

ALCOHOL EXPOSED PREGNANCY DIGITAL AWARENESS CAMPAIGN EVALUATION

#DRYMESTER

HELPING PARENTS-TO-BE GO ALCOHOL FREE



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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.



PHASE TWO OCTOBER-DECEMBER 2019

From the success and findings of Phase 1, 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.



EVALUATION AND KEY FINDINGS OF PHASE ONE

Internal Analysis

Content viewed
4.5 MILLION
times

Most engaged age
25-34
year olds

Who we reached
80% FEMALE
20% MALE

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:



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



PHASE TWO RESULTS

Content viewed
4.5 MILLION
times

Most engaged age
25-34
year olds

Who we reached
74% FEMALE
26% MALE

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

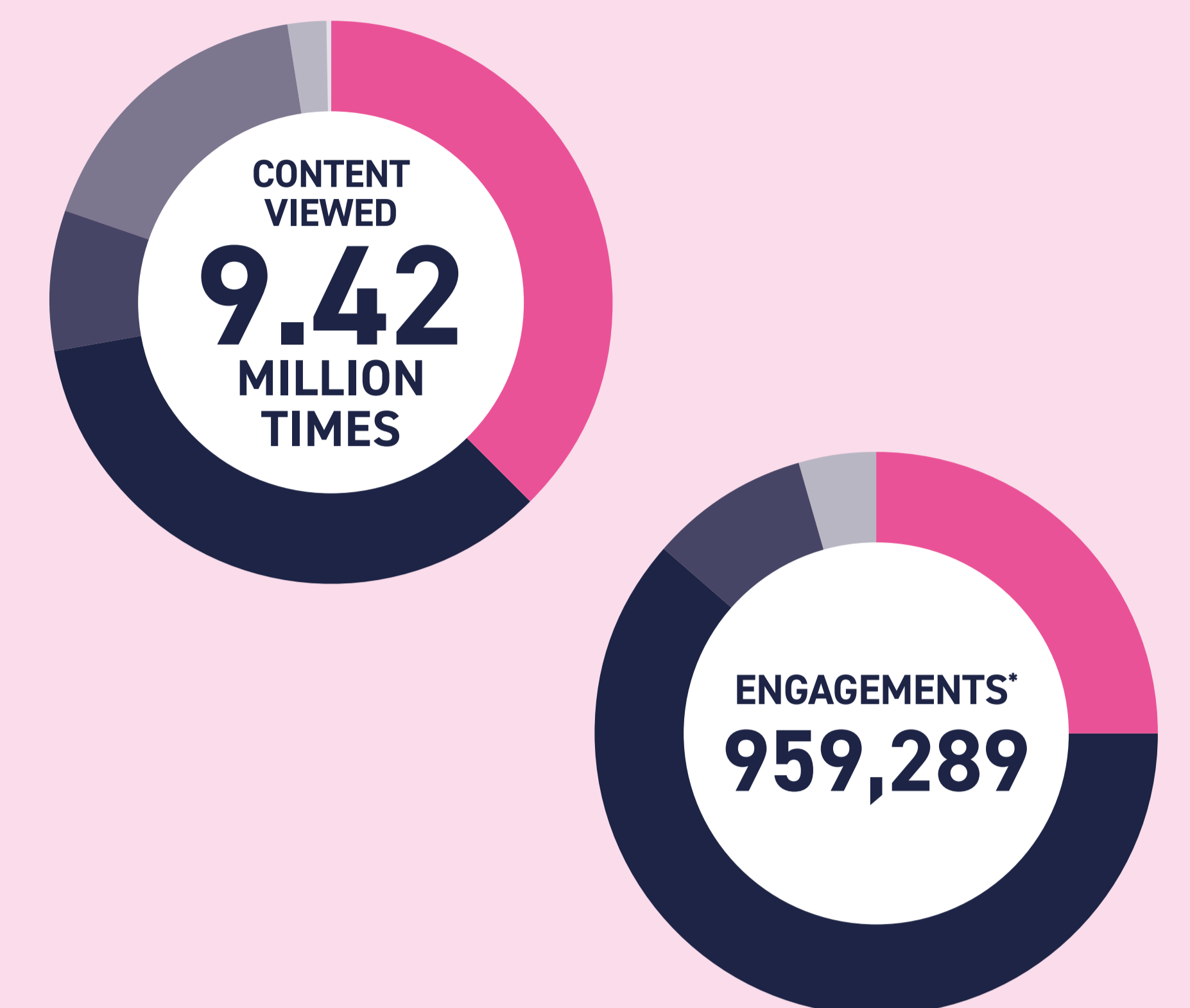
"I WANT TO RAISE A HEALTHY BABY AND **BELIEVE I SHOULD DO EVERYTHING IN MY POWER TO BE AS HEALTHY AS POSSIBLE** WHILST MY DAUGHTER IS GROWING"

