEPTEMBER 2021	PERCENTAGE CHANGE
Aware of four standard drinks in a day advice	6%	24%	+18
Aware of 10 standard drinks in a week advice	21%	38%	+17

1.2 Objectives 2 and 3

- Increase the percentage of people aged 25 – 65 who are aware of the link between alcohol and cancer.
- Increase the percentage of people aged 25 – 65 who can name one or more types of cancer caused by alcohol.

Following the campaign period, the survey results indicate there were significant increases in the percentages of ACT residents who believe alcohol use is associated with specific types of cancer.

The surveys did not include questions on the link between alcohol and cancer generally. However, the post-campaign survey found remarkably elevated levels of awareness of the links between alcohol and breast cancer, bowel cancer, and head and neck cancers, indicating high general awareness among ACT residents that alcohol is linked to cancer.

ALCOHOL USE AND BREAST CANCER

Following the campaign period, approximately four in ten or 39 per cent of ACT residents reported that there is an association between breast cancer in women and long-term alcohol use, a substantial increase from 27 per cent in May 2021 before the campaign.

Three in ten (30 per cent) ACT residents believed there was no association between breast cancer and long-term alcohol use following the campaign, similar to 31 per cent in May 2021 prior to the campaign. Three in ten (30 per cent) residents said they did not know if there was an association following the campaign, a decrease from four in ten (41 per cent) in May 2021. This indicates that a substantial proportion of residents who previously did not know if there is an association between breast cancer and long-term alcohol use now believe there is an association following the campaign.

ALCOHOL USE AND COLON OR BOWEL CANCER

There was also a steep increase in the proportion of survey respondents who associated long-term alcohol use with colon or bowel cancer following the campaign, with almost three-quarters (72 per cent) reporting the association in September 2021 compared to 46 per cent in May 2021.

The proportion of people reporting they did not believe a link or they did not know if there is a link between colon or bowel cancer and long-term alcohol use also shifted following the campaign, with only 5 per cent saying they did not believe there is a link in September 2021 compared to 16 per cent in May 2021, and fewer than one in five (18 per cent) saying they “don’t know” if there is a link in September 2021, compared to nearly two in five (38 per cent) in May 2021. These findings indicate that many ACT residents who previously did not believe there is a link or were unaware of the link have moved into the group that understands that long-term alcohol use is associated with colon or bowel cancer because of the campaign.

ALCOHOL USE AND HEAD AND NECK CANCERS

The campaign increased awareness of the link between long-term alcohol use and cancers of the head and neck, with the post-campaign survey finding that almost two thirds (63 per cent) of respondents believed there to be an association. This was a large jump from the baseline (May 2021) finding that only 28 per cent of residents expressed belief in this association.

The proportion of ACT residents who responded that they did not believe there is a link between long-term alcohol use and head and neck cancers or that they “don’t know” if there is a link decreased from pre-campaign to post-campaign. Only 16 per cent said they did not believe there is a link and 21 per cent said that they did not know after the campaign (September 2021), compared with 26 per cent and 46 per cent (respectively) before the campaign (May 2021). These results suggest that many of those who did not believe there is a link or were unsure about the link now believe there is an association between alcohol use and this group of cancers as a result of the campaign.

The results of the baseline (May 2021) and post-campaign (September 2021) surveys in relation to awareness of the association between alcohol and different types of cancer are summarised on the next page.

ASSOCIATION BETWEEN BREAST CANCER AND LONG-TERM ALCOHOL USE	MAY 2021	SEPTEMBER 2021	PERCENTAGE CHANGE
Yes	27	39	+12
No	31	30	-1
Don't know	41	31	-10
ASSOCIATION BETWEEN COLON OR BOWEL CANCER AND LONG-TERM ALCOHOL USE			
Yes	46	72	+26
No	16	10	-6
Don't know	38	18	-20
ASSOCIATION BETWEEN HEAD AND NECK CANCERS AND LONG-TERM ALCOHOL USE			
Yes	28	63	+35
No	26	16	-10
Don't know	46	21	-25

1.3 Objectives 4 and 5

- **Increase the percentage of people aged 25 – 65 who discussed their alcohol use with a health professional**
- **Health Professionals that engaged with the campaign provide advice about the new alcohol guidelines**

Following the campaign, the September 2021 survey found that of respondents who drink alcohol, more than one in ten (12 per cent) had already discussed their alcohol intake with a health professional, while 3 per cent were planning to in the future. However, the vast majority (85 per cent) do not intend to discuss their alcohol intake with a health professional. A further 1 per cent were unsure if they would.

