



DRINKAWARE
2019
YEAR IN REVIEW

Drinkaware is the national charity working to prevent and reduce alcohol misuse in Ireland, governed by an independent board and regulated by the Charities Regulator.

Registered Charity Number: 20204601

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2019 IN REVIEW

2019 was a landmark year for Drinkaware. We ramped up our activities and successes: reaching and engaging with more members of the general public than ever before; partnering with like-minded organisations that align with our mission to prevent and reduce the misuse of alcohol; and of particular significance, securing charity status, thus ratifying our charitable purpose and the public benefit we have continuously championed since formation. All of this and more achieved in just the first year of our 2019-2021 Strategy.

Our vision of an Ireland where alcohol is not misused is ambitious but also unwavering. Delivering it requires a commitment to research so that we can understand the extent of the issue of alcohol misuse in Irish society. This is not just about data, but is about people - what they think, why they behave as they do and critically, which populations are most at risk of experiencing harm and how behaviour change regarding alcohol can be enabled.

In 2019 we applied the evidence to effect progress, and we measured that progress by not just the outputs, but by the impacts. At Drinkaware we know that to deliver meaningful change, impacts must be sustained. Our

sustainability is therefore reflected by our increasingly collaborative work with public and private sector organisations who share our vision. And who also believe that now is the time to shift the dial on Ireland's long-standing complacent and complicit attitudes and behaviours towards alcohol misuse and harm once and for all.

The need for multi-faceted and widespread alcohol education is evident in national and international research and in 2019 Drinkaware evolved our parent, school, workplace and consumer resources to strengthen their ability to enable lasting behaviour change.

Our national engagement is unrivalled in Ireland and with a small team of three full-time and three part-time staff, we had a presence at more than 20 public events, distributed tens of thousands of health promotion resources and reached millions online.

2019 has above all else highlighted the power of collaborative working and the strength of the charity sector, of which we are proud to be part, who continually champion this best practice approach towards positive change for a healthier Ireland.

JAN

At the start of the year, we revealed signs that the beliefs and behaviours among adults regarding alcohol misuse were shifting as evident in the three-fold increase of visitors to our website in December 2018 compared to 2017. Uses of our online drinks, calorie and sugar calculator also increased dramatically by 490%. This significant growth indicates that Drinkaware has a crucial role to support the growing movement for drinking in a less harmful way.

Following a rise in queries from the public voicing confusion about the updated law and when it is safe to drive the day after consuming alcohol, we responded with clear information on the new law and urged against the use of unregulated off-the-shelf breathalysers, supporting official advice from An Garda Síochána and the Road Safety Authority (RSA).

FEB

In February, we supported World Cancer Day by emphasising the well-established link between alcohol and at least seven types of cancer and sharing the European Code Against Cancer. The Code, developed by the World Health Organisation, identifies 12 actions we can take to help reduce our cancer risk - including drinking less or avoiding alcohol.

We were also delighted to host an information stand at the Diabetes Ireland Conference in Croke Park for the second year in a row.

Teaming up with the Vintners' Federation of Ireland (VFI), our public awareness campaign about driving safely the morning after drinking alcohol launched in February.

MAR

We joined the RSA to support an appeal by the Minister for Transport, Tourism and Sport, Shane Ross T.D. to encourage everyone to do their bit to promote road safety. This appeal followed 32 fatalities on Irish roads to date in 2019, representing an increase of ten deaths compared to last year.

St Patrick's Day was marked by our public call to reclaim our national day, to challenge rather than perpetuate the Irish stereotype and create a new consensus around St Patrick's Day.

In keeping with Seachtain na Gaeilge, and because as a national organisation, we believe we have a responsibility to offer tools and resources that can support all communities across the country, our health promotion resources are also available in Irish.

APR

Each year in April, we support Bowel Cancer Awareness Month to raise awareness of the benefits of drinking less alcohol or cutting it out entirely to reduce the cancer risk.

On National Workplace Wellbeing Day, we made the case for including alcohol awareness as part of employee health and wellbeing initiatives, and Drinkaware's range of options to support this including workshops, manned information stands and evidence-based health promotion resources.

