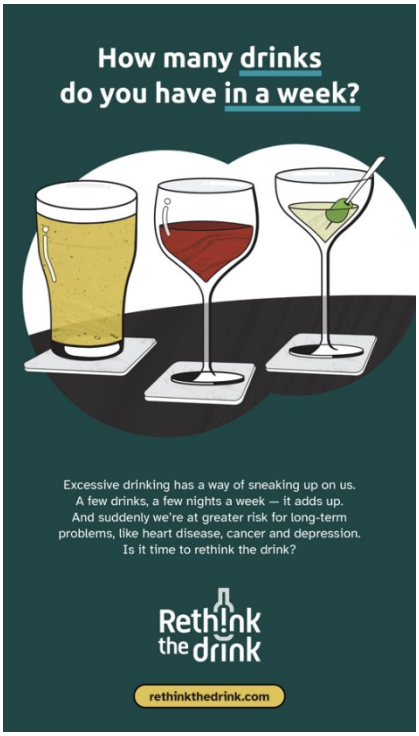
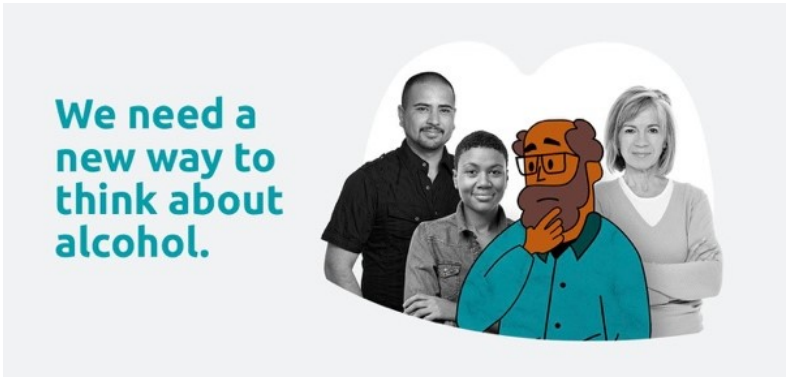
Rethink the Drink: Evaluation of the Third Media Campaign

June 2025





Prepared for

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Executive Summary

Rethink the Drink (RTD) is a novel mass-reach communications brand to reduce excessive alcohol use in Oregon. RTD asks people to rethink the role of alcohol in their own lives and communities. The third RTD campaign ran from December 2023 through February 2024. Campaign strengths, learnings, and opportunities are highlighted below.

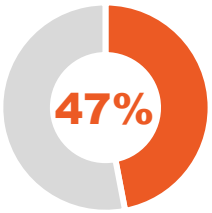
Campaign strengths

The campaign successfully reached people in Oregon.

Nearly half of those surveyed recalled seeing or hearing RTD ads or seeing the brand logo during the campaign.

This is a 30% increase from the recall of ads seen during the first RTD campaign.

Recalled any RTD ads or the logo in the past 2 months

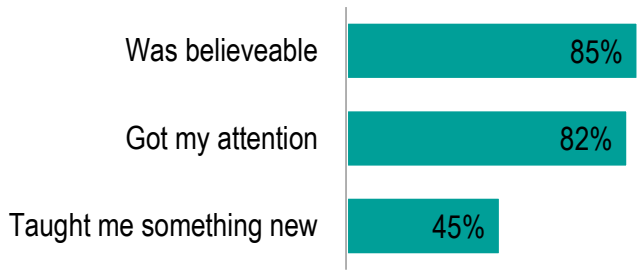


People who saw the campaign had positive perceptions of the ads.

Most people who recalled the campaign agreed it was believable and got their attention. Additionally, almost half agreed the campaign taught them something new.

Focus groups described the campaign as direct, impactful, and non-judgmental.

Agree that the campaign...

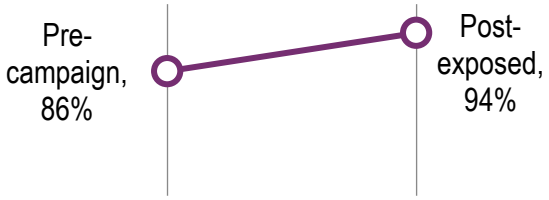


> "I was really pleased that it wasn't heavily judgmental... They didn't have to present them in a crisis point. **They were just normal people that were reflecting on their drinking.** … I thought that was really appealing."

The campaign helped those with excessive drinking to agree that alcohol use affects everyone.

Among people who drink excessively, exposure to the campaign significantly increased agreement that excessive alcohol use affects everyone.

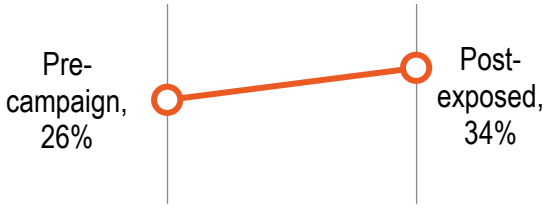
Among those with excessive drinking, agreement that excessive alcohol use affects everyone, even those who do not drink



The campaign encouraged people to have more conversations about their own alcohol use.

Compared to those surveyed before the campaign, those exposed to the campaign were significantly more likely to have conversations about their own alcohol use.

Had conversations about own alcohol use in past 3 months



One focus group participant shared:

> "For myself, it was just a **joint conversation that my partner and I had**. We both recognized that over the holidays the amount of alcohol consumed significantly went up and we didn't view it as a, 'oh my gosh, we've got a problem.' But it's like ... **Maybe we should both cut back a little bit**, focus on the new year and just kind of reevaluate and refresh."

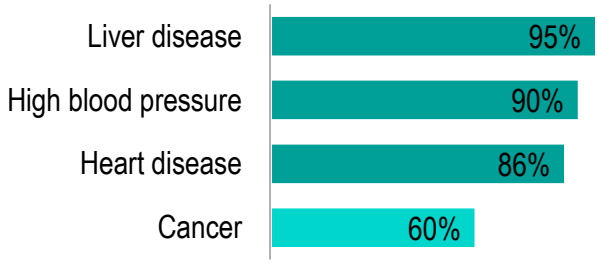
Campaign learnings and opportunities

There is an opportunity to build awareness of the alcohol-cancer link.

People are knowledgeable about many of the health effects caused by excessive alcohol use.

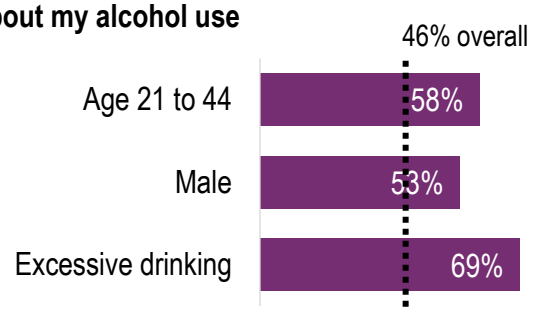
Fewer are aware that excessive alcohol use can lead to cancer. This finding held true both before and after the campaign.

Agree that excessive alcohol use can lead to…

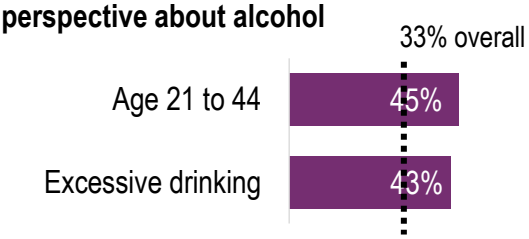


Some groups were especially likely to say the campaign affected their thoughts about alcohol use.

Agree that the campaign made me think about my alcohol use



Agree that the campaign changed my perspective about alcohol



People agree that alcohol should have less presence in the community.

84%

of people in Oregon agree that alcohol seems to be everywhere in their community

66%

of people in Oregon agree that alcohol should have less of a presence in their community

Focus groups provided examples of how prevalent alcohol is in everyday activities.

> "The skating rink… the pizza place, **even the kid-friendly places now use alcohol as an enticement** to get the parents to want to bring the kids."

People agree that excessive alcohol use can be addressed at the community level.

92%

of people in Oregon agree that excessive alcohol use causes problems in the community

61%

of people in Oregon agree that excessive alcohol use is a problem that can be addressed at the community level

Focus groups offered community-level solutions such as making non-alcoholic options more affordable and **continuing educational campaigns like Rethink the Drink**.