Noting that the option for respondents who drink alcohol to report they had already discussed their alcohol intake with a health professional was not available in the May 2021 survey, the results suggest a positive impact of the campaign on people having discussions about their alcohol intake with health professionals. A total of 15 per cent of respondents had already discussed their alcohol intake with a health professional or intended to do so post-campaign (September 2021). In addition, there was a reduction in the proportion of people who drink who did not intend to discuss their alcohol intake with a health professional, from 91 per cent in May 2021 (pre-campaign) to 85 per cent in September 2021 (post-campaign).

It is not clear from the survey results to what extent health professionals that engaged with the campaign provided advice about the Alcohol Guidelines. However, the survey results show that more than one in ten ACT residents had discussed their alcohol intake with a health professional following the campaign.

It is important to note that the COVID-19 pandemic may have had an impact on people's visits to, and intentions to visit, GPs and other health professionals over the evaluation period.

INTEND DISCUSSING YOUR ALCOHOL INTAKE WITH A HEALTH PROFESSIONAL IN THE NEXT 12 MONTHS	MAY 2021
Yes	7%
No	91%
Don't know	2%

INTEND DISCUSSING YOUR ALCOHOL INTAKE WITH A HEALTH PROFESSIONAL	SEPTEMBER 2021
Yes, I already have	12%
Yes, I plan to in the future	3%
No	85%
Don't know	1%

2. Process and Strategy Evaluation

2.1 Stakeholder Engagement

- **Have relevant stakeholders been involved in developing campaign messages?**
- **Have relevant health professional groups been consulted?**

A broad range of ACT health organisations and experts in health communication were consulted on the campaign development and provided input on developing campaign messages.

Two expert reference groups were established to support campaign development, including one with experts in developing, implementing, and evaluating public health awareness campaigns in Australia.

The first group included prominent researchers and practitioners in the field and representatives from the Public Health Association of Australia and Cancer Council ACT.

The second group was a health professional expert group and included representatives from The Royal Australian College of General Practitioners NSW-ACT, Capital Health Network, Australian College of Surgeons ACT, Canberra Health Services, and the Australian Medical Association. Consultation with this group throughout the campaign period identified several approaches to engage with members of the medical profession.

Planning and delivery of the campaign was aligned with outcomes from consultation with the expert reference groups in 2020 and earlier. During this formative period, contact was maintained with individual members of the groups.

2.2 Paid Media

- **Were campaign resources produced in adequate time for distribution by the intended channels?**
- **Did the campaign reach the intended target group?**
- **Did the campaign website attract visitors?**

The campaign had over 1.5 million advert impressions, including over 560,000 video views on social media and 184,000 on television, and more than 20,000 website visits.

The September 2021 survey undertaken by YouGov indicates that the campaign reached the intended target group. The survey found that half (49 per cent) of ACT residents in the target group had seen ads or information about alcohol and cancer in the past few months. Of those residents, the main messages understood from these are that alcohol and cancer go together (58 per cent), if you drink, have no more than four drinks in a day (22 per cent) and if you drink, have no more than 10 drinks in a week (17 per cent).

Older residents of the ACT aged 50–65 (56 per cent) were more likely than younger residents aged 25–34 (44 per cent) to have seen any ads or information about alcohol and cancer in the past few months. However, younger residents aged 25–34 were more likely than older residents aged 35–49 and 50–65 to have seen any ads or information about alcohol and cancer on social media (41 per cent compared to 19 per cent and 19 per cent respectively) and other digital sources (26 per cent compared to 12 per cent and 12 per cent respectively).

Of residents who had seen ads or information on alcohol and cancer in the past few months, the main places they noticed these were on TV (77 per cent) and social media (26 per cent). Other places included radio (17 per cent), other digital sources (e.g., websites, in-apps) (17 per cent) and a doctor's surgery (16 per cent), a sign at a bus stop (11 per cent) and online audio (e.g., Spotify) (6 per cent).

Detailed information about the reach and impact of different channels is set out below.

FREE TO AIR TELEVISION & BROADCASTER VIDEO ON DEMAND (BVOD)

The FARE 'Reduce Your Risk' campaign aired in Canberra over the July – September 2021 period. With an aim of reaching at least 74 per cent of 25–65-year-olds in the ACT at least once, the media was well supported by the television networks.

The campaign strategy was to secure spot placement across FTA Television on the Seven, Nine and Ten stations, along with a digital TV campaign placed across all digital platforms.