MAY

In May, we launched our Drinkaware Index report to universal acclaim. This landmark study quantifies and exposes, for the first time, the collective complacency and cultural acceptance surrounding Irish drinking patterns. The extensive national coverage of the Index report, including RTÉ Drivetime and The Elaine Show, has contributed significant value to the ongoing public discourse around alcohol misuse in Irish society.

We hosted our annual Stakeholder Day which brought together NGOs, communicators, partners, health and wellness specialists and funders to ask, 'How do you sustain a movement for change?'. Our inspiring panel discussion featured some of Ireland's best-known changemakers including Liz Yeates, CEO, Marie Keating Foundation and CEO of As I Am, Adam Harris.

During Men's Health Week we launched our new campaign, Change the Trend, to improve the health and wellbeing of young men in Ireland by providing facts, advice and tools to empower men to understand and make positive choices around their drinking habits. We developed this evidence-based campaign in response to the Drinkaware Index findings that young men, particularly under-34s, exhibit consistent hazardous and potentially harmful drinking patterns.

JUN

We presented at the World Social Marketing Conference in Edinburgh alongside leading academics, researchers and behaviour change experts. We also exhibited two research posters, including our newly launched Drinkaware Index, and facilitated a workshop to debate the appropriateness of public-private partnerships for social good.

The Drinkaware team hosted an information stand at the KeepWell Summit in Croke Park to share details about our Workplace Wellness Programme and talk to attendees about the role alcohol awareness has in wider health and wellbeing events.

JUL

The Charities Regulator approved our application for charity status in July, following a comprehensive review of organisational governance, management and administration. The positive outcome of this rigorous process is recognition of and further strengthens Drinkaware's longstanding commitment to good governance and transparency. We are pleased to work alongside our fellow charities to build public trust in this important and much valued sector.

Ahead of Leaving Cert celebrations and college offers, we provided advice to help parents to engage with their young people and advocate for sober curiosity or a more mindful attitude to alcohol.

AUG

The team attended the Tullamore Show, where over 3,000 Drinkaware health promotion tools and resources were distributed and hundreds of engaging conversations with attendees were had at our information stand.

Maynooth University completed year two of the external independent evaluation of our junior cycle Alcohol Education Programme. This report will be published in early 2020.

We drafted a submission to the Food Safety Authority of Ireland public consultation on sections of the Public Health (Alcohol) Act 2018 relating to alcohol health warnings and information.

September is Irish Heart Month and we used this time to clarify the widely believed and reported myths about the health benefits of moderate drinking. High blood pressure is one of the most common alcohol-related health problems facing Irish adults and our social media campaign focused on the benefits of making lifestyle changes including drinking less or not at all to prevent heart disease and stroke.

SEP

The Drinkaware team decamped to Ballintrane, Fenagh, Co. Carlow to join almost 300,000 people at the National Ploughing Championships. We enjoyed talking to the thousands who visited our information stand each day and took home with them nearly 8,000 booklets, drinks calculators and standard drink measure cups.

We joined the European Day Without A Road Death – Project EDWARD campaign and signed up to the road safety pledge which includes a promise to never drive after drinking alcohol.

We hosted our inaugural Research Breakfast Briefing, 'Applying Behavioural Insights to Reduce Harmful Drinking'. Our keynote speaker Ed Flahavan, Policy Advisor, The Behavioural Insights Team (UK) presented on their work in generating and applying behavioural insights to inform policy, improve public services and deliver results for citizens and society including insights on research BIT conducted on behalf of Drinkaware. Their innovative approach led to a thought-provoking debate among the almost thirty NGOs, behaviour change experts and academics in the room.

OCT

Throughout October, we supported Breast Cancer Awareness Month and World Mental Health Day. We provided the facts on the link between alcohol and both breast cancer and mental health issues, and tips to help people to make positive changes to be healthier overall. The team was on hand at the Mental Health and Wellbeing Summit with our resources.

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OCT

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Our Junior Cert results campaign offered practical tips, tools and advice for parents on how to approach a conversation around alcohol ahead of the celebrations. We also communicated the importance of pushing back on the normalisation of allowing young people to drink alcohol at home under parental supervision.

We attended the RSA Annual Academic Road Safety Lecture in the RCSI and the Research for Societal Good event hosted by The Wheel.