Table of Contents

Executive Summary **2**

List of figures and tables **6**

Introduction **7**

Campaign Recall and Perceptions **11**

EQ1. To what extent did people recall the campaign on multiple media channels? ... **12**

EQ2. What were perceptions of the campaign? **19**

Self-Reflections and Conversations **26**

EQ3. To what extent did the campaign affect self-reflection toward alcohol use among both excessive and non-excessive drinkers? **27**

EQ4. To what extent did the campaign impact on conversations about alcohol use? **29**

Awareness and Support **34**

EQ5. To what extent did the campaign influence awareness about the health effects of excessive alcohol use for individuals? **35**

EQ6. To what extent did the campaign influence awareness of the presence of alcohol in the community? **38**

EQ7. To what extent did the campaign influence awareness of how alcohol use can be problematic for communities? **41**

EQ8. To what extent did the campaign increase support for community-level strategies for reducing alcohol use? **45**

Appendices **47**

Appendix 1 Methodology **48**

Appendix 2. Logic model and brand summary **52**

Appendix 3. Agreement with perceptions of RTD messages **56**

Appendix 4. Weighted proportions for outcome variables **59**

Appendix 5. Logistic regression model results **68**

Appendix 6. Survey instrument **65**

Appendix 7. Focus group moderator guide **75**

List of figures and tables

Label	Description	
Figure 1	Campaign media channels and impressions per channel	12
Figure 2	Recall by campaign channel	14
Figure 3	Visits to the RTD website and social media	14
Figure 4	Recall of RTD ads/logo by excessive drinking status and race/ethnicity	15
Figure 5	Recall of RTD ads/logo by gender, age, and area of residence	16
Figure 6	Frequency of seeing RTD messages during the campaign	16
Figure 7	Campaign perceptions (believability, attention, taught me something new)	18
Figure 8	Agreement that campaign taught something new by age, alcohol use	19
Figure 9	Additional campaign perceptions (thinking about alcohol's role in society, others' alcohol use, respondent alcohol use, respondent's perspective about alcohol)	20
Figure 10	Agreement that campaign made respondent think about their alcohol use by age, gender, alcohol use	21
Figure 11	Agreement that campaign changed perspective about alcohol by age, excessive drinking	21
Figure 12	Thoughts about own alcohol use overall and by alcohol use	26
Figure 13	Conversations with friends, family, or others about one's own alcohol use	28
Figure 14	Comfort in talking to friends, family, or others about one's own alcohol use	28
Figure 15	Conversations with friends, family, or others about others' alcohol use	29
Figure 16	Comfort in talking to friends, family, or others about others' alcohol use	29
Figure 17	Conversations with friends, family, or others about availability of alcohol in community overall and among those who drink excessively	30
Figure 18	Conversations with friends, family, or others about availability of alcohol in community overall and among those who don't drink excessively	30
Figure 19	Agreement that excessive alcohol use can lead to negative physical health effects	34
Figure 20	Agreement that excessive alcohol use can lead to negative mental health effects	35
Figure 21	Agreement about alcohol availability, prevalence, presence in community	37
Figure 22	Agreement that excessive alcohol use causes problems, affects everyone	40
Figure 23	Agreement that excessive alcohol use affects everyone by alcohol use	41
Figure 24	Agreement about harm of excessive alcohol use	42
Figure 25	Opinions on impact of increasing access to alcohol in communities	42
Figure 26	Agreement that excessive alcohol use can be addressed at community level	44
Table 1	Themes: What do you think the RTD campaign is trying to say about alcohol?	22

Introduction

Rethink the Drink (RTD) is Oregon's mass reach communication brand to reduce excessive alcohol use.[1] This brand asks people to rethink the role of alcohol in their lives and communities. RTD runs both statewide and local partner campaigns to reach adults 21 and over.

About the brand

Excessive alcohol use is the third leading cause of death and disease in Oregon. It can lead to serious harms including:

- High blood pressure
- Heart disease
- Cancers
- Injuries
- Depression
- Memory loss
- Alcohol use disorders (AUD) and more.

Excessive alcohol use costs Oregon $4.8 billion every year in negative impacts.[2] In 2022, 1 in 5 Oregonians reported excessive drinking. That same year, alcohol contributed to about 3,000 deaths in Oregon. People of all racial and ethnic backgrounds and all income levels drink excessively. However, communities that experience more unjust stressors due to systemic racism and discrimination - experience more alcohol harms. These include Black and Indigenous communities, as well as people with lower incomes and less education.

The Oregon Health Authority (OHA) worked with partners and a media firm, Coates Kokes, to create a long-term communications brand to address these harms. Partners named this brand Rethink the Drink (RTD). RTD aims to change the conversation about excessive alcohol use and decrease the harms to communities in Oregon.

RTD launched in June 2022. The audience for RTD is adults in Oregon 21 years of age and older who do not

The evaluation of the first campaign was positive overall. People who saw that campaign:

- had more conversations about alcohol
- were more likely to cut back on their drinking
- and more likely to support community strategies to prevent excessive alcohol use

[1] Centers for Disease Control and Prevention. Alcohol use and your health. https://www.cdc.gov/alcohol/about-alcohol-use/index.html. January 14, 2025.

[2] Oregon Health Authority. Oregon Adult Health Study: Adult Behavioral Risk Survey (BRFSS). 2022. Portland, OR: Oregon Health Authority

have an alcohol use disorder. A summary of brand efforts can be found in Appendix 2.

RTD is one part of a statewide approach to prevent excessive alcohol use across the lifespan. This approach includes data, mass-reach communications, health systems, programs and policy work at the state and local level. RTD's role is to shift social norms and conversations to create opportunities for sustainable change. This evidence-based messaging strategy will work alongside programs and policy across Oregon. This will achieve long-term health improvements for individuals and communities.

The Third Campaign

RTD created its third statewide campaign with partners in Fall 2023. The campaign featured a new set of creative images, audio, and video. It aimed to build on the success of the 2022 Launch campaign to build a trusted relationship with the Oregon audience. This campaign ran from December 2023 through February 2024.

This third campaign invited Oregon adults to consider a more complex, full story about excessive alcohol use in Oregon. The campaign's messaging continued to introduce RTD to audiences, provide information about the health harms of excessive alcohol use, and encourage conversations around alcohol use. Campaign messages also aimed to increase awareness about the prevalence of alcohol in community environments.

Alcohol use definitions

Excessive alcohol use: The Centers for Disease Control and Prevention (CDC) definition of excessive drinking includes binge drinking, heaving drinking, drinking during pregnancy and drinking by people under the age of 21.

For this evaluation, the following definitions are used:

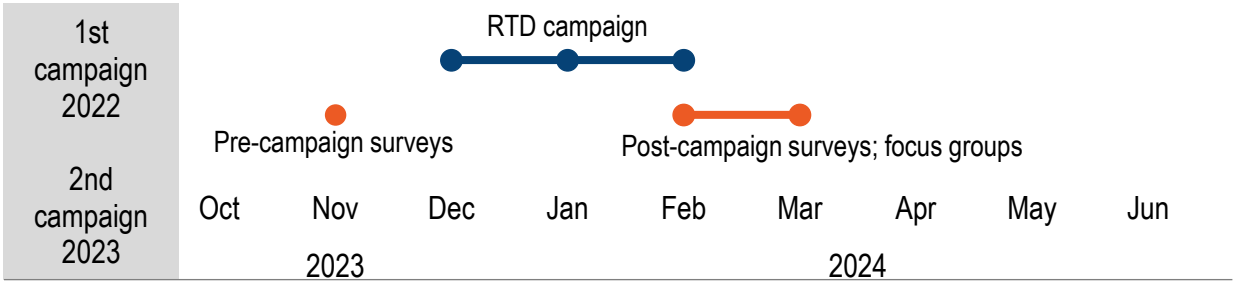
- **Excessive drinking:** Engaging in heavy drinking and/or binge drinking in the past 30 days.
- **Heavy drinking:** Drinking 8+ (female) 15+ (male or nonbinary) drinks per week in the past 30 days.
- **Binge drinking:** Drinking 4+ (female) or 5+ (male or nonbinary) drinks on one occasion in the past 30 days
- **Non-excessive drinking:** Drinking less than 8 (female) or 14 (male) drinks per week and did not engage in binge drinking in the past 30 days. Non-excessive drinking includes abstaining from any alcohol use.

About the evaluation

Professional Data Analysts (PDA) conducted a mixed methods evaluation of the third RTD mass media campaign. A mixed methods approach uses both quantitative and qualitative data sources to answer questions. The evaluation examined campaign's reach and impact and feedback on campaign perceptions. Data sources included:

Quantitative data	• Pre-campaign online surveys collected November 2023 • Post-campaign online surveys collected February 2024
Qualitative data	• Post-campaign focus groups conducted in March 2024 with a small group of respondents who saw the campaign
Summary data	• Media campaign metrics • Rethink the Drink website analytics

Rethink the Drink campaign and evaluation timeline



The third Rethink the Drink campaign evaluation examined eight questions (see p. 4). OHA and PDA collaborated to develop these evaluation questions. Questions were informed by a previous campaign evaluation and aligned to address campaign-specific outcomes in the project logic model. The logic model, data sources, methodology and limitations can be found in Appendix 1 and 2.

Key report terms

Pre-campaign survey group: All respondents who completed a survey before the campaign launched.

Post-campaign survey group: all respondents who completed a survey after the campaign ended.

- **Post-campaign exposed**: Post-campaign respondents who recalled at least one campaign ad for RTD and/or recalled the RTD logo.
- **Post-campaign unexposed**: Post-campaign respondents who did not recall at least one campaign ad or the logo.

