

Commitment to the European Alcohol and Health Forum

Customer Unit Awareness Campaign

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Background

- BBPA identified that the on-trade (pubs, clubs) could increase alcohol unit information available to customers, to inform them as to the units contained within the most popular pub drink servings
- Process began by BBPA in 2010, working in partnership with Drinkaware (UK alcohol awareness charity) to design most appropriate messages – to maximise acceptance by the trade and customers
- Submitted as an outline commitment to the Forum October 2010
- Formed part of the BBPA's pledge to the UK Public Health Responsibility deal

Forum Commitment

- The Forum aim most relevant to the commitment is

‘informing, educating and raising awareness on the impact of harmful and hazardous alcohol consumption, and on appropriate consumption patterns’
- By offering this commitment, the industry through the BBPA (and in partnership with Drinkaware) will be able to promote unit awareness activity in the pub sector, widening out into the on-trade in general, with partner organisations providing support and monitoring the implementation and working of the scheme
- The campaign is envisaged to take place over five years in order to bring other trade sectors into the project - namely bars, restaurants, hotels and nightclubs through the trade representation bodies, and national Government departments such as the Department of Health.
- Two monitoring reports have been submitted to the Forum so far

If you're having a pint,
you're having 2 units



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A pint



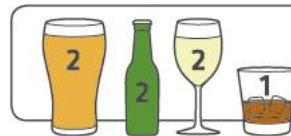
A 330ml bottle



A 175ml glass of wine



A 25ml single



How many units
in your drink?

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Find out the exact units in your favourite drink

drinkaware.co.uk
for the facts

Unit measures based on the following typical servings: pint 4% ABV beer, 330ml bottle 5% ABV beer, 175ml glass 12% ABV wine, 25ml single 40% ABV spirit (rounded to the nearest unit).
The UK Chief Medical Officer's recommend: women should not regularly drink more than 2-3 units a day, and men should not regularly drink more than 3-4 units a day.

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Pint of beer = 2 units
A half pint = 1 unit

250ml glass of wine = 3 units
175ml glass of wine = 2 units
125ml glass of wine = 1.5 units



Double spirit = 2 units
Single spirit = 1 unit

330ml bottled beer = 2 units



How many units
in your drink?

for the facts...

drinkaware.co.uk

Unit measures based on the following typical servings: half/pint 4% ABV beer, 330ml bottle 5% ABV beer, 125/175/250ml glass 12% ABV wine, 25ml single/50ml double 40% ABV spirit (rounded to the nearest unit).
The UK Chief Medical Officers recommend: women should not regularly drink more than 2-3 units a day; and men should not regularly drink more than 3-4 units a day.

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Challenges

- Following pressure to include health messaging on the materials, the design was changed to reflect these considerations - consumers can be put off by an overly lecturing in approach (as found in BBPA pilot and focus groups)
- Roll-out so far: we have taken an interim survey of member progress, this showed c.130,000 posters, drip mats and tent cards sent out to pubs with BBPA bespoke branding, with other companies producing their own branded materials
- Challenge is spreading information across all types of pub operation and other on-trade retailers (clubs, hotels, restaurants)
- Customer engagement with the campaign?

Going forward

- Too early to evaluate impact – still learning
- Engagement of public health authorities
- Regulatory interference – could be damaging if forced on premises to display

How many units in your drink?
For those unsure how many units are in their drink, help is at hand



A pint



A 330ml bottle



A 175ml glass of wine




A 25ml single

Find out more 

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