



Convenience Advertising

WORKPLACE DEMONSTRATION PROJECT
CHRISTMAS CAMPAIGN EVALUATION
QUANTITATIVE REPORT
May 1995

Prepared for:
AUSTRALIAN DRUG FOUNDATION

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APPENDIX 1 – SURVEY QUESTIONNAIRE

1. INTRODUCTION

The *Workplace Demonstration Project* is a federally funded project, being undertaken by the Australian Drug Foundation in conjunction with two Victorian organisations – the Victoria Police and Ericsson Australia.

The program is designed to assess the effectiveness of programs and interventions targeting alcohol and drug problems in and relating to the workplace. A series of activities has been undertaken with the main aim being improved awareness and education regarding these problem, together with practical assistance and tools to help solve or deal with the problems as they relate to the work environment.

In order to gauge the effectiveness of these activities, a series of evaluations has and will be undertaken by AMR:Quantum Harris. The evaluations fall into three distinct areas as follows:

- evaluation of *specific interventions* which involve smallgroups of employees (for example, training and education session, presentations etc).
- evaluation of the *major intervention* in the program – the *Christmas Campaign* which involved a number of focused interventions.
- evaluation of the *Workplace Demonstration Project as a whole* in comparison to a benchmark study undertaken early in 1994.

This report presents the findings of the second of these evaluations, the Christmas Campaign.

The report has three main sections:

- a comparison of findings between the two organisations.
- a discussion of the findings for the Victoria Police.
- a discussion of the findings for Ericsson Australia.

The other evaluation components are reported separately. Computer tables which support the findings of this report have been provided separately for convenience.

2. OBJECTIVES

The Christmas Campaign Evaluation had as its main purpose:

- *To measure the impact of the major intervention in the Workplace Demonstration Project – that being, the Christmas Campaign, on perceptions of alcohol in the workplace.*

Within the framework of this overall objective, the key information objectives were as follows:

- to measure the levels of awareness for each of the main elements of the campaign and other interventions undertaken to date.
- to evaluate the major elements (convenience advertising and party kits) with a view to identifying their appropriateness and effectiveness in conveying key messages.
- to pinpoint the appropriateness of the Christmas Campaign as a vehicle for alcohol related messages.
- to assess the levels of resistance and encouragement towards such a campaign both personally and amongst work colleagues.

These objectives were used in the design of the questionnaires (which were tailored to the needs of each organisation), copies of which appear in Appendix 1 of this report.

3. RESEARCH APPROACH

In order to accommodate the cultural and behavioural characteristics of both organisations and to enable comparisons between organisations, a mail-out/mail-back self-completion survey was undertaken.

In order to obtain a valid measure of awareness and to gather useful feedback on the content and impact of the Campaign, the sample frame for this survey was defined as:

- **Those employees who in the time period specified could reasonably have had the opportunity to be exposed to the major components of the campaign.**

For the *Victoria Police*, this translated to 452 officers of all ranks in station in A, F and Q districts. By way of interest only, these districts cover each of inner metropolitan, outer metropolitan and country areas. From the 452 questionnaires mailed out (via the internal mail system), 113 completed questionnaires were received within the timeframe allowed (three weeks). This translates to a 25% response rate.

For *Ericsson Australia*, approximately 330 questionnaires were distributed to employees working at eligible sites. These include Broadmeadows, Abbotsford and City locations. From the 330 questionnaires distributed (via department secretaries), 99 completed questionnaires were received within the timeframe allowed (three weeks). This translates to a 30% response rate.

Both response rates fall within the average range of response rates for mail-out/mail back surveys without any additional activity (for example, promotion of the survey, telephone reminder calls or follow-up calls, incentives to respond). The profile of respondents was as follows:

SAMPLE PROFILE		
	Victoria Police	Ericsson Australia
<i>Base: All respondents</i>	113	99
AGE	%	%
Under 25 years	11	7
25-39 years	65	45
40-54 years	22	39
55+ years	2	7
GENDER	%	%
Male	90	66
Female	10	34
LOCATION	%	%
'A' District	33	-
'F' District	39	-
'Q' District	25	-
Broadmeadows	-	19
Abbotsford	-	30
City	-	51
RANK	%	%
Constable	27	-
Senior Constable	38	-
Sergeant/Acting Sergeant	20	-
Senior Sergeant	6	-
Other more senior ranks	11	-

SAMPLE PROFILE		
	Victoria Police	Ericsson Australia
Base: All respondents	113	99
YEARS WORKED AT THIS ORIGIN	%	%
3 years of less	9	21
4-10 years	42	51
11-15 years	18	8
16+ years	31	20
MARITAL STATUS	%	%
Single	24	20
Married	65	70
Living with a partner	9	8
Other	2	2
OTHER CHARACTERISTICS	%	%
Attended training sessions about alcohol	7	6
Work shift work	90	6
Regularly work overtime	52	59
Supervise other workers	65	34

The sample profile highlights *significant differences between the two organisations* in the areas of *age* (Ericsson has an older workforce), *gender* (more males in the Victoria Police), *working life at this organisation* (longer for Police), *shift work* and *supervision of others* (both more prevalent among Police). In other respects, the samples were similar in profile.

4. EXECUTIVE SUMMARY

The key findings from the evaluation of the Workplace Demonstration Christmas Campaign are:

- Toilet advertising achieved strong awareness in both organisations, was the most attention-getting of the methods used and made people think most about alcohol.

Pay packet messages and party kits played a supporting role at the Victoria Police, whilst noticeboard advertising, articles and the Healthwise Booklet supported the toilet advertising at Ericsson Australia.

- Very few suggestions were made with regards to improving the campaign methods, although some raised doubts about the appropriateness and implementation of the party kits, particularly those at Ericsson.
- The messages contained in the main elements of the campaign – moderation and commonsense, appear to have come through clearly, particularly those in the toilet advertising. The placement, number and content of posters saw a much more successful outcome for this advertising. Than for any other method.
- Around half described the campaign as useful, whereas significantly more (around 80%) felt the information presented in the campaign was relevant. The majority also felt the campaign overall was a good idea (86% at Victoria Police, 85% at Ericsson).
- Discussion of the campaign was moderate with 35% of Victoria Police respondents and 29% of Ericsson respondents having discussed it personally and 32% and 17% respectively, having overheard others discussing it.
- Awareness of resistance to the campaign was low, limited to 15% of Victoria Police respondents and 5% of Ericsson respondents were aware of some resistance, primarily to the method.

IMPLICATIONS

- The campaign appears to have been generally successful in raising awareness issues associated with alcohol in these two organisations. In particular, the messages of moderation and a commonsense approach to drinking appear to have been communicated.
- Future activity should use toilet advertising as a platform, as one respondent put it, "this method audience", thereby maximising the potential to communicate. The pay packet messages offer a similar opportunity and also had some success.
- Beyond this, articles in organisation publications and booklets play an important supporting role and help to reinforce the key messages. The ambiguous results in relation to party kits (reasonable awareness coupled with some derision) raises some doubt about the cost effectiveness of this approach in communicating.
- Many also believed the timing to be appropriate given the increase in partying and alcohol consumption associated with Christmas.

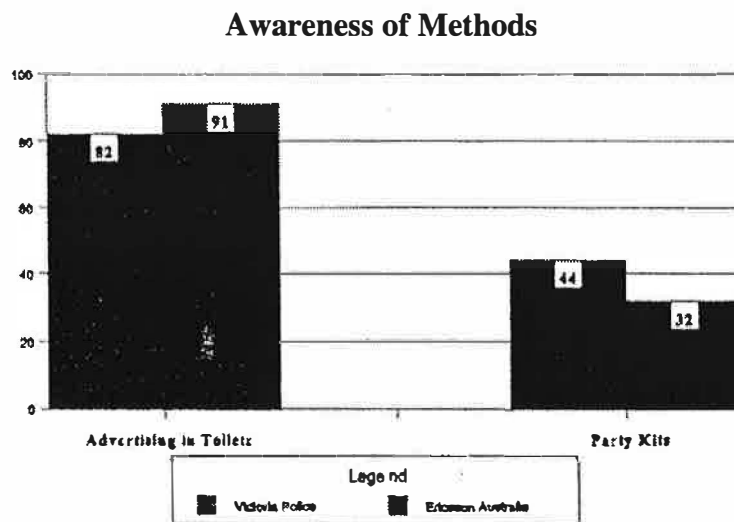
5. DETAILED FINDINGS

5.1 Comparing the Two Organisations

5.1.1 Awareness

In terms of awareness, the toilet advertising in each organisation was the most recalled of the methods used. More than four out of five respondents in each organisation noticed the toilet advertising.