Evaluation questions

Campaign recall and perceptions

1 To what extent did people in Oregon recall the campaign on multiple media channels?

2 Among people who recalled the ads, what were perceptions of the campaign?

Self-reflections and conversations

3 To what extent did the campaign affect self-reflection toward alcohol use among both excessive and non-excessive drinkers?

4 To what extent did the campaign impact conversations about alcohol use?

Awareness and support

5 To what extent did the campaign influence awareness about the health effects of excessive alcohol use for individuals?

6 To what extent did the campaign influence awareness of the presence of alcohol in the community?

7 To what extent did the campaign influence awareness of how alcohol use can be problematic for communities?

8 To what extent did the campaign increase support for community-level strategies for reducing alcohol use?

Campaign Recall and Perceptions

1 To what extent did people in Oregon recall the campaign on multiple media channels?

Key findings

- There was strong recall of the third RTD campaign. Almost half of survey respondents recalled the campaign. This is a 30% increase from the first campaign.
- People recalled the campaign across many different media channels.
- Recall was higher for people who drink excessively and those who identify as Black/African American or Hispanic, Latino/a/x, or Spanish origin.
- People reported seeing the third campaign about as frequently as the first campaign.

Rethink the Drink campaign ads successfully reached people across Oregon.

OHA placed RTD campaign ads on diverse media channels[3] to reach people in environments heavily influenced by alcohol. The media channels were also chosen to make sure ads were seen across diverse Oregon audiences. For example, media channels like newspaper and radio were chosen to reach people in rural Oregon.

The campaign included a range of original video, audio, and image-based ads in English and Spanish. These ads were placed on cable, print, audio and digital media channels. Figure 1 describes the impressions by media channel below.

This campaign included ads with several different message themes including:

1. Education about excessive alcohol use
2. Health harms linked to excessive alcohol use
3. Encouraging people to have conversations about alcohol use
4. And awareness about alcohol in community environments.

With this mix of campaign advertisements, people may have seen some campaign messages but not others.

[3] A media channel refers to a way to deliver content, including advertisements, to an audience. These include broadcast channels such as TV and radio and digital channels such as websites, social media platforms, and streaming services.

In addition, this campaign experienced extensive news coverage including 77 TV, radio, and print news stories. This resulted in over 44 million impressions.[4]

The campaign encouraged people to visit the RTD website to learn more. This led to 78,000 visits to www.rethinkthedrink.com. The campaign partner toolkit was also downloaded 42 times during this period.

Figure 1: Impressions by media channel

Media channel		Number of impressions delivered
	Digital (e.g. YouTube, display, pre-roll video, streaming audio)	18.3 million
	Broadcast (TV/Cable)	16.9 million
	Instagram	1.5 million
	Facebook	1.4 million
	Print	377,000
	Radio	Impressions not available for this channel

[4] An impression refers to each time an ad was delivered to an individual's screen or device (e.g., radio) or appeared in print. Impressions are measured in different ways across channels and are not directly comparable.

Almost half of survey respondents recalled the third Rethink the Drink campaign.

People most often recalled video ads, followed by the campaign logo, radio ads, and digital ads.

In total, 47% of respondents recalled at least one campaign element.

This is an **increase** from the previous evaluation, in which 36% of respondents recalled the first Rethink the Drink campaign.[5]

Related studies have found a wide range of recall levels across alcohol reduction campaigns,[6] but there is no established benchmark for success. Therefore, it is especially helpful to see that the campaign **continued to expand its reach** among Oregon adults over time as one indicator of its success.

Defining campaign recall

In this report, exposure to the campaign is measured through aided recall questions asked in the post-campaign survey.

- "Aided recall" means that questions about advertisements included descriptions and images from the ads. This helps people remember if they saw the ad.
- Respondents answered aided recall questions about different types of RTD ads.
- Aided recall is a validated way to measure someone's self-reported exposure to a campaign.[7]

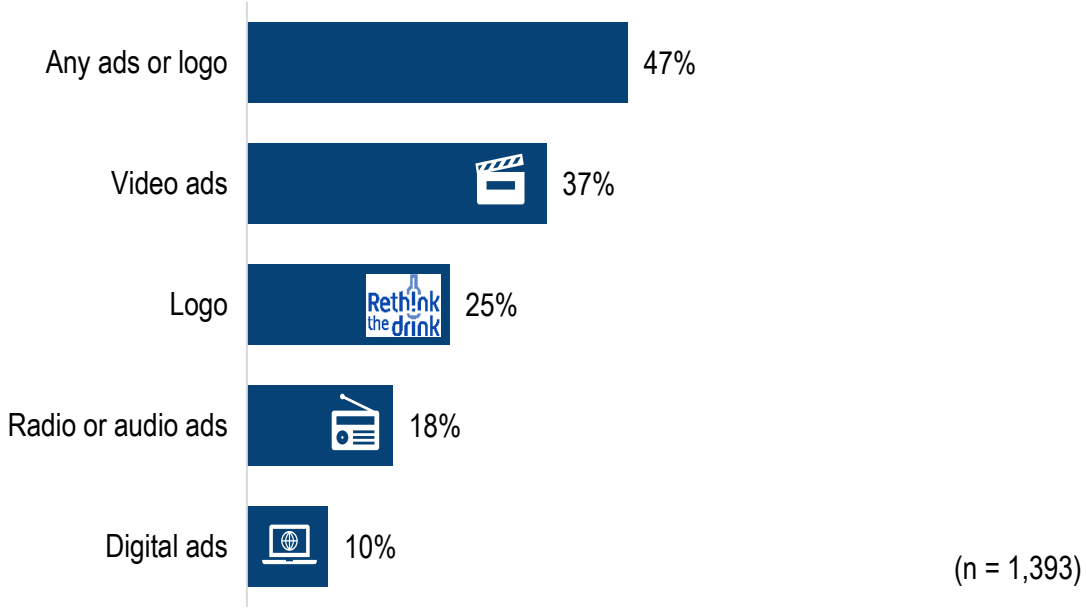
[5] Qureshi, C., Skillman, B., Terral, H. (2022). *Rethink the Drink campaign evaluation findings*. RMC Research Corporation.

[6] Young, B., et al. (2018). Effectiveness of mass media campaigns to reduce alcohol consumption and harm: a systematic review. *Alcohol and alcoholism*, *53*(3), 302-316.

[7] Niederdeppe, J. (2005). Assessing the validity of confirmed ad recall measures for public health communication campaign evaluation. *Journal of health communication*, *10*(7), 635-650.

People may also have been reached by the campaign in ways not measured by the survey, such as news coverage, conversations about the campaign, or exposure to prior ads from earlier Rethink the Drink campaigns. As a result, the total exposure to the campaign may be higher than what is represented in the chart below.

Figure 2: Have you seen or heard any of the following in the past 2 months?

