

You Wouldn't Sober, You Shouldn't Drunk: A Behavioural Change Approach to Changing Attitudes and Responses to Unwanted Sexual Attention in Pubs and Clubs

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Abstract

Aims: The objective was to evaluate a campaign designed to influence social norms and re-establish boundaries around the issue of unwanted sexual attention in pubs and clubs. In particular, the campaign aimed to raise awareness, and reduce the acceptability, of unwanted sexual attention when drunk.

Methods: A before-after-with-control group study design was used to evaluate campaign effectiveness. The data was further segmented to explore gender differences and between individuals who reported enjoying going out to get drunk and those who did not

Results: The experimental group with campaign recall demonstrated a significant change in their attitudes to harmful drinking behaviours and unwanted sexual attention compared to the control group. A number of gender differences as well as drink-enjoyment-related differences pre and post-campaign were observed. Female respondents who were able to recall the campaign demonstrated a significantly lower tolerance of unwanted sexual attention than those who were unable to recall it in either the experimental or control regions. The campaign had limited impact on people who enjoy drunken night outs (DNOs). However, those who do not enjoy DNOs demonstrated significantly higher negative attitudes towards harmful drinking post campaign recall.

Conclusion: The campaign was effective in shifting attitudes towards unwanted sexual attention and harmful drinking behaviour. This was particularly observed among female respondents and those who do not enjoy DNOs.

Short Summary: Drinkaware's "*You Wouldn't Sober, You Shouldn't Drunk*" behavioural change campaign targets young adults living in North-West England participating in "drunken nights out". The experimental group with campaign recall demonstrated a significant change in their attitudes to harmful drinking behaviours and unwanted sexual attention compared to the control group.

Keywords: *Alcohol, behaviour change, social marketing, unwanted sexual attention, campaigns*

INTRODUCTION

According to Ipsos MORI (2013) about 40% of young adults aged 18-to-24 agree with the statement "I really enjoy going out to get drunk." The term 'drunken night out' refers to a

package of behaviours which take place in a specific context (temporal, spatial and social) with drinking and drunkenness playing a central role (Christmas and Seymore, 2014). There are a number of perceived benefits from drunken nights out, including escape, bonding, adventures and experiences, which can be shared through story-telling and social media. However, there are potential risks and negative consequences associated with this drunken behaviour (Marshall, 2014), including “low-level sexual molestation” which, according to Christmas and Seymore (2014), is becoming the norm in many parts of the night-time economy. Boundaries are blurred on drunken nights out and there is little agreement regarding the acceptability of certain behaviours (Cowley, 2014).

Misunderstandings and aggressive reactions may occur because of ambiguous or unclear environmental norms for appropriate sexual overtures in the highly sexualized environments of some licensed premises (Graham *et al.*, 2010). With unclear norms, the person making the overture may perceive his or her behaviour to be acceptable in this context while the target may see it as inappropriate. Many women – and some men – report that unwanted sexual attention is part of the drinking culture and something they have to put up with (Becker and Tinkler, 2015; Anderson *et al.*, 2007). Despite the ubiquity of these behaviours there has been little in the way of preventative efforts in response to sexual harm in the night-time economy (Fileborn, 2016). As part of a wider remit to encourage responsible drinking, Drinkaware, an independent UK-wide alcohol education charity, funded largely by voluntary and unrestricted donations from UK alcohol producers, retailers and supermarkets, decided to take a behavioural change approach to address this issue through the “You wouldn’t Sober, You shouldn’t Drunk” campaign, which aims to re-establish boundaries in this context (Drinkaware, 2016a).

UNWANTED SEXUAL ATTENTION IN PUBS AND CLUBS

Although sexual aggression is not frequent in all types of drinking establishments, unwanted sexual advances appear to be part of the culture of some venues, particularly in highly sexualised large dance clubs frequented by young adults (Graham *et al.*, 2014). They found young female bar-goers were at very high risk of experiencing aggressive sexual advances in the form of persistent and unwanted sexual touching, with over 50% of participants attending weekend city nightspots experiencing this behaviour. However, most studies concern the relationship between alcohol and seriously aggressive or risky sexual behaviour (Zaller *et al.*, 2014). There is less focus on factors that precipitate the less serious, more common forms of sexual aggression such as non-consensual groping, grabbing, touching, kissing and/or fondling in barroom settings (Becker and Tinkler, 2015).

