

# Promoting Ask About Alcohol

## Alcohol Awareness & the Science of Persuasion

### INTRODUCTION

Our Community Outreach action is centred on promoting [www.askaboutalcohol.ie](http://www.askaboutalcohol.ie), and highlighting it as the leading authority in relation to alcohol information in Ireland. This action uses a social marketing approach which is informed by a blend of evidenced approaches from the school of alcohol education and the science of persuasion. The purpose is to reach out and initiate early intervention techniques which are proven to increase knowledge, influence attitudes and reduce harm

### DESCRIPTION

We Engage, Inform and Inspire people in their communities through the use of innovative and engaging activities based on the theme of their particular event. Examples include Hydrate which is the provision of refreshing water at events while highlighting the importance of hydration. Fun informative activities, highlighting alcohol related harm and creating awareness of Low Risk Alcohol Guidelines while signposting participants to [www.askaboutalcohol.ie](http://www.askaboutalcohol.ie). Inspiration is provided through the promotion of alcohol free activities and events such as, Dry January, Sofa to Summit, SAFER Halloween, & free Community walking activities



Captured at Celbridge Street Festival 2018

### RESULTS & NEXT STEPS

To date as part of the Community Outreach Action we have Participated in 14 Community Events, ranging from Street Festivals, Food Festivals, Teen Festival, Christmas Markets, Novelty fun runs and walks, as well as employer based awareness initiatives and targeted events in local shopping centres and Train stations and Parents Associations within schools. Outcomes included the distribution of over 3,000 drink measures, conducted 200 Alcohol screenings, rebranded Alcohol Forum's Festival Care pack and had it endorsed by Kildare County Council and circulated as best practice to over 150 Community groups. Sourced funding for a Multi Media Community Outreach vehicle, organised and ran Safer Halloween, supported the promotion of AskAboutAlcohol online through our Social media platforms conducted an Alcohol Reduction Walking program. Distributed over 200 parent resource booklets developed by AskAboutAlcohol. Next steps are to build on the progress to date and ensure consistency by maintaining a visible presence at local events and online and further developing practical measures to reduce alcohol use focusing on the link between alcohol self harm & suicide



Illustration of the Local Community guiding in the National Campaign

### EVIDENCE BASE

The literature highlights that Education and Persuasion techniques are effective in creating the conditions for change in relation to the contributory factors of alcohol related harm. Hope, A (2015) highlights that brief alcohol intervention is an effective approach with drinkers who are not aware they are at risk. She goes on to report that brief alcohol intervention in community settings have considerable merit. The use of a number of Cialdini's 6 principles of persuasion are evident throughout this action such as highlighting the Authority of the HSE, while creating a Like for the campaign through local connection and prize giving, while building a Consensus (social proof) for low risk alcohol use.



Collage of images Promoting AskAboutAlcohol

### ACKNOWLEDGEMENTS

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### FOR FURTHER INFORMATION:

Name: Steven Joyce  
Email [devworker@swrdatf.ie](mailto:devworker@swrdatf.ie)  
Website: [www.swrdatf.ie](http://www.swrdatf.ie)