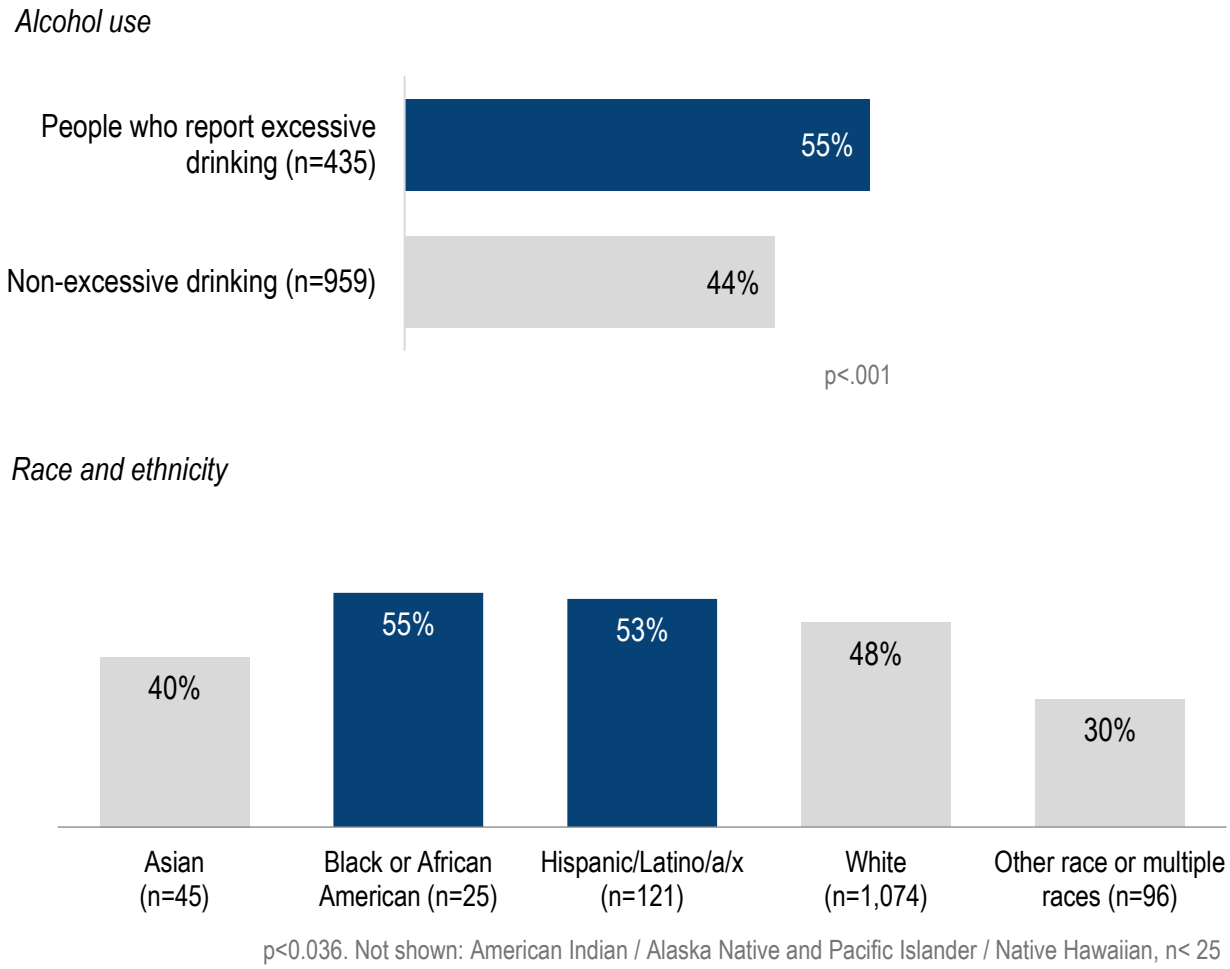


A small percentage of people also visited the RTD website and social media pages.

Figure 3: Have you visited online campaign resources in the past 2 months?

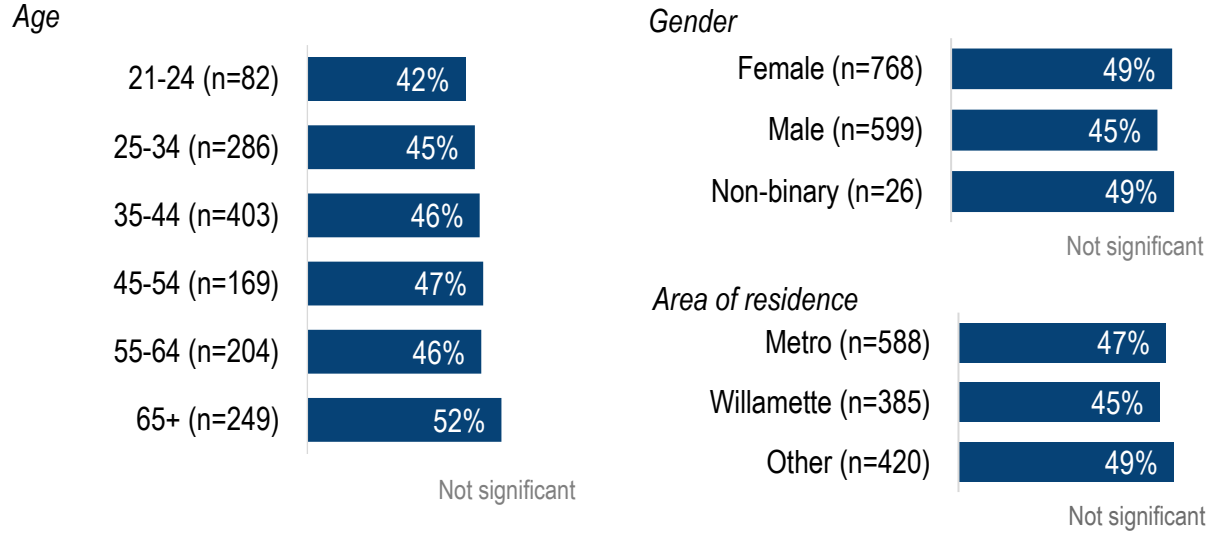
Campaign recall was higher for people who drink excessively and for people who identify as Black/African American or Hispanic, Latino/a/x or Spanish origin.

Figure 4: Recalled RTD ads and/or the logo



Recall was consistent across ages, genders, and regions of the state.

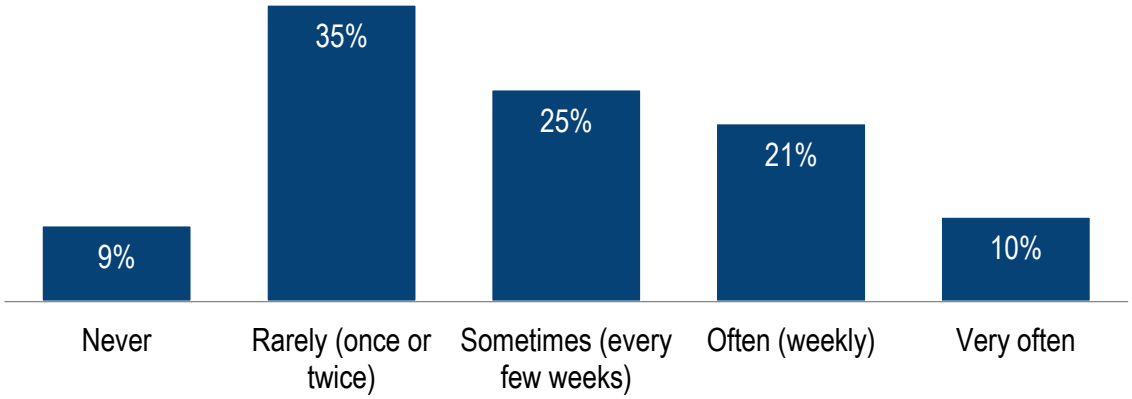
Figure 5: Recalled RTD ads and/or the logo



Most people who recalled the campaign reported seeing it once or twice; about 1 in 3 saw it weekly or more.

Frequency of seeing the third campaign was similar to the first campaign (15% never, 37% rarely, 23% sometimes, 18% weekly, and 7% very often).

Figure 6: About how often did you see or hear RTD messages? (n=641)



Qualitative insights

Focus group participants were asked how familiar they were with the Rethink the Drink brand, website, and campaign and where they saw the brand or campaign ads.

Focus group participants described seeing ads on several types of media. These comments show the importance of including different types of media in the campaign's strategy.

Most participants recalled seeing or hearing the Rethink the Drink ads on television or radio. Additionally, two participants recalled seeing the ads on social media, such as Facebook or Instagram. Notably, some participants who mentioned hearing the ads on radio also said they had not seen ads elsewhere. These comments suggest radio may be important for reaching some segments of the target audience with the RTD brand.

> I've never seen a commercial, but… I hear them on the **radio** all the time.

> When I was **watching my local news**… I saw a lot of the spots when I was watching that on KATU.

> On **Amazon Prime**…I've seen the one with the two gals at the table and she's adding up all the drinks she drank that week.

> It's actually only been the **radio** ads because I listened to the radio quite a bit.

2 Among people who recalled the ads, what were perceptions of the campaign?

Key findings

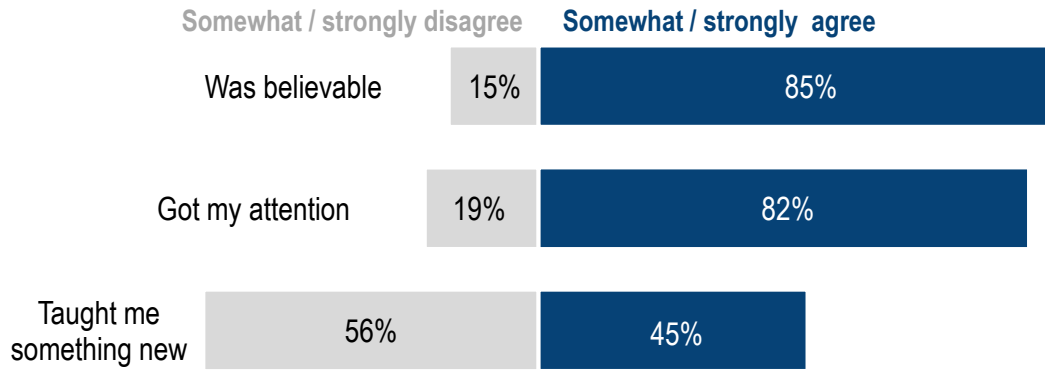
- People agreed the campaign was believable and got their attention. Focus groups described it as empowering, non-judgmental, and effective.
- Those who saw the campaign said it made them think about alcohol's role in society and about others' alcohol use.
- Younger adults and those who drink excessively were most likely to say the campaign taught them something new, made them think about their alcohol use, and changed their perspective about alcohol.

Most people who saw the campaign agreed the messaging was believable and got their attention.

Fewer strongly or somewhat agreed that the campaign taught them something new, though that was not a primary goal of the campaign.

Agreement with these three perceptions reflected an overall increase from the first campaign, in which 67% said the campaign was believable, 62% said it got their attention, and 34% said it taught them something new.

