



# Rethink the Drink: Addressing Excessive Alcohol Consumption in Oregon

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Reth!nk  
the drink



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.

# Question for the Viewers



*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

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# Health Communications Infrastructure

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# Building Rethink the Drink

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# Lessons Learned

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A photograph of a woman with long dark hair, wearing a white t-shirt, sitting at a restaurant table and eating a burger. The table is set with various dishes, including a plate of falafel, a glass of red wine, and a plate of bread. In the background, other patrons are visible. A large red semi-transparent overlay covers the right side of the image, containing the title text.

# Excessive Alcohol Use and Population Health

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# What is excessive drinking?

## Binge Drinking

*Drinks in one occasion*



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

## Heavy Drinking

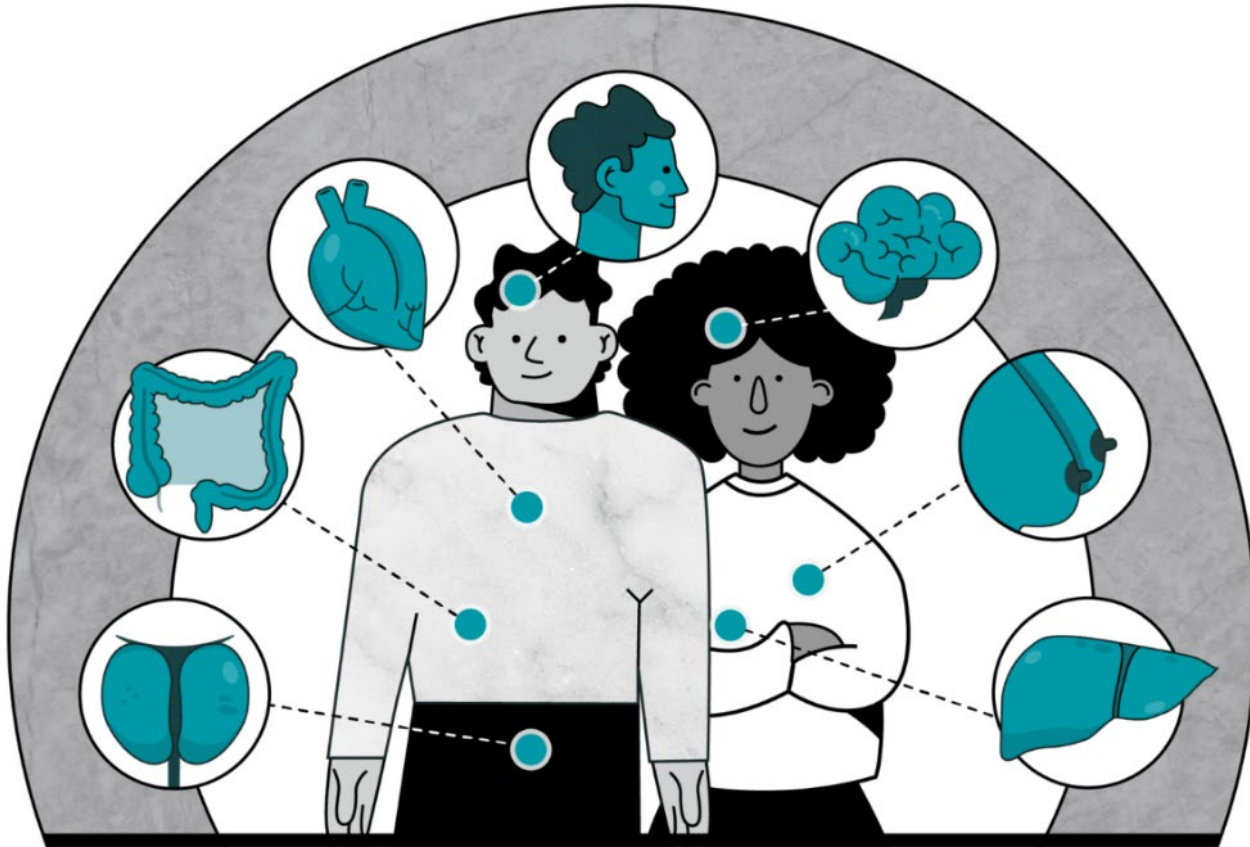
*Drinks per week*



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

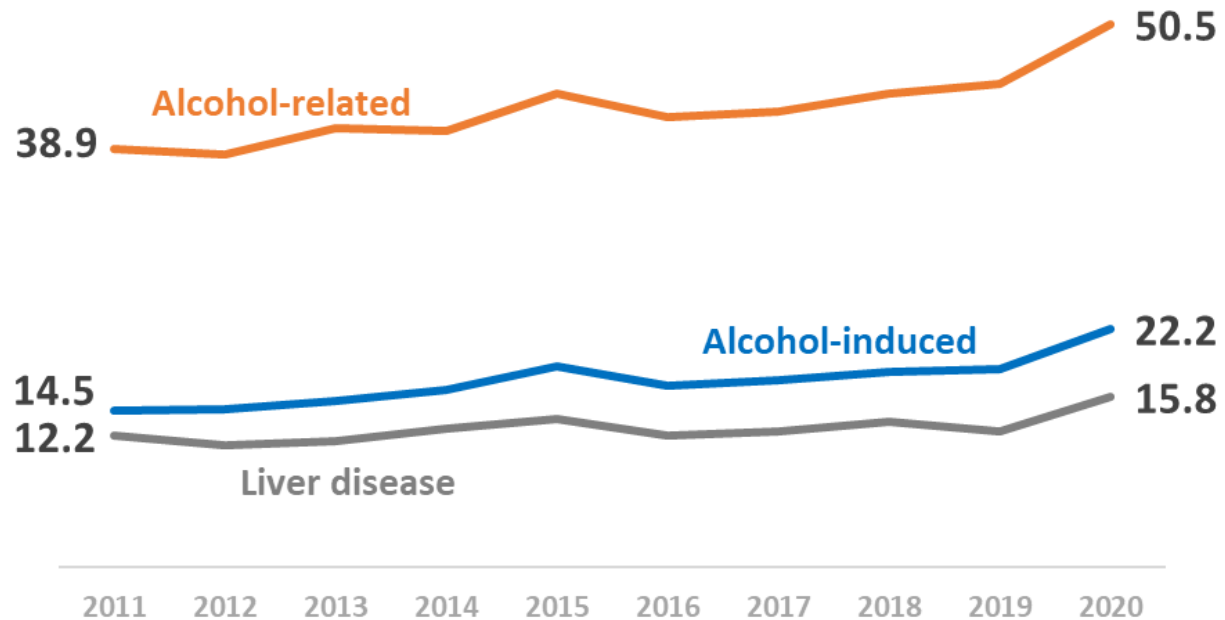




# Alcohol-related harms are a growing problem in Oregon

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

Age-adjusted rates per 100,000 population)



- 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

Source: Oregon Death Certificates

Note: Categories are not mutually exclusive

# Health Communications Infrastructure

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# Mass-reach communications is part of a comprehensive program approach



State & local  
interventions



Data & evaluation



Health systems &  
recovery supports




Mass reach health  
communications



Administration &  
management

# Counter Marketing



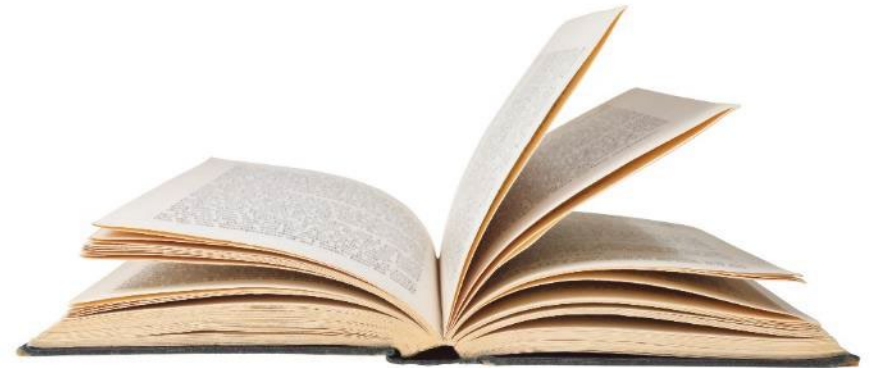
Marketing and communications efforts aimed at **countering the marketing efforts** of the substance industry and other pro-substance influences.

