



# Convenience Advertising

# Evaluation of the City of Greater Dandenong Public Drinking Campaign

Prepared for Convenience Advertising



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## INTRODUCTION:

The City of Greater Dandenong Public Drinking campaign, which was launched in 2009, aims to raise awareness of the \$1000 penalty imposable for drinking alcohol in public. It seeks to achieve this by placing a variety of advertisements in easy to see locations within the local shopping area in Dandenong. The advertisements used include footpath stencils, shop window decals (A3), stickers placed on alcohol products, and stickers (A4) for bus shelters railway stations and local parks.

A draft questionnaire was developed by Convenience Advertising and refined by the Centre for Health Initiatives at the University of Wollongong (UOW) (see Appendix A). The survey contained a short demographic section; questions to determine recall and recognition of the advertisements used by the City of Greater Dandenong; and questions about the main and secondary messages, relevance, appropriateness, and target market of the posters. The survey also asked about behaviours such as drinking in public places, talking to friends and family about drinking in public places, and discussing the issue in a general sense.

Finally, elements of the Health Belief Model (HBM) were explored through questions about the benefits of not drinking in public, whether or not the messages are relevant to them or someone they knew, and whether the consequences for drinking in public are severe. The HBM is the model most commonly used to explain behaviour change and as a framework for behaviour change programs (Janz *et al.*, 2002). The HBM can be used to predict the likelihood of an individual (or a targeted group) changing health-related behaviours based on the interaction between the following four factors:



Street Sign - A

- *Perceived susceptibility*: a person's perception of their own risk of contracting a health problem;
- *Perceived severity*: a person's perception of the seriousness of the health problem, including the negative consequences that may occur as a result of the health problem;
- *Perceived benefits*: a person's perception of how effectively a new behaviour will reduce the susceptibility and severity; and
- *Perceived barriers*: a person's perception of the difficulties and costs involved in adopting the new behaviour.

## RESULTS:

A total of 152 respondents were surveyed;<sup>1</sup> each had either identified themselves as a local resident (n=113) or trader (n=39) of Noble Park. These 152 people were asked if they had seen any new messages on footpaths, in shop windows or public areas; and 117 stated that they had seen the messages. The remaining 35 people were then prompted by interviewers: **“here are footpath stencils, shop window posters and stickers that have been put on alcohol products. Do you remember seeing them now?”** Once prompted, all 35 could recall seeing once of the advertisements. Thus all 152 respondents clearly identified the campaign and the interviewers continued with the remainder of the survey.

### *Interview Details*

The exact locations of the interviews were not recorded, however all surveys were completed in the Noble Park shopping precinct, with more than 90% of respondents reporting shopping in the area more than once a fortnight.

### *Demographics*

Respondents ranged in age; with 23.7% aged 18-24 years; 12.5% aged 25-34; 21.7% aged 35-44; 25.0% aged 45-54; and 16.5% over 55 years. Gender was evenly split with 53.9% of respondents being female; and the majority were born in Australia (63.8%; see Table 1). Ancestry was also mixed with 23.0% of respondents having Australian or European heritage, 19.7% South-east Asian, and 13.2% British.

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<sup>1</sup> One individual approached by the interviewers stated that they did not shop in the area at least once a month and thus were excluded from the sample.