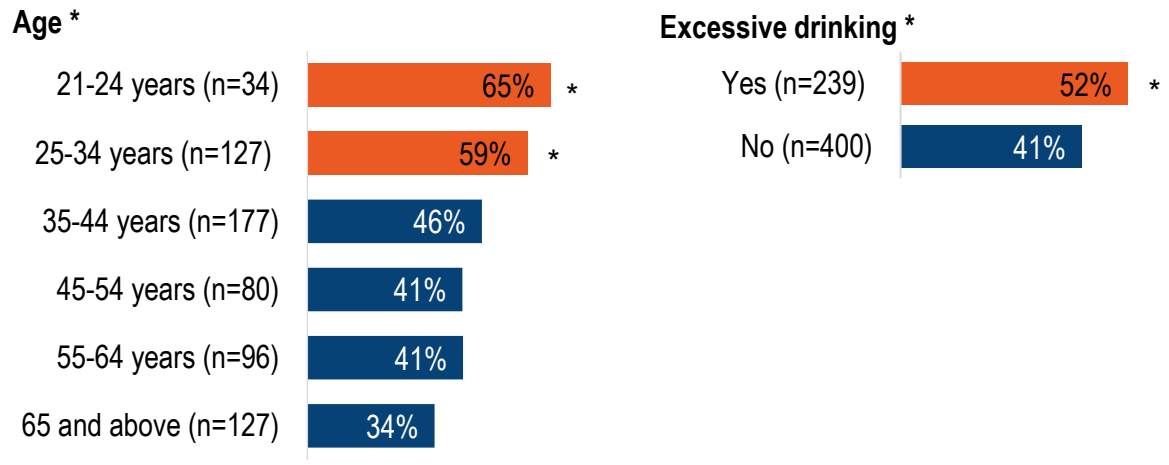
Figure 7: The Rethink the Drink campaign…



Younger adults and those who drink excessively were especially likely to say the campaign taught them something new.

Agreement that the campaign was believable and attention-getting was consistently strong across all demographic groups (see Appendix 3 for details). Observed differences in campaign perceptions are noted as: *** Significant** .
Groups with higher than average levels of agreement are highlighted in **orange**.

Figure 8: Strongly agree or agree that the campaign taught me something new

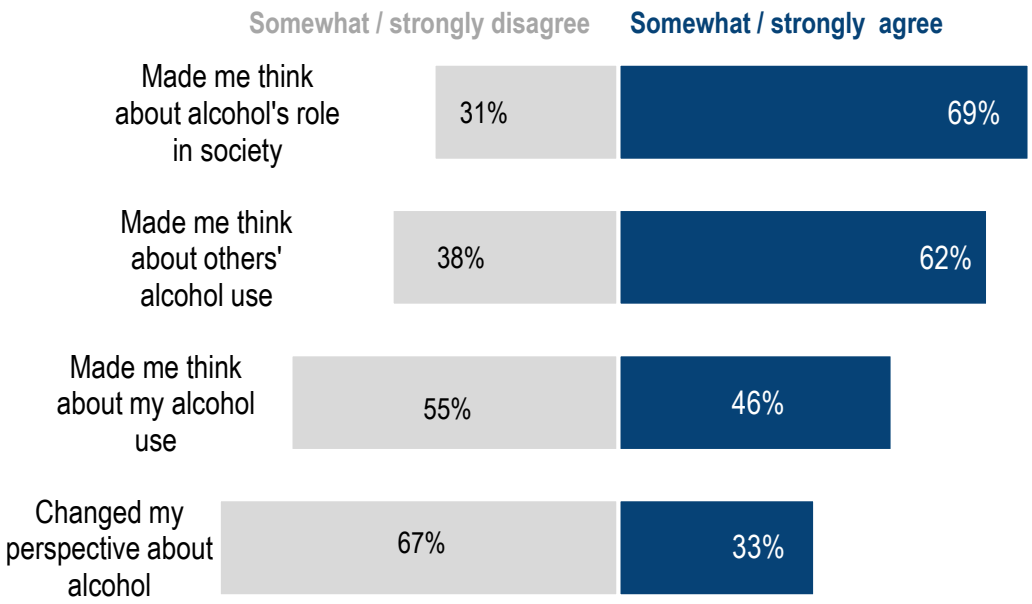


*** Higher than the group average**

Most people who saw the campaign said it made them think about alcohol's role in society and about others' alcohol use.

A smaller proportion of respondents agreed with statements that the ads made them think about their own alcohol use and changed their perspective about alcohol. Agreement with these statements in particular may differ depending on one's own personal experiences with alcohol, as highlighted on the following page.

Figure 9: The Rethink the Drink campaign …



Younger adults and people who report excessive drinking were more likely to say RTD made them think about their alcohol use and changed their perspective.

Additionally, males were more likely to say the campaign made them think about their alcohol use.

Figure 10: Strongly agree or agree that the campaign made me think about my alcohol use

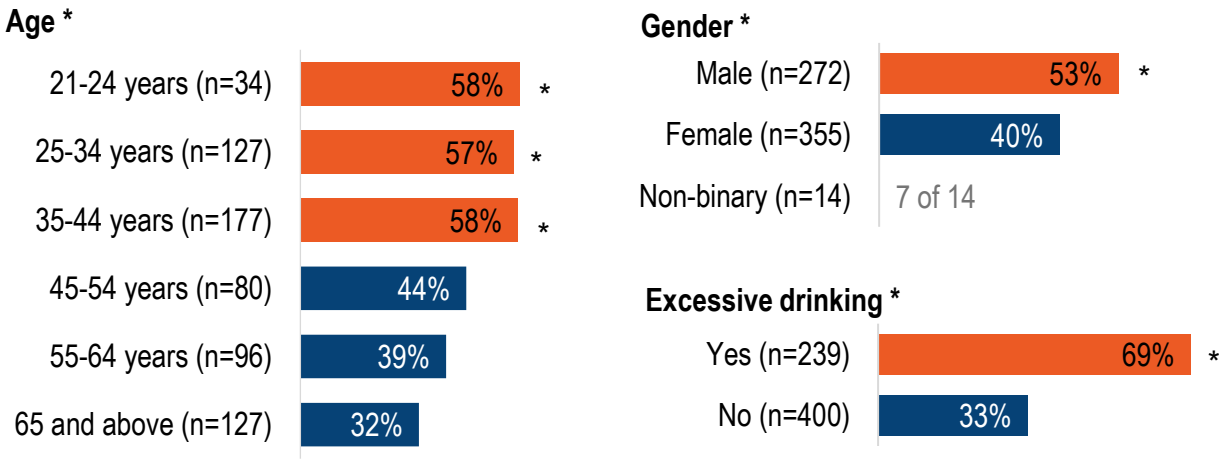
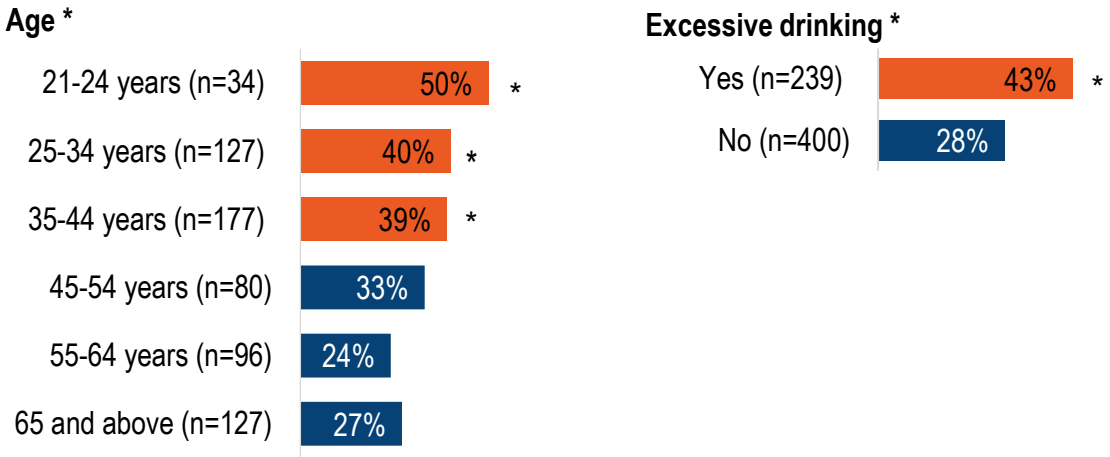


Figure 11: Strongly agree or agree that the campaign changed my perspective about alcohol



*** Higher than the group average**

Those who recalled the campaign said the ads educated them and promoted thoughtfulness about reasons for drinking.

Respondents who recalled the campaign were also asked an open-ended question to describe what they thought the campaign was trying to say.

Table 1. "What do you think the Rethink the Drink campaign is trying to say about alcohol?"

To be mindful of your drinking or think about reason for drinking (23%)

197 said that the campaign was telling audiences to be mindful of their alcohol drinking habits. This included thinking about why they were drinking alcohol and consider if it was necessary for every occasion.

To warn about the consequences of alcohol use (21%)

180 said that they felt the campaign warned about the consequences of alcohol use, such as negative health effects or impacts of alcohol on families.