## 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)

The background of the image is a blue wall covered with numerous colorful sticky notes in shades of red, yellow, and purple. Some notes are pinned with blue pushpins. A large, semi-transparent blue shape is on the left side, and a diagonal line splits the image from the bottom left towards the top right. The text 'Building Rethink the Drink' is written in white on the blue shape, with a white horizontal line under 'the Drink'.

# Building Rethink the Drink

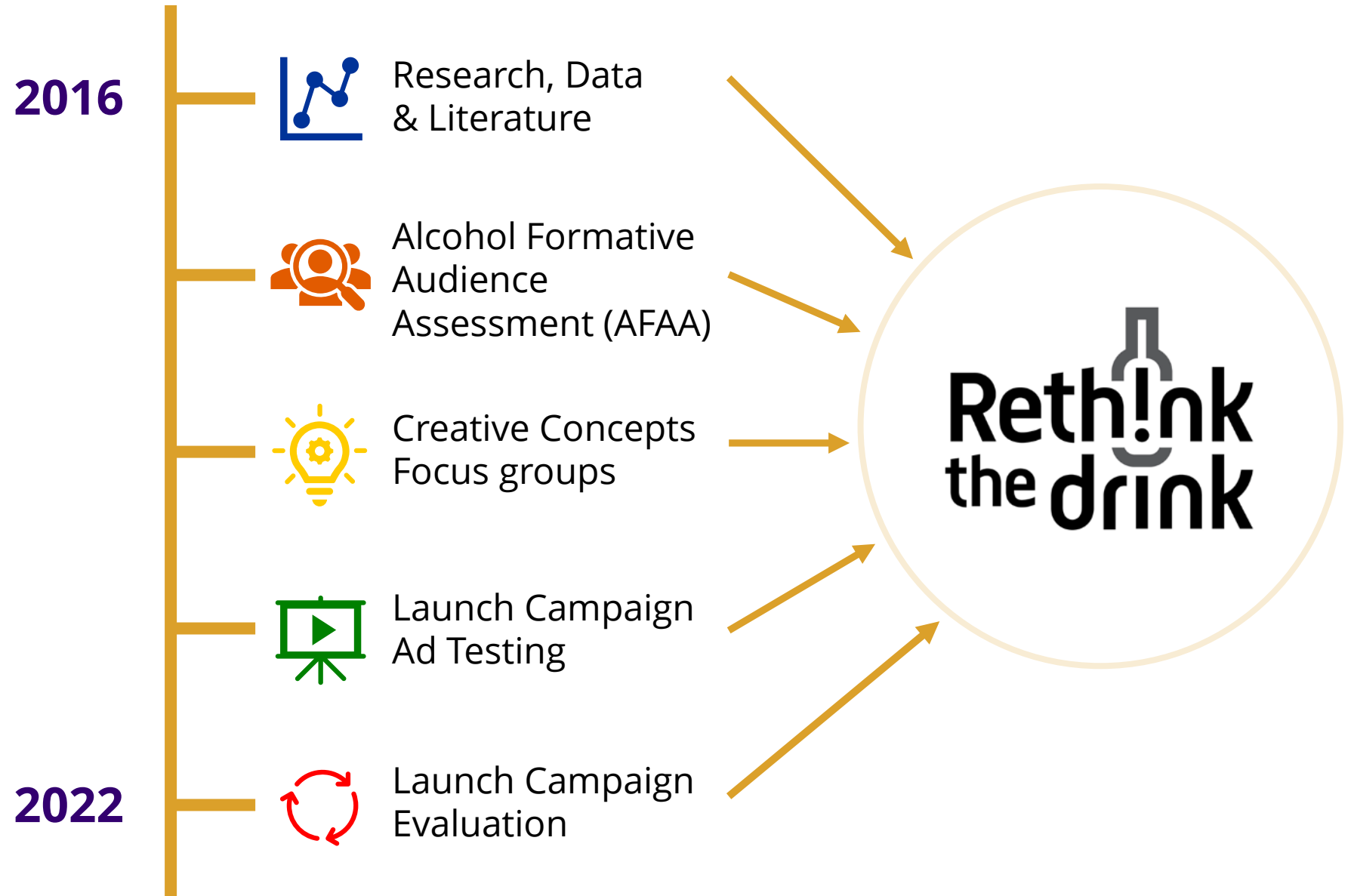
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Rethink the Drink is a mass-media brand that seeks to **minimize the harms** to individuals and communities in Oregon and respond to Oregonians' desire to build **healthier, safer environments for everyone.**