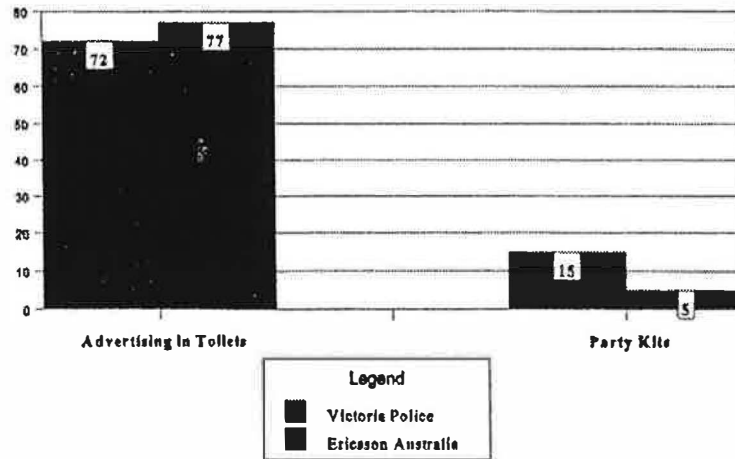
At the Victoria Police, the next nearest method was pay packet messages (55%), followed by party kits (44%). At Ericsson Australia, party kits (32%) were well down the list with advertising on noticeboards (46%), an article in EPAInfo (46%), the Healthwise Alcohol Booklet (45%) and an article in The Communicator (39%), all recalled by more respondents.



Reflecting high levels of awareness, the toilet advertising also captured people's attention most. In fact it made all other methods pale by comparison.

At the Victoria Police, party kits (15%), pay packet messages (11%) and an article in Police Life (10%) were the most attention-getting behind toilet advertising, whilst at Ericsson Australia no other method recorded notable levels of audience capture.

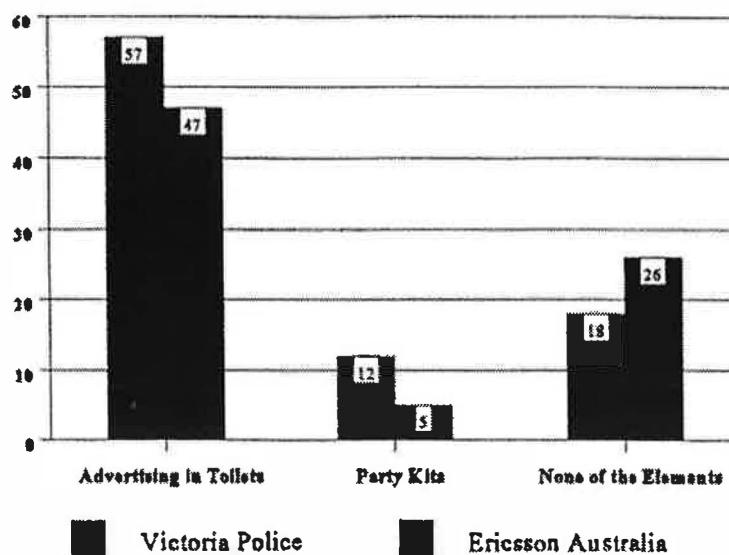
Captured Attention Most



The extent to which the advertising made people think about alcohol was lower than the extent to which they were aware of the advertising. Only 57% of Victoria Police respondents and 47% of Ericsson Australia respondents felt the toilet advertising made them think most about alcohol. It should be noted, however, that only the party kits (12%) at the Victoria Police and the Healthwise Alcohol Booklet (12%) at Ericsson Australia recorded any other notable endorsement.

It is important to note that 18% of Victoria Police respondents and 26% of Ericsson Australia respondents felt none of the listed elements made them think most about alcohol.

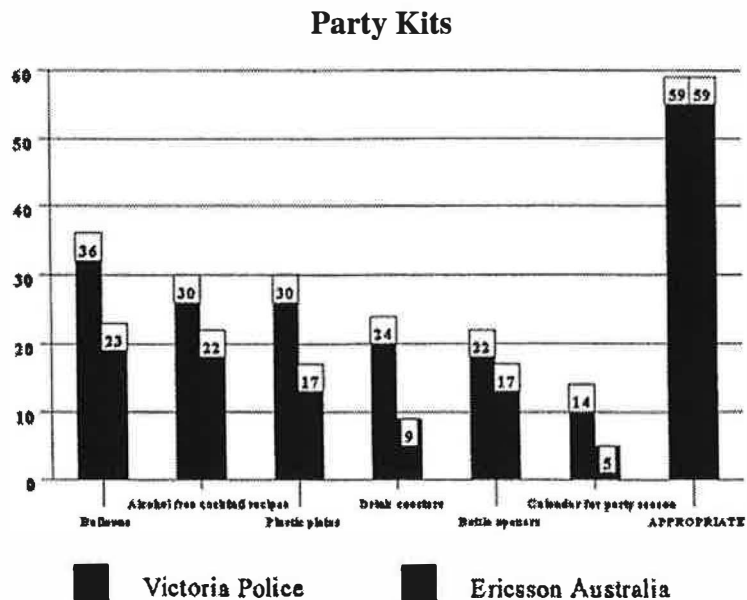
Made People Think About Alcohol



Very few suggestions were made with regard to improving the effectiveness of the campaign methods. A small number felt the toilet advertising could be rotated or changed to build a string of linked messages, whilst several felt it could be more graphic or explicit. In general, the responses suggest the methods in themselves were effective, requiring little change. Later questions, however, unearthed some criticism of the party kits.

5.1.2 Party Kits

Looking in detail at the party kits, it is apparent that they performed less admirably than the toilet advertising in both organisations. Individually, the elements within the party kits recorded only moderate levels of awareness at the Victoria Police (ranging from 12% to 36%) and even lower levels at Ericsson Australia (ranging from 5% to 23%).

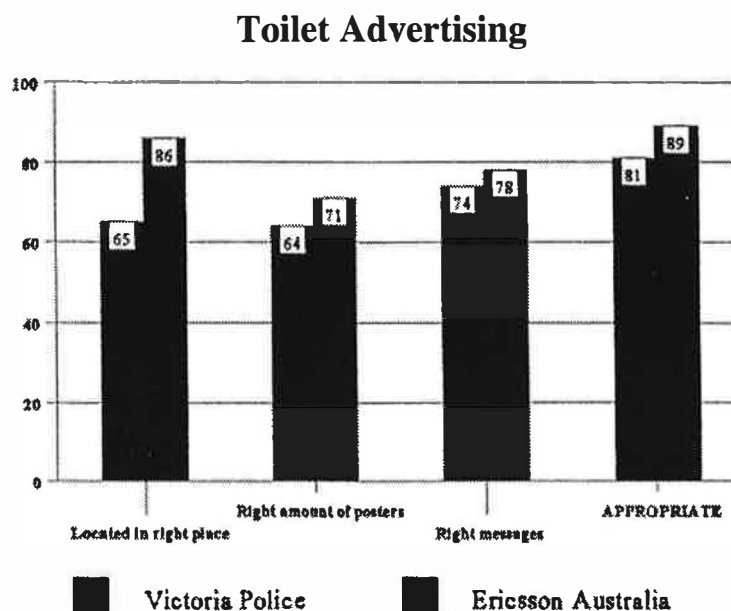


It is apparent that many found the kits to be either an inappropriate way to convey messages about alcohol (only 59% in each organisation endorsed the method compared to 80+% in relation to toilet advertising) or a poorly implemented method.

Whilst generally getting the message of moderation and commonsense across, many believed the money could have been better spent elsewhere. At the Victoria Police, 27% believed the kits to be inappropriate, whilst at Ericsson 21% responded this way.

5.1.3 Toilet Advertising

Appropriate placement, numbers of posters and message content combined to produce high levels of awareness of the toilet advertising in each organisation.



At Victoria Police:

- 65% overall (or 80% of those who saw the advertising) felt the posters were located in the right place;
- 64% felt the right amount of posters was displayed (21% felt there should be more, 15% felt there should be less);
- 74% thought the posters contained the right messages (18% thought they should be changed);
- 81% felt the toilet advertising was an appropriate way to convey messages about alcohol.

In comparison, at Ericsson Australia:

- 86% overall (or 92% of those who saw the advertising) felt the posters were located in the right place;
- 71% felt the right amount of posters was displayed (14% felt there should be more, 11% felt there should be less);
- 78% thought the posters contained the right messages (9% thought they should be changed);
- 89% thought toilet advertising was an appropriate way to convey messages about alcohol.

In both organisations, the main messages in the appear to have been communicated – moderation and commonsense:

Discussion of the two major elements - the party kits and the toilet advertising was quite low, although Victoria Police respondents were more likely to have discussed at least one of the elements (47%) than their Ericsson Australia counterparts (27%).

5.1.4 The Campaign Overall

The campaign was described by around half the respondents in each organisation as being useful in raising their awareness of alcohol, whilst significantly more respondents felt relevant information was presented and that overall the campaign was a good idea.

Both organisations recorded similar levels of endorsement, suggesting the campaign as a whole has a broad appeal across the different cultures of organisations.

The fact that only half the respondents believe the campaign is useful for them personally, yet many more see it as relevant, suggests a generalised positive response to the campaign, even though there maybe' a reluctance among some to dissociate themselves from the problem *per se*.

