

Pause on the drinks, hit play on life

The #SoberSelfie Challenge

Snapshot of findings

VicHealth wants to see a better drinking culture in Victoria. One where people can say no to a drink when they feel like stopping, where drinking to get drunk isn't seen as acceptable or normal.

The VicHealth Innovation Challenge called for ideas to help change Victoria's drinking culture by either:

- reducing the amount Victorians drink, particularly those who drink a lot, often
- increasing the acceptability of saying no to a drink, or drinking a bit less.

In February 2015, VicHealth awarded start-up funding to four successful projects including the Alcohol and Drug Foundation's #SoberSelfie Challenge.

This snapshot summarises the key outcomes and findings from an evaluation of the #SoberSelfie Challenge.

Background

The #SoberSelfie Challenge aimed to make it easier for young people to say no to a drink. The challenge provided participants with the option of completing a two-day or two-week break from alcohol, and then encouraged them to repeat the challenge a later date.

A campaign was run from November 2015 to February 2016 and encouraged participants to post photos on social media with the hashtag #SoberSelfie to show the benefits of being hangover free.

Participants took a survey before starting their #SoberSelfie Challenge and were asked to complete a second survey six weeks after completing their challenge. The results were analysed to see how participation in the challenge affected the drinking behaviour and attitudes of participants.

KEY FINDINGS

- 596 people completed the #SoberSelfie Challenge, with 35% of participants aged between 18 and 30 years old.
- Participants who completed the #SoberSelfie Challenge follow up survey reported a reduction in the amount of alcohol they drink and their increased social acceptability for moderate drinking.*
- The #SoberSelfie Challenge contributed to a participant's ability to say no to a drink.

Conclusion and learnings

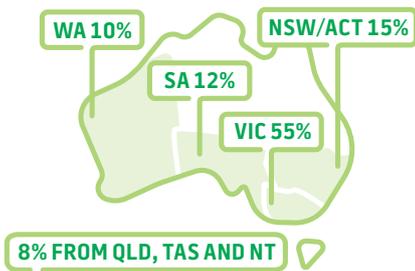
- Developing and rolling out the #SoberSelfie Challenge allowed the Alcohol and Drug Foundation to begin a conversation about Victoria's drinking culture. The Alcohol and Drug Foundation also played a key role in a joint initiative with VicHealth and the Centre for Alcohol Policy Research to develop the Alcohol Cultures Framework, which was launched at a VicHealth webinar in July 2016.
- Due to its digital nature, the #SoberSelfie Challenge is able to continue, with the Alcohol and Drug Foundation looking into ways that it can be integrated into their other programs such as Good Sports. #SoberSelfie is seen as an event or initiative that would complement the broader objectives of their programs.

* Please note: 218 participants completed the pre-survey at the beginning of their challenge (36.5% of the total number of people who completed a #SoberSelfie Challenge). But of this group only 30 (13.7%) participants completed the follow-up survey 6 weeks post-challenge (this equates to 5.0% of the total number of people who completed their challenge), making survey results not able to be presented with confidence.

Participant data



40% of participants were male and 59% were female (1% not provided).



More than half of participants (352) were from Victoria.



646

people registered for the #SoberSelfie Challenge

76%
registered with a sports club



76% of participants registered with a sports club (80 different sports club were represented).



35% of participants were in the target age group of 18-30 years.

Campaign reach



0.6%
average click-through-rate on digital advertising¹



1.15%
click-through-rate on mobile advertising¹



2.73m
people reached²



4.16m
impressions³



35,000
organic reach

Facebook advertising (website clicks and promoted posts) reached over 2.73 million people and had over 4.16 million impressions.

Organic Facebook posts reached an average of 35,000 people each week.



There were 5,800 visits to the #SoberSelfie website (5,141 unique visits).



56%
from Victoria

56% visitors were from Victoria.



97%
from Facebook

97% of visitors referred from social media were from Facebook.



62%
on mobile

62% of visitors used a mobile device.

Definitions

- ¹ **Click-through-rate (CTR)** – the number of clicks on campaign content divided by the number of impressions.
- ² **Reach** – the number of people who saw any content from the campaign.
- ³ **Impressions** – the number of times a piece of campaign content was viewed.



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