**Table 1: Demographics**

<b>Age (years)</b>	<b>Freq (%)</b>
18-24	36 (23.7)
25-34	19 (12.5)
35-44	33 (21.7)
45-54	38 (25.0)
55-64	15 (9.9)
Over 65	10 (6.6)
<i>Unknown</i>	1 (0.7)
<b>Total</b>	<b>152 (100.0)</b>
<b>Ancestry</b>	<b>Freq (%)</b>
Australian	35 (23.0)
British	20 (13.2)
European	35 (23.0)
South-East Asian	30 (19.7)
African	13 (8.6)
Sub-continent (e.g. Afghan, Indian)	16 (10.5)
<i>Unknown</i>	3 (2.0)
<b>Total</b>	<b>152 (100.0)</b>
<b>Country of birth</b>	<b>Freq (%)</b>
Australia	97 (63.8)
Albania	1 (0.7)
Cambodia	1 (0.7)
China	3 (2.0)
England	5 (3.3)
Germany	1 (0.7)
Ghana	2 (1.3)
Greece	2 (1.3)
India	12 (7.9)
Indonesia	7 (4.6)
Ireland	2 (1.3)
Italy	4 (2.6)
Nigeria	3 (2.0)
Pakistan	1 (0.7)
Poland	1 (0.7)
Singapore	2 (1.3)
South Africa	2 (1.3)
Thailand	2 (1.3)
Turkey	2 (1.3)
<i>No response</i>	1 (0.7)
<b>Total</b>	<b>152 (100.0)</b>

### *Main message of the campaign*

When asked what they thought was the main message of the campaign, 53.4% of respondents identified drinking alcohol in public places leads to a fine, with just under half of these (23.8% of the total sample) stating specifically that drinking alcohol in public places leads to up to a \$1000 fine. A further 25.2% identified the main message as no drinking in public places, and 19.9% as drinking alcohol in public places is illegal. That is, of the 152 people who completed the survey 97.1% were able to identify the campaign's main messages.

**Table 2: Main recalled message from the campaign**

<b>Message</b>	<b>Freq (%)</b>
Drinking alcohol in public places leads to a fine	45 (29.6)
No drinking alcohol in public places	38 (25.2)
Drinking alcohol in public places leads to up to a \$1000 fine	36 (23.8)
Drinking alcohol in public places is illegal	30 (19.9)
Keep a lid on it	1 (0.7)
No littering	1 (0.7)
<i>No response</i>	<i>1 (0.7)</i>
<b>Total</b>	<b>152 (100.0)</b>

Respondents were then asked whether they recalled any further information about the campaign. Those who did identify a secondary message (Table 3) gave similar responses to those above, such as drinking in public places leads to a fine (19.1%). Given that respondents understood the main message from the previous questions, it is not surprising that more than 40% said they didn't know or did not provide a response to this question.

**Table 3: Other recalled messages from the poster**

<b>Main message</b>	<b>Freq (%)</b>
Drinking alcohol in public places leads to a fine	29 (19.1)
Drinking alcohol in public places leads to up to a \$1000 fine	21 (13.8)
An expensive night out	13 (8.6)
Keep a lid on it	13 (8.6)
No littering	13 (8.6)
Drinking alcohol in public places is illegal	2 (1.3)
No drinking alcohol in public places	1 (0.7)
Don't know	45 (29.6)
<i>No response</i>	15 (9.9)
<b>Total</b>	<b>152 (100.0)</b>

As there were a number of locations and various advertisements for the campaign, respondents were asked to identify how many different advertisements they had seen. Over 65% of respondents reported that they had seen at least 4 different advertisements, suggesting that the campaign dissemination was very effective. It is unclear why no response to this question is recorded for 40 respondents.

**Table 4: Number of different stencils/posters/stickers seen**

<b>Number seen</b>	<b>Freq (%)</b>
1 to 3	13 (8.6)
4 to 6	37 (24.3)
7 to 9	27 (17.8)
10 to 12	32 (21.1)
13 to 15	3 (2.0)
<i>No response</i>	40 (26.3)
<b>Total</b>	<b>152 (100.0)</b>

Respondents were then asked to identify the locations where they saw each type of advertisement. Of the people who reported seeing stencils, 88 had seen them on footpaths or on the ground, 57 in the park, 23 on Douglas St, 11 in the town centre or main streets, and a further 13 people stated they had seen them 'everywhere'. Posters were also seen in



various locations around the shopping precinct; with 23 saying they saw them in shops or the shopping centre, five on Douglas Street, three on windows and one on Davey St.

