



The Have a Word Brand

What is it?

The Have a Word brand is a unique social marketing product designed to increase the delivery of brief interventions (BI) to people consuming alcohol at hazardous and harmful levels in order to effect health behaviour change. The Have a Word brand was developed as part of a Knowledge Transfer Partnership (KTP) between Cardiff University, the Welsh Government and Public Health Wales.

The Have a Word campaign has two main aims:

- To improve the image of brief interventions so that delivery is not seen as a burdensome addition to workloads
- To motivate practitioners who have received training to include brief interventions in ordinary conversation with people identified as drinking at hazardous and harmful levels

Transferability

As a generic, accessible brand, Have a Word can be applied to any campaign to deliver brief, motivational advice, across all health behaviours where brief interventions are effective and in any country or community where colloquial English is understood.

Does it work?

Social marketing is the application of commercial marketing techniques such as branding to real-world contexts in order to influence the behaviour of individuals for the benefit of wider society. Social marketing interventions have been shown to be effective in changing health behaviour. Famous examples of successful initiatives include the *Clunk Click Every Trip* seatbelt safety campaign as well as the more recent NHS Hand Hygiene campaign.

The benefits of Have a Word in the context of alcohol misuse

Brief interventions for alcohol misuse, one of the major risks to health in the UK, have been found to be effective and cost-effective across a range of health and community settings.

Evaluation has shown that alcohol brief interventions benefit society by:

- Reducing alcohol consumption amongst hazardous and harmful drinkers
- Preventing repeat injury and alcohol-related violence
- Reducing the burden and cost of alcohol misuse to the NHS and other community services

The Have a Word brand translates the inaccessible psychological terminology of brief interventions into easily understood language.

Publicity to date

The Have a Word campaign was formally launched in January 2013 by the Minister for Health and Social Services in Wales. The brand has featured in the national media including BBC and ITV network news as well as newspapers such as the Western Mail and online media including the BBC website and Topnews in the United States. Articles on the campaign have been published in

the Nursing Times and the *ABC of Alcohol* published by Wiley-Blackwell (2013). The Have a Word website supports those trained to deliver alcohol brief interventions and provides resources such as screening tools, training presentations and points of contact for further information. There is also a dedicated site on Facebook and a growing number of Twitter followers. For more information about the Have a Word campaign go to www.haveaword.org

Awards

The campaign team were nominated for the 2012 Nursing Times Team of the Year Award and won best poster prize at the 2012 International Network on Brief Interventions for Alcohol and Other drugs (INEBRIA) conference. The Have a Word training course, available electronically, which the Have a Word team developed, was rigorously assessed and awarded accreditation by Agored Cymru (the Wales qualifications and accreditation body) at degree level and is endorsed by the Royal College of Nursing. The campaign was shortlisted from more than 200 submissions for the 2013 NHS Wales Awards in the category *Promoting better health and avoiding disease*.

Implementation

- The Have a Word brand has been used by to market alcohol brief intervention training in Wales since May 2012.
- By June 2013 over 3000 nurses, midwives, health visitors, police support officers, pharmacists, dieticians and youth workers had been trained across Wales.
- Collaboratives have been set up in all seven Health Boards in Wales to lead this national campaign locally.
- The Have a Word campaign is underpinned by a strategy designed to support and sustain long-term delivery of brief interventions in Wales.

Key references

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