Reach targets were slightly exceeded at 77 per cent delivered versus 74 per cent planned, with this being reflected with an average frequency of 17.2, which was slightly higher than the 13.2 anticipated.

Ongoing weekly monitoring ensured that all paid spots appeared as booked, with very minimal spot movement. An outstanding level of bonus spots was achieved, with a total of 448 spots.

In addition, bonus spot placement included a vast majority of spots appearing in high rating, peak night programming.

BVOD delivered over 252,000 targeted impressions to the target audience. From these impressions 245 people found the creative compelling enough to navigate to the website to find out more about FARE's Reduce Your Risk initiative.

RADIO AND OUT-OF-HOME

The radio component of the 'Reduce Your Risk' campaign aired in Canberra across the MIX and HITFM radio stations featuring 30 second and 15 second creative executions.

The radio campaign delivered 96 spots, which included a bonus of 32 spots.

The reach targets for the radio buy were achieved with 68.6% of the target audience being exposed to

the campaign at least one, and 49.5% exposed at least three times. This aligns with the planned reach targets of 64.6% and 44.5% respectively.

The campaign also featured a small out-of-home component with 40 street furniture sites in Canberra in proximity to hospitals and medical centres. These appeared for an eight-week period.

DIGITAL

Digital media was a critical element of the paid media strategy to raise awareness of people in the ACT about the Australian Alcohol Guidelines and the link between alcohol and different cancers. The key target audience for digital activity was people aged 25–60 years in the ACT who were served creative material based on their interests, online behaviour and places visited online.

The digital media plan included a mix of Paid Social, Programmatic Videos and Displays, Paid Search, YouTube non-skippable in-stream and Spotify audio insertion.

CAMPAIGN PERFORMANCE SNAPSHOT				
SOCIAL	159,467 Reach	1,476,153 Impressions	5,172 Link Clicks	165,184 Completed Views
PROGRAMMATIC	74,288 Min. Reach	962,465 Impressions	39,079 Clicks	4.06% CTR
YOUTUBE	343,680 Impressions	718 Link Clicks	315,726 Completed Views	0.21% CTR
SEARCH	8,277 Impressions	13.65% CTR	1,130 Clicks	12% Conversion Rate
SPOTIFY	118,693 Audio ad plays	104,827 Listens in full	144K Link Clicks	0.12% CTR

SOCIAL

Paid social outperformed video benchmark thanks to multiple videos executions that are fit for channel (30 seconds, 15 seconds, 6 seconds, plus portrait videos). However, the average click-through rate (CTR) of 0.35% on social was slightly less than industry benchmark, which tends to hover at around 0.9%.

It did, however, outperform the planned CTR of 0.25% which suggests that more robust CTR targets should be considered if the campaign were to continue.

'Reach' slightly underperformed against forecast, but this is attributed to the reallocation some of the social budget towards programmatic, given the success of that channel.

PROGRAMMATIC

Mobile programmatic was chosen as a channel because over 90 per cent of the campaign target audience use it as their number one device to access the internet.

This was the most successful channel for driving traffic to the website and encouraging users to stay engaged, with long dwell times and repeat visits.

Programmatic video over-delivered by 14 per cent, resulting in 476,142 impressions and 6.81% CTR compared to a planned 416,780 impressions and 0.4-0.6% CTR.

YOUTUBE

YouTube was the top channel in generating completed video views, thanks to 'ad sequence', non-skippable in-stream strategy. Non-skippable ad type allowed for message cut-through via sequential targeting and repetition.

There were 315,726 completed views of campaign content which is equivalent to 0.21% CTR. An ideal CTR can vary widely on YouTube, and is dependent on several factors including subscriber numbers, topic, number of views and the age of the campaign.

Although YouTube CTR is quite low for this campaign when compared to general YouTube CTR benchmarking (0.5%), it did align with campaign plans and expectations. This suggests there is further opportunity to explore the channel with more ambitious CTR metrics.

SEARCH

The campaign received 1130 clicks, meeting the target of 1100-1200. Simple ad copy performed better, as did having a question in the ad. Most impressions and clicks came from older audience groups and females.

It is worth noting that during the campaign period there was no competing advertiser. To stay top of mind and gain more exposure when Canberrans need the right information the most, always-on paid search is recommended.

SPOTIFY

Spotify was used as a small test channel for the campaign. The channel generated a strong CTR above benchmark.