To bring attention to the presence of alcohol, rethink cultural perceptions, and consider why alcohol is at certain locations and events (17%)

141 thought the campaign was bringing awareness to the prevalence of alcohol throughout their communities and how common it is to have it at social gatherings. Many noted there is social pressure to drink alcohol to 'have fun', which they felt the campaign addressed.

To reduce alcohol consumption and avoid excessive drinking (14%)

117 said that the campaign encouraged people to reduce how much they drink or to be cautious of not excessively drinking alcohol.

To educate the public around excessive drinking (9%)

Some respondents (74) said Rethink the Drink's main message is to raise awareness and provide information to the public on what constitutes excessive drinking.

To spark conversations around alcohol (3%)

A smaller group (18) felt the campaign tried to to spark conversations around alcohol, get people think about why others around them are drinking, or convey that alcohol is bad.

Qualitative insights

Participants in the focus groups discussed their perceptions of campaign messages, including what stood out to them from the ads.

Many participants viewed the campaign positively, describing it as empowering, non-judgmental, and effective.

I thought the whole campaign was **very empowering**. It's like, 'You can do this. You can rethink about this.'

I was really pleased that it wasn't heavily judgmental... They didn't have to present them in a crisis point. **They were just normal people that were reflecting on their drinking.** I thought that that was a really interesting way to do it, just showing someone in an average social situation … I thought that was really appealing.

Rethink the Drink kind of also brings it home, not just out on the road but at home where it impacts your family, your children. So it **gives you something to really think about**.

It really **brings it home on a personal level**. I think it's very thoughtful.

Some people who reported excessive drinking did not feel the ads reflected their own experiences around alcohol use.

Although addressing alcohol use disorder was not the focus of the RTD campaign, several participants equated excessive drinking with alcoholism and expected ads to reflect this.

For example, one participant in the excessive drinking group felt the ads were unclear and not focused on this specific audience. This finding suggests people that drink excessively and people who have experienced alcohol use disorder may benefit from different or additional messaging around alcohol use.

It's vague, it just misses the mark of actually making a solid point. Some of the commercials were a bit ridiculous. You just laugh at it, like that's not... I know an alcoholic. I lived with one of my entire life. **That's not an alcoholic**... **Some of those little scenarios are not true for people who've lived alcoholism.**

Participants were able to recall specific details about campaign ads.

Campaign video ads were frequently recalled. Participants were able to describe these ads in detail and noted why they were or were not impactful to them. For example, a participant in the excessive drinking group noted that the “How many drinks” advertisement made them think about their own drinking habits and prompted them to ask their doctor about excessive alcohol use. The “Why” ad resonated for a number of participants, especially those with children. Several noted that this ad made them consider how they set examples around alcohol for their children.

> I just remember watching TV and the commercial came on and **there was a girl with her dad in the store**... He put the bottle back. He's like, "Yeah, I don't really..." Like he was rethinking it. That's what stood out to me. I remembered it. … I was like, "Yeah, just rethink it.”

> I've seen the one with the **two gals at the table and she's adding up all the drinks she's drank that week**.

After reflecting on the current ads, participants offered ideas for future campaigns.

Focus groups provided recommendations for reaching more audiences, such as expanding advertising to different media channels and locations, such as billboards, buses, and presence at social events.

> I think they should make it **more raw**, like show some real stuff, how it affects people.

A few participants suggested making the ads “raw” or “realistic” to resonate with people who drink excessively. These participants also felt that it was important to showcase the negative impacts of excessive drinking. Others felt more negatively-framed messages would not be as effective and recommended continuing the current approach.

> Maybe **more billboards or something.**

> What about on **buses where they do the advertising on the sides of them?** Just think about all the miles and miles city buses ride all day.

A few participants suggested messaging could explore the reasons people drink or motivating factors, such as money spent on alcohol or the impact of excessive drinking on families. One participant recommended a seasonal ad campaign for summer that focuses on the link between dehydration and alcohol use. Finally, participants also noted the importance of ensuring resources (e.g., recovery support) continue to be included in the campaign.

Self-Reflections and Conversations

3 To what extent did the campaign affect self-reflection toward alcohol use among both excessive and non-excessive drinkers?

Key findings

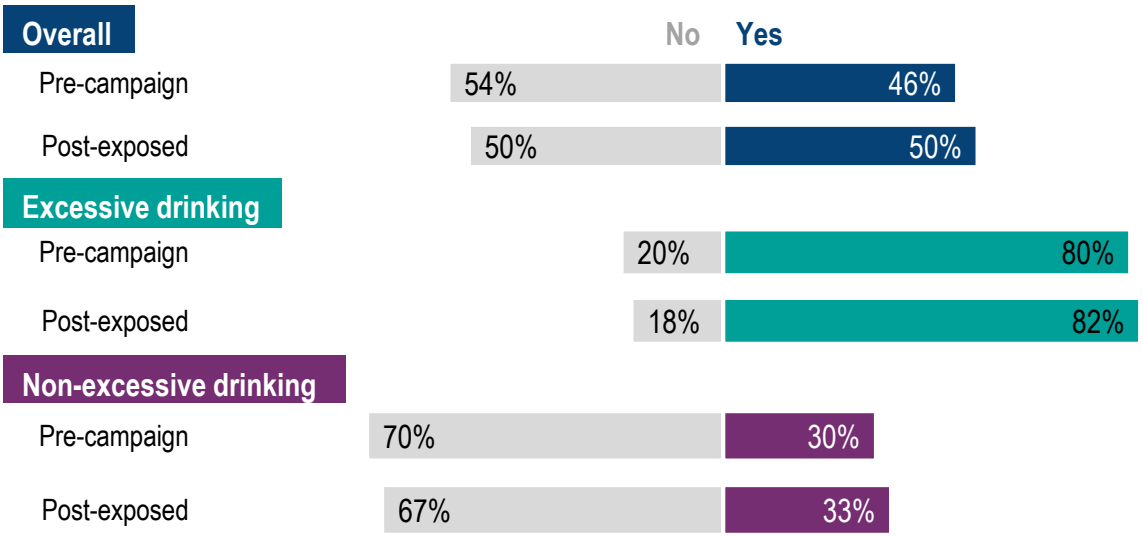
- People who drink excessively were more likely to reflect on their alcohol use than those who do not drink excessively. People shared examples of their own lived experiences with alcohol.

In the rest of the report, weighted survey results are shown overall for pre-campaign (n = 1,347) and post-exposed respondents (n = 1,393). Results are also shown separately for people who drink excessively (pre-campaign n= 510, post-exposed n= 239) and people who do not drink excessively (pre-campaign n = 836, post-exposed n = 401), where notable differences were seen. Full results by excessive drinking as well as responses for the post-unexposed survey respondents can be found in Appendix 4.

Differences between groups, controlling for demographic characteristics, are statistically significant where noted as: * Significant . See Appendix 5 for additional details.

People who drink excessively were more likely to think about their own alcohol use. Reflections were stable across survey time points.

Figure 12: In the past 3 months, have you thought about your own alcohol use?



Qualitative insights

Focus group participants were asked what comes to mind when they hear the term “excessive drinking,” how often they think about the level of alcohol they consume, and factors that prompted them to think it.

Participants shared real examples of excessive drinking from their own lived experiences.

Several participants shared that the term ‘excessive drinking’ made them think of drinking too much, drinking often, and drunkenness. People also shared anecdotes of people in their lives who came to mind, especially family members experiencing alcoholism. Some participants who were in the non-excessive drinking group mentioned their own previous drinking habits as excessive and that they either stopped drinking altogether or decreased their alcohol use.

> My uncle is a really high functioning alcoholic. He recently had gastric bypass. **Since he can't eat now, all he does is drink**.

Participants reported reflecting on their alcohol use in different ways.

Many participants discussed that they had reflected on their alcohol use, while reasons for reflections varied between participants in the non-excessive and excessive drinking groups. Within the non-excessive drinking group, several participants said they had previously abstained from alcohol for a period of time or were currently abstaining from drinking alcohol, with reflections around these choices. Those in the excessive drinking group mentioned thinking about their own alcohol use, sometimes expressing awareness that they drink excessively.

> **It comes to mind for me quite regularly** and then especially a few times a year before I'm to schedule to see a doctor. They don't necessarily probe me about the issue, **but it does make me rethink my habits**.

> I never considered myself when I started drinking again to be a heavy drinker … then I saw that commercial… it said the number and I was like, "Oh, I'm drinking a lot more than that. **Maybe I should put more thought into what I'm doing**."

> I would say I think about it a few times a week. I'm not a heavy drinker… but I do have probably a beer a night, well probably 4 or 5 days a week, sometimes two… **so I do think about it a few times a week**. “Is this too much?” Yeah, I do think about it.