Fewer people had seen stickers on alcohol products with four people saying they had seen them on beer products and one on Douglas St (but not specifying on what product). There were several other locations that people mentioned seeing campaign materials; such as signs or other advertisements in parks and streets (60 respondents), stickers on bins (16), Douglas Street (5), and a bus shelter (1). Twenty people reported seeing stickers, but did not identify a location.

### *Relevance of campaign material*

Over half of respondents (54.6%; 83) said that the campaign material was relevant to them (with one person not responding to this question). Those born in Australia were more likely to find the campaign materials relevant to them ( $\chi^2 = 19.268, p = 0.000$ ).

The reasons given as to why people thought it was relevant to them included: because they had previously drunk alcohol in public (30 respondents), they knew of people or had seen people drink in public (16), because they are local residents (21). Other responses such as ‘keeping the environment clean’ and ‘its about the public’ were also noted.

Of the 44.7% of people who did not think that the messages were relevant to them, 43 stated that they didn’t drink in public, three didn’t live locally, one didn’t care and another didn’t know anyone who drinks in public. An additional seven people said didn’t know why they thought it wasn’t relevant to them,

**Table 5: Relevance of campaign materials according to place of birth**

	<b>Australia Freq (%)</b>	<b>Other Freq (%)</b>
<b>Yes</b>	63 (64.9)	1 (6.3)
<b>No</b>	34 (35.1)	15 (93.8)
	<b>97 (100.0)</b>	<b>16 (100.0)</b>

\* N= 151 One non-response

The majority of respondents (63.8%) felt that the messages would be relevant to someone they knew; with those born in Australia more likely to think this than those born overseas ( $\chi^2 = 5.430, p = 0.020$ ).

The four main reasons why they thought the messages were relevant to someone they knew were that: they knew someone who drinks in public places (43 respondents), it should be relevant to all people in the area (18), they would tell family and friends (8), and they think it should be relevant to everyone (95).

Of the 35.5% of people who said it would not be relevant to someone they knew, the three reasons were that they didn't know anyone who drank in public places (26 respondents), they were not locals (5), or they don't do it much (1).

**Table 6: Relevance of campaign materials for someone they knew according to place of birth**

	<b>Australia Freq (%)</b>	<b>Other Freq (%)</b>
Yes	70 (72.9)	7 (43.8)
No	26 (27.1)	9 (56.3)
<b>Total</b>	<b>96 (100.0)</b>	<b>16 (100.0)</b>

\* N= 151 One non-response

#### *Intended campaign audience*

Respondents were asked who they thought the campaign was intended for (they were able to provide multiple responses). As seen in Table 7 there were 160 responses; with 44 people identifying the campaign to be for everyone, closely followed by youth/kids/teens and locals/community. Smaller numbers of respondents thought it was intended for people who drink alcohol (14), was targeted specifically at public drinkers (13), or drunks and alcoholics (7).

**Table 7: Perceived intended target group**

	<b>Freq</b>
Anyone/everyone	44
Youth/kids/teens	43
Locals/community	27
Drinkers/buyers of alcohol	14
Public drinkers	13
Drunks/alcoholics/violent drunks	7
Young adults	4
Other	2
Don't know/not sure	6
<b>Total</b>	<b>160</b>

*Perceived appropriateness of dissemination location*

Over 70% of respondents thought that displaying this type of information was appropriate in the street environment, with an additional 38 people undecided. Those over 55 years of age were more likely to think that it was appropriate to display this kind of information in the street than those of other ages ( $\chi^2 = 10.732$ ,  $p = 0.005$ ). Only six people thought that the street environment was inappropriate for the campaign material to be publicised, with five of these six people believing that it was ugly/messy.

The main reasons people thought it was appropriate was that the campaign materials were in 'good spots' that were clearly visible to the public (68 respondents); they were situated where public drinking occurs (8); it acted as a good reminder (5); and it is for a good cause (1).