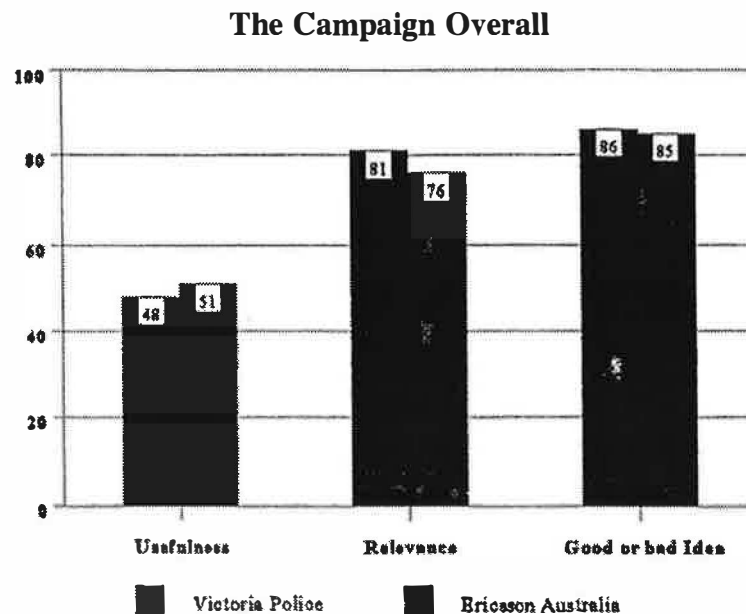
The key positives in the campaign were:

- the toilet advertising
- the fact that it raised or raises awareness
- the belief that it was relevant
- the fact that it was easy to understand.

The key improvements were seen as:

- greater coverage (mainly at Victoria Police)
- more eye-catching posters
- more specific messages.

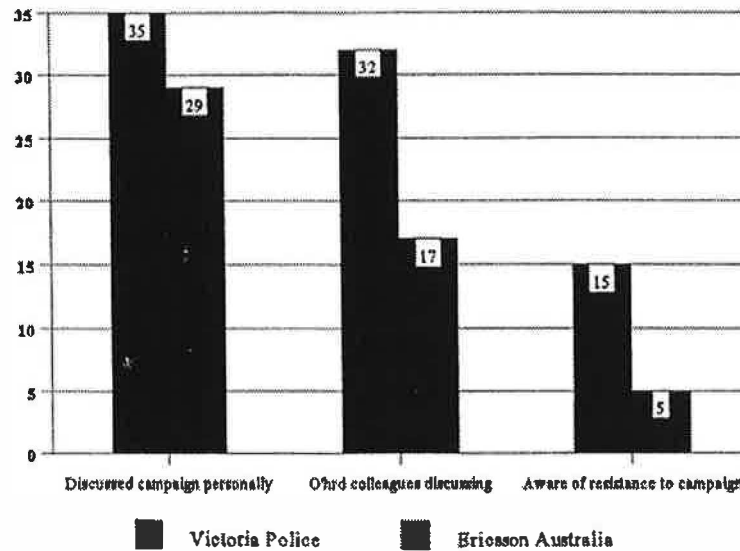
The main messages of the campaign appeared to be well communicated.



Around one-third of the respondents in each organisation had personally discussed the campaign. At Victoria Police, 35% had discussed the campaign, whilst 29% of Ericsson Australia respondents had done so. The discussion centred on the party kits and the toilet advertising.

In contrast, 32% of Victoria Police respondents had heard colleagues talk about the campaign, but only 17% of Ericsson Australia respondents had done so. The discussion centred on the party kits in particular.

Discussion/Resistance



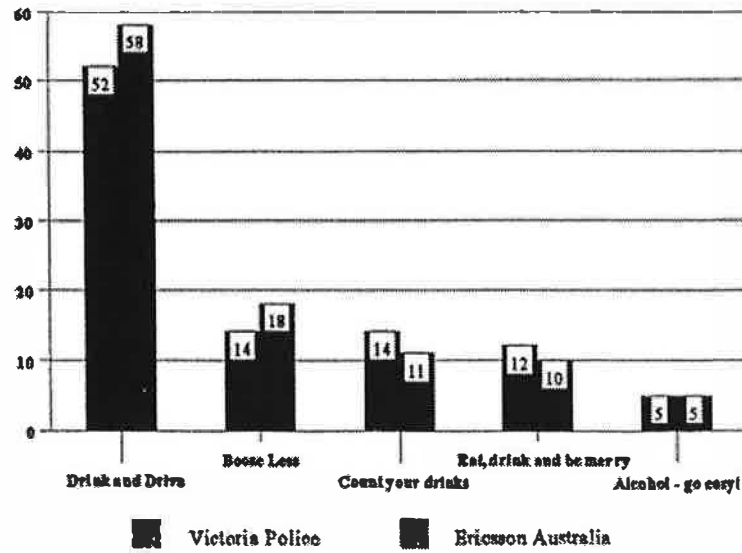
Awareness of resistance to the campaign was low with only 15% of Victoria Police respondents and 5% of Ericsson Australia respondents aware of such resistance.

Resistance tended to be towards either the method alone or both the message and the method.

5.1.5 Slogans

The "Drink, drive, bloody idiot" slogan is far and away the most meaningful (and perhaps most familiar) alcohol-related slogan in the marketplace today. The strength of message and continuity of approach make it a powerful tool.

Slogans



"Booze less, be your best" is somewhat less powerful than the Drink/drive slogan.

Both organisations reported similar results in the area of meaningfulness of slogans.

5.2 VICTORIA POLICE

5.2.1 Awareness

Q1. In the campaign, messages about alcohol awareness were distributed using a number of methods. Do you recall seeing any of the following during the campaign?

AWARENESS OF CAMPAIGN ELEMENTS				
	Total	'A' district	'F' district	'Q' district
Base: All respondents	113 %	37 %	28 %	44 %
Advertising in toilets	82	70	86	93
Pay packet messages	55	54	57	50
Party kits	44	54	46	36
Article in Police Life (Safe Drinking Guide)	37	38	29	41
OH&S Pamphlet (Alcohol in the Workplace)	27	22	32	23
Article in Police Life (Booze Less Giants)	26	19	21	32
Article in Police Association Newsletter	15	14	11	18
Article in Personnel Newsletter	12	16	28	7
NONE OF THESE	3	3	7	-

Advertising in the toilets was the method recalled by the greatest proportion of respondents (82%) and was particularly visible in "Q" district, where 93 % saw this advertising. Pay packet messages (55 %) and party kits (44%) were next most visible.

Articles in "Police Life" and the OH&S pamphlet recorded moderate levels of awareness. Only 3 % were unaware of any of the specific features.

Q2. Which of the methods captured your attention most?

ELEMENTS WHICH CAPTURED ATTENTION MOST				
	Total	'A' district	'F' district	'Q' district
Base: All respondents	113 %	37 %	28 %	44 %
Advertising in toilets	72	65	82	73
Party kits	15	30	11	7
Pay packet messages	11	11	7	9
Article in Police Life (Safe Drinking Guide)	10	3	11	16
OH&S Pamphlet (Alcohol in the Workplace)	4	3	4	2
Article in Police Life (Booze Less Giants)	4	5	-	5
Article in Police Association Newsletter	2	3	-	2
NONE OF THESE	5	5	4	7

The most captive measure was advertising in the toilets (mentioned by 72%). Party kits (15%), pay packet messages (11%) and the Safe Printing Guide in "Police Life" (10%) captured the attention of a much lower proportion of respondents.

The party kits were particularly attention-getting in "A" District (30%), whilst toilet advertising dominated in "F" District (82%).

Q3. Which of these methods made you think most about alcohol?

ELEMENTS WHICH MADE PEOPLE THINK MOST ABOUT ALCOHOL				
	Total	'A' district	'F' district	'Q' district
<i>Base: All respondents</i>	<i>113</i> <i>%</i>	<i>37</i> <i>%</i>	<i>28</i> <i>%</i>	<i>44</i> <i>%</i>
Advertising in toilets	57	49	64	59
Pay packet messages	5	8	4	5
Party kits	12	19	7	9
Article in Police Life (Safe Drinking Guide)	10	8	11	11
OH&S Pamphlet (Alcohol in the Workplace)	4	3	4	-
Article in Police Life (Booze Less Giants)	1	3	-	-
Article in Police Association Newsletter	2	3	-	2
Article in Personnel Newsletter	1	-	-	2
NONE OF THESE	18	24	11	18

The toilet advertising (57%) was also most likely to encourage people to think about alcohol. The remaining aspects were mentioned by 12% or fewer, with 18% saying that none of the elements made them think about alcohol. Clearly the most effective element of the campaign was the toilet advertising.

Q4. What would you improve to make these methods more effective ?

Two-thirds of the respondents (65%) did not answer this question, with a further 9% saying there was nothing to improve about the methods. Specific suggestions were made by fewer than 5% of respondents, with the most prevalent being:

- more advertising/posters throughout workplace (4%)
- use colour/different colours (4%)
- more toilet advertising/most effective (4%)
- change/update messages often/regularly (3%)
- place advertising more prominently (3%)
- no party kits/waste of effort/money (2%)
- more graphic/hard-hitting messages (2%).

5.2.2 Party Kits

Q5. *If you recalled seeing the party kits, do you recall seeing any of the following?*

RECALL OF PARTY KIT ELEMENTS				
	Total	'A' district	'F' district	'Q' district
Base: All respondents	113 %	37 %	28 %	44 %
DIDN'T SEE PARTY KITS	60	59	54	64
Balloons	36	46	39	27
Alcohol-free cocktail recipes	30	32	36	27
Plastic plates	30	41	36	18
"Party tips" flyer	24	35	25	14
Drink coasters	22	30	25	16
Bottle openers	22	24	25	20
Calendar for party season	14	19	14	11

Looking at the content of the party kits, the more visible items were the balloons (36%), the alcohol-free cocktail recipes (30%) and the plastic plates (30%). The calendar for party season was the least recalled element in the kit.