4 To what extent did the campaign impact on conversations about alcohol use?

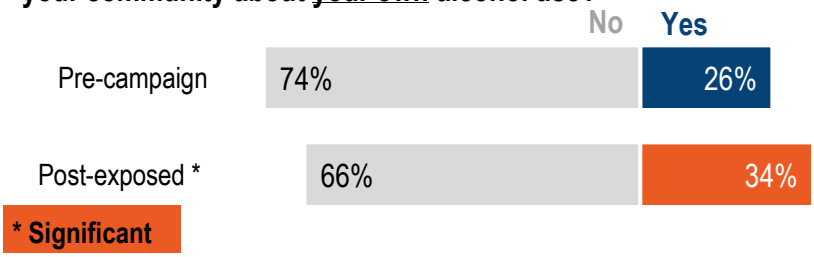
Key findings

- People exposed to the campaign had more conversations about their own alcohol use. Conversation about others' alcohol use was similar before and after the campaign.
- Among people who do not drink excessively, those exposed to the campaign were more likely to have a conversation about availability of alcohol in the community.
- Most people were comfortable having conversations about alcohol use.

People exposed to the campaign were significantly more likely to have conversations about their own alcohol use.

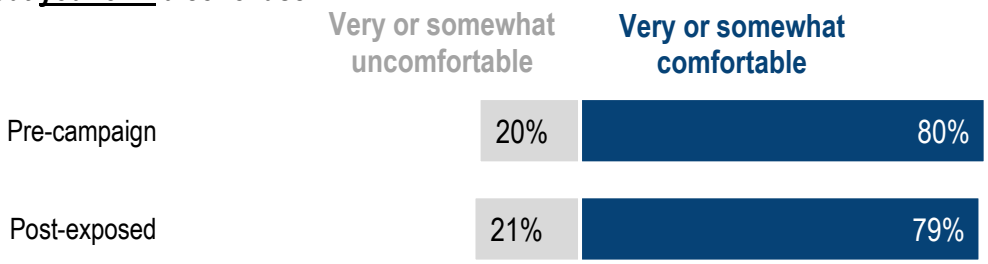
People exposed to the campaign were more likely to have these conversations versus the pre-campaign and people not exposed to the campaign (21%, see Appendix 4).

Figure 13: In the past 3 months, have you had conversations with friends, family, or others in your community about your own alcohol use?



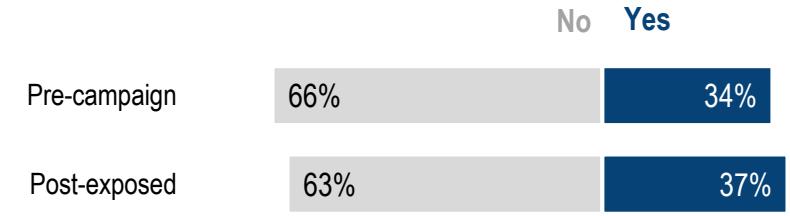
Comfort with having conversations about one's own alcohol use was high before and after the campaign.

Figure 14: How comfortable are you with talking to friends, family, or others in your community about your own alcohol use?



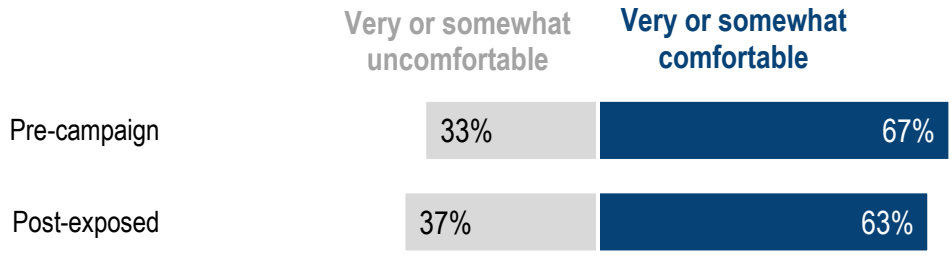
About 1 in 3 respondents reported having a conversation about someone else's alcohol use at both timepoints.

Figure 15: In the past 3 months, have you had conversations with friends, family, or others in your community about their alcohol use?



About 2 in 3 respondents were comfortable having conversations about someone else's alcohol use at both timepoints.

Figure 16: How comfortable are you with talking to friends, family, or others in your community about their alcohol use?



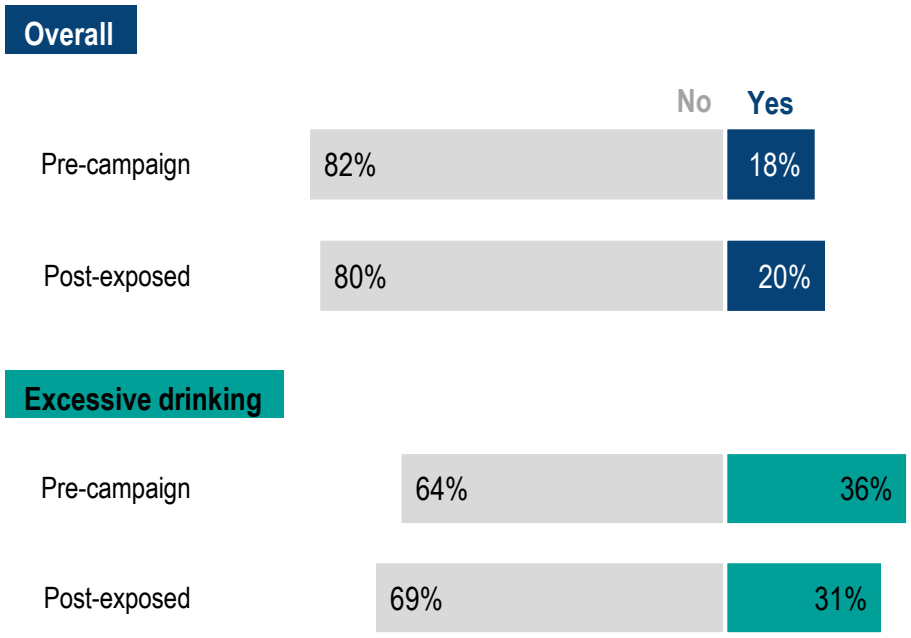
While the majority of people feel comfortable having conversations about alcohol use, fewer actually had these conversations. It is likely that in addition to comfort, other factors may help or hinder these conversations. For example, focus groups noted it was harder to have these conversations with people they were closer to (like family members) compared to conversations with friends or colleagues.

The Rethink the Drink media campaign can play an important role in continuing to encourage people to have these conversations in the community.

One in 5 people had conversations about the availability of alcohol in their community.

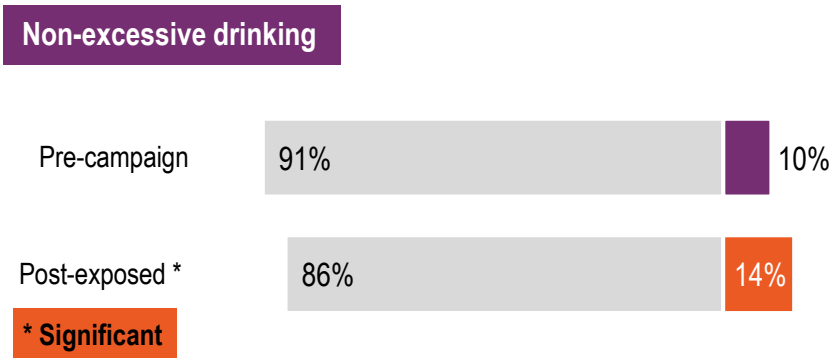
These conversations were more common among people who drink excessively compared to those who do not drink excessively.

Figure 17: In the past 3 months, have you had conversations with friends, family, or others in your community about the availability of alcohol in your community?



Among people who do not drink excessively, those exposed were more likely to have a conversation about availability of alcohol.

Figure 18: In the past 3 months, have you had conversations with friends, family, or others in your community about the availability of alcohol in your community?



Qualitative insights

Focus groups discussed experiences of having conversations about alcohol use with others and comfort in having these conversations.

People reported mixed levels of comfort in having conversations about alcohol use.

In line with survey findings, some focus group participants expressed feeling comfortable having discussions about their own and others' alcohol use. Others mentioned that it was often more difficult to discuss alcohol use with people they were closest to, such as family members and friends.

Slightly more participants in the excessive drinking groups mentioned being comfortable having conversations about alcohol use with those in their lives compared to the non-excessive drinking groups.

> **The closer they are to me, I think the harder it is to talk to them.** If I meet somebody new that's trying to give up or slow down, it's easy to talk to them about it. But family members, it's a lot harder.

> [F]or most of my friends… I don't know, they're in a different book than me now, **so it's hard to have that conversation with them**.

> I've had a lot of people in my family around me that hide their drinking, especially from me because they don't want to drink around me, **but they swear that it's not a problem and it's almost impossible to talk to them.**

> I feel like **I'm comfortable talking about it.** Yeah, I mean, I'm open to talking to **especially my husband or my co-workers** about it. Like I said, it just comes up quite a bit … like, oh yeah, I usually have a drink every night and I feel like I should stop. So I feel pretty comfortable talking about it.

People shared a variety of experiences having conversations about alcohol use, including after seeing the Rethink the Drink ads.

