

Annex A – Enclosure PHE/16/23

PHE's social marketing programmes:

One You: This is PHE's new adult facing health brand, which aims to inform, energise and engage millions to make changes to improve their health by eating well, moving more, quitting smoking and drinking less. The brand is designed to be the on-going communication and activation vehicle for adult health and will have both a continuous digital presence and campaign driven activity. One You will help adults across the country avoid future diseases caused by lifestyle driven factors including alcohol. The brand was launched in March 2016 with a multimillion pound advertising campaign including TV, digital and outdoor and supported by an extensive range of commercial and private sector partners so adults will encounter One You on their high streets and local services, in pharmacies and GP surgeries. The One You launch campaign provides a practical way for adults to reappraise their lifestyle in the form of a new online health quiz called 'How Are You.' The free quiz indicates which of four areas, including alcohol consumption, people should look to change and provides encouragement and tools to help them do so. The first two weeks of the campaign alone have generated over a million responses. We are currently planning further substantial multiple issue campaign later in the financial year to be confirmed.

Dry January: PHE marketing has piloted supporting Dry January over a number of years now and has evolved and learned from its evaluation each year. Overall, we are very supportive of the concept of abstinence during January. Our evaluations indicate that:

- Participation has a positive result on drinking. Participants reduced their reported levels of drinking at one month and six month follow up and additionally showed improvements irrespective of whether they were successful in fully abstaining.
- The campaign attracts IHR drinkers well
- The concept of abstinence in has reached a critical level of momentum in the market. This year PHE invested £100k in Dry January and, based on our research, 3.8 million people took part. This compares to 2 million people in the previous year when PHE invested circa £1m. We believe this is evidence that this event does not necessarily need continued high level advertising support to generate engagement as there appears to be increasing willingness amongst the public to participate.

Supporting understanding of the CMO alcohol guidelines: The significantly funded One You launch campaign using the How are you? quiz facilitates engagement with personal levels of drinking and risk using the new guidelines and signposts information and further support including the drinks tracker app.

The One You website provides a comprehensive range of information and support to understand, assess and reduce personal drinking in the context of guidance. Where information is not on the One You site, further sources including NHS Choices are linked and sign-posted (e.g. information on the links between alcohol and cancer). Further improvements to the One You alcohol offering are being planned, covering both support tools and website content. Plans are being finalised but we are proposing improvements to our drinks tracker app including a calories saved function, an online unit calculator linked to low risk guidance and an assessment of a tool to support taking days off alcohol, as recommended in the Guidelines. We will also use digital search media to support those looking for information and support them in reducing their alcohol intake where appropriate.