Germany’s Alcohol Prevention Campaign for Young People „Alcohol? Know your limit.“

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The Federal Centre for Health Education and Health Promotion (BZgA)

The Federal Centre for Health Education and Health Promotion is an authority in the portfolio of the Federal Ministry of Health.

Its main tasks:

→ Development of guidelines on the contents and methods of health promotion

→ Co-ordination of national and international collaboration

→ Planning, implementation and evaluation of prevention campaigns
Presentation

→ Alcohol consumption in Germany

→ The campaign „Alcohol? Know your limit.“

→ Conclusion
Around 9.5 million persons aged 18 to 64 years consume alcohol in a harmful way.
Trends in regular alcohol consumption

12 to 25 year-olds by age groups, 1973 - 2010

Survey year | Percent
--- | ---
1973 | 67.1
1976 | 70.0
1979 | 65.9
1982 | 58.6
1986 | 55.0
1989 | 54.2
1993 | 50.7
1997 | 44.9
2001 | 39.8
2004 | 43.6
2005 | 40.5
2007 | 37.1
2008 | 34.5
2010 | 12.9

Survey year | Percent
--- | ---
1973 | 25.4
1976 | 21.3
1979 | 28.5
1982 | 21.8
1986 | 16.9
1989 | 14.6
1993 | 17.9
1997 | 21.2
2001 | 18.6
2004 | 17.4
2005 | 17.1
2007 | 17.4
2008 | 12.9
2010 | 12.9

Including the new Federal Länder from 1993
30-day prevalence of binge drinking
Age & Gender

Percentage

<table>
<thead>
<tr>
<th>Year</th>
<th>12 - 15 years</th>
<th>16 - 17 years</th>
<th>18 - 21 years</th>
<th>22 - 25 years</th>
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<tr>
<td>2004</td>
<td>13,8*</td>
<td>33,0*</td>
<td>33,9</td>
<td>25,9</td>
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<td>11,8*</td>
<td>4,5</td>
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<td>2006</td>
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<td>2008</td>
<td>22,2</td>
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<td>2009</td>
<td>30,9</td>
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<td>2010</td>
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<tr>
<td>2011</td>
<td>53,4</td>
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</tbody>
</table>

Source: BZgA, Drogenaffinitätsstudie 2011
Hospital admissions due to alcohol intoxication
Age group: 10-20 years, 2000-2010

Source: Statistisches Bundesamt, 2012
Analysing the target groups - Addressing different age groups

„Zero Alcohol – Full Power“
key target group: 12- to 15-year-olds

„Alcohol? Know your limit.“
key target group: 16- to 20-year-olds

„Alcohol? Know your limit.“
key target group: adults (30 to 50 years)
Theoretical Background

The Public Health Action Cycle

- Effects in whole population
- High standard of quality

- Scientific approach
- Basis for effects - including political situation

Evaluation

- Wide range of media and measures
- Co-operations

Situation Analysis

Planning/Intervention-concept

Implementation

Goal orientation
- Different levels of intervention
- Indicators for measuring effects
Theoretical Framework of communication by McGuire/Rogers

- **Informing**
  - Using the campaign (Use of preventive offers/services)
    - Being aware of the campaign messages consciously
  - Being well informed

- **Convincing**
  - Being convinced

- **Deciding**
  - Intending to change behavior

- **Implementing (behavioral change)**
  - Changing behavior

- **Confirming**
  - Maintaining the changed behavior
Presentation

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- The campaign „Alcohol? Know your limit.“
- Conclusion
Alcohol damages more than you think.

Start: in 2009
- Public-Private Partnership
- Partner: German Association of the Private - Health Insurances (PKV)
- Budget: 10 million Euro per year.
Multi level approach

Goals:
- Decrease in the number of alcohol intoxications
- Reduction of regular and risky alcohol consumption patterns
  [Improvement of attitudes and knowledge // Increased awareness of the campaign]

Mass communication
- Campaign spots (TV, cinema)
- Posters, Billboards, free cards
- Advertisements in magazines
- Brochures, flyers

Online communication
- Website
- Mobile website
- Social networks
- Online marketing

Personal communication
- In leisure time: Peer-Education
- Interactive events
- At schools: Interactive events, cinema events

Cooperation projects
- Evaluation of individual media/measures
- Campaign evaluation and success control
Mass media communication – images

“Disco”

“Party at home”

“Outdoor”

Clear messages, easy to understand – no shocking images
Mass media communication

“Best friends”
Sharing everything or loosing a lot

“Couple”
Flirting or getting wasted

“Best friends”
Hanging out together or being drunk and making trouble

More emotional, more grown up: It’s your decision.
Three Spots: „Disco“, „Party at Home“ and „Decisions“
for TV, cinema, internet and music festivals

Emotionally touching the target group
More Information - Brochures, Flyers
www.kenn-dein-limit.info

- Responsive Webdesign
- Information
- Interaction
- Participation

Around 50,000 monthly visitors
Alcohol and Aggression

"Am letzten Wochenende wäre ich beinahe in eine Schlägerei geraten. Ich war mit ein paar Freunden bei einem Festival. Die meisten Leute da waren gut drauf – bis auf ein paar besoffene Typen, die irgendwann richtig aggressiv wurden. Uns wollten sie auch provozieren, aber wir sind nicht drauf eingestiegen und haben uns den Spaß nicht verdorben lassen." (Thommy, 20 Jahre alt)

Alcohol is in many cases the cause of aggression and violent incidents in the public eye. A look at the criminal statistics shows that there is also a link between alcohol and traffic accidents. One-third of all traffic accidents happened under the influence of alcohol. For some..."
Online self test „Check your drinking“

Promote self reflection and behavioral change: scientific based, computer tailored feedback, 15,000 monthly users
Cut down on drinking – „Change-your-drinking“ (two weeks)

Anonymous change programm, computer tailored feedback, evaluated – good effects, 150 registrations per month
Direct exchange with our target group
Facebook Fanpage

Online since August 2010: Daily Updates/Posts, Votings, Photos, Clips, Link to Website etc.
Research Study in 2011-2012 on effects
Addressing people personally
50 specially trained peer educators

More than 36,000 young people are addressed in personal talks per year!
Evaluate and optimize the campaign
National Surveys of the BZgA

Study of young people’s drug use (tobacco, alcohol, cannabis etc.)
(age group: 12 – 25 years)

2008

2011
results published in 2012

2015

Study of young people’s alcohol consumption
(age group: 12 – 25 years)

2010
results published in 2011

2012
results due for 2013

2014

Results of the survey in 2010: Over 90% report knowing the campaign „Alcohol? Know your limit.“ - or one part of it.
Presentation

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Conclusions

- Up-to-date Social Marketing Strategies are being widely used in the Federal Centre for Health Education and Health Promotion.

- Successful alcohol prevention is based on a well planned strategy and comprises the whole society.

- Nonetheless, prevention and behavioral change take their time and need continuous engagement at a high level.
Thank you for your attention!

For more information, contact:
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