



Drink Less Enjoy More Intervention Evaluation

Liverpool, UK

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Background

- Drunkenness & associated harms common in UK nightlife
- Range of interventions implemented
 - few focus on addressing culture of drunkenness
- Illegal to sell/buy alcohol to/for drunk person
 - Public awareness, bar server compliance & convictions low
- 84% alcohol purchase attempts by pseudo-drunk actors successful in Liverpool City Centre nightlife (2013)
- Multi-component interventions can be effective
 - Community mobilisation, targeted policing/licensing enforcement, awareness raising & bar staff training (e.g. Sweden, Norway)
- Development & implementation of Say No To Drunks pilot intervention in Liverpool (2014)





Intervention pilot



Name	Say No To Drunks
Objectives	<ul style="list-style-type: none"> • Increase awareness of the law • Support bar staff in refusing service • Deter sales of alcohol to drunks • Promote sensible drinking
Period	<ul style="list-style-type: none"> • 5 week pilot
Location	<ul style="list-style-type: none"> • Liverpool City Centre (36 venues - Ropewalks area)
Components	<ul style="list-style-type: none"> • Social marketing/awareness raising campaign • Increased police enforcement • Bar staff training • Breathalysers (identify blood alcohol concentration)

Pilot evaluation findings

- Supported by partners & licensed premises, but not fully implemented
- Bar server perceptions of intervention positive
- Nightlife user intervention awareness & perceptions low
- Possible increase in nightlife user knowledge of legislation
- Mixed views on use of breathalysers by door staff
- Excessive alcohol consumption / drunkenness (SOCIAL NORM)
- Findings support need for continued yet refined intervention

Phase two intervention (DLEM)

Name	Say No To Drunks	Drink Less Enjoy More
Objectives	<ul style="list-style-type: none"> • Increase awareness of the law • Support bar staff in refusing service • Deter sales of alcohol to drunks • Promote sensible drinking 	<ul style="list-style-type: none"> • Same but more focused: <ul style="list-style-type: none"> • Young people • Males • Preloaders • Tourists
Period	<ul style="list-style-type: none"> • 5 week pilot 	<ul style="list-style-type: none"> • 13 weeks (Sept-Nov)
Location	<ul style="list-style-type: none"> • Liverpool City Centre (36 venues - Ropewalks area) 	<ul style="list-style-type: none"> • All Liverpool City Centre (around 250 venues)
Components	<ul style="list-style-type: none"> • Social marketing/awareness raising campaign • Increased police enforcement • Bar staff training • Breathalysers (identify blood alcohol concentration) 	<ul style="list-style-type: none"> • No breathalysers • Greater commitment & resources • Creative (re)development <ul style="list-style-type: none"> • Name • Materials / focus



Drink Less Enjoy More (DLEM) intervention (2015)



4G

18:05

75%



Terry Bar Manager now

Notice for staff: Don't serve anyone who is clearly drunk. YOU could be fined £1000 and we could lose our licence

slide to read

It is against the law for bars and clubs to serve alcohol to anyone who is clearly drunk. They could lose their licence and YOU could be fined £1000. Ask your bar manager for more information.

Merseyside Police are enforcing these laws.

#DrinkLessEnjoyMore

www.drinklessenjoymore.co.uk [f/drinklessenjoymore](https://www.facebook.com/drinklessenjoymore) [/drinkless_enjoy](https://www.instagram.com/drinkless_enjoy)



Working together in partnership

4G

19:20

75%

Goin down the offy getting the bevvies in! 👍

Dean, don't get too smashed mate! We won't get served anywhere later 😡

It is against the law for bars and clubs to serve alcohol to anyone who is clearly drunk. They could be fined £1000 and lose their licence.

Merseyside Police are enforcing these laws.

#DrinkLessEnjoyMore

www.drinklessenjoymore.co.uk [f/drinklessenjoymore](https://www.facebook.com/drinklessenjoymore) [/drinkless_enjoy](https://www.instagram.com/drinkless_enjoy)



Working together in partnership

Evaluation aims

- Patterns of alcohol consumption & nightlife usage
- Knowledge of legislation amongst bar staff & nightlife users
- Visibility & perceptions of the intervention
- Intervention impact on:
 - Legislation awareness
 - Expectations & tolerance of drunkenness
 - Service of alcohol to drunks
 - Drinking behaviours (*long term*)



Evaluation methods

- *Phase 1 & 2*

- *Multiple methods used*

- *Nightlife user, door & bar staff surveys, nightlife area observations, analyses of breath test & routine data sources, alcohol test purchases (pseudo-drunk actors)*