**Table 8: Appropriateness of displaying this information in the street environment**

	<b>All Freq (%)</b>
Appropriate	107 (70.4)
Undecided	38 (25.0)
Inappropriate	6 (3.9)
<b>Total</b>	<b>151 (100.0)</b>

\* N= 151 One non-response

### *Perceived appropriateness of dissemination of information on alcohol products*

Over 60% of respondents thought that displaying this type of information on alcohol products was appropriate, with only a small number (5 people or 3.9%) feeling it was inappropriate. A substantial percentage of the sample (36.4%) was undecided on the matter. Those with Australian ancestry were more likely to be undecided or feel it was inappropriate than those of other ancestry ( $\chi^2 = 6.200, p = .013$ ).

**Table 9: Appropriateness of displaying this information on alcohol products**

N=151	All Freq (%)
Appropriate	91 (60.3)
Undecided	55 (36.4)
Inappropriate	5 (3.3)
<b>Total</b>	<b>151 (100.0)</b>

Among those who thought it was appropriate, a majority commented that the messages were in ‘good spots’ that were obvious and easily seen by the public (36 respondents), and they were targeting the right audience of drinkers or those who buy alcohol (29). People also said messages on alcohol products were good reminders or would be seen before people drink (13), gave useful information or warnings (6), and therefore would mean there were ‘no excuses’ (for not knowing) (5). One person commented that the use of information on alcohol products was appropriate because it ‘got the message across’.

Those who thought it was inappropriate (only 5 people), commented that ‘it bothered them’, ‘they’re everywhere’, ‘too much’ or ‘no comment’ and ‘not bothered here as well’.

### *Actions and intentions following the campaign*

Respondents were asked about their actions since they had seen the campaign, and their future intentions regarding their own drinking in public places, telling friends or family members to stop drinking in public places or discussing the information in the campaign.

Over thirteen percent of respondents said they had stopped drinking in public places since they had seen the campaign, and an extra 13.8% reported that they intended to stop drinking in public places in the future. Only 10.5% reported they did not intend to stop drinking in public places having seen the campaign materials. A substantial proportion of the sample (61.2%) reported that they did not drink in public places. Respondents who were 18 to 34 years of age were more likely to say they had not stopped drinking in public places, and those over 35 more likely to say they did not drink in public places ( $\chi^2 = 32.783$ ,  $p=0.000$ ). Also, those who were Australian born were more likely to report that they intended to stop drinking in public places, whilst those born overseas were more likely to report that they did not drink alcohol in public places ( $\chi^2 = 15.607$ ,  $p=0.000$ ).

**Table 10: Actions and intentions regard the drinking of alcohol in public places**

	<b>Yes Freq (%)</b>	<b>No Freq (%)</b>	<b>I don't drink in public places Freq (%)</b>
Since you saw this campaign, have you stopped drinking alcohol in public places?	21 (13.8)	36 (23.7)	93 (61.2)
Having seen these materials, do you intend to stop drinking alcohol in public places?	42 (27.6)	16 (10.5)	93 (61.2)

Only 6.6% of respondents said they had told a friend or family member to stop drinking in public places; however 53% stated they intended to in the future. Respondents aged 18 to 24 years of age were more likely to say they would not talk to a friend or family member, and those 35 to 44 years of age were more likely to say they would ( $\chi^2 = 11.234$ ,  $p=0.047$ ).

**Table 11: Actions and intentions regard telling a friend or family member to stop drinking in public places**

	<b>Yes Freq (%)</b>
Since you saw this campaign, have you told a friend/family member to stop drinking?	10 (6.6)
Having seen these materials, do you intend to tell a friend/family member to stop drinking alcohol in public places?	80 (52.6)

Whilst only 25.0% percent of respondents reported that they had talked about the information in the campaign, a substantial proportion of people intended to talk about the information in the campaign in the future (84.9%). Females were more likely to say they intended to talk about the information in the campaign ( $\chi^2 = 6.031$ ,  $p = 0.014$ ).