Becker and Tinkler (2015) believe kissing and touching is ubiquitous and largely unregulated in public drinking situations. They argue the overwhelming majority of college-age men report using sexually aggressive tactics to “get women” at bars and parties. In research amongst students, Cowley (2014) discusses the relationship between alcohol and sexual victimisation: alcohol increases the likelihood of sexual assault through beliefs about alcohol, deficits in cognitive ability, and motor impairments brought on by alcohol together with social norms that encourage heavy drinking. Alcohol alters perception, decreases reaction time, and impairs decision making (Monks *et al.*, 2010). Such impairments can lead to misinterpretation of cues, ineffective communication, and the physical inability of the victim to resist an assault (Davis *et al.*, 2002). Unwanted sexual attention is also occurring within a cultural context where wanted sexual attention can be a welcomed, if not desired, feature of a night out for some individuals (Fileborn, 2016). The behaviours and interactions of interest here cannot always be simply or readily classified as ‘wanted’ or ‘unwanted’ – instead, they can be fluid and malleable, with their classification liable to change direction as the night unfolds.

BEHAVIOUR CHANGE THROUGH SOCIAL MARKETING

The idea that marketing tools and techniques could be used to promote social good and to help address health and social problems was proposed by Kotler and Zaltman (1971). These early attempts to define and justify these social marketing tactics were criticized by some scholars because of their focus on merely providing information rather than triggering behavioural change (Andreasen, 1994; Wood, 2008). More recent refinements, such as the one offered by Lee and Kotler (2011), suggest that social marketing is the application of commercial marketing principles to influence behaviour for the benefit of individuals or wider society. Social marketing differs from other approaches, for example health promotion and education, through the use of targeted interventions, which are developed on the basis of consumer insight. This insight research aims to identify perceived barriers to change and potential motivators. Benchmark criteria can be applied to differentiate social marketing from alternative approaches (Kubacki *et al.*, 2015; French and Blair-Stevens, 2005).

In practice, social marketing approaches have been used to change the drinking habits of young people (Kubacki *et al.*, 2015; Rundle-Thiele *et al.*, 2013). In part, this is in response to the reported effectiveness of alcohol marketing and advertising in encouraging adolescents to adopt risky drinking behaviours (Anderson *et al.*, 2009). Social marketing has also been applied to modify sexual behaviour, with a view to tackling disease (for example HIV/Aids) and/or improve birth control (Hickson *et al.*, 2015; Sweat *et al.*, 2012). However, there has been little research into the application of social marketing to influence *alcohol-related sexual behaviour*. Glassman *et al.* (2010) report some success in using a social marketing approach to changing student perceptions and norms around alcohol, including those related to sexual behaviour and self-image. Additionally, de Visser *et al.* (2013) demonstrate that social marketing approaches centred on social acceptability and responsibility – including sexual behaviour – may be effective in encouraging moderate drinking amongst young people. They

guard against the use of threatening or patronising appeals in social marketing alcohol campaigns, a view endorsed by Zharekhina and Kubacki (2015), who argue approaches based on empowering members of the target audience are more likely to be effective in reducing alcohol-related harm.

THE CAMPAIGN

Adopting a social marketing approach to behaviour change, Drinkaware commissioned consumer insight research into the target audience – young people who regularly have “drunken nights out” (Christmas and Seymore, 2014). This research suggested a communications campaign aimed at influencing social norms and re-establishing boundaries could be effective in addressing the issue of unwanted sexual attention on drunken nights out. In particular, the campaign aimed to raise awareness, and reduce the acceptability, of unwanted sexual attention and physical abuse in the context of drunken nights out. Following a pilot, the “You Wouldn’t Sober, You Shouldn’t Drunk” campaign was launched in the North West of England for 16 weeks between July and November 2015, with subsequent bursts planned over the course of the next three years. The campaign was based around the line *‘If a behaviour is unacceptable when you’re sober, it’s unacceptable when you’re drunk’*, targeting young adults through cinema advertising, posters, Spotify advertisements, YouTube videos and social media (see Appendix 1 one for examples of campaign materials).

