

1. The Department for Education contributed the following amounts by year to the FRANK campaign. (In this context, the FRANK campaign refers to all communication activity including the FRANK bus, partnership marketing, stakeholder engagement and advertising.)

2003-05: No contribution

2006/07: £984,000

2007/08: £1.5 million

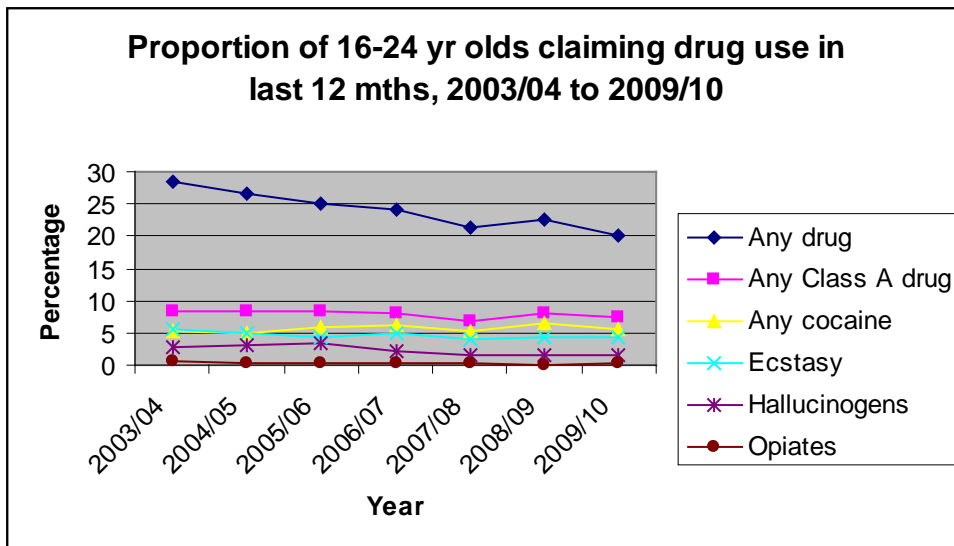
2008/09: £1.8 million

2009/10: £1.5 million

2010/11: In light of the communications freeze announced in May 2010, spend for this year is yet to be agreed.

2. Details on return on investment, statistics, measurements:

Whilst it is not possible to attribute a specific contribution, the existence of FRANK has coincided with a sustained fall in drug use amongst young people. The British Crime Survey (BCS) shows that the percentage of 16-24 year olds claiming to have taken drugs in the last year has fallen by 8.3% from 28.3% in 2003/04 to 20% in 2009/10. The prevalence of illicit drug use among 16-24 year olds is now at its lowest level since 1995.



According to the BCS, claimed use of Class A drugs amongst 16 - 24 year olds fell from 8.1% in 2008/09 to 7.3% in 09/10. Cocaine is currently the Class A drug of choice among a small number of young people in the UK. However, cocaine use amongst 16 - 24's also fell in 2009-10, with 5.5% claiming to have used it in the last year compared with 6.6% in 2008-09. As the authors of the BCS note "Issues exist around willingness to report illicit drug use, even in a confidential manner. An unknown proportion of respondents may not report their behaviour honestly; hence estimates of prevalence in this bulletin may be considered lower estimates of the true level of illicit drug use within the general population, even for more commonly-used drugs."

There have also been significant shifts in the perceived risks of drug use and drug users. The number of 11-14 year olds agreeing that cannabis is 'very likely' to damage the mind of someone increased from 45% in 2006 to 63% in 2009. In that

time, perceptions of drug users have also become more negative. Negative perceptions of a cocaine user amongst 15-18 year olds increased between 2006 and 2009 (from 7.5 to 8.3 on a ten point scale).

The FRANK campaign is evaluated using a number of key performance indicators (KPIs). The KPIs include awareness of, and trust in, the FRANK service, as well as attitudes to drugs and drug-takers and claimed behaviour.

In March 2010

- 86% of 11 –18 year olds were aware of the FRANK service;
- of those, 80% trusted FRANK to give them reliable information about drugs; and
- around 40% of young people would contact the FRANK website compared to 22% who would contact their friends for information about drugs.

Value for money

FRANK provides excellent value for money. In 2009/10 the cost per contact compared very favourably with that of a GP visit or a call to NHS Direct. There is no alternative service with the same levels of recognition amongst young people or capability to respond.

Partners

Research has shown that 58% of FRANK partners claim to use FRANK information and materials in local activity and 89% of such partners tell us that they would recommend the FRANK helpline to their 'clients' and 94% would recommend the website.

Over the last seven years a large number of organisations at a local level have promoted the FRANK service either through word of mouth or literature and the national media, e.g. Channel 4, have also promoted the number.

3. a) The Department for Education's (DfE) marketing team, working alongside colleagues from the DfE's Substance Misuse policy team is responsible for the financial running of FRANK and

b) the marketing content. There is also very close cooperation between marketing and policy teams across the other key Government departments, namely the Home Office and Department of Health.

4. The number of visitors to the FRANK website;

2003/04: 657,289
2004/05: 1,188,375
2005/06: 2,017,640
2006/07: 3,066,130
2007/08: 3,282,998
2008/09: 2,902,205
2009/10: 2,745,320

5. The number of calls to the FRANK helpline

2003/04: 387,228
2004/05: 458,820
2005/06: 500,797
2006/07: 487,918
2007/08: 413,921
2008/09: 341,972
2009/10: 319,916

In addition to the website and helpline statistics please see below volumes of received texts, answered emails and BOT conversations. (The FRANK Bot is an award-winning automated interactive service delivered through MSN Messenger that answers questions about drugs.)

The number of received texts

2003/04: N/A
2004/05: N/A
2005/06: N/A
2006/07: N/A
2007/08: N/A
2008/09: 15,962
2009/10: 16,940

The number of answered emails

2003/04: N/A
2004/05: 25,725
2005/06: 31,572
2006/07: 34,277
2007/08: 31,715
2008/09: 31,052
2009/10: 31,590

The number of BOT conversations

2003/04: N/A
2004/05: N/A
2005/06: N/A
2006/07: 135,627
2007/08: 3,042,523
2008/09: 2,859,526
2009/10: 1,071,432

6. The number of staff working on the FRANK helpline;

There are 64 trained FRANK advisors. They operate on various shift patterns resourced to match call demand.

7. Organisation chart for FRANK

FRANK is a joint campaign run by The Home Office, The Department of Health and The Department of Education. An organisation chart does not exist for FRANK but traditionally FRANK responsibilities are divided as follows;

The Department of Health manages the helpline, publishing and FRANK press office.

The Home Office manages advertising, stakeholder communications and management of the website.

The Department of Education manages the FRANK bus, which tours secondary schools during term-time.

Due to the communications freeze announced in May 2010 communication plans and ensuing roles and responsibilities have yet to be finalised for 2010/11.