



drinkaware.ie website



Objective

To promote responsible drinking and challenge anti-social behaviour around drinking.

Description

Launched in 2006 drinkaware.ie's overarching cultural change campaign aims to promote responsibility when drinking and challenge anti-social behaviour following drinking.

The website (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. The updated website has three main sections:

Facts: includes information on what a standard drink is and what the low-risk alcohol guidelines are.

Tools & Resources: includes a Drinks calculator, a quiz, videos and booklets and posters.

Parents: A section of the website for parents.

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

Partners

Large number of commercial and non-commercial bodies.

Results

The website had over 1.18+ million unique visitors (until September 2014).

In early 2011 the drinkaware.ie [Facebook](#) page had just over 2,000 'likes' this figure has now grown to almost 80,000 (November 2017).

In the first six months of 2017, more than 35,000 people used the tools on the website.

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