A first for Drinkaware, we were delighted that our Workplace Wellness Programme was completely booked out in November. This is testament to the quality and efficacy of our resources, and growing recognition of the value of employee wellbeing initiatives.

We welcomed the implementation of the first measures of the Public Health (Alcohol) Act 2018 as a positive step forward to tackling Ireland's serious underage drinking problem. The measures will prevent alcohol companies from promoting their products near schools, playgrounds or on public transport.

We trained 63 new teachers to deliver our junior cycle Alcohol Education Programme at training days in Athlone and Cork. This brings the total number of teachers trained to 238 and so far, almost 15,000 first-third year students have received our programme. The final year of the programme evaluation by Maynooth University began simultaneously.

Drinkaware secured European funding to further explore and add qualitative findings to the at home drinking segment of our Drinkaware Index research via a series of focus groups. This report will be published in early 2020.

In another first for our small but ambitious charity, our Drinkaware Index 2019 was shortlisted for a Research Excellence Award in the competitive Public Policy and Social Research category. While we didn't win this time, it was an honour to be shortlisted alongside other ground-breaking studies. Congratulations to our research agency, Behaviour & Attitudes, on their Grand Prix win!

Our timely partnership with Newstalk, Rethink Your Drink, challenged listeners to explore their drinking habits and relationship with alcohol over the festive period. Across all shows including Moncrieff and the Pat Kenny Show, we joined presenters to demonstrate the benefits of a 'less is more' attitude to drinking and showed how easy this can be with simple tips and advice. The week culminated in a live recording of Lunchtime Live with Ciara Kelly in the Virgin Mary Pub, Dublin.

We were a proud partner of the 15th annual Coca-Cola Designated Driver campaign with the Road Safety Authority and An Garda Síochána. This annual campaign shines a spotlight on those who help to keep our roads safe over the festive season by choosing not to drink alcohol before driving.

2019 ended on a high thanks to our Christmas social campaign that centred on tips for positive mental health, drinking less at home and being family role models around alcohol. It was a phenomenal success – in December alone almost 110,000 people visited our website, 75,000 used our online calculator and we received 1,500 individual orders for our health promotion resources.

NOV

DEC

DRINKAWARE 2019 IN NUMBERS

WE ARE TRUSTED

80% OF IRISH ADULTS

CITE DRINKAWARE AS THE LEADING SOURCE OF TRUSTED ALCOHOL INFORMATION IN IRELAND

90% OF EMPLOYEES

WOULD RECOMMEND OUR WORKPLACE WELLNESS PROGRAMME

92% OF PEOPLE

WHO USE OUR RESOURCES AGREE THAT THEY WILL HELP THEM TO DRINK LESS

WE ARE AMBITIOUS



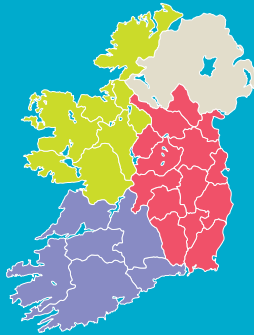
VISION

AN IRELAND WHERE
ALCOHOL IS NOT MISUSED



ACTIVE

IN ALL 26
COUNTIES



DEDICATED TEAM

3 FULL-TIME
3 PART-TIME

WE GET RESULTS



OVER 400

PIECES IN NATIONAL,
REGIONAL AND
LOCAL MEDIA

2M
WEBPAGES
VIEWED



530,251

PEOPLE VISITED
OUR WEBSITE
(30% more than 2018)



314,653

PEOPLE USED OUR
DRINKS CALCULATOR
(68% more than in 2018)



4,342

ORDERED OUR
HEALTH PROMOTION
RESOURCES



50,000

RESOURCES
DISTRIBUTED
NATIONWIDE



63

WORKPLACE
WELLNESS EVENTS
FACILITATED



33

EMPLOYEE
WORKSHOPS
DELIVERED



2,615

EMPLOYEES
REACHED
NATIONWIDE



63 NEW

TEACHERS TRAINED TO
DELIVER OUR ALCOHOL
EDUCATION PROGRAMME
(238 trained since 2016)



15,000

JUNIOR CYCLE STUDENTS
HAVE RECEIVED THE
PROGRAMME SINCE 2016



9

PARENT
WORKSHOPS
DELIVERED