- Overall impact evaluation phase 1 & 2

- Nightlife user surveys

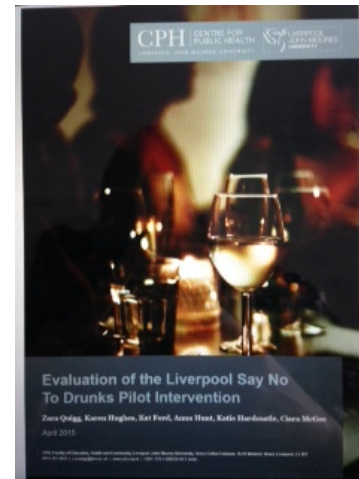
- On street interviews exploring drinking behaviours, drunkenness, legislation, intervention
 - 214 pre (Sept 2014) & 202 post-intervention (Nov 2015)

- Bar staff surveys

- Training, legislation, practice, intervention
 - 207 post-intervention

- Alcohol test purchases (by pseudo-drunk actors)

- Randomly selected venues: 2 actors (1 drunk) & 2 research observers
 - 73 pre & 100 post-intervention





Key findings



Nightlife user survey

(baseline, n=214)



Alcohol consumption & drunkenness

> 90% participants consumed alcohol



Total estimated night out alcohol consumption = 16 units



High levels of drunkenness expected & accepted

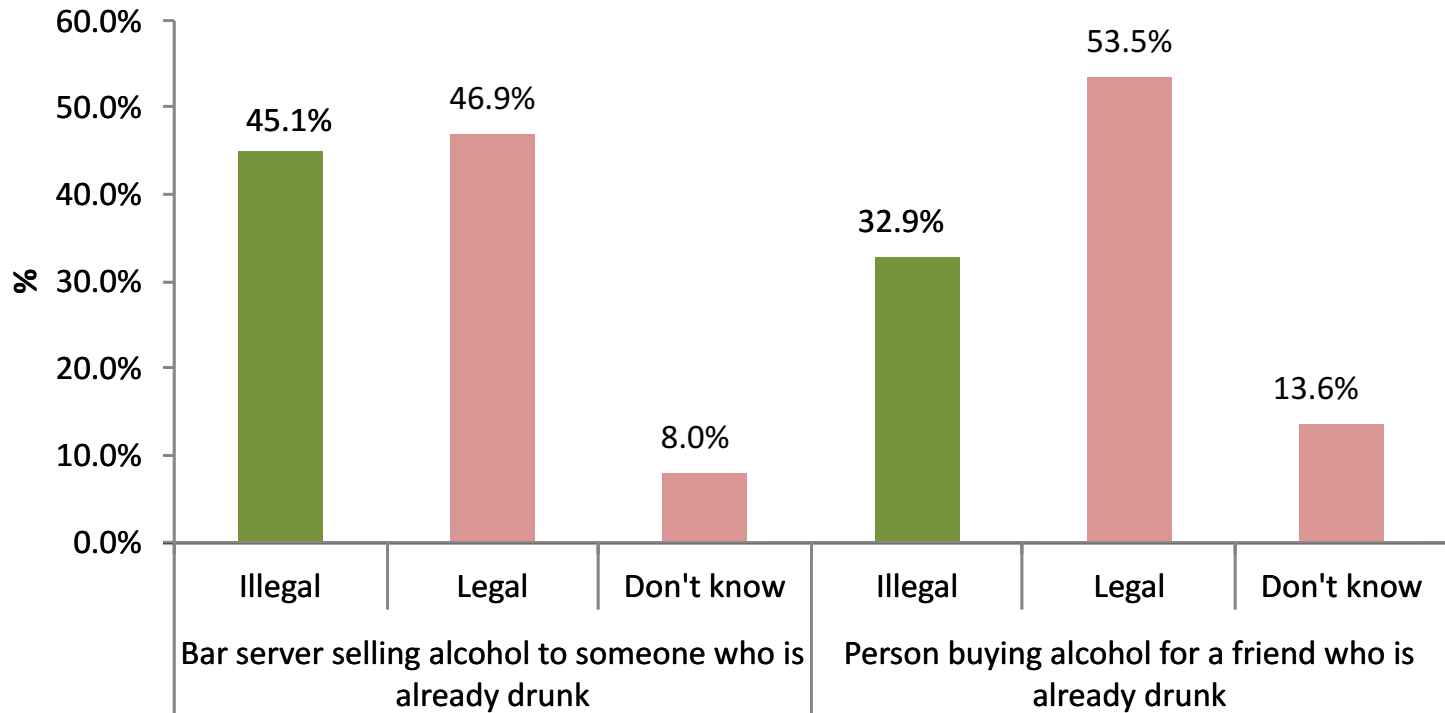


(1 unit=8g pure alcohol)



Nightlife user survey (baseline, n=214)

Knowledge of the law





Nightlife user survey (post, n=202)