Q6. *What do you think the party kits were trying to tell you?*

Amongst those who saw the party kits, the main messages recalled were:

- be careful/aware of alcohol/drink sensibly/safely (28%)
- you can have a good time without getting drunk (14%)
- drink less alcohol/enjoy in moderation (14%)
- how to enjoy partying/drinking in responsible manner (14%)
- drink but don't drive (6%)
- have a good time/party without alcohol (6%)
- try non-alcoholic alternatives to alcohol (6%).

The core messages appear to have been conveyed with the majority mentioning moderation and a commonsense approach.

Q7. Do you think this is an appropriate way to convey messages about alcohol?

PARTY KITS – APPROPRIATE WAY TO COMMUNICATE				
	Total	'A' district	'F' district	'Q' district
Base: All respondents	113 %	37 %	28 %	44 %
Yes	59	62	61	57
No	27	24	25	30
Not answered	14	14	14	14

Nearly two-thirds of respondents (59%) believed the party kits were an appropriate way to convey messages about alcohol. A further quarter (27%) felt that they were inappropriate. These responses were similar across the Districts.

5.2.3 Toilet/Noticeboard Advertising

Q8. If you saw the advertising in the toilets or on noticeboards, did you feel that the posters were in the right place or could they have been better located?

LOCATION OF TOILET/NOTICEBOARD ADVERTISING				
	Total	'A' district	'F' district	'Q' district
Base: All respondents	113 %	37 %	28 %	44 %
DIDN'T SEE TOILET ADVERTISING	19	30	11	11
Better located	8	11	11	5
Right place	65	54	79	68
Don't know	8	5	-	16

Nearly one-in-five (19%) didn't see the toilet advertising. The vast majority of those who did see the advertising felt it was appropriately located (65% overall or 80% of those who saw it). The location of the advertising in "F" District was rated more positively than in the other two districts, whilst in "A" District, 30% didn't see the advertising.

Q9. Do you think there were too many, too few or just the right of poster?

AMOUNT OF POSTERS				
	Total	'A' district	'F' district	'Q' district
Base: All respondents	113 %	37 %	28 %	44 %
Too many	15	12	8	23
Too few	21	23	20	18
Just the right amount	64	65	72	59

Two-thirds of the respondents (64%) felt that the right amount of posters was displayed. This figure rose to 72% amongst "F" District respondents.

One-in-five (21%) felt there were too few posters, whilst 15% felt there were too many. From these results it would appear somewhat more posters could be used in future.

Q10. Did the posters have useful and practical messages for you or should they have said something different?

USEFULNESS OF MESSAGES				
	Total	'A' district	'F' district	'Q' district
Base: All respondents	113 %	37 %	28 %	44 %
Right messages	74	65	72	79
Should be different	18	27	24	10
Don't know	8	8	4	10

Three-quarters (74%) thought the messages were useful and practical for them. A further 18% thought the messages should be different, particularly those in "A" District, where 27% gave this response. "Q" District respondents (79%) were most positive about the suitability of the messages.

Q11. What do you think the toilet advertising was trying to tell you?

Amongst those who saw the toilet advertising, the main messages received were:

- drink in moderation/limit your intake (21%)
- don't overdo it/to excess/abuse alcohol (16%)
- watch how much you drink (11%)
- enjoy a drink/but not to excess (11%)
- be responsible when drinking (9%)
- count your drinks/stop at four (8%)
- effects of drinking too much alcohol/risks involved (7%).

A range of other responses was given by five percent or fewer respondents.

Once again, the main message of moderation appears to have come through via the toilet advertising.

Q12. Do you think this is an appropriate way to convey messages about alcohol?

TOILET ADVERTISING – APPROPRIATE WAY TO COMMUNICATE				
	Total	'A' district	'F' district	'Q' district
<i>Base: All respondents</i>	<i>113</i> <i>%</i>	<i>37</i> <i>%</i>	<i>28</i> <i>%</i>	<i>44</i> <i>%</i>
Yes	81	73	86	84
No	13	19	11	11
Not answered	6	8	4	5

Four out of five respondents (81%) thought toilet advertising was an appropriate way to communicate messages about alcohol. "F" and "Q" Districts were slightly more positive (86% and 81% respectively), whilst "A" District respondents were less positive (73%).

Q13. Before today, have you talked with work colleagues about the kits or the advertising?

DISCUSSED PARTY KITS OR TOILET ADVERTISING				
	Total	'A' district	'F' district	'Q' district
Base: All respondents	113 %	37 %	28 %	44 %
Talked about both	19	19	25	16
Talked about party kits	14	22	11	11
Talked about toilet advertising	13	11	11	18
Haven't talked about either	53	49	54	55

One-in-five respondents (19%) had talked about both the toilet advertising and the party kits with colleagues. A further 13% had discussed the toilet advertising only (18% in "Q" District) and 14% had discussed the party kits only (22% in "A" District). "F" District were more likely to have discussed both elements (25%).

5.2.4 The Campaign Overall

Q14. How useful was the campaign in helping to raise your awareness of alcohol?

USEFULNESS OF CAMPAIGN OVERALL				
	Total	'A' district	'F' district	'Q' district
Base: All respondents	113 %	37 %	28 %	44 %
Very useful	5	3	7	2
Quite useful	43	43	43	45
Not very useful	31	27	36	34
Not at all useful	19	27	14	16

Around half the respondents overall (48%) described the campaign as either very useful (5%) or quite useful (43%). This proportion was consistent across the districts.

The remainder (50%) described the campaign as not being very useful, with 19% saying it was not at all useful. The proportion rating the campaign as not at all useful was higher in "A" District (27%).

The usefulness of the campaign in raising people's awareness appears to warrant some attention.

Q15. How relevant was the information presented in the campaign?

RELEVANCE OF CAMPAIGN INFORMATION				
	Total	'A' district	'F' district	'Q' district
Base: All respondents	113 %	37 %	28 %	44 %
Very relevant	19	16	14	23
Quite relevant	62	57	71	61
Not very relevant	12	16	11	11
Not at all relevant	4	8	4	-
Not answered	3	3	-	5

Despite average ratings of usefulness regarding the campaign, more than four out of five respondents (81%) considered the information presented in the campaign as being relevant. The majority rated the information as quite relevant (62%).

This result raises an interesting point in that people see the information as generally relevant, but when asked how useful it is for them personally reduce their endorsement. This suggests a reduced propensity for people to associate alcohol related issues to themselves than to associate such problems to the organisation in general.

Q16. Do you think running a workplace based campaign about alcohol is a good idea or a bad idea?

PERCEPTION OF WORKPLACE CAMPAIGN				
	Total	'A' district	'F' district	'Q' district
Base: All respondents	113 %	37 %	28 %	44 %
Good idea	86	78	89	89
Bad idea	4	8	4	-
Not sure	11	14	7	11

More than four out of five respondents (86%) felt that running a workplace based campaign about alcohol was a good idea. This figure was slightly higher in "F" and "Q" Districts (89% each) and slightly lower in "A" District (78%).

A small group (4%) felt the campaign was a bad idea with the remainder unsure.

This tends to reinforce the belief that such a campaign is a good thing generally, but not always for me personally.

Q.17 Why is that?

Amongst those who felt such a campaign was a good idea (86%), the main reasons for feeling this way were because:

- it raises awareness/makes you think about it (25%)
- raising awareness about dangers of alcohol is important (15%)
- alcohol abuse is a serious problem/health risk (10%)
- it is a reminder/people tend to forget (10%)
- most drinking is done with workmates (9%)
- it is well timed/before work parties/break-ups (8%).

Amongst the much smaller group (4%) who felt a based campaign was a bad idea, the main reasons related to there already being enough promotion about alcohol and the belief that social behaviour should not be dictated to people at work, each mentioned by one respondent.

Q.18. What was particularly good about the campaign overall?

The aspects of the campaign liked by respondents varied greatly. The main likes were:

- toilet advertising (9%)
- awareness/raised awareness (7%)
- reminder to people to take care/limit alcohol intake (6%)
- that there was a campaign/organisation cares enough (4%)
- not too forceful/overbearing (4%)
- simple/easy to understand (4%)
- well presented/posters eye-catching (4%)
- timely (4%)
- didn't preach/say not to drink (4%)
- cartoons/humour of cartoons (4%).

Of note is the fact that 30% of respondents did not answer this question whilst a further 8% said they liked nothing about the campaign.

Q19. What would you improve to make the campaign more effective overall?

A whole host of improvements was suggested by the 60% of respondents who answered this question. The most prominent improvements suggested were:

- improve nothing/leave it as it is (14%)
- more advertising/coverage (11%)
- more posters (5%)
- better/more specific advertising (5%)
- better party pack/kit (4%)
- posters more eye-catching/better quality (4%)
- more colourful (3%)
- lectures/speeches (3%)

More of the same was the predominant message, although improving the party kit and the attractiveness/colour of the posters would add to their effectiveness.

Q20. What do you think the campaign was trying to say?

MAIN MESSAGE RECALL				
	Total	'A' district	'F' district	'Q' district
<i>Base: All respondents</i>	<i>113</i> <i>%</i>	<i>37</i> <i>%</i>	<i>28</i> <i>%</i>	<i>44</i> <i>%</i>
Drink in moderation	15	14	18	16
Don't drink too much	15	14	7	20
Be sensible/use commonsense	10	5	7	14
Enjoy without drinking too much	9	11	11	7
Drink responsibly	9	5	4	14
Be careful/watch how much you drink	8	8	7	7
Cut down/drink less	6	8	7	5
Think about your drinking	6	5	4	7
Be aware of the effects of alcohol	5	5	7	5

A number of other responses was given by fewer than five percent of respondents. A further 21% chose not to answer this question.

