



Drink Free Days

DERBY

What is Drink Free Days Derby?

An innovative project to test and evaluate the impact Drinkaware can have on harmful drinking in a specific geographical area.

It will bring together a range of partners and stakeholders from Derby to reach and educate the local population in multiple ways about the impact of harmful drinking.



Vision

Working together in Derby to encourage people to live healthier lives by having Drink Free Days.

Where will the project take place?

All activities will take place within a 15 mile radius of Derby City Centre but the expectation is that the project will reach people across Derbyshire.

Derby has been chosen as the target region for this project for several reasons:

- Approximately 77% of Derby's population are drinking age (just under 200,000 people)^[1] and, of these, almost a quarter regularly exceed the Chief Medical Officer's low risk drinking guidelines of 14 units a week.^[2]
- Derby falls into the upper end of the regional alcohol harm scale and therefore it is likely to benefit from a preventative, educational programme focussing on alcohol harm reduction.
- Despite falling into the upper end of the regional alcohol harm scale overall, on most measures Derby's scores are "average" in the alcohol harm statistics rather than "extreme". Therefore we can assume the results we get from this project will be generalisable and could be applied to other areas in the UK.

Proposed Activities

A range of different tools and activities will be used to engage individuals of Derby.

Drink Free Days will be the main message running across all of the activities and, where appropriate, the message will be tailored to make it specific to Derby.

- **Drink Free Days (DFD) campaign** – upweight the media spend in Derby to capitalise on the DFD campaign.
- **Public Relations (PR)** – connect with local media with the aim of galvanising their support to raise awareness of the project.
- **Supermarket activity** – this will be based on Drinkaware's previous Asda activity and will use an Identification and Brief Advice (IBA) tool to encourage people to assess their own drinking.
- **On-trade activity** – working with local on-trade outlets to utilise the DFD assets and promote 0% alcohol products.
- **Drinkaware at Work** – work with a range of companies in the Derby area to deliver the Drinkaware at Work scheme to their employees.
- **Derby County F.C. Community Trust** – incorporate Drinkaware tools and resources into their community initiatives including the successful walking football programme.
- **GPs** – engage local Public Health/CCGs and work with them to disseminate Drinkaware information and resources to local GP surgeries.

Partners

The key to success for this project is to work with local partners.

To achieve this, we will be seeking to work with a range of organisations such as those listed below:

- Derby City Council
- Derby County F.C. Community Trust
- Local supermarkets
- Pubs in the Derby area
- Local brewers and producers
- Major employers in the area
- Derbyshire Police
- Derbyshire County Council



Evaluation

To assess the impact of Drink Free Days Derby, Drinkaware will work with an evaluation partner and will use a combination of methods, for example:

- **Online survey:** Pre-post collection of project-specific data from Derby and control area (Bolton, tbc).
- **Recruiting an online panel of targeted participants** whose drinking will be assessed at specified intervals over the course of the project. This will be done with an online survey and will occur throughout the life of the project.

As part of the project, the people in Derby will also be directed to **drinkaware.co.uk** to take an online drinking assessment (based on IBA), and they will have the opportunity to sign up for regular emails with alcohol moderation tips and encouragement.



Proposed Timeline

2019

- **April–September** – Planning, building partnerships and bringing people together.
- **Autumn** – Stakeholder launch with a roundtable meeting in Derby.

2020*

- **January** – Run online survey
- **March** – Consumer PR launch and supermarket activity (tbc)
- **April–June** – On-Trade activity / Community Trust / DAW launch
- **July** – DAW activity / Community Trust activity
- **September** – Supermarket activity (tbc)
- **October–December** – DAW / Community Trust activity

2021

Drinkaware will continue to build on the activity from 2020 and aims to engage more partners and get more businesses engaged with DAW.

2022

This will be the final year of the project; we hope to continue to engage even more partners and the evaluation will be completed to assess the impact of the project.

** These dates and activities are a guide only and are still to be finalised.*

Summary

Drink Free Days Derby is an exciting and innovative approach for Drinkaware as it will bring together multiple activities in a dedicated geographical area.

The success of the project is dependent on local partners supporting the project to raise awareness and engagement with local people. With this support, Drinkaware aims to demonstrate an impact on reducing harmful drinking, which could provide a template for use in other areas of the UK.



^[1] Office for National Statistics. (2018). Estimates of the population for the UK, England and Wales, Scotland and Northern Ireland. [Dataset]. Available at: <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesandscotlandandnorthernireland>

^[2] Public Health England. Local Alcohol Profiles for England. [Online]. Available at: <https://fingertips.phe.org.uk/profile/local-alcohol-profiles/data#page/1/gid/1938133118/pat/6/par/E12000004/ati/102/are/E06000015> [Accessed 1 July 2019]