About £275,000 was spent on media, including cinema (£76,000), out-of-home (OOH) posters (£72,000), on-line display (£77,000) and social media (£50,000). The cinema advertising reached approximately 3.3M people, footfall in the proximity of OOH posters was about 6M, with an estimated 43M opportunities-to-see (OTS), and on-line display advertising achieved 57M impressions, with 98,000 click-throughs. Social media achieved the following results: Facebook – 20M impressions, 1.3M engagements, Twitter – 2.6M impressions,

210,000 engagements, and YouTube – 2.5M impressions, 420,000 views. It is estimated that 57% of young people in the North-West had seen at least one element of the campaign.

METHODS

Sample

The evaluation methodology used a *before-after with a control group design approach*, in which an on-line panel survey was conducted amongst a sample of the target audience (aged 18-24) in North-West England before (May 2015; n = 453) and after (Nov 2015; n = 468) the campaign launch. In addition, there was a control region in the Midlands (where the campaign did not run) to further validate the findings (May 2015 n = 628; Nov 2015 n = 496). Panel members within the target age group were invited to participate in the survey, and those not recently drinking in clubs or bars excluded. The aim was to achieve a broadly representative sample of young people who go out and drink alcohol in the region. Demographic controls were not applied and more females than males participated. However, sampling achieved approximately an equal gender split amongst DNOs, and between university students/non-students in both pre and post-studies. Respondents were asked about their recall of the campaign to measure the extent to which awareness led to a change in attitudes and responses to sexual harassment and molestation. The following table (Table 1) shows the sample characteristics:

Table 1: Sample

		pre-campaign experimental region (n = 453)	pre- campaign control region (n = 628)	experimental region with no campaign recall (n = 198)	experimental region with campaign recall (n = 270)	control region with no campaign recall (n = 443)	control region with campaign recall (n = 53)	Sample size per group
Gender	Male	152	215	68	86	154	18	693
	Female	301	413	130	184	289	35	1352
How often do you have a drink containing alcohol?	Monthly or less	49	48	23	30	47	4	201
	2-4 times per month	189	284	74	103	142	22	814
	2-3 times per week	166	219	81	107	183	23	779
	4 times per week	30	48	9	19	42	4	152
	5 or more times per week	19	29	11	11	29	0	99
	Drunken nights out (DNO) group	253	341	89	123	227	22	1055
How many units of alcohol do you drink on a typical day when you are drinking?	1-2	57	81	31	31	93	4	297
	3-4	128	196	64	92	148	19	647
	5-6	123	173	39	73	113	15	536
	7-9	66	100	35	41	49	11	302
	10+	79	78	29	33	40	4	263

How often have you had 6 or more units if female, or 8 or more if male, on a single occasion in the last year?	Daily or almost daily	10	18	4	13	25	1	71
	Weekly	138	168	51	66	139	14	576
	Monthly	150	220	57	82	105	19	633
	Less than monthly	136	198	71	93	149	14	661
	Never	19	24	15	16	25	5	104

Instrument and procedure

To measure the impact of the campaign, respondents were asked questions relating to the acceptability of anti-social drinking behaviours and physical abuse from drunken individuals in the context of a drunken night out. The items for measuring tolerance of unwanted sexual attention ($\alpha = 0.82$) and attitude towards harmful drinking behaviour ($\alpha = 0.74$) were developed by an expert committee of academics, NGOs and practitioners ($n = 12$) who are actively engaged in alcohol research (See Appendix 2). Each item was measured on 5-point Likert scale.