The first six messages reflect the main thought of the campaign and highlight its effectiveness in communicating the moderation line.

5.2.5 Discussion About the Campaign

Q21. Have you discussed any aspects of the workplace campaign with friends, family or work colleagues?

PERSONAL DISCUSSION ABOUT THE CAMPAIGN				
	Total	'A' district	'F' district	'Q' district
Base: All respondents	113 %	37 %	28 %	44 %
Yes	35	49	39	23
No	65	51	61	77

Around one-third of the respondents had discussed aspects of the workplace campaign either at work or with others. The proportion was highest in "A" District (49%) and much lower in "Q" District (23%).

Q22. Which aspects have you discussed?

Amongst those who had discussed the campaign, the main aspects discussed were:

- party kits (25%)
- toilet advertising (23%)
- cost of campaign/party kits/money better spent (18%)
- alcohol consumption/moderation (13%)
- drink driving (8%)
- general discussion (8%)
- waste of effort/money (5%)
- the number of signs (5%).

The major components received the greatest focus in discussions, with particular emphasis on the party kits, their costs and a perception of money wasted on their production.

Q23. Have you overheard anyone in the workplace discussing any aspects of the workplace campaign?

COLLEAGUE DISCUSSION ABOUT CAMPAIGN				
	Total	'A' district	'F' district	'Q' district
<i>Base: All respondents</i>	<i>113</i> <i>%</i>	<i>37</i> <i>%</i>	<i>28</i> <i>%</i>	<i>44</i> <i>%</i>
Yes	32	43	32	20
No	68	57	68	80

A similar proportion (32%) had heard others talk about the campaign, again "A" District being more likely to discuss (43%) and "Q" District being less likely (20%) to discuss the campaign.

Q24. Which aspects have you heard being discussed?

Amongst those who had overheard others talking about the campaign, the main aspects being discussed were:

- party kits (28%)
- toilet advertising/signs (17%)
- general discussion (11%)
- making fun of it (8%)
- cost of campaign (8%).

Most discussion related to party kits and to a lesser extent the toilet advertising. Clearly, the campaign generated discussion, some of which was positive and some negative. To generate any discussion is a positive outcome for the campaign.

Q25. Are you aware of any resistance to the idea of a workplace based campaign about alcohol?

AWARE OF RESISTANCE TO CAMPAIGN				
	Total	'A' district	'F' district	'Q' district
<i>Base: All respondents</i>	113 %	37 %	28 %	44 %
Yes	15	16	18	14
No	85	84	32	86

Around one-in-six respondents (15%) were aware of resistance to the idea of a workplace based campaign about alcohol. This proportion was similar across the Districts.

Q26. Has this resistance been mainly about the message of the campaign or the way in which the message is being conveyed or is it both?

FORM OF RESISTANCE TO CAMPAIGN	
	Total
<i>Base: Aware of resistance</i>	17 %
Resistance to message	12
Resistance to method	41
Resistance to both	47

Respondents indicated that they were mostly aware of resistance to both the message and the method (47%) or the method only (41%). Very few felt the message was inappropriate (12%).

Q.27. Do you have any ideas for other activities to help raise people's awareness of alcohol issues?

Only 20% of respondents gave any suggestions for improving the campaign. The most prevalent were:

- talks/guest speakers in work places (6%)
- more education on effects of alcohol (4%)
- continue campaign (2%)
- run campaign all year/not just Christmas (2%)
- place posters in work areas/cafes/bars (2%).

5.2.6 Slogans

Q28. Which of these messages is most meaningful to you. Place a "1" in the space under the column headed Question 28, next to the slogan which is most meaningful to you.

Now place a "2" beside the second most meaningful. Continue until you have given each a number (up to 5).

MEANINGFULNESS OF SLOGAN (% RATING MOST MEANINGFUL)				
	Total	'A' district	'F' district	'Q' district
<i>Base: All respondents</i>	<i>113</i> <i>%</i>	<i>37</i> <i>%</i>	<i>28</i> <i>%</i>	<i>44</i> <i>%</i>
If you drink and drive you're a bloody idiot	52	51	46	57
Booze less, be your best	14	16	7	16
Count your drinks and count on good health	14	11	14	16
Eat, drink and be merry and take care out there	12	14	18	7
Alcohol – go easy	5	5	11	2

The dominance of the "Drink/drive/bloody idiot" slogan is a testimony to the strength of the TAC campaign. Other messages pale beside this slogan.

The remaining messages were considered most meaningful by smaller proportions with "Booze less" and "Count your drinks" more meaningful than the other messages.

5.2.7 Leave

Q28. Did you take any leave between November 1, 1994 and February 1995?

LEAVE				
	Total	'A' district	'F' district	'Q' district
Base: All respondents	113 %	37 %	28 %	44 %
Yes	75	70	82	73
No	25	30	18	27

Three-quarters of the respondents took some leave during the period when the campaign was running.

Q40. How many weeks of leave did you take?

NUMBER OF WEEKS OF LEAVE TAKEN				
	Total	'A' district	'F' district	'Q' district
Base: All respondents	113 %	37 %	28 %	44 %
1-2 weeks	10	12	13	6
3-4 weeks	63	62	48	75
5-6 weeks	21	23	30	12
7+ weeks	4	4	8	3

The majority took three weeks (47%) during the campaign period.

5.3 ERICSSON AUSTRALIA

5.3.1 Awareness

Q1. In the campaign, messages about alcohol awareness were distributed using a number of methods. Do you recall seeing any of the following during the campaign?

AWARENESS OF CAMPAIGN ELEMENTS				
	Total	B' meadows	Abbotsford	City
Base: All respondents	99 %	19 %	30 %	50 %
Advertising in toilets	91	84	87	96
Advertising on noticeboards	46	42	53	44
Article in EPAInfo	46	42	43	50
Healthwise Alcohol Booklet	45	37	43	50
Article in The Communicator	39	32	40	42
Party kits	32	21	30	38
Other	3	-	3	4
NONE OF THESE	3	11	3	-

Advertising in the toilets (91%) was the aspect of the campaign with the highest proportion of awareness. The proportion rose to 96% in the City office. Advertising on noticeboards (46%) the article in EPAInfo (46%) and the Healthwise Alcohol Booklet (45%) all recorded strong levels of awareness. Slightly behind these three were the article in The Communicator (39%) and the party kits (32%). Only 3% recalled seeing none of the listed methods.

Q2. Which of the methods captured your attention most?

ELEMENTS WHICH CAPTURED ATTENTION MOST				
	Total	B'meadows	Abbotsford	City
Base: All respondents	99%	19%	30%	50%
Advertising in toilets	77	68	67	86
Healthwise Alcohol Booklet	6	5	13	2
Party kits	5	-	-	10
Advertising on noticeboards	3	-	10	-
Article in EPAInfo	2	5	-	2
Article in The Communicator	1	-	-	2
Other	1	-	-	2
NONE OF THESE	8	11	7	8

The toilet advertising (77%) was the most attention-getting method used in the campaign, particularly at the City office, where 86% thought it was the most impactful. The Healthwise Alcohol Booklet received moderate attention at Abbotsford office (13%).

Q3. Which of these methods made you think most about alcohol?

ELEMENTS WHICH MADE PEOPLE THINK MOST ABOUT ALCOHOL				
	Total	B'meadows	Abbotsford	City
Base: All respondents	99%	19%	30%	50%
Advertising in toilets	47	42	30	60
Healthwise Alcohol Booklet	12	11	23	6
Party kits	5	-	-	10
Advertising on noticeboards	4	5	10	-
Article in EPAInfo	4	-	10	2
Article in The Communicator	2	-	3	2
NONE OF THESE	26	32	23	26

The toilet advertising was the most thought-provoking of the methods (47%) with City office respondents more likely to feel this way (60%). The Healthwise Booklet was endorsed more by the Abbotsford respondents (23%) than those at the other sites.

Overall, one-quarter (26%) felt that none of the methods made them think most about alcohol. This was more the case at Broadmeadows (32%) than elsewhere.

Q4. What would you improve to make these methods more effective ?

Over two-thirds of the respondents (68%) chose not to answer this question. The most prevalent suggestions were:

- change nothing (6%)
- make it more graphic/explicit (5%)
- change/update messages regularly (4%)
- more prominent/to stand out (4%)
- make advertising fun/humour (3%).

A range of other responses was given by fewer than three percent of respondents.

The responses illustrate the belief that the methods were reasonably effective and require little change.

5.3.2 Party Kits

Q5. If you recalled seeing the party kits do you recall seeing any of the following?

RECALL OF PARTY KIT ELEMENTS				
	Total	B'meadows	Abbotsford	City
<i>Base: All respondents</i>	99	19	30	50
	%	%	%	%
DIDN'T SEE PARTY KITS	69	79	73	662
Balloons	23	11	20	30
Alcohol-free cocktail recipes	22	21	13	28
Plastic plates	17	11	17	20
Drink coasters	17	11	17	20
Bottle openers	14	11	13	16
"Party Tips" flyer	9	-	10	12
Calendar for party season	5	5	-	8

More than two-thirds of the respondents (69%) did not recall seeing the party kits. The balloons (23 %) and the alcohol-free cocktail recipes (22%) were the most noticed aspects of the kits amongst those who saw the kits.