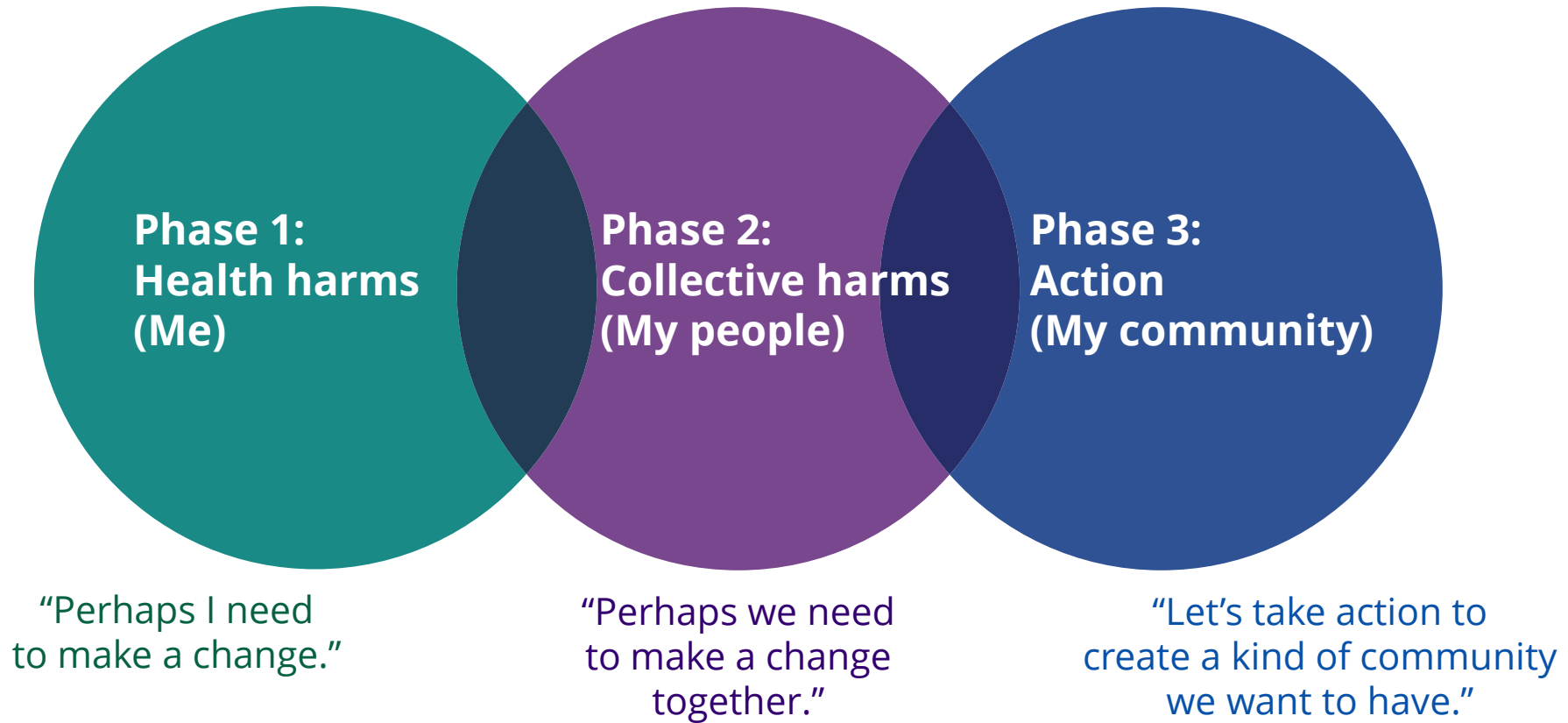
# Research Timeline



# Engagement Timeline



# Story Arc



**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



Reth!nk the drink

Is excessive drinking affecting your health?

This digital media example features a woman with dark curly hair and a white top. A dashed line connects her chest to a callout showing a heart. The background is dark teal.

Excessive drinking contributes to 3 types of

## liver disease



Reth!nk the drink

Is excessive drinking affecting your health?

This digital media example features a man with dark hair and a white top. A dashed line connects his chest to a callout showing a liver. The background is dark teal.

Drinking alcohol raises your risk of

## colorectal cancer



Is excessive drinking affecting your health?

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This digital media example features a woman with dark curly hair and a white top. A dashed line connects her chest to a callout showing a colorectal. The background is dark teal.

Excessive drinking contributes to 3 types of

## liver disease



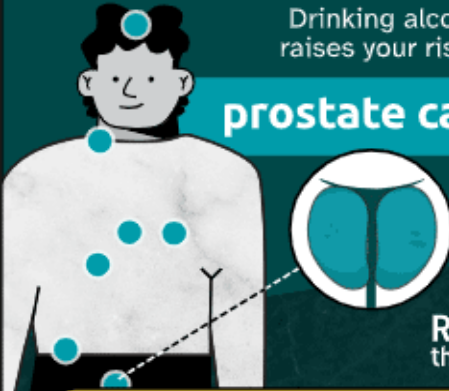
Is excessive drinking affecting your health?

Reth!nk the drink

This digital media example features a man with dark hair and a white top. A dashed line connects his chest to a callout showing a liver. The background is dark teal.

Drinking alcohol raises your risk of

## prostate cancer



Is excessive drinking affecting your health?

