

EUSPR – September 17, 2019

Alcohol campaigns in Flanders – lessons learned

VIAD

1. Who is VAD?
2. Tournée Minérale – A month without alcohol
3. Zwart op wit – Students can have fun without alcohol
4. Conclusions

Who is VAD?



VAD the Flemish centre of
expertise on alcohol and other
drugs

Our expertise



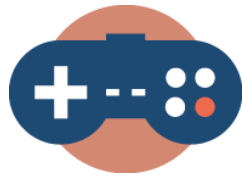
Alcohol



Illegal drugs



Psychoactive medication



Gaming



Gambling

Activities



Information & coaching



Support of healthcare
professionals (alcohol and
drugs)



Policy development



Prevention







Training



Study & research

De DrugLijn

- Service for the general public
- Answers all questions on alcohol, drugs, medication, gambling and gaming
- www.druglijn.be  078 15 10 20  skype  chat  mail

Tournée Minérale



A month without alcohol

- Effie awards presentation video



Tournée Minérale - Concept

- Call to action to all Belgians: No alcohol at all in february
- Good practices abroad: IkPas (NL), Dry January (UK), ...
- VAD and Belgian cancer foundation
- First edition: february 2017



Stichting
tegen Kanker



Tournée Minérale - Goals



Reflecting on
alcohol use &
habits



Reducing alcohol use



Raising awareness on
alcohol health risks



Raising money
for cancer
research

Tournée Minérale – Campaign mechanics



- Social media campaign (ads + viral)
- TV-advertising
- Local actions (postering, mocktail events, ...)

=> All leading to website where participants could register



Tournée Minérale – Succes in numbers

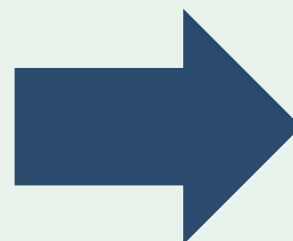


- Goal: 15.000 registered participants
Final count: 122.460 registered participants
- 1 in 5 adults participating (regardless of registering)
- Result of hype – both traditional and social media



Tournée Minérale – Succes in behaviour

- Study by UGent (Annelies Thienpondt) on alcohol consumption
- 3 surveys – before, after, 6 months later
- 15.000 responses



Zwart op wit



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www.druglijn.be

A student party with a twist

- Campaign video





Zwart op wit – Campaign mechanics

- Campaign from 2011 -> reused a couple of years
- Goal: raising awareness, redirecting towards DrugLijn.be
- Campaign as conversation starter with stakeholders:
 - Student clubs
 - Universities and graduate schools
 - Student facilities
 - Student bars en restaurants

=> Viral video and poster distributed through all their channels

Conclusions





Best campaigns are positive

- Tournée Minérale:
 - Participating is fun
 - We're doing it all together
 - You will feel better doing it
- Zwart op wit:
 - A student party can be fun without alcohol
 - Changing the norm: not all students drink so much when partying

=> Easier than to change hearts & minds with health risks, scary images, ...



Anticipate positive image people have of alcohol

- Tournée Minérale:
 - “I don’t have to participate, I have it under control.”
 - “There are too many rules. Let me do my thing.”
- Zwart op wit:
 - “Party was no fun”

⇒ People have a positive image of alcohol: fun, relaxing, social

⇒ Think of ways to deal with these responses, especially on social media.

⇒ Positive campaign: easier to counter these responses.

www.vad.be

VAD