However, the Spotify reach under-delivered against forecasts. This could be due to decreasing number of users in Canberra who are on the free Spotify account. Future campaigns may benefit from utilising Podcast sponsorship or Podcast audio insertion; however, this direction may not be practical given additional budget required to ensure cut-through.

2.3 General Practitioner outreach

General Practitioners (GPs) are the frontline for providing medical advice to consumers - meaning there was strategic imperative to ensure they were equipped with the necessary information about the Alcohol Guidelines, with a focus on the link between alcohol and several types of cancer.

To raise awareness of the campaign and the Alcohol Guidelines, posters and flyers were distributed to GP clinics and Tonic Health Media was engaged to further spread the message via EDM and in-clinic screens.

The GP campaign was delivered through a combination of tailored messaging to specific industry bodies as well as a direct outreach to GP clinics using physical packs, a poster and an EDM to educate the GPs on the new guidelines. The GP campaign delivered 97 packs to 80 per cent of all available GP clinics. The EDM sent to GPs was opened by 22.2% of those it was sent to, against an open rate benchmark of 24 per cent.

Greater reach was achieved through Capital Health Network stakeholder communications, which were distributed to 4,200 local primary health care professionals and peak bodies, through promotion with the Australian Medical Association ACT branch and through the Royal Australian College of General Practitioners newsletter and social media.

2.4 Public Relations

Through the media agency, FARE devised a public relations strategy to support the campaign. The strategy aimed to support the targeted digital marketing campaign, creating awareness about the link between alcohol and cancer and encouraging people to share this information with their parents or someone they know.

A snapshot of media coverage can be viewed below detailing the six pieces of media coverage that cumulatively reached a potential audience of 1.75million.

PR/MEDIA RELATIONS Coverage Tracker				
DATE	PUBLICATION	OVERVIEW	DET SPOKESPERSON/ CASE STUDY	AUDIENCE REACH
6 June 2021	Canberra Times	Foundation for Alcohol Research and Education launch 'Reduce your risk' campaign to tackle low awareness of alcohol-cancer risk	Caterina Giorgi	1,097,493
6 June 2021	Mirage News	Campaign highlighting alcohol and cancer link launched in Canberra	Caterina Giorgi	528,208
6 June 2021	Canberra Weekly	Alcohol and cancer risk highlighted in new campaign	Caterina Giorgi	73,754
6 June 2021	CityNews.com.au	Campaign shows the link between alcohol and cancer	Caterina Giorgi	39,896
6 June 2021	The National Tribune	Campaign highlighting alcohol and cancer link launched in Canberra	Caterina Giorgi	8,927
11 June 2021	2CC Talking Canberra	Campaign highlighting alcohol and cancer link launched in Canberra	Caterina Giorgi	3K
Total pieces of coverage: 6		Total potential audience reach: 1,751,278		

2.5 Website

The website www.ReduceYourRisk.org.au was published and made live on 25 May 2021. The website contains evidence-based information about the link between alcohol and cancer, advice about how to reduce the risk of developing cancer by reducing alcohol use, resources for health care providers, and a support page containing comprehensive information for people seeking help to reduce or stop their alcohol use.

By 30 September 2021 there had been 20,875 website sessions comprising nearly 29,000 page views. Return visitors accounted for close to half the website visits, which is likely to indicate a sharing of campaign collateral with close contacts and an interest in learning more about campaign messages. The 'alcohol and cancer' page had the most visits after the home page, with 6,910 page views. This page also had the highest time spent on the page, at more than three minutes.

FARE, with Icon, continued to examine the performance of the various digital channels and creative elements in directing traffic to the website, and adjusted the advertising strategy and spend as needed.

Conclusion

Review of survey results and media evaluations indicated FARE's 'Reduce Your Risk' campaign was able to successfully achieve key objectives to:

- Increase the percentage of people aged 25-65 who are aware that there are new Alcohol Guidelines.
- Increase the percentage of people aged 25-65 who are aware of the link between alcohol and cancer.
- Increase the percentage of people aged 25-65 who can name one or more types of cancer caused by alcohol.

The survey results also indicate the campaign had an influence on people in the ACT who drink alcohol having discussions with health professionals about their alcohol intake. However, the success of the health professional component of the campaign is more complex to evaluate and may have been impacted by the ongoing Covid-19 pandemic, and associated concerns about engaging with health professionals face-to-face.

The media strategy achieved its anticipated outcomes and succeeded in creating cut through with a state-wide reach and high average frequency, especially on digital channels.

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