Reth!nk the drink

This digital media example features a man with dark hair and a white top. A dashed line connects his chest to a callout showing a prostate. The background is dark teal.

Is excessive drinking affecting your health?

Reth!nk the drink

This digital media example is a dark teal banner with the text 'Is excessive drinking affecting your health?' and the 'Reth!nk the drink' logo.

# Audio Examples

Audio campaign sample:



Audio campaign sample:



# Video Example



<https://vimeo.com/714629821>



# Lessons Learned

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# Launch Campaign Analytics

- From July 8<sup>th</sup> (date of OHA Press Conference) to Sept 23<sup>rd</sup> , 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**



# POSTCAMPAIGN SURVEY FINDINGS

Campaign 1



Submitted to  
Steven Fiata, Evaluation Lead  
Victoria Buelow, Lead Research Analyst  
Oregon Health Authority  
Public Health Division Health Promotion  
and Chronic Disease Prevention



Prepared by  
Caroline Qureshi  
Ben Skillman  
RMC Research Corporation  
Portland, OR

November 2022

## Evaluation Report

***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.

## **Rethink the Drink**

[www.rethinkthedrink.com](http://www.rethinkthedrink.com)

## **Excessive Alcohol Use Prevention**

Oregon Healthcare Authority

<https://www.oregon.gov/oha/ph/preventionwellness/excessivealcoholuse/pages/index.aspx>