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

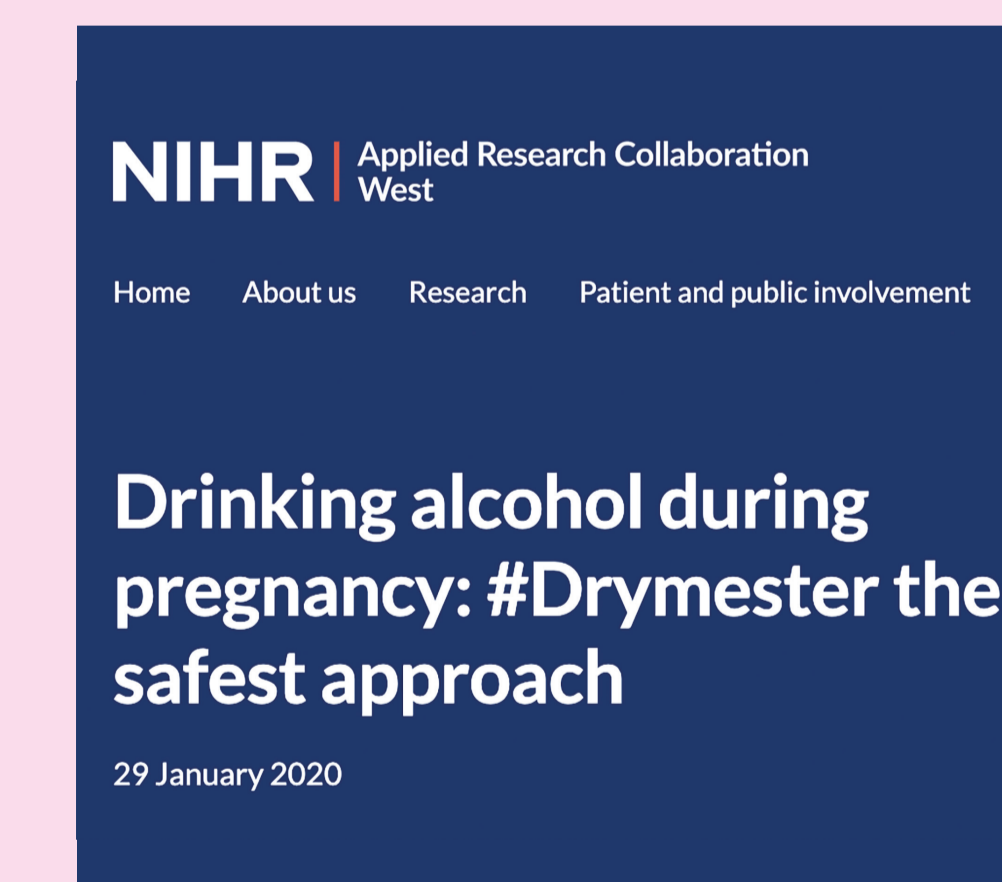
Adding to the success of the campaign, #DRYMESTER has been highly commended at the Marketing Society Brave Awards, as well as shortlisted for a Chartered Institute of Marketing (CIM) Excellence Award and a Prolific North Award.



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

*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.