**Table 12: Actions and intentions regard talking about the information in this campaign**

	<b>Yes Freq (%)</b>
Since you saw this campaign, have you talked about the information in this campaign?	38 (25.0)
Having seen these materials, do you intend to talk about the information in the campaign	129 (84.9)

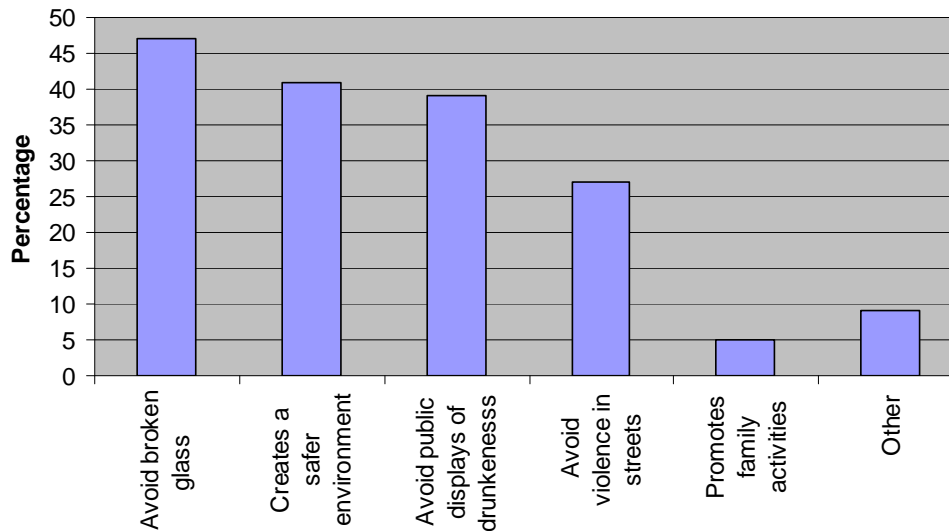
*Benefits to the community*

Respondents were asked what the benefits were to the community of not drinking in public. The most common benefits reported by respondents were avoiding broken glass (46.7%), creating a safer environment (41.4%) and avoiding public displays of drunkenness (39.5%). When asked to specify other benefits not listed in the survey, respondent's comments centred on less noise (7 respondents), as well as cleaner streets/town (3), and less complaints (2).

**Table 13: Benefits to the community of not drinking alcohol**

<b>Benefits</b>	<b>Freq (%)</b>
Avoid broken glass	71 (46.7)
Creates a safer environment	63 (41.4)
Avoid drunken displays of drunkenness	60 (39.5)
Avoid violence in streets	41 (27.0)
Promotes family activities	7 (4.6)
Other	13 (9.0)

**Figure 1: Benefits to the community of not drinking alcohol**



*Reasons why people drink alcohol in public*

A majority of the sample thought socialising (53%) was a reason why people drink alcohol in public, with around a quarter of the sample also choosing ‘to be outdoors’, ‘under the legal age for drinking’, ‘think it’s okay to do’ and ‘nowhere else to go’. When asked to specify other reasons for drinking in public that were not listed in the survey, the most common reason mentioned was ‘for fun’ (13 respondents), while other reasons were ‘nothing else to do’ (2), going to or from the pub or friends’ places (2), ‘didn’t know it was illegal’ (1), ‘want to’ (1) and ‘summer nights’ (1).

**Table 14: Reasons why people drink alcohol in public**

	<b>Freq (%)</b>
Socialising	80 (52.6)
To be outdoors	42 (27.6)
Under the legal age for drinking	40 (26.3)
Think it’s okay to do	34 (22.4)
Nowhere else to go	33 (21.7)
It’s the cool thing to do	14 (9.2)
Other	5 (3.3)

### *Attitudes and beliefs on the drinking of alcohol in public places*

Interestingly, a large proportion of the sample (48.7%) did not feel drinking in public places was a problem in the area under survey, compared to 42.1% who did, and a non-response of 9.2%. Females were more likely to perceive public drinking was a problem than males ( $\chi^2 = 8.839$ ,  $p = 0.003$ ); and 18 to 24 year olds more likely to say public drinking wasn't a problem in the area than 45 to 64 year olds.

