



## drinkaware.ie website



~~Drinks Initiatives~~ #Consumerinfo website

## Objective

To prevent and reduce alcohol misuse in Ireland.

## Description

Established in 2006 Drinkaware's vision is an Ireland where alcohol is not misused, and their mission is to prevent and reduce alcohol misuse in Ireland and delay the age of first drink.

The website ([www.drinkaware.ie](http://www.drinkaware.ie)) was redesigned and relaunched in December 2008. The site was updated early 2016 following changes to the organisation and hosts a complete new look. It was also updated in 2020, with the main sections being, Understanding Alcohol, Alcohol & Health, Tools & Resources, Parents and Research.

The website is supported by a dedicated Facebook [page](#) and [Twitter](#).

## Partners

Large number of commercial and non-commercial bodies.

## Results

Over 450,000 people visited Drinkaware.ie in 2022, a 20% increase on 2021; with 143,672 coming to the website to find out more information on drink driving, over 42,000 to learn more about the HSE low-risk weekly alcohol guidelines, 13,706 for advice on how to talk to young people about drinking and 26,567 visited the webpage explaining minimum unit pricing, spending on average over six minutes on the page.

In 2021, 386,242 people visited drinkaware.ie (-30% on 2020). 1,151,509 webpages were

viewed (-30%). 2.35 pages were viewed per session (+1.5%) with an average session duration of 1.23 (+18%). The top webpages viewed were the "Drinks Calculator", "Drink Driving", the "Low-risk Weekly Guidelines", "What is a Standard Drink" and "The Benefits of Cutting Down/Out". In 2020, 552,194 people visited drinkaware.ie (+5% on 2019) and 1,934,403 webpages were viewed (-7% on 2019). In 2019, more than half a million people visited Drinkaware's website (+31% on 2018), with over 2 million pageviews (+46%) and 314,653 people used the drinks calculator (+68%). 4,342 ordered health promotion resources and 65,000 resources were distributed nationwide, including standard drink measure cups, booklets, drinks calculators and posters.

## Measurement & evaluation

Research conducted by Millward Browne Lansdowne (amongst a nationally representative sample of over 18's) in January 2014 showed:

86% said drinkaware.ie should be used more widely and 70% said it was effective without pointing the finger.

81% were aware of drinkaware.ie.

87% said that it is a good idea for drinkaware.ie to advertise about responsible drinking.

## Website

<http://www.drinkaware.ie/>

## Downloads

## Photo gallery

