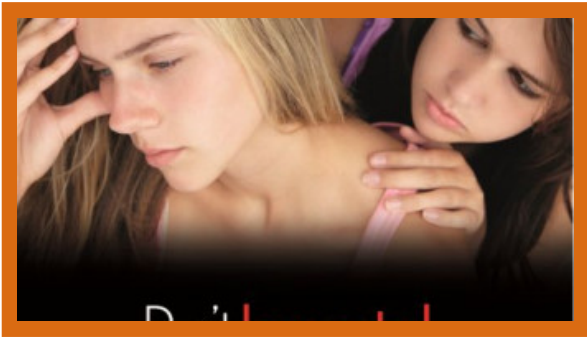




www.drinkawaremalta.com



Take Control


Objective

To promote responsible consumption of alcohol.

Description

The **website** was launched in November 2009. It contains information and advice on a number of topics such as what a standard drink is, responsible drinking guidelines, Blood Alcohol Concentration (BAC) and the law. It was revamped in 2012 to make it more attractive to target audiences and establish it as the foremost source for information on alcohol consumption. A new section on campaigns and a "how alcohol affects your brain" interactive game was introduced. The site introduced new elements that create stronger interaction with viewers such as specific impactful marketing messages/concepts, unit calculator, contests with incentives, social media (primarily Facebook) presence and linkage.

Awareness raising campaigns are regularly run to attract a larger audience to the site. In 2012: Just don't overdo it and Just don't drink and drive; In 2013/2014: You have a choice. BE DRINK AWARE; in 2015 #Don't Risk (partner in the project); in 2016 Set Your Limit; in 2017 Drinking Abuse Breaks Other Lives Too and in 2018 **Take Control**.

Partners

Students Council -University of Malta
Bartenders Guild
General Retailers Union
Chamber of Commerce

Results

The site has on average fewer than 100 visitors per month. The summer campaigns help to drive traffic to the site. The summer 2017 campaign generated 2,689 unique visitors to the website.

The Facebook page had 1,160 “likes” as of November 2017.

Measurement & evaluation

Post campaign research carried out in mid-November to early-December 2014 (403 respondents) showed:

All most all (97.5%) understood that excessive drinking could cause harm to the drinker or to others and 3/4 believed that the government should do more to combat it.

Almost 3/4 believed that their friends would think badly of them if they were drunk and most (9.31%) believed that being drunk in public was unattractive.

Almost 2/3 stated that they thought more about how much they drank than they used to.

The most common reason to drink was to socialise (78.9%) and more than half of those who drank alcohol consumed different types during the same night.

Compared to the previous year respondents seemed to drink less frequently. In addition, the number who had suffered from a hangover (22.4%) and the number who had drunk heavily during past month (35.2%), had significantly decreased. The preferred alcoholic beverages remained the same.

While the Health Authorities, Sedqa and the Road Safety Authority are perceived as the top three organisations which promote responsible drinking patterns, those who claimed that they recall Drinkaware adverts promoting responsible drinking patterns almost doubled from last year, amounting to 28.1%.

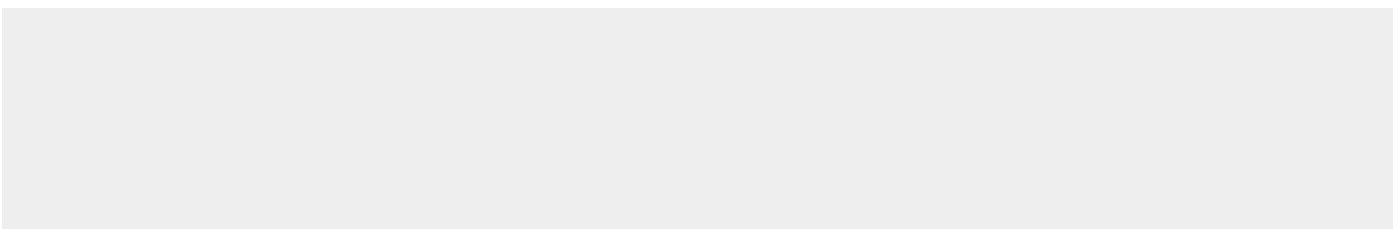
Awareness of drinkawaremalta.com had increased by 15.8%. 30.8% had heard of the site and just over 20% had visited it. More recalled seeing mention of the site on TV than via any other medium (54.8%). This was followed by social media (32.3%), outdoor (20.2%) and cinema (15.3%).

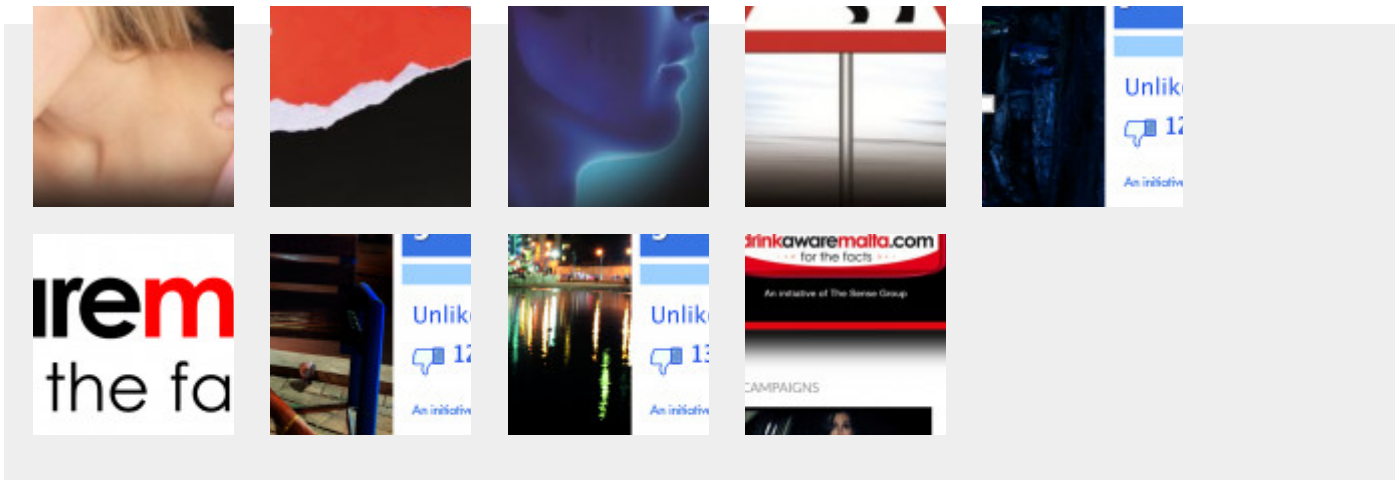
Website

<http://www.drinkawaremalta.com/>

Downloads

Photo gallery





Documents

2013 TSG WEB SITE.pdf (pdf - 0.46 Mo)

billboard summer 2013.pdf (pdf - 0.79 Mo)

Drinkaware Evaluation December 2014 (pdf - 1.87 Mo)

Bartenders MT.pdf (pdf - 0.29 Mo)