When asked to comment on who they thought were the main offenders for drinking in public places, the majority of responses related to younger ages with teenagers (64 respondents), kids (13), and young adults (9) mentioned specifically, as well as 22 comments of 'younger'. Smaller numbers of respondents mentioned older people (5), drinkers or alcoholics or drunks (8), and homeless people (2). Six people thought the main offenders were male. Twenty respondents, however, stated that the main offenders could be anyone, all ages or all kinds, and 22 said they didn't know.

When asked their opinion on a number of statements related to the consequences of drinking in public, the majority of respondents agreed with all statements, however, those aged 18 to 24 were more likely to disagree, and those aged 55 to 64 more likely to agree that the consequences of drinking alcohol in public are severe for other people in the area at the time ( $\chi^2 = 34.866$ ,  $p = 0.000$ ); and those aged 18 to 24 were more likely to disagree, and those aged 45 to 64 more likely to agree that the consequences of drinking alcohol in public are severe for the community overall ( $\chi^2 = 45.227$ ,  $p = 0.000$ ). Those of Australian ancestry were more likely to disagree with these statements than people of other ancestry ( $\chi^2 = 10.878$ ,  $p = 0.004$ ) and ( $\chi^2 = 11.882$ ,  $p = 0.003$  respectively).



**Table 15: Beliefs on the consequences of drinking alcohol in public**

	<b>Disagree</b>	<b>Neither agree nor disagree</b>	<b>Agree</b>
The consequences of drinking alcohol in public are severe for drinkers	25 (16.4)	44 (28.9)	83 (54.6)
The consequences of drinking alcohol in public are severe for other people in the area at the time	22 (14.5)	52 (34.2)	78 (51.3)
The consequences of drinking alcohol in public are severe for the community overall	30 (19.7)	35 (23.0)	87 (57.2)
People who drink alcohol in public are likely to get in trouble with the police	9 (5.9)	46 (30.3)	97 (63.8)

*Perceptions on what more could be done to address the issue of public drinking of alcohol*

When asked what more could be done to address the issue of the public drinking of alcohol, the most common responses centred on increasing police numbers or presence (15 respondents) with related comments on enforcing the law (5). Other common responses were related to more advertising (12) with specific references to radio (1 comment), television (2), newspaper ads (2), and labels (1). Comments of ‘youth activities’ (1), ‘more areas’ (1) were also noted; one respondent stated ‘no stencils’ and another ‘not graffiti’ (which we infer to be an objection to the campaign style). Three respondents each stated ‘nothing’ and ‘not sure’.

## DISCUSSION:

Of the 152 people approached by the interviewers, all 152 could recall seeing the public drinking campaign in the Noble Park Precinct. The majority of these respondents (77.0%) were able to identify the campaign without being prompted. Once prompted, the remaining 35 respondents could recall seeing the campaign.

Interpretation of perceived main messages of the campaign is very straight forward, with all but three people mentioning drinking alcohol in public places. There were three main responses given by respondents and they were that drinking in public places leads to a fine (or, more specifically, up to a \$1,000 fine), no drinking in public places, and drinking in public places is illegal. This shows that the messages in the campaign were being clearly presented to the general public and they were able to understand each message. Even more encouraging is that when asked for further information, the two highest responses again were drinking in public places leads to a fine and drinking alcohol in public places leads to a \$1000 fine – suggesting that almost all respondents were able to recall the key messages.

It is positive to note that the most commonly perceived main messages were from a variety of campaign materials such as posters and stencils, and people had not just seen the exact same message repeatedly. Furthermore, of the people that responded to the question regarding the number of different stencils/posters/stickers seen, nearly 90% had seen more than 4 different campaign advertisements in the local area. Stencils were the most commonly seen advertisement, followed by posters and stickers. There were a large number of people who said they saw campaign advertisements in parks (60 respondents) however it is not possible to know the specific type of advertisement they saw.