Respondents were asked about their own drinking behaviours using Audit-C questions (see Table 1), and responses from males and female participants were analysed separately to explore gender differences. They were also asked whether they had talked to anyone after having experienced these behaviours to evaluate the effectiveness of the campaign in encouraging or enabling victims to take action. Respondents drinking at least 2-4 times per month and above, who agreed they really enjoyed going out to get drunk, and sometimes got very drunk when out, were classified as the drunken-nights out (DNO) group.

RESULTS

The scale items developed to capture the tolerance of unwanted sexual attention and general attitude towards harmful drinking behaviours were first examined through an EFA using principal components analysis technique. The KMO value for tolerance of unwanted sexual attention was 0.71 and attitude towards harmful drinking behaviour was 0.77, exceeding the recommended value and the Bartlett's test of Sphericity reached statistical significance ($p < 0.001$). The principal component analysis revealed a single-factor structure explaining 74.88% and 39.30% variance respectively.

To examine the differences between the studied groups regarding their tolerance of unwanted sexual attention and general attitude towards harmful drinking behaviours, the

respondents were categorized into six groups, namely: pre-campaign experimental region (n = 453); pre-campaign control region (n = 628); post-campaign experimental region without campaign recall (n = 198); post-campaign experimental region with campaign recall (n = 270); post-campaign control region without campaign recall (n = 443) and post-campaign control region with campaign recall (n = 53). A mixed measures multivariate analysis of variance, with group type (experimental vs. control), recall of campaign exposure (yes vs. no) as between group factors and time (pre- vs. post-campaign) as a before-after factor, was carried out to examine the group level differences. Table 2 below shows the difference between the studied groups regarding their tolerance of unwanted sexual attention and general attitude towards harmful drinking behaviours. With regards to tolerance of unwanted sexual attention the direct effects of group type is significant ($F(5, 2045) = 1709.43; p < 0.001$) however, the direct effect of campaign recall is not-significant.

Table 2: Attitudinal differences between study groups

<i>Table 2</i>	pre-campaign experimental region (n = 453)	pre-campaign control region (n = 628)	experimental region with no campaign recall (n = 198)	experimental region with campaign recall (n = 270)	control region with no campaign recall (n = 443)	control region with campaign recall (n = 53)	F value / p value
Tolerance of unwanted sexual attention	-1.03 (0.75)	-1.03 (0.73)	0.99 (0.70)	1.19 (0.65)	0.99 (0.78)	1.19 (0.63)	F (5, 2039) = 827.07 / (p <0.001)
Attitude towards harmful drinking behaviour	0.17 (0.80)	0.25 (0.74)	-0.40 (0.70)	-0.31 (0.86)	-0.09 (0.85)	-0.58 (0.55)	F (5, 2039) = 42.73 / (p <0.001)

Tukey's post-hoc test revealed a significant difference between the groups. With regards to tolerance of unwanted sexual attention, there was no difference between the experimental and control regions in the pre-campaign scenario. However, we observed a significant difference between both pre-campaign groups compared to the post-study groups ($p < 0.001$). The post-study experimental groups demonstrated a significantly lower tolerance than pre-campaign groups. Of particular interest to the study was the experimental group with campaign recall, which demonstrated significantly lower tolerance of unwanted sexual attention, when compared with experimental region without recall ($M_{diff} = 0.20$, $p < 0.05$) and control region without recall ($M_{diff} = 0.20$, $p < 0.005$). The experimental group with campaign recall also demonstrated significant differences with the pre-campaign groups. There was no significant difference between the experimental and control region groups with campaign recall.

For attitudes towards harmful drinking behaviour, no significant difference was observed between the experimental and control regions at the pre-campaign stage. However, the post-campaign groups demonstrated a significant difference compared with pre-campaign groups ($p < 0.001$). The experimental group with campaign recall demonstrated significantly higher negative attitudes towards harmful drinking behaviour than the control region group ($M_{diff} = -0.22$; $p < 0.005$). Moreover, there was no significant difference between the experimental and control groups with campaign recall and experimental region group without campaign recall. The control group with campaign recall also had a significantly higher negative attitude compared to the control group without campaign recall ($M_{diff} = -0.49$; $p < 0.001$).