Q6. What do you think the party kits were trying to tell you?

Amongst those who saw the, party kits, the main messages gained from them were:

- have a good time/party without alcohol (16%)
- you can have a good time without getting drunk (16%)
- be aware of alcohol/drink sensibly/safely (9%)
- try non-alcoholic alternatives to alcoholic drinks (9%).

A range of other responses was given by fewer respondents.

A group (16%) felt the kits were a waste of time and money.

Q7. Do you think this is an appropriate way to convey messages about alcohol?

PARTY KITS – APPROPRIATE WAY TO COMMUNICATE				
	Total	B'meadows	Abbotsford	City
<i>Base: All respondents</i>	99 %	19 %	30 %	50 %
Yes	59	74	55	56
No	21	5	14	32
Not answered	19	21	31	12

Nearly two-thirds of the respondents (59%) believed the party kits were an appropriate way to communicate messages about alcohol. A further (21%) felt this method was inappropriate. The respondents in the City Office (32%) were particularly negative towards the party kits.

5.3.3 Toilet/Noticeboard Advertising

Q.8 If you saw the advertising in the toilets or on noticeboards, did you feel that the posters were in the right place or could they have been better located ?

LOCATION OF TOILET/NOTICEBOARD ADVERTISING				
	Total	B' meadows	Abbotsford	City
Base: All respondents	99 %	19 %	30 %	50 %
DIDN'T SEE TOILET ADVERTISING	7	5	13	4
Better located	4	-	7	4
Right place	86	89	80	88
Don't know	3	5	-	4

Only 7% of respondents did not see any of the toilet advertising. Of those who did, the majority felt the advertising posters were appropriately placed.

Q9. Do you think there were too many, too few or just the right amount of posters?

AMOUNT OF POSTERS				
	Total	B' meadows	Abbotsford	City
Base: All respondents	99 %	19 %	30 %	50 %
Too many	11	6	12	13
Too few	14	28	12	10
Just the right amount	71	67	77	69
Not answered	4	-	-	8

Amongst those who saw the toilet advertising, nearly three-quarters (71%) believed there were sufficient posters. A much smaller proportion felt there were either too few (14%) or too many (11%) posters, suggesting the balance was fairly close to the correct level.

At Broadmeadows, 28 % believed there were too few posters.

Q10. Did the posters have useful and practical message for you or should they have said something different?

USEFULNESS OF MESSAGES				
	Total	B' meadows	Abbotsford	City
<i>Base: Saw Toilet Advertising</i>	99 %	19 %	30 %	50 %
Right messages	78	83	77	77
Should be different	9	-	15	8
Don't know	10	17	4	10
Not answered	3	-	4	4

Amongst those who saw the posters, three-quarters (78%) considered the messages contained in them to be useful and practical for them personally. This figure was higher at Broadmeadows (83%). Abbotsford respondents were slightly more likely to say there should be different messages on the posters (15%).

Q11. What do you think the toilet advertising was trying to tell you?

Amongst those who saw the toilet advertising, the-main messages received from it were:

- drink in moderation/limit your intake (26%)
- don't overdo it/abuse alcohol (18%)
- enjoy a drink but not to excess (9%)
- think before you drink (8%)
- be responsible when drinking (7%)
- don't drink if driving (4%)
- be sensible (4%).

A range of other responses was given by fewer than four percent of respondents.

The core messages appear to have been communicated by the toilet advertising.

Q12. Do you think this is an appropriate way to convey messages about alcohol?

TOILET ADVERTISING – APPROPRIATE WAY TO COMMUNICATE				
	Total	B'meadows	Abbotsford	City
Base:	99%	19%	30%	50%
Yes	89	100	90	84
No	9	-	10	12
Not answered	2	-	-	4

The majority considered toilet advertising to be an appropriate way to Communicate, particularly those at Broadmeadows.

Q13. Before today, have you talked with work colleagues about the party kits or the advertising?

DISCUSSED PARTY KITS OR TOILET ADVERTISING				
	Total	B'meadows	Abbotsford	City
Base: All respondents	99%	19%	30%	50%
Talked about both	12	16	3	16
Talked about party kits	6	-	3	10
Talked about advertising	6	-	7	8
Haven't talked about either	73	79	83	64
Not answered	3	5	3	2

Very few people had discussed either of the main elements of the campaign, with 73% overall and 83% of Abbotsford respondents not having any discussions. Around one-in-ten (12%) had discussed both aspects.

5.3.4 The Campaign Overall

Q14. How useful was the campaign in helping to raise your awareness of alcohol?

USEFULNESS OF CAMPAIGN OVERALL				
	Total	B'meadows	Abbotsford	City
Base: All respondents	99 %	19 %	30 %	50 %
Very useful	10	26	7	6
Quite useful	41	32	43	44
Not very useful	28	21	27	32
Not at all useful	16	11	20	16
Not answered	4	11	3	2

Just over half the respondents (51%) described the campaign as useful in helping to raise their awareness of alcohol, the bulk of these rating it as quite useful (41%), rather than very useful (10%). Broadmeadows respondents were slightly more likely to rate the campaign as useful (58%).

Q15. How relevant was the information presented in the campaign?

RELEVANCE OF CAMPAIGN INFORMATION				
	Total	B'meadows	Abbotsford	City
Base: All respondents	99 %	19 %	30 %	50 %
Very relevant	19	37	10	18
Quite relevant	57	42	67	56
Not very relevant	12	5	17	12
Not at all relevant	8	11	3	10
Not answered	4	5	3	4

Despite average ratings of usefulness, the relevance of the information contained in the campaign was rated positively. Three-quarters of the respondents (76%) found the information relevant.

This provides an interesting contrast in that three-quarters consider the information presented as being relevant, but only half believe it to be useful in raising their awareness of alcohol. This suggests a general concern for the problem, but low willingness to accept that the problem relates to them personally.

Q16. Do you think running a workplace based campaign about alcohol is a good idea or a bad idea?

PERCEPTION OF WORKPLACE CAMPAIGN				
	Total	B'meadows	Abbotsford	City
Base: All respondents	99%	19%	30%	50%
Good idea	85	84	90	82
Bad idea	3	5	-	4
Not sure	11	11	10	12
Not answered	1	-	-	2

More than four out of five respondents believed the campaign to be a good idea, this figure rising to 90% at Abbotsford. The bulk of the remaining respondents were unsure of the idea of a workplace based campaign, rather than expressing opposition outright.

Q17. Why is that?

Amongst those who felt running a workplace-based campaign about alcohol was a good idea (85%), the main reasons for saying so were:

- it raises awareness (15%)
- spend lots of time there/captive audience (15%)
- raising awareness is important (13%)
- good for the company/shows it cares (8%)
- a reminder/people need to be reminded (6%)
- alcohol abuse is a serious issue (6%).

The three respondents who felt it was a bad idea, cited the belief that they shouldn't have their leisure time behaviour dictated to them at work.

Those unsure about the idea, felt there was already enough publicity or found it irrelevant because they don't drink/don't drink much.

Q18. What was particularly good about the campaign overall?

Nearly half the respondents (46%) chose not to answer this question. Amongst the best things about the campaign were:

- the placement of the posters/couldn't ignore them (10%)
- raised awareness (6%)
- relevant messages (4%)
- simple/easy to understand (4%)
- timely/in time for Christmas period (4%)
- informative/gave practical information (4%)
- cartoons/humour of cartoons (4%).

A range of other responses was given by fewer than four percent of respondents.

Q19. What would you improve to make the campaign more effective overall?

Nearly two-thirds of the respondents (61%) chose not to answer this question, whilst 8% said they saw no need to improve anything in relation to the campaign. Amongst the suggestions to improve the campaign were:

- colour/make it more colourful (5%)
- better/more specific advertising (5%)
- posters more eye-catching/better quality (5%)
- shock/hard-hitting approach (4%).

A range of other responses was given by fewer than four percent of respondents.

Q20. What do you think the campaign was trying to say?

MAIN MESSAGE RECALL				
	Total	B'meadows	Abbotsford	City
Base: All respondents	99 %	19 %	30 %	50 %
Drink in moderation	11	5	10	14
Cut down/drink less	5	11	7	2
Don't drink too much	5	5	-	8
Watch how much you drink	5	5	7	4
Think before you drink	5	5	10	2
Consider the effects of alcohol	5	11	7	2
Drink responsibly	4	5	3	2
Be sensible/use common sense	4	-	3	4

A range of other responses was given by fewer than four percent of respondents. A further 47% chose not to answer this question.

The core message of moderation in consumption of alcohol appears to have come through during the campaign.

5.3.5 Discussion About the Campaign

Q21. Have you discussed any aspects of the workplace campaign friends, family or work colleagues ?

PERSONAL DISCUSSION ABOUT THE CAMPAIGN				
	Total	B'meadows	Abbotsford	City
Base: All respondents	99 %	19 %	30 %	50 %
Yes	29	32	27	30
No	69	68	70	68
Not answered	2	-	3	2

Less than one-third of the respondents (29%) had personally discussed the campaign with others. This figure was consistent across the sites.

Q22. Which aspects have you discussed?

