



NATIONAL ALCOHOL AWARENESS WEEK – ACTIVITY IN AYRSHIRE AND ARRAN

Scotland's first ever National Alcohol Awareness Week (NAAW) took place from 21 – 27 October. It was the result of a partnership between Scottish Government, the drinks industry, health and the voluntary sector. The campaign strap line message for NAAW was 'Does Your Drinking Add Up?' with a focus on unit awareness. The National Campaign used press notices as well as large billboard advertising to get this message across. ADAT complemented this national campaign by localising this message via many networks including the effective use of partnership working, local press, local advertising and much more.

In the lead up to NAAW ADAT distributed the various campaign materials including posters, unit calculators, information cards etc. By using a partnership approach this message was widely delivered throughout Ayrshire and Arran. Activity during NAAW included:

- Linking in with Healthy Working Lives - over 120 employers received an Alcohol Information Pack which included promotional materials
- Linking in with Health Information Shop all GPs surgeries received campaign posters
- All Pharmacies in Ayrshire and Arran displaying Know your Limits poster
- NAAW displays at James Watt College, Kilmarnock College, University of Paisley (Ayr Campus) and Ayr College
- NAAW displays at East Ayrshire Leisure, North Ayrshire Leisure and South Ayrshire Leisure
- NAAW message delivered in East Ayrshire via Community Safety Information Boards
- All Sexual Health Clinics and Family Planning Clinics displaying posters and distributing unit calculators
- NAAW tent cards at canteens in NHS Ayrshire and Arran including Ayrshire Central, Crosshouse, Ayr and Ailsa Hospitals
- Health Promotion Stands at Crosshouse and Ayr Hospitals promoting NAAW
- Over 30000 staff in Ayrshire and Arran received the NAAW message on October payslips via NHS and local authorities
- Two page feature in Ayrshire Extra and Arran Banner on NAAW giving details of local Alcohol Services and included a request form for ADAT to supply a unit calculator
- 'Does Your Drinking Add Up' advertised on Stagecoach Buses on busy routes in East, North and South Ayrshire

- Display in Radio City
- Display at Three Towns Healthy Living Shop
- Posters for school staff rooms distributed via school nurse

The success of getting this message out Ayrshire wide was due to the willingness and enthusiasm of all partners involved. The work of all partners was much appreciated by ADAT and we look forward to a partnership working approach in any future campaigns.