The study demonstrates that respondents who were able to recall the campaign were significantly less likely to accept sexual abuse and demonstrated a significantly higher negative attitude towards harmful drinking behaviour compared with the other groups. Moreover, those who were unable to recall the campaign but lived in the experimental region demonstrated

significantly higher negative attitudes compared to control group with no recall suggesting a possible effect of campaign exposure within the experimental region. However, such effect needs further examination.

Gender differences

The sample was split further to measure gender differences (Table 3) as women are generally identified as victims of unwanted sexual attention (Becker and Tinkler, 2015; Graham *et al.*, 2014a; Graham *et al.*, 2010). This was analysed through a multivariate analysis of variance, with group type (experimental vs. control), recall of campaign exposure (yes vs. no) and gender (male vs. female) as between group factors and time (pre- vs. post-campaign) as a before-after factor.

Table 3: Gender differences

	Male						Female					
	pre-campaign experimental region	pre-campaign control region	experimental region with no campaign recall	experimental region with campaign recall	control region with no campaign recall	control region with campaign recall	pre-campaign experimental region	pre-campaign control region	experimental region with no campaign recall	experimental region with campaign recall	control region with no campaign recall	control region with campaign recall
Tolerance of unwanted sexual attention	-0.89 (0.75)	-0.95 (0.69)	0.91 (0.67)	1.00 (0.69)	0.96 (0.80)	0.98 (0.77)	-1.10 (0.74)	-1.07 (0.74)	1.03 (0.72)	1.28 (0.62)	1.00 (0.78)	1.30 (0.53)
Attitude towards harmful drinking behaviour	0.08 (0.80)	0.09 (0.73)	-0.23 (0.65)	-0.14 (0.82)	0.13 (0.87)	-0.52 (0.51)	0.22 (0.79)	0.34 (0.73)	-0.49 (0.72)	-0.39 (0.87)	-0.20 (0.82)	-0.61 (0.57)

With regards to tolerance of unwanted sexual attention the direct effects of group type is significant ($F(5, 2045) = 710.78; p < 0.001$) and the interaction effect between group type and gender is also significant ($F(5, 2045) = 4.98; p < 0.001$). The direct effect of gender is not significant. A significant difference across the group of participants was observed based on Tukey's post-hoc analysis. The pre-campaign scenario experimental and control region groups across genders demonstrated no significant differences. However, there was a significant difference observed between both pre-campaign groups compared to the post-campaign groups in both male and female segments ($p < 0.001$).

Noteworthy gender differences emerged when comparing the experimental group with campaign recall to other post-campaign region-based groups. Among male respondents, there was no significant difference between the experimental group with campaign recall and other post-campaign region groups. However, female respondents who were able to recall the campaign demonstrated significantly lower tolerance of unwanted sexual attention than those who were unable to recall the campaign in either the experimental or control regions. As expected, no significant difference was observed between female respondents who were able to recall campaign in either the experimental or control regions.

In the case of attitude towards harmful drinking behaviour, the direct effect of group type ($F(5, 2045) = 29.62; p < 0.001$) was significant. The direct effect of gender was not significant but the interaction effect between gender and group type was significant ($F(5, 2045) = 9.23; p < 0.001$). Overall, the pre-campaign scenario experimental and control groups did not demonstrate significant differences. However, these two groups were significantly different than post-campaign groups in their attitudes towards harmful drinking behaviour. The post-campaign groups demonstrated a significantly higher negative attitude towards harmful drinking behaviour.

With regards to male respondents, the experimental group with campaign recall did not demonstrate any significant difference with other groups. However, in the control region, participants who were able to recall the campaign demonstrated significantly stronger negative attitudes towards harmful drinking behaviour than participants who were unable to recall the campaign. Similar results were observed among female participants also demonstrating that the campaign made a significant impact on participants' tolerance of unwanted sexual attention; however, it did not significantly change attitudes towards harmful drinking behaviour.