Amongst those who had discussed the campaign personally, the main areas of discussion were:

- toilet advertising/signs (34%)
- general discussion (17%)
- party kits (14%)
- alcohol consumption/moderation (7%).

A range of other responses was given by fewer than seven percent of respondents.

The toilet advertising tended to dominate discussion about the campaign.

Q.23 Have you overheard anyone in the workplace discussing any aspects campaign?

COLLEAGUE DISCUSSION ABOUT CAMPAIGN				
	Total	B'meadows	Abbotsford	City
<i>Base: All respondents</i>	99 %	19 %	30 %	50 %
Yes	17	21	10	20
No	81	74	90	78
Not answered	2	5	-	2

Less than on-in-five (17%) had overheard others discussing the campaign in the workplace.

Q24. Which aspects have you heard being discussed?

Amongst those having heard others discussing the campaign, the main aspects overheard were:

- the party kits (29%)
- general discussion (18%)
- toilet advertising/sign (12%)
- making fun of it (12%)
- waste of money/time/effort (12%).

In contrast to their own discussion, the focus of discussion overheard related to the party kits. Specific mentions of wasted money and making fun of the campaign are worth noting.

Q25. Are you aware of any resistance to the idea of a workplace based campaign about alcohol?

AWARE OF RESISTANCE TO CAMPAIGN				
	Total	B'meadows	Abbotsford	City
<i>Base: All respondents</i>	99 %	19 %	30 %	50 %
Yes	5	5	-	8
No	93	89	100	90
Not answered	2	5	-	2

Only five percent of respondents said they were aware of resistance to the idea of a workplace based campaign. At Abbotsford, nobody said this was the case.

Q26. Has this resistance been mainly about the message of the campaign or the way in which the message is being conveyed or is it both?

Of the five respondents aware of some resistance to the campaign, four believed that the resistance was to both the message and the method of communication. The remaining respondent cited just the method of communication.

Q27. Do you have any ideas for other activities to help raise people's awareness of alcohol issues?

Three-quarters of the respondents (77%) chose not to answer this question. The main suggestions were:

- continue campaign (4%)
- place posters in work areas /cafes/bars (3%)
- show videos on effects of alcohol (3%)
- more positive messages (2%)
- reinforce message by showing examples/reformed drinkers (2%).

A range of responses was given by fewer than two percent of respondents.

5.3.6 Slogans

Q28. Which of these messages is most meaningful to you. Place a "1" in the space under the column headed Question 28, next to the slogan which is most meaningful to you.

Now place a "2" beside the second most meaningful. Continue until you have given each a number (up to 5).

MEANINGFULNESS OF SLOGANS (% RATING MOST MEANINGFUL)				
	Total	B'meadows	Abbotsford	City
<i>Base: All respondents</i>	99%	19%	30%	50%
If you drink and drive you're a bloody idiot	58	63	60	54
Count your drinks and count on good health	18	21	17	18
Booze less, be your best	11	11	17	8
Alcohol – go easy!	10	11	7	12
Eat, drink and be merry, and take care out there	5	5	-	8

The strength of the "Drink/Drive/Bloody Idiot" slogan highlights the importance of a consistent message over a long period.

"Count your drinks" was the second most meaningful slogan, recording some success for the campaign over more familiar slogans.

5.3.7 Readership of Company Communications

Q38. Do you read EPAInfo regularly?

READ EPAInfo REGULARLY				
	Total	B'meadows	Abbotsford	City
Base: All respondents	99 %	19 %	30 %	50 %
Yes	78	63	90	76
No	20	26	10	24
Not answered	2	11	-	-

Three-quarters (78%) regularly read EPAInfo, with Abbotsford respondents more likely to be regular readers (90%).

Q39. Do you read The Communicator regularly?

READ THE COMMUNICATOR REGULARLY				
	Total	B'meadows	Abbotsford	City
Base: All respondents	99 %	19 %	30 %	50 %
Yes	85	79	90	84
No	14	16	10	16
Not answered	1	5	-	-

More than four out of five (85%) regularly read The Communicator with Abbotsford respondents again more likely to do so (90%).

APPENDIX 1

SURVEY QUESTIONNAIRE

communications should be addressed to—
Corporate Policy, Planning & Review Department
GPO Box 2763 Y
Melbourne, VIC 3001
Telephone 320 2249
Facsimile 320 2671

VICTORIA



POLICE

CORPORATE POLICY, PLANNING
& REVIEW DEPARTMENT
POLICE HEADQUARTERS
300 WILLIAM STREET
MELBOURNE

8th March 1996

Dear Member,

As you will be aware the Victoria Police have been involved in a Workplace Demonstration Project, comparing two Victorian workplaces, over the last ten months. This project was funded by the Commonwealth and is being carried out by the Australian Drug Foundation.

The Project aims to develop strategies to prevent alcohol misuse by working cooperatively with employers and employees. Victoria Police agreed to participate in the project which reviews structural and cultural workplace factors as they affect alcohol and drug use.

It is now timely to evaluate parts of the project and your assistance is requested to evaluate the Christmas safe drinking campaign which was recently conducted. The attached questionnaire should not take long to complete. The information you provide is confidential. An independent research company, AMR Quantum Harris, will analyse the data. Please send your completed questionnaire to AMR Quantum Harris in the reply paid envelope provided.

In addition to the evaluation of the Christmas campaign there will be a final evaluation of the project later this year. Selection for participation in this process will also be on a random basis and your name may or may not be drawn.

Victoria Police is committed to providing a healthy workplace for its members. Your cooperation in this research and evaluation will further enhance this commitment.

Yours sincerely


G.C. McDonald
Assistant Commissioner

CHRISTMAS ALCOHOL AWARENESS CAMPAIGN

In the lead up to Christmas, a number of activities were undertaken in this organisation. They were all part of an overall campaign to raise people's awareness of alcohol. We would welcome your views on the campaign.

Please complete the following questions and return this form using the reply-paid envelope provided by 24th March, 1995. All answers you give will be treated in the strictest confidence and you will not be identified with the responses you give at any time.

A. AWARENESS

1. In the campaign, messages about alcohol awareness were distributed using a number of methods. Do you recall seeing any of the following during the campaign?
(TICK EACH ONE YOU RECALL SEEING UNDER Question 1 IN THE TABLE BELOW)

2. Which of the methods captured your attention most?
(TICK ONE BOX UNDER Question 2 IN THE TABLE BELOW)

3. Which of these methods made you think most about alcohol?
(TICK ONE BOX UNDER Question 3 IN THE TABLE BELOW)

	Question 1	Question 2	Question 3
ADVERTISING IN TOILETS	<input type="checkbox"/> 01	<input type="checkbox"/> 01	<input type="checkbox"/> 01
PARTY KITS	<input type="checkbox"/> 02	<input type="checkbox"/> 02	<input type="checkbox"/> 02
ARTICLE IN THE PERSONNEL NEWSLETTER	<input type="checkbox"/> 03	<input type="checkbox"/> 03	<input type="checkbox"/> 03
ARTICLE IN POLICE LIFE - "Safe Drinking Guide"	<input type="checkbox"/> 04	<input type="checkbox"/> 04	<input type="checkbox"/> 04
ARTICLE IN POLICE LIFE - "Booze Less Giants"	<input type="checkbox"/> 05	<input type="checkbox"/> 05	<input type="checkbox"/> 05
ARTICLE IN POLICE GAZETTE	<input type="checkbox"/> 06	<input type="checkbox"/> 06	<input type="checkbox"/> 06
ARTICLE IN POLICE ASSOCIATION NEWSLETTER	<input type="checkbox"/> 07	<input type="checkbox"/> 07	<input type="checkbox"/> 07
OH&S PAMPHLET - "Alcohol in the Workplace"	<input type="checkbox"/> 08	<input type="checkbox"/> 08	<input type="checkbox"/> 08
PAY PACKET MESSAGES	<input type="checkbox"/> 09	<input checked="" type="checkbox"/> 09	<input type="checkbox"/> 09
OTHER (Please specify)	<input type="checkbox"/> 10	<input type="checkbox"/> 10	<input type="checkbox"/> 10
.....			
NONE OF THESE	<input type="checkbox"/> 11	<input type="checkbox"/> 11	<input type="checkbox"/> 11

4. What would you improve to make these methods more effective?
(PLEASE GIVE DETAILS)

.....

.....

B. PARTY KITS

5. If you recalled seeing the party kits, do you recall seeing any of the following ?

- | | |
|-------------------------------|---------------------------------------|
| DIDN'T SEE THE PARTY KITS | <input type="checkbox"/> 1} GO TO 7. |
| DRINK COASTERS | <input checked="" type="checkbox"/> 2 |
| BOTTLE OPENERS | <input type="checkbox"/> 3 |
| BALLOONS | <input type="checkbox"/> 4 |
| PLASTIC PLATES | <input type="checkbox"/> 5 |
| CALENDAR FOR PARTY SEASON | <input type="checkbox"/> 6 |
| "PARTY TIPS" FLYER | <input type="checkbox"/> 7 |
| ALCOHOL-FREE COCKTAIL RECIPES | <input type="checkbox"/> 8 |
| DIDN'T SEE ANY OF THESE ITEMS | <input type="checkbox"/> 9 |

6. What do you think the party kits were trying to tell you ?

.....

.....

.....

