Alcohol campaigns in Flanders – lessons learned
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

Ils en ont parlé au journal. Ils en ont parlé dans les programmes TV.
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
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
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.