Rethink the Drink: Addressing Excessive Alcohol Consumption in Oregon

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The Northwest Center for Public Health Practice acknowledges the land we occupy today as the traditional home of the Tulalip, Muckleshoot, Duwamish and Suquamish tribal nations.

Without them we would not have access to this working, teaching and learning environment. We humbly take the opportunity to thank the original caretakers of this land who are still here.
What are some harms associated with excessive alcohol use?

A. Heart disease and Stroke
B. Certain Cancers
C. Crime and domestic violence
D. Other (please type in chat)
E. All of the above
Excessive Alcohol Use and Population Health
What is excessive drinking?

**Binge Drinking**
_{Drinks in one occasion_}

- **Man**: 5 or more standard drinks in one setting or occasion
- **Woman**: 4 or more drinks

**Heavy Drinking**
_{Drinks per week_}

- **Man**: 15 or more drinks per week
- **Woman**: 8 or more drinks

Binge drinking: for a man, 5 or more standard drinks in one setting or occasion; 4 or more drinks for a woman

Heavy drinking: for a man, 15 or more drinks per week; 8 or more drinks for a woman
Excessive alcohol use is a public health problem

Health harms include:

- Liver disease
- Heart disease & stroke
- Certain cancers
- Depression & anxiety
- Crime & domestic violence
- Motor vehicle crashes
- Injuries
- All-cause mortality
- Alcohol use disorders
Excessive alcohol use is a common behavior

- **More than 1 in 5** Oregon adults report excessive drinking in the past month

- Excessive alcohol use is a primary risk factor for alcohol use disorder (AUD)

- Most who drink excessively do not have an AUD, however the health harms, safety risks and economic costs remain substantial
Alcohol-related harms are a growing problem in Oregon

Alcohol-related, alcohol-induced, and chronic liver disease death rates, Oregon, 2011–2020

Age-adjusted rates per 100,000 population

Source: Oregon Death Certificates
Note: Categories are not mutually exclusive

- Primary surveillance indicators on the rise: alcohol-related, alcohol-induced, and chronic liver disease deaths
- Chronic diseases play a key role
- Successes in reducing youth binge drinking has not translated to adults
Mass-reach communications is part of a comprehensive program approach

- State & local interventions
- Health systems & recovery supports
- Administration & management
- Data & evaluation
- Mass reach health communications
Marketing and communications efforts aimed at countering the marketing efforts of the substance industry and other pro-substance influences.

Counter-marketing can include efforts such as:

- Media advocacy & media relations
- In-school curriculum programs
- Sponsorships & promotions
- Advertising through paid media channel (TV, radio, billboards, Internet, and print media)
“By challenging dominant narratives and fostering alternative ways of talking about and making sense of our experiences, we come to think differently about the social world and can recognize what needs to change to realize justice. This is what narrative change is all about.”
Shifting Mindsets

Change happens either via a change in a decision maker’s mindset...

...or **when public mindsets create pressure** on a decision maker to make a different decision.
Question for the Viewers

What tactics does your agency use to shift mindsets about public health topics?

A. Earned media
B. Social media
C. Paid, mass-reach campaigns
D. Working with partners
E. All of the above
F. Other (please type in chat)
Building Rethink the Drink
Rethink the Drink is a mass-media brand that seeks to minimize the harms to individuals and communities in Oregon and respond to Oregonians’ desire to build healthier, safer environments for everyone.
Research Timeline

2016
- Research, Data & Literature
- Alcohol Formative Audience Assessment (AFAA)
- Creative Concepts Focus groups
- Launch Campaign Ad Testing

2022
- Launch Campaign Evaluation
Engagement Timeline

2019
Partners select Contractor

2020
REAL Task Force

2021
Technical Assistance, Review focus groups results with partners, Evaluation work group

2022
Launch (Provide materials, partner toolkits; Training and Technical Assistance; Press)
Story Arc

Phase 1: Health harms (Me)
“Perhaps I need to make a change.”

Phase 2: Collective harms (My people)
“Perhaps we need to make a change together.”

Phase 3: Action (My community)
“Let’s take action to create a kind of community we want to have.”

Opportunity to build more targeted individual campaigns over time

- Spanish language or Hispanic specific
- LGBTQ+
- Tribal
- Rural & Frontier
- Older Oregonians
- Solution specific (ex. Retail policy)
Launching Rethink the Drink!

Ongoing brand infrastructure that was “live” at the end of June:
- Website (listserv)
- Social Media
- Technical Assistance

Launch paid media campaign window: June 27 – September 4
- Digital
- Social
- Newspaper (rural)
- Cable
- OTT/CTV
- Radio (rural/Spanish)

Earned media: Press conference July 8, 2022

Goals of the first campaign: Start the conversation!
Digital Media Examples

Binge drinking puts you at higher risk for high blood pressure, strokes and heart disease.

Excessive drinking contributes to 3 types of liver disease.

Drinking alcohol raises your risk of colorectal cancer.

Excessive drinking contributes to 3 types of liver disease.

Drinking alcohol raises your risk of prostate cancer.

Is excessive drinking affecting your health?
Audio Examples

Audio campaign sample:

Audio campaign sample:
I think you drink a little bit more than me, no?
From July 8th (date of OHA Press Conference) to Sept 23rd, OHA documented 87 news stories about Rethink the Drink. The team calculated that these stories translated to 12,195,270 impressions

- Impressions:
  - Digital: 13 Million
  - TV/Cable: 24 Million
  - Social: 4.7 Million
  - Website: Over 30,000 visits

- Toolkit Downloads: 56
Coming soon!
ETA Spring 2023
Lessons Learned

✓ Invest in the long game
  ▪ Engage partners early
  ▪ Take your time
  ▪ Creativity and experimentation
✓ Language access
✓ It’s beneficial to have multiple tactics happening in tandem
✓ People are interested and ready to talk about alcohol
A Chat with Alicia and Rebecca

Sue Grinnell
QUESTIONS?

To ask a question, please click the icon in the Zoom toolbar to open your Q&A Pod.
Resources

Rethink the Drink
www.rethinkthedrink.com

Excessive Alcohol Use Prevention
Oregon Healthcare Authority