

ALCOHOL EXPOSED PREGNANCY DIGITAL AWARENESS CAMPAIGN EVALUATION

#DRYMESTER
HELPING PARENTS-TO-BE GO ALCOHOL FREE

PHASE ONE MAY-JULY 2019

Working with a local communications agency, C21, we developed a 10-week digital-led awareness campaign in four priority boroughs, to support our Alcohol Exposed Pregnancy programme.



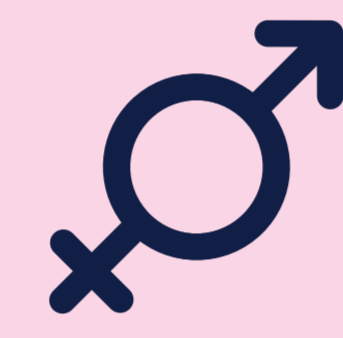
EVALUATION AND KEY FINDINGS OF PHASE ONE

Internal Analysis

Content viewed
4.5 MILLION
times



Who we reached
80% FEMALE
20% MALE



Most engaged age
25-34
year olds



Engagements**
435,070



Independent Evaluation

Bluegrass Research carried out an independent evaluation through face to face interviews and found that the campaign was **important, clear, believable and non-judgemental**, in dealing with a potentially sensitive subject matter:

THE CAMPAIGN HAS AN
IMPORTANT MESSAGE



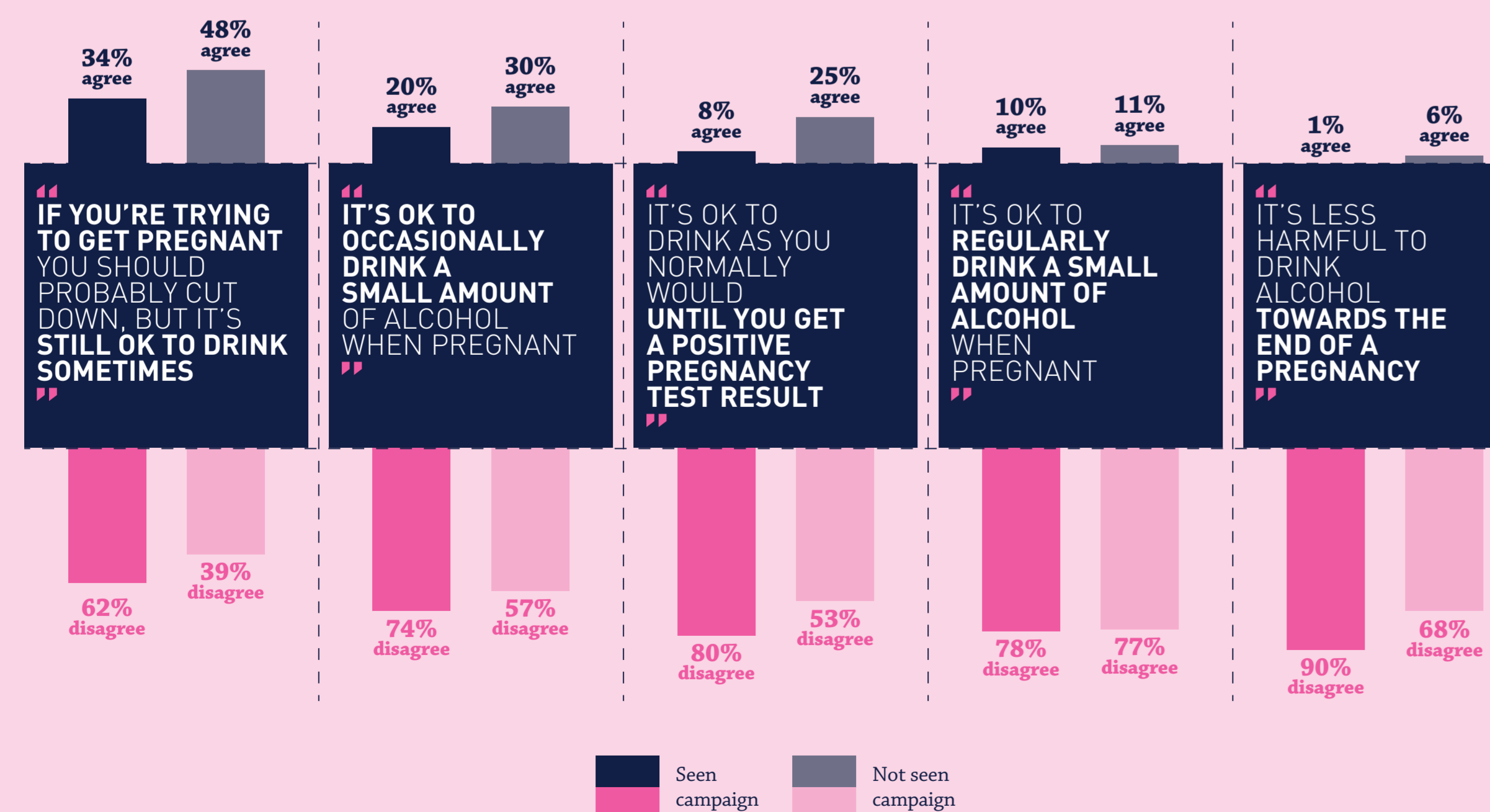
THE CAMPAIGN
IS EASY TO UNDERSTAND



THE CAMPAIGN
IS BELIEVABLE



Initial shifts were detected in people's attitudes towards drinking while pregnant if they'd seen the campaign - disagreement with statements shifted markedly:



*Research with would-be families, adoptive parents of children living with FASD and a range of local, regional and national partners
**Clicked, liked retweeted, shared, commented on or viewed a video for 3 seconds or more.

Aug 2020

PHASE TWO OCTOBER-DECEMBER 2019

From the success and findings of Phase 2, we commissioned Phase 2 of #DRYMESTER across all 10 boroughs of Greater Manchester.

We shifted the campaign message slightly to encourage more active engagement, asking people to sign up to #DRYMESTER and spread the CMO's guidance to help parents-to-be go alcohol free.

If you're pregnant or planning to become pregnant, the safest approach is **not to drink alcohol at all** to keep risks to your baby to a minimum.

UK Chief Medical Officers

PHASE TWO RESULTS

Content viewed
4.5 MILLION
times



Who we reached
74% FEMALE
26% MALE



Most engaged age
25-34
year olds



Engagements**
524,219



We had many people signing up to #DRYMESTER and utilising the resources:

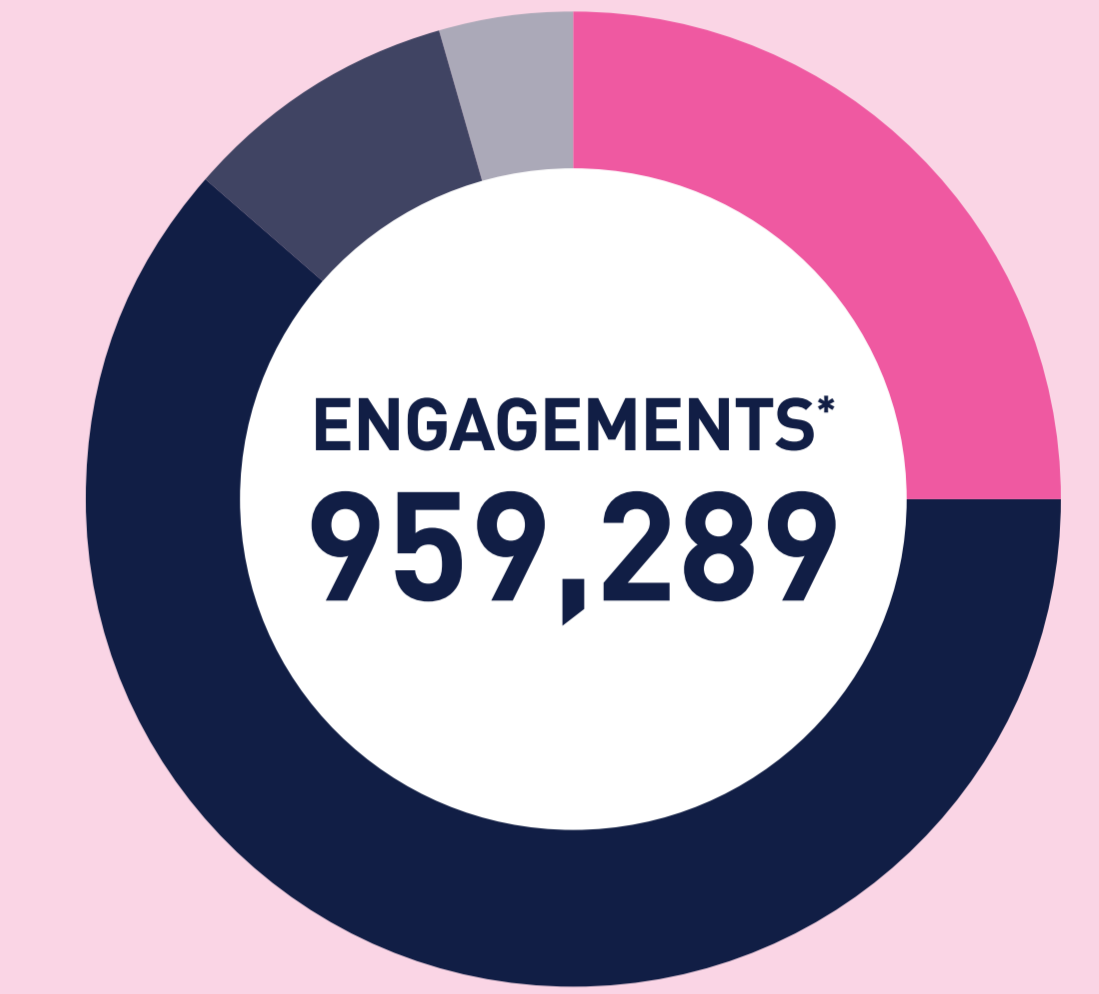
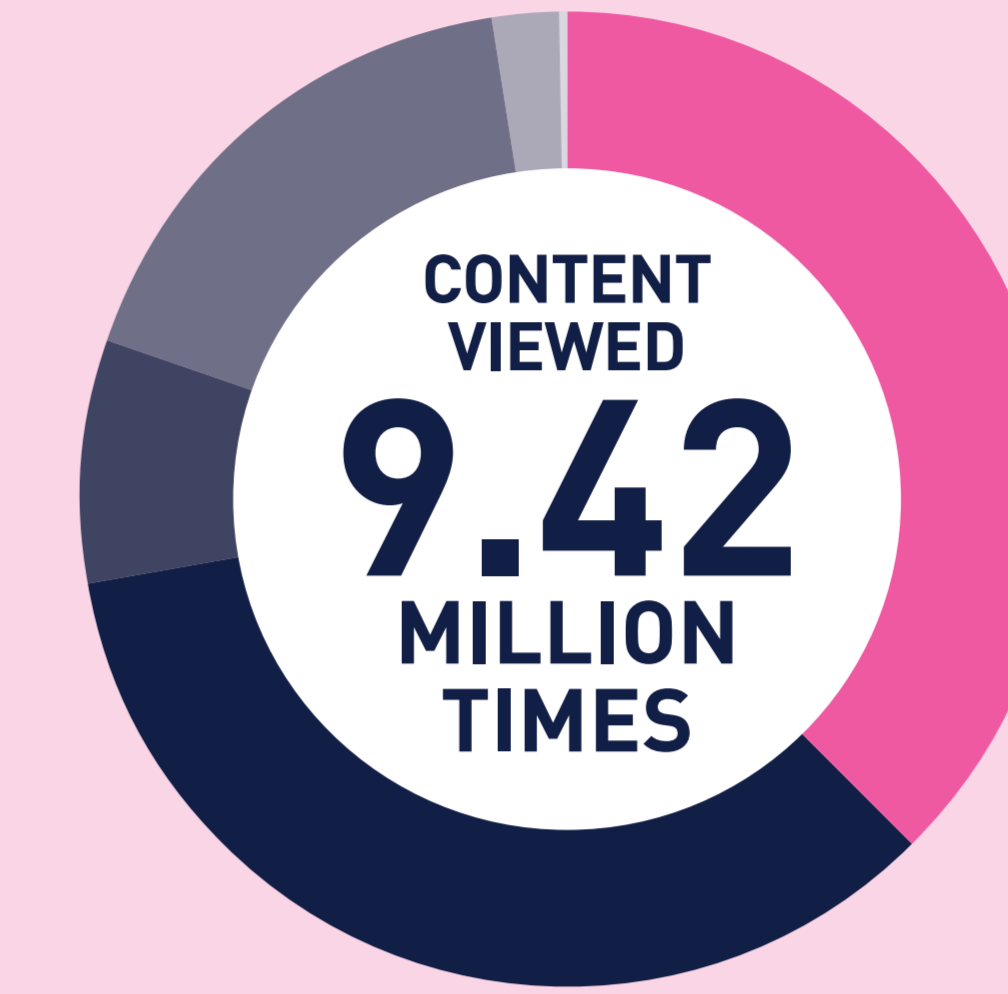
"IT'S WORTH NOT DRINKING FOR A YEAR TO GET A **HAPPY HEALTHY BABY AT THE END OF IT**"
Parent-to-be