To understand the influence of respondents' own attitudes and behaviour around drunken nights out (DNO), the sample was split into those individuals who reported enjoying going out to get drunk/sometimes getting very drunk when out, and those who did not; Table 4 demonstrates the differences. A between-group ANOVA showed that the direct effects of enjoyment of drinking ($F(1, 2045) = 4.75; p < 0.05$), group type ($F(5, 2045) = 48.59; p < 0.001$), and the interaction effect ($F(2, 2045) = 47.86; p < 0.001$) are significant.

Table 4: Differences between those who enjoy going out to get drunk and those who do not

	DNO						Non DNO					
	pre-campaign experimental region (n = 253)	pre-campaign control region (n = 341)	experimental region with no campaign recall (n = 89)	experimental region with campaign recall (n = 123)	control region with no campaign recall (n = 227)	control region with campaign recall (n = 22)	pre-campaign experimental region (n = 200)	pre-campaign control region (n = 287)	experimental region with no campaign recall (n = 109)	experimental region with campaign recall (n = 147)	control region with no campaign recall (n = 216)	control region with campaign recall (n = 31)
Attitude towards harmful drinking behaviour	-0.06 (0.77)	0.04 (0.70)	-0.22 (0.70)	0.04 (0.95)	0.19 (0.82)	-0.54 (0.60)	0.47 (0.73)	0.51 (0.70)	-0.55 (0.67)	-0.60 (0.66)	-0.38 (0.79)	-0.61 (0.52)

Examining the group-level differences, among those people who enjoyed drunken night outs (DNO), we observed no significant difference between the pre-campaign groups. Our group of interest (experimental region with campaign recall) demonstrated a significant difference from the control region group with campaign recall ($M_{diff} = 0.58$, $p < 0.05$). However, no other significant differences were observed which suggests that the campaign had limited influence on people who enjoyed drunken night outs.

In the case of people who do not enjoy drunken night outs (Non-DNO), there was no significant difference between the pre-campaign groups. However, the pre-campaign groups differed significantly from the post-campaign groups. Harmful drinking behaviour was perceived significantly more negatively by the experimental region groups compared with the pre-campaign experiment region group ($M_{diff} = -1.06$, $p < 0.001$), pre-campaign control region group ($M_{diff} = -1.11$, $p < 0.001$) and control region without campaign recall ($M_{diff} = -0.22$, $p < 0.05$). This demonstrates that the campaign within the experimental region led to significantly higher negative attitudes towards harmful drinking behaviour among those who do not enjoy drunken night outs.

DISCUSSION

Targeted social advertising, as part of a wider behavioural change approach, can be effective in influencing norms and re-establishing boundaries, with a consequential positive impact on anti-social behaviours. Previous campaigns, for example to improve road safety or reduce tobacco consumption, have enabled the introduction of regulation and other behaviour-change interventions (Gielen and Green, 2015). The “You Wouldn’t Sober, You Shouldn’t Drunk” campaign has succeeded in challenging the notion that verbal and physical sexual abuse are acceptable in the context of a drunken night out. The experimental group who recalled the campaign demonstrated a significant change in their attitudes to harmful drinking behaviours

and unwanted sexual attention compared to the control group. Interestingly, respondents not enjoying drunken nights out reported a significant change in attitudes following the campaign. Both males and females demonstrated a shift in attitudes post campaign, with women in particular more likely to find unwanted sexual attention unacceptable. According to Graham *et al.* (2014b), young female bar-goers are at very high risk of experiencing aggressive sexual advances in the form of persistence and unwanted sexual touching. Their research demonstrated ninety percent of incidents involved male initiators and female targets, with almost all of these involving intentional or probably intentional aggressive behaviours.