Shop window decal / outdoor sticker - B

When asked whether they found the messages relevant to them, just over half (54.6%) reported that they felt that it was. This is a reasonable percentage; however it was particularly interesting that those who were born in Australia were more likely to find the campaign relevant to them. One possible reason for this might be that Australians have a close affinity with a drinking culture and

feel that this activity is a social norm compared to those who were born overseas where the drinking culture may be different.

Respondents who did not think the messages were relevant to them primarily gave the reason that they did not drink in public. The fact that they were still able to recall the campaign messages, however, means that it is likely to be top-of-mind if they later experience or see this behaviour.

More people thought that the campaign was relevant to someone they knew rather than themselves, believing that they knew someone who drinks in public or that it is relevant to all people in the area. Of those who did not think it would be relevant to someone they knew it was mainly because they did not know anyone who drank in public.

When given an open-ended question regarding whom the campaign was intended for, the top three responses were anyone and everyone, youth/kids/teens and community members. Youth/ kids/ teens stand out from the other two groups as it is describing a specific group of people. Given the media interest in binge drinking and public perceptions of teenage binge drinking, it is not surprising that young people were the second most frequently mentioned group. Consistent with this, when asked who they thought to be the main offenders of drinking in public the majority of respondents again identified young people.

Respondents expressed clear views regarding the benefits of not drinking in public. The four main benefits identified were avoiding broken glass, creating a safer environment, avoiding public displays of drunkenness and avoiding violence on the street. All four of these reasons are most certainly advantages to the community at large and would promote a safe local environment.

Respondents' actions since seeing the campaign varied somewhat with only 10 people telling a friend/family member to stop drinking in public. In spite of this, 50% of people said they intended to tell a friend or family member to stop drinking alcohol in public places. Further to this 38 people had talked in general about the information in the campaign with 84.9% (n=129) saying they intended to talk about it.

It was positive to note that 21 (of 57) people had stopped drinking in public places since seeing the campaign with 42 people in saying they intended to stop. Although we won't know with certainty whether these behaviours are maintained, it is encouraging that the message was effective in reaching the general public.

It was very clear that the majority of people were not offended by messages like this being communicated in the street environment and on alcohol products, and thought that it was an acceptable campaign location.

The campaign was received well by the public however it was interesting to note that nearly 50% of the sample did not feel that drinking in public was a problem in the area. Females were more likely than males to think there was a problem; and 18 to 24 year olds more likely to perceive that public drinking isn't a problem than those aged 45 to 64

Also, respondents felt that the consequences for drinking in public were severe for the drinkers themselves (penalties and risk of getting caught), for the people in the area at the time (social consequences), and for the community in general – which shows that respondents are concerned about the issue and that it has the potential to effect members of the public.

For future interventions, respondents suggested several ways to address the issue public drinking such as increasing police presence and enforcing the \$1000 fines. Other ideas stemmed from the current campaign with further advertising to reach a broader audience such as radio and television.

## **CONCLUSION:**

Several questions based on the HBM were included in this survey in order to predict the likelihood of an individual (or the targeted group – young people) changing health-related behaviours based on the interaction between perceived benefits and barriers to stop drinking in public, telling friends and family about the campaign, the severity of the issue and how it would effect them as a member of the general public. Over half of respondents believed that the information was relevant to them or someone they knew, stated that they had or would discuss public drinking with a friend or family member and felt that the consequences of drinking in public were severe. Overall, based on respondents who completed this survey the campaign was well received by the public, had excellent levels of recall and did make respondents more aware of drinking in public places. It would be interesting to observe the number of fines issued over the following 6 months; and, ideally, to repeat the survey in 3-6 months to determine whether there has been a shift in public opinion regarding drinking in public.