"MY SISTER IS PREGNANT AND I WANT TO RAISE AWARENESS AND **GIVE SUPPORT**"
Family Member

"I WANT TO RAISE A HEALTHY BABY AND **BELIEVE I SHOULD DO EVERYTHING IN MY POWER TO BE AS HEALTHY AS POSSIBLE** WHILST MY DAUGHTER IS GROWING"
Parent-to-be

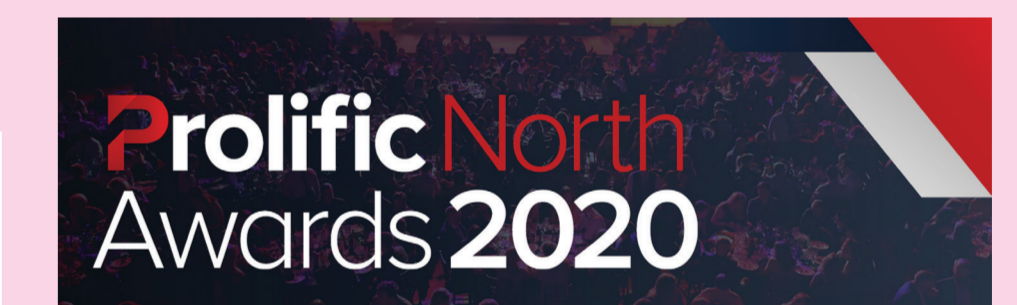
"I UNDERSTAND THE RISKS AND THINK IT'S **IMPORTANT TO SHARE THEM WITH EVERYONE**"
Friend

COMBINED RESULTS PHASE ONE & TWO



POST CAMPAIGN

Adding to the success of the campaign, #DRYMESTER has been highly commended at the Marketing Society Brave Awards, as well as shortlisted for a Chartered Institute of Marketing (CIM) Excellence Award and a Prolific North Award.



The National Institute of Health Research, in collaboration with Bristol University, published the most comprehensive review to date on the effects of drinking alcohol during pregnancy, citing #DRYMESTER as the safest approach:

"Our study reinforces the UK Chief Medical Officers' guidelines: abstaining in all trimesters is the only safe approach, advice also reflected in the #DRYMESTER campaign."

Dr Luisa Zuccolo
Bristol University

It's fantastic to be able to show women the website whilst having discussions. It is user friendly and appealing and provides evidence-based information in a dynamic way. Other midwives have commented that they feel the website helps to reinforce the guidance without them needing to 'dictate to women'.
I have recently had a woman who has returned for a later appointment and told me she shared the website with a newly pregnant friend before she even saw a healthcare professional and they both have made some of the mocktail recipes!

Jen Michaels
Specialist Midwife
Royal Oldham Hospital