Graham *et al.* (2014b) argue that the best way to address this issue is to direct prevention efforts at stopping men from making unwanted sexual advances by changing the context in which aggressive sexual advances occur and by challenging the assumption these behaviours when drunk are acceptable. This present study demonstrates it is possible to shift norms, attitudes and boundaries around alcohol-related behaviours through targeted social advertising. In-depth consumer insight research was used to develop and test campaign messages and creatives. Appropriate media channels - such as cinema, Spotify and You Tube advertising - were selected to reach a significant proportion of the target audience. This campaign did not set out to reduce alcohol consumption or participation in drunken nights out, which are fundamental, underlying components of the targeted behaviours. However, the results suggest the campaign has been effective in shifting norms and boundaries around the acceptability of unwanted sexual attention. There is evidence of behavioural change, at least on the part of those who have been subjected to drunken sexual abuse in clubs and pubs.

This study has a number of limitations. Although the sample sizes are large - including control groups - there is potential bias associated with consumer panel research. Our sample is not random and thus representativeness issues may arise. Moreover, we have a greater number of female participants in the study compared to males. In the case of unwanted sexual attention,

females are more likely to be the victims of such incidents. This may have influenced our results. The study also relies on self-reported attitudes and behaviours; reporting of alcohol consumption behaviours is particularly prone to inaccuracies. It is a sensitive issue and respondents were outside of the drinking context; therefore we are unable to validate the veracity of responses. To support further positive change, direct interventions such as Drinkaware's club host scheme (Drinkaware, 2016b), appropriate staff training, and changes in venue policies and environments may be required. Further research is recommended to evaluate the longer-term behavioural impact of this campaign - both in terms of unwanted sexual attention and drinking behaviour itself - and to identify other requirements to encourage, enable and support positive change in the context of drunken nights out. The differences in effects of the campaign among the groups (i.e. gender and enjoyment of DNOs) needs further reflection in future campaigns to enable more targeted behaviour change interventions.

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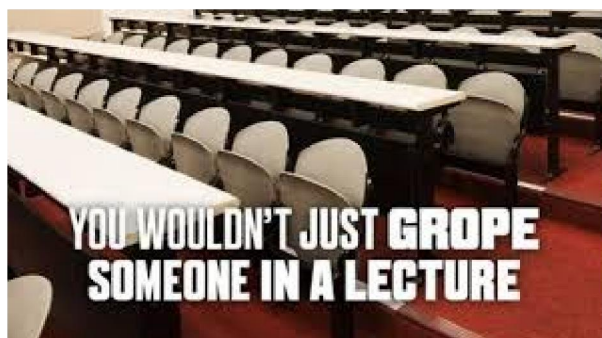
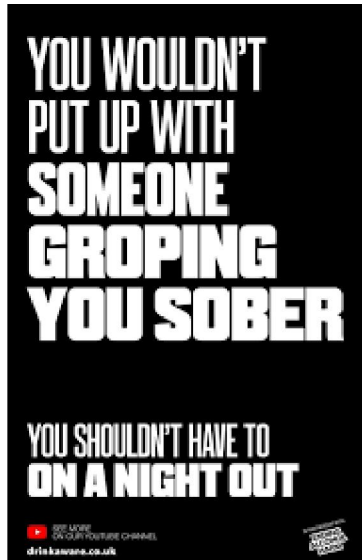
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APPENDIX 1: CAMPAIGN IMAGES



Appendix 2: measurement items

Tolerance of unwanted sexual attention:

1. If it is groping when you are sober, it is groping when you are drunk
2. Persistent unwanted sexual attention (both physical and verbal) ruins a good night out
3. Crowded clubs and bars make it difficult to take a stand against unwanted touching.

Attitude towards harmful drinking behaviour:

1. It is not as acceptable these days to get as drunk as it used to be
2. I often wake up feeling embarrassed or worried about things I've said or done after drinking
3. Inappropriate behaviour can be excused when you are drunk
4. Getting involved in a fight is sometimes unavoidable on a night out
5. The negative consequences of getting drunk are exaggerated
6. I am less likely to reject sexual attention if I am drunk, even if it is unwanted attention
7. I have engaged in sexual activity when I was drunk that I wouldn't have if I was sober.