- Different nightlife users surveyed but no difference in characteristics

Intervention awareness & perceptions



- 38% aware of DLEM (*SNTD* = 17%)
 - 1/4 via radio advertisements (*DLEM only*)
 - 1/5 posters in bus stop (*DLEM only*)
 - 1/20 posters in licensed premise
- Compared to *SNTD*, higher % surveyed after DLEM agreed that:
 - Intervention materials demonstrated that people who are drunk in bars will not get served more alcohol (not significant)
 - Intervention made them feel safer whilst on a night out in Liverpool City Centre (significant; $p < 0.01$)
 - They were more likely to come on a night out as a result of the intervention (significant; $p < 0.01$)



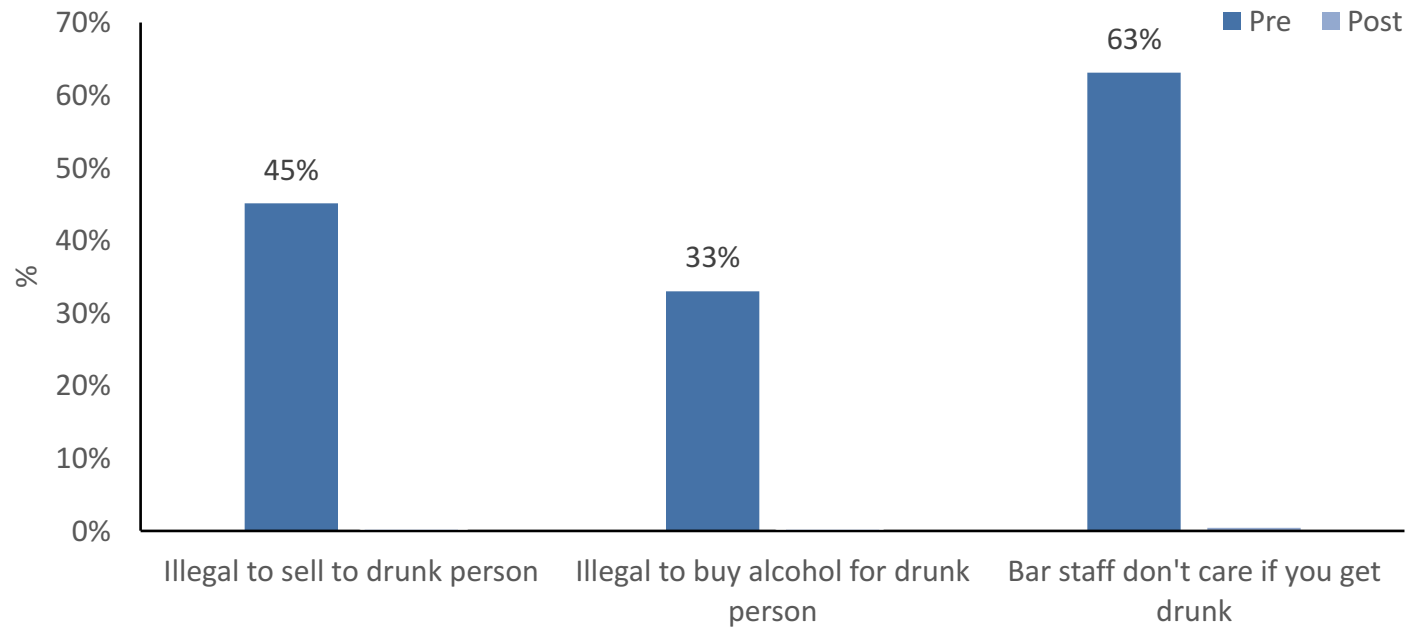
DLEM vs SNTD

Improved intervention awareness & perceptions, & greater potential impact on feelings of nightlife safety & likelihood to come on a night out in the city



Nightlife user survey (pre/post comparison)

Nightlife user knowledge & perceptions, pre & post-intervention



- % agreeing that it's hard to enjoy a night out in the city centre if you do not get drunk decreased significantly (35% - 23%)
- Perceived level of drunkenness that people reach on a night out in the city centre decreased significantly (from 8.6 to 8.2)
- Increase in reported alcohol consumption over course of night out (16 to 20 units)
 - Possibly due to temporal factors, sporting events & weather conditions



Bar staff survey

(post, n=207)

Alcohol service, drunkenness & the law

- 81% reported they would never serve a drunk person
- 93% confident in refusing service of alcohol to a drunk person
- 90% confident in managing drunk customers in the bar
- 95% knew it was illegal to sell alcohol to a drunk person
- 86% knew it was illegal to purchase alcohol for a drunk person





Bar staff survey (post, n=207)

