



## Collaborations and co-operative activity

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**Drinkaware.ie**  
**Ireland**  
**2019 > Ongoing**  
**#AwarenessRaising**  
**#ReducingHarmfulDrinking**



### Objective

To work with mission-aligned organisations to further amplify Drinkaware.ie public health work to prevent and reduce the misuse of alcohol in Ireland.

### Description

Drinkaware was established in March 2016 as a health promotion organisation. Its vision is of an Ireland where alcohol is not misused, and its mission is to fundamentally and permanently change attitudes and behaviours to prevent and reduce misuse. Drinkaware works towards achieving its mission by raising awareness, creating understanding and supporting behaviour change through evidence-led education and effective communications.

Although Drinkaware is an independently governed organisation, it believes that no societal issue can be solved in isolation. Persistent and continuous collective efforts are needed to create positive change. Therefore, Drinkaware seeks to work in collaboration with mission-aligned organisations to further amplify public health work. Collaborations can include academic, semi-state, trade body and media organisations.

In 2019, collaborations included with:

- The VFI: The campaign was about driving safely the morning after drinking alcohol. A short educational video outlined standard drinks, how long it takes to process alcohol and current drink driving legislation clearly and concisely.

- The RSA: The public appeal encouraged all road users to do their bit to promote road safety.
- The RSA, An Garda Síochána and Coca-Cola Hellenic: The 15th annual Coca-Cola Designated Driver campaign shone a spotlight on those who help to keep our roads safe over the festive season by choosing not to drink alcohol before driving.
- Newstalk: The **Rethink Your Drink** challenge invited listeners to explore their drinking habits and relationship with alcohol over the festive period. Drinkaware joined presenters to demonstrate the benefits of a 'less is more' attitude to drinking and showed how easy this can be with simple tips and advice. The week culminated in a live recording of Lunchtime Live with Ciara Kelly in the alcohol-free The Virgin Mary Bar, Dublin.

In 2020, collaborations also aimed to support the public through the difficulties of the pandemic. Collaborations included with:

- Retail Ireland: Dual branded graphics were produced to reduce home drinking. These were shared across Twitter.
- RSA: Drinkaware took part in the public consultation of the RSA's 2021-2030 strategy. Drinkaware CEO Sheena Horgan also attended the RSA's Strategy workshop and participated in a high-level multi-stakeholder debate.
- The Virgin Mary Bar: The Drink Better at Home campaign took place during the summer and winter months on Instagram. Short videos featured demos of the Virgin Mary Bar's alcohol-free drinks and no-alcohol drinks tastings. Sheena Horgan also hosted an Instagram Live with Vaughan Yates from the Bar to discuss the rise of the sober curious/mindful drinking movement in Ireland.

In 2021, collaborations included with:

- Gut Experts: Drinkaware used its digital channels to support Bowel Cancer Awareness month which included a guest blog from the Gut Experts. They also promoted the Gut Experts new website and book.
- Tidy towns: The 'Safe Summer Socialising' poster was shared in the SuperValu Tidy Towns newsletter which is administered by the Department of Rural and Community Development.
- Pádraig Walsh: The behavioural specialist joined Drinkaware for their 'Positive Change' campaign which kicked off with live videos shared on Instagram, sharing tips for how to create, sustain and maintain positive behaviour changes. Pádraig also co-hosted Drinkaware's public webinar in November.
- Kate Gunn: Kate, author of 'The Accidental Soberista', chatted with the Drinkaware team about her journey, and provided two guest blogs. Kate focused on how cutting out alcohol changed her life, and on how her experience of parenting has changed since she started her journey.
- Galway Public Library & Healthy Ireland: The public webinar focussed on 'Get the facts you need to make healthy choices about alcohol'.
- The RSA and Coca-Cola Hellenic: In addition to their support of the campaign, Drinkaware was invited to attend the press launch of the Christmas campaign that rewards those who stay sober on nights out to ensure their friends and family members get home safely.

- Lidl, Coca-Cola Hellenic, Bulmers, Retail Ireland and Diageo: The partners shared Drinkaware's Low-risk weekly guidelines campaign content across their social media channels, increasing the reach of the campaign.

In 2022, collaborations included with:

- The Senior Times: Drinkaware provided The Senior Times' audience with information on alcohol in 5 different articles. Topics included: isolation and loneliness, social expectations and reconnection, the importance of grandparents as role models and summer socialising.
- Diageo: With the support of Diageo, Drinkaware produced drip mats for use in bars, pubs and restaurants across Ireland. The mats included three different tips to drink less: 'Try alcohol free', 'alternate your drinks with water' and 'stay out of rounds'. The mats included a QR code directing people to the Drinkaware drinks calculator for more information.
- VFI: The VFI distributed Drinkaware's drip mats across Ireland.
- The Aviva and Irish Distillers: Washroom posters were displayed at international football fixtures, Rugby Union fixtures and the Rugby fixtures for the Autumn Internationals.
- Marie Keating foundation: The Marie Keating foundation provided support on Breast Cancer messaging and joint sharing of information.
- Copy Clear: Marketing training was delivered to licensees of the Drinkaware logo, to ensure that correct use of the logo and the principles and values of Drinkaware are being upheld.
- The RSA and Coca-Cola Hellenic: In addition to their support of the campaign, Drinkaware was invited to attend the press launch of the Christmas campaign that rewards those who stay sober on nights out to ensure their friends and family members get home safely.

## Partners

2022 collaborations: The Senior Times, Diageo, The Aviva, Marie Keating foundation, Copy Clear, Coca-Cola Hellenic, RSA, VFI and Irish Distillers.

2021 collaborations: Gut Experts, Tidy towns, Pádraig Walsh, Kate Gunn, Galway Public Library, Health Ireland, Coca-Cola Hellenic, RSA, Lidl, Bulmers, Retail Ireland and Diageo.

2020 collaborations: Retail Ireland, RSA and the Virgin Mary Bar.

2019 collaborations: Vintners' Federation of Ireland (VFI), Road Safety Authority (RSA), An Garda Síochána, Coca-Cola Hellenic and Newstalk.

## Results

In 2022, 20,000 drip mats were distributed through VFI representatives, 3,750 were provided to key bars located in Dublin city for Pride Weekend, and 4,000 were sent to the Galway races. Washroom posters were displayed at 4 international football fixtures, 2 Rugby Union fixtures and the 3 Rugby fixtures for the Autumn Internationals. The washroom

posters resulted in a 16% increase in calculator uses and an average of 9% increase in visits to drinkaware.ie.

In 2021: The focus low-risk weekly guidelines campaign saw increased calculator conversion (+18%), increased visits to the low-risk weekly guidelines webpage (+29%) and increases in public health resource orders (+2,382%). There was also saw an overall increase of 39% in users to the site and a 30% increase in page views.

In 2020, The Drink Better at Home campaign had a total of 2,219,349 impressions, 17,410 website clicks, 104 Drinks calculator conversions and 30,323 video views.

In 2019, The video with VFI was viewed 840,000 times during the three-week campaign. The Rethink Your Drink partnership editorial reached an audience of 344,000, and in addition the station ran 30 promotions featuring Drinkaware's tips across the week.

## Website

<https://drinkaware.ie/>

## Downloads

## Photo gallery