7. Do you think this is an appropriate way to convey messages about alcohol ?

- | | |
|-----|----------------------------|
| YES | <input type="checkbox"/> 1 |
| NO | <input type="checkbox"/> 2 |

C. TOILET/NOTICEBOARD ADVERTISING

8. If you saw the advertising in the toilets or on noticeboards, did you feel that the posters were in the right place or could they have been better located ?

- | | |
|-------------------------------|---------------------------------------|
| DIDN'T SEE TOILET ADVERTISING | <input type="checkbox"/> 1} GO TO 12. |
| RIGHT PLACE | <input type="checkbox"/> 1 |
| BETTER LOCATED | <input type="checkbox"/> 2 |
| DON'T KNOW | <input type="checkbox"/> 3 |

9. Do you think there were too many, too few or just the right amount of posters ?

- | | |
|-----------------------|----------------------------|
| TOO MANY | <input type="checkbox"/> 1 |
| TOO FEW | <input type="checkbox"/> 2 |
| JUST THE RIGHT AMOUNT | <input type="checkbox"/> 3 |

10. Did the posters have useful and practical message for you or should they have said something different ?

- | | |
|---------------------|----------------------------|
| RIGHT MESSAGES | <input type="checkbox"/> 1 |
| SHOULD BE DIFFERENT | <input type="checkbox"/> 2 |
| DON'T KNOW | <input type="checkbox"/> 3 |

11. What do you think the toilet advertising was trying to tell you ?

.....
.....
.....

12. Do you think this is an appropriate way to convey messages about alcohol ?

- YES 1
NO 2

13. Before today, have you talked with work colleagues about the party kits or the advertising ?

- TALKED ABOUT BOTH 1
TALKED ABOUT PARTY KITS ONLY 2
TALKED ABOUT ADVERTISING ONLY 3
HAVEN'T TALKED ABOUT EITHER 4

D. THE CAMPAIGN OVERALL

14. How useful was the campaign in helping to raise your awareness of alcohol ?

- VERY USEFUL 1
QUITE USEFUL 2
NOT VERY USEFUL 3
NOT AT ALL USEFUL 4

15. How relevant was the information presented in the campaign ?

- VERY RELEVANT 1
QUITE RELEVANT 2
NOT VERY RELEVANT 3
NOT AT ALL RELEVANT 4

16. Do you think running a workplace based campaign about alcohol is a good idea or a bad idea ?

- GOOD IDEA 1
BAD IDEA 2
NOT SURE 3

17. Why is that ?

.....
.....
.....

18. What was particularly good about the campaign overall ? (PLEASE GIVE DETAILS)

.....
.....

19. What would you improve to make the campaign more effective overall ? (GIVE DETAILS)

.....
.....

20. What do you think the campaign was trying to say ? (PLEASE PROVIDE DETAILS)

.....
.....

E. DISCUSSION ABOUT THE CAMPAIGN

21. Have you discussed any aspects of the workplace campaign with friends, family or work colleagues ?

- YES 1
NO 2

22. Which aspects have you discussed ? (PLEASE PROVIDE DETAILS)

.....
.....

23. Have you overheard anyone in the workplace discussing any aspects of the workplace campaign ?

- YES 1
NO 2

24. Which aspects have you heard being discussed ? (PLEASE PROVIDE DETAILS)

.....
.....

25. Are you aware of any resistance to the idea of a workplace based campaign about alcohol ?

- YES 1
NO 2) GO TO 27

26. Has this resistance been mainly about the message of the campaign or the way in which the message is being conveyed or is it both ?

- MESSAGE 1
WAY MESSAGE IS BEING CONVEYED 2
BOTH 3

27. Do you have any ideas for other activities to help raise people's awareness of alcohol issues ?

.....
.....
.....

F. SLOGANS

28. Which of these messages is most meaningful to you. Place a "1" in the space under the column headed Question 28, next to the slogan which is most meaningful to you.

Now place a "2" beside the second most meaningful. Continue until you have given each a number (up to 5).

	Question 28
COUNT YOUR DRINKS AND COUNT ON GOOD HEALTH
EAT DRINK AND BE MERRY & TAKE CARE OUT THERE
BOOZE LESS - BE YOUR BEST
IF YOU DRINK AND DRIVE, YOU'RE A BLOODY IDIOT !
ALCOHOL - GO EASY !

G. CLASSIFICATION

29. Which age group do you belong to :

- | | |
|-------------|----------------------------|
| UNDER 25 | <input type="checkbox"/> 1 |
| 25-39 YEARS | <input type="checkbox"/> 2 |
| 40-54 YEARS | <input type="checkbox"/> 3 |
| 55 + YEARS | <input type="checkbox"/> 4 |

30. What is your sex ?

- | | |
|--------|---------------------------------------|
| MALE | <input checked="" type="checkbox"/> 1 |
| FEMALE | <input type="checkbox"/> 2 |

31. What is your rank ?

RANK:.....

32. In what district do you work ?

DISTRICT:.....

33. Have you attended any information sessions about alcohol in the workplace in the last 12 months ?

- | | |
|-----|----------------------------|
| YES | <input type="checkbox"/> 1 |
| NO | <input type="checkbox"/> 2 |

34. How many years have you worked with your current employer ?

- 3 YEARS OR LESS 1
- 4-10 YEARS 2
- 11-15 YEARS 3
- 16+ YEARS 4

35. Are you ?

- SINGLE 1
- MARRIED 2
- LIVING WITH A PARTNER 3
- OTHER 4

36. Do you work shift work ?

- YES 1
- NO 2

37. Do you regularly work overtime ?

- YES 1
- NO 2

38. Do you supervise other workers ?

- YES 1
- NO 2

39. Did you take any leave between November 1st 1994 and February 1995 ?

- YES 1
- NO 2

40. How many weeks of leave did you take ?

WRITE IN NUMBER weeks

Thank you for taking the time to complete this questionnaire. Please place it in the reply-paid envelope provided and mail it to AMR:Quantum Harris, 96 Bridport Street, ALBERT PARK, 3206, Ph. (03) 899-8888, Fax (03) 890-8842. As mentioned, your responses will remain confidential and anonymous at all times.

OFFICE USE ONLY:

NUMBER:.....

DATE:.....

28th February 1995

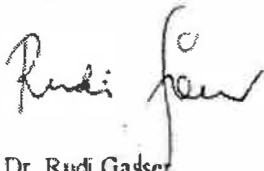
Dear Ericsson Employee,

During the Christmas and holiday season an alcohol awareness and information campaign was conducted throughout our organisation. This campaign was part of 'The Alcohol and Other Drugs Project' for which we have received funding from the Commonwealth Department of Health and Community Services.

The purpose of the Festive Season campaign was to encourage safer use of alcohol and to increase people's awareness and knowledge of the effects of alcohol and of strategies to encourage safer drinking. We are asking for your assistance to help determine if the activities undertaken succeeded in achieving this purpose. Your participation in completing the attached survey will be very much appreciated and valued. All answers and survey responses are confidential and you cannot be identified through your participation in this survey. All Surveys will be held by the research organisation, Quantum Research, and will not be made available to any other person within or outside of Ericsson Australia.

Please send your completed survey to Quantum Research in the pre-paid envelope provided.

Many thanks for your assistance.



Dr. Rudi Gasser
Manager, Ericsson Health Services

CHRISTMAS ALCOHOL AWARENESS CAMPAIGN

In the lead up to Christmas, a number of activities were undertaken in this organisation. They were all part of an overall campaign to raise people's awareness of alcohol. We would welcome your views on the campaign.

Please complete the following questions and return this form using the reply-paid envelope provided by 15th March, 1995. All answers you give will be treated in the strictest confidence and you will not be identified with the responses you give at any time.

A. AWARENESS

1. In the campaign, messages about alcohol awareness were distributed using a number of methods. Do you recall seeing any of the following during the campaign? (TICK EACH ONE YOU RECALL SEEING UNDER Question 1 IN THE TABLE BELOW)
2. Which of the methods captured your attention most? (TICK ONE BOX UNDER Question 2 IN THE TABLE BELOW)
3. Which of these methods made you think most about alcohol? (TICK ONE BOX UNDER Question 3 IN THE TABLE BELOW)

	Question 1	Question 2	Question 3
ADVERTISING IN TOILETS	<input type="checkbox"/> 01	<input type="checkbox"/> 01	<input type="checkbox"/> 01
ADVERTISING ON NOTICE BOARDS	<input type="checkbox"/> 02	<input type="checkbox"/> 02	<input type="checkbox"/> 02
PARTY KITS	<input type="checkbox"/> 03	<input type="checkbox"/> 03	<input type="checkbox"/> 03
ARTICLE IN "EpaInfo"	<input type="checkbox"/> 04	<input type="checkbox"/> 04	<input type="checkbox"/> 04
ARTICLE IN "THE COMMUNICATOR"	<input type="checkbox"/> 05	<input type="checkbox"/> 05	<input checked="" type="checkbox"/> 05
HEALTHWISE ALCOHOL BOOKLET	<input type="checkbox"/> 06	<input checked="" type="checkbox"/> 06	<input checked="" type="checkbox"/> 06
OTHER (Please specify)	<input type="checkbox"/> 07	<input checked="" type="checkbox"/> 07	<input type="checkbox"/> 07

NONE OF THESE	<input type="checkbox"/> 08	<input type="checkbox"/> 08	<input type="checkbox"/> 08

4. What would you improve to make these methods more effective? (PLEASE GIVE DETAILS)

.....

.....

.....