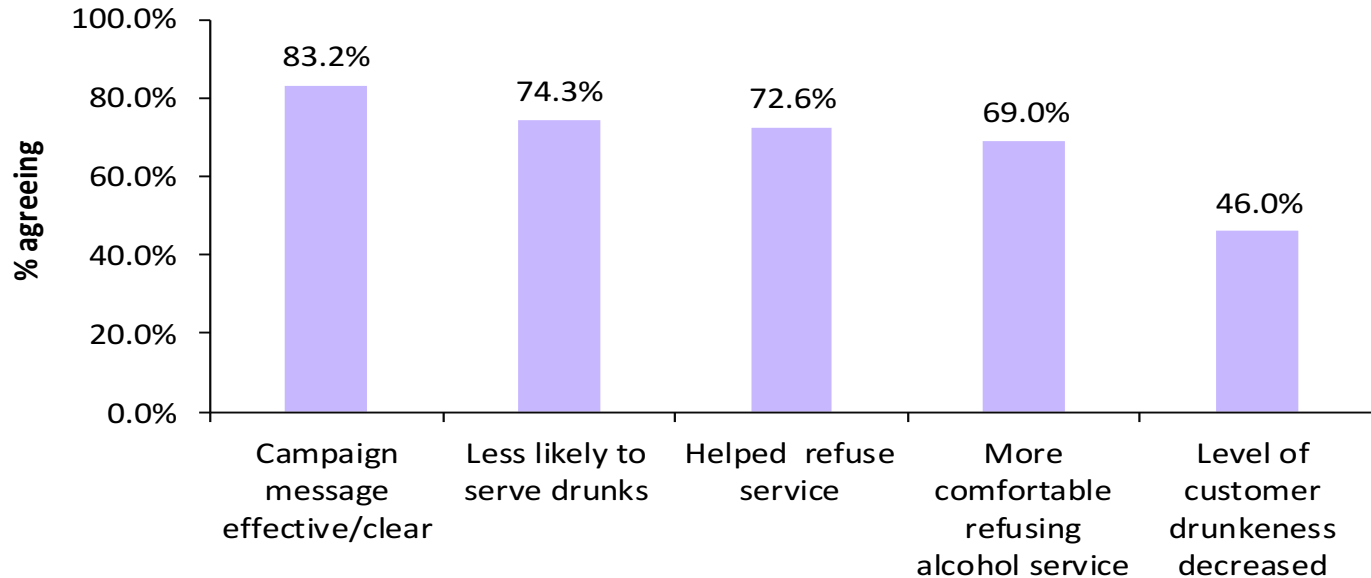


DLEM intervention

- 55% aware of DLEM (intervention materials (e.g. posters) / social media)



Figure: Bar staff views on the impact of DLEM



- 28% received bar server training

- More likely* to report they:
 - Would never serve a drunk customer
 - Felt very confident in refusing service of alcohol to a drunk person
 - Knew it was illegal to serve a drunk customer



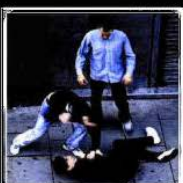
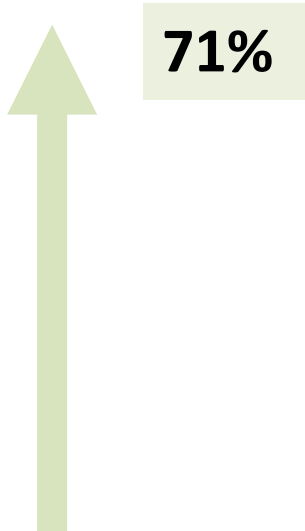
* Not significant

Alcohol test purchases by pseudo-drunk actors

% alcohol purchase attempts by pseudo-drunk actors successful in Liverpool's City Centre nightlife



Comparable area (Nov 2015)



Summary

- Evidence supports multi-component community based interventions
- UK: Multi-agency partnership working key feature of managing & addressing nightlife related harms
 - Lack of focus on preventing drunkenness
- DLEM first of its kind in UK
 - Supported by key partners including licensing trade
- Evaluation findings suggest positive effects
- Intervention continually developed, strengthened & monitored
- Key on-going feature of Liverpool's multi-agency work programme
- Similar interventions being established in other UK nightlife areas
 - Promising results
- More research/evidence required
 - case & control study





Thank You

With special thanks to Kat Ford, Katie Hardcastle, Anna Hunt, Jenny Davies, Nadia Butler, Karen Hughes, Ciara McGee & Stephen Hardy, & the intervention/evaluation funders (Citysafe Partnership, Liverpool Public Health and Liverpool CCG)

Full report available at:

<http://www.cph.org.uk/wp-content/uploads/2016/03/Liverpool-Drink-Less-Enjoy-More-intervention-evaluation-report-March-2016.pdf>

Or via

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