Participants shared their experiences with recent conversations around their own and others' alcohol use in their lives. Several participants in both the excessive and non-excessive drinking groups shared that they had conversations with others about their own alcohol use. A few participants had spoken to others about other people's alcohol use, such as family members or friends. Two people shared examples of how the campaign ads prompted discussions with others.

> **I mentioned it to my husband** that I heard that ad on the radio, and I **thought it was interesting**… because like I said, the ad really stood out to me since we have children and stuff.

> I have [mentioned the ad] to my partner simply because … **after I saw the ad**, we were Face Timing and she was like, oh, I'm going to pour myself a drink. Do you want one? **And I was like, oddly enough, I don't think I'm going to drink tonight. And I kind of told her about it.**

> For myself, it was **just a joint conversation that my partner and I had**. We both recognized that over the holidays the amount of alcohol consumed significantly went up and we didn't view it as a, oh my gosh, we've got a problem. But it's like, okay, we really enjoyed the holidays, a lot of social drinking going on.
>
> **Maybe we should both cut back a little bit, focus on the new year and just kind of reevaluate and refresh**.

> We've had a conversation with a coworker whose husband is probably a high-functioning alcoholic.
>
> It really bothers her on several levels, and she's reached out just as a friend, **wondering how to have that conversation and how she should go about bringing an awareness to him and how it's affecting their relationship and whatnot**.

Awareness and Support

5 To what extent did the campaign influence awareness about the health effects of excessive alcohol use for individuals?

Key findings

- People are knowledgeable about many of the health effects of excessive alcohol use. Knowledge about alcohol and cancer was lower.
- People described the RTD campaign as raising awareness about a variety of health effects caused by excessive drinking.

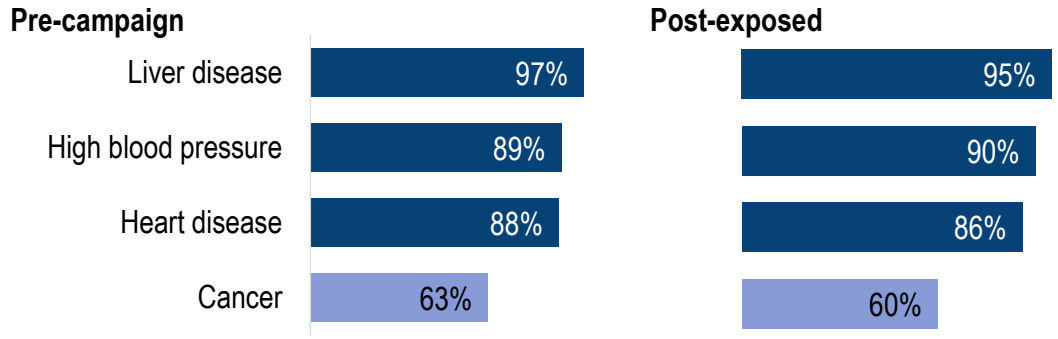
A set of survey questions asked about agreement that excessive alcohol use can lead to a variety of health effects.

Most people are aware of the health effects of excessive alcohol use. There is room to increase knowledge about alcohol and cancer.

While awareness of health effects is generally high, it is important for campaigns like Rethink the Drink to continue to build on this knowledge. Similar to the previous campaign evaluation, about **6 in 10 respondents agreed with the link between excessive alcohol use and cancer**.

This finding, along with the Surgeon General's recent advisory report on alcohol and cancer risk,[8] highlights an opportunity for continued messaging to increase awareness.

Figure 19: Agreement that excessive alcohol use can lead to…

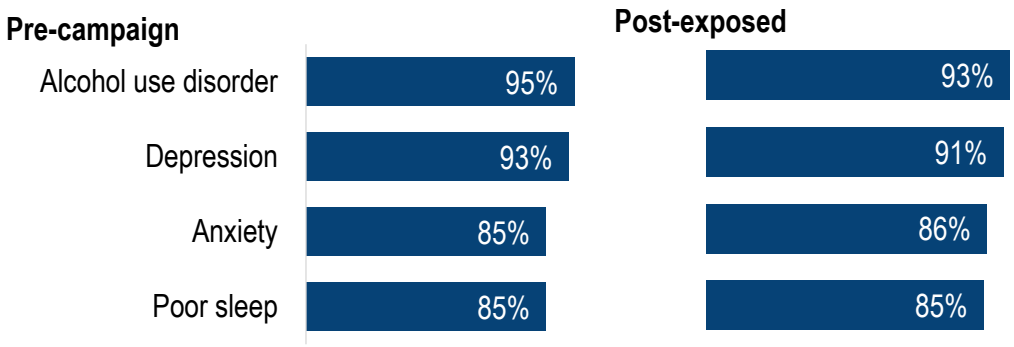


[8] Office of the Surgeon General. Alcohol and cancer risk: The U.S. Surgeon General's advisory. Washington DC: Department of Health and Human Services; 2025.

People were also aware of alcohol's effects on mental health and well-being.

Knowledge of these negative health effects was similarly high between the pre-campaign and post-exposed respondents.

Figure 20: Agreement that excessive alcohol use can lead to…



Qualitative insights

Knowledge of health effects linked to excessive alcohol use was reflected in both survey respondents' open-ended responses and focus group participants' discussions.

Survey respondents described the campaign as raising awareness about a variety of health effects caused by excessive drinking.

When asked to recall the main message of the campaign ads, many survey respondents mentioned negative health impacts. While some gave responses that were about health in general, others brought up specific health harms, like increased cancer risk and damage to the liver.

> **Rethink the Drink is bringing awareness to the health issues** that arise when drinking too much alcohol.

> They are spreading awareness through their commercial that drinking alcohol can **damage the liver and heart**, harm an unborn child, increase the chances of developing breast and some other **cancers**, and contribute to **depression** and violence.

Knowledge about alcohol's health effects was often illustrated by participants' personal experiences.

> I was on a blood pressure medicine for eight years after I stopped drinking. **I was able to get off of it… so right there is proof that it affects your body.**

> My husband died of **pancreatic cancer,** and I know it was alcohol.

> My uncle died of **liver cancer,** and I never watched how much he drank, but obviously it had a play in it.

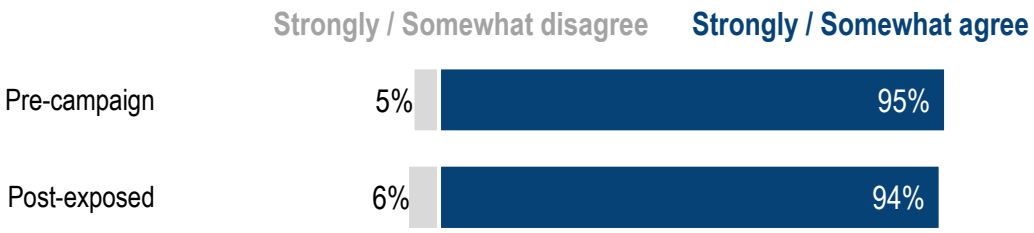
6 To what extent did the campaign influence awareness of the presence of alcohol in the community?

Key findings

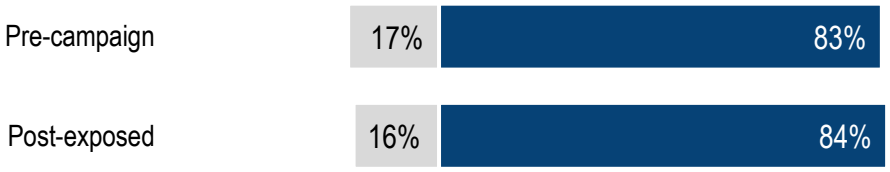
- There was strong agreement that alcohol is prevalent in communities.
- People discussed how alcohol has become a part of everyday culture, including availability in unexpected settings like children's activities.

Most respondents said alcohol was prevalent and widely available in their communities. Many believe it should have a smaller presence.

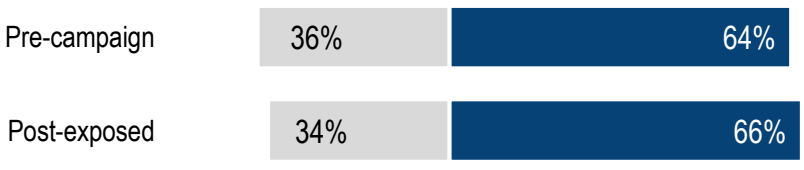
Figure 21: There are enough places in my community to get alcohol.



Alcohol seems to be everywhere in our communities.



I think that alcohol should have less of a presence in our communities.



Qualitative insights

Focus group participants were asked to talk about things they notice about alcohol in their communities, including places they may see alcohol and the availability of alcohol in their community.

Focus group participants saw alcohol as being available in a variety of everyday places, including unexpected locations.

The prevalence of alcohol in participants' communities was a commonality for the majority of participants. When discussing where they noticed alcohol showing up in their communities, many participants felt like it was everywhere, from bars to children's parties. Participants noted how readily available it is in their surrounding areas, both in terms of advertising and the ability to purchase alcohol. A few participants from smaller towns noted that much of their main street was populated by bars, liquor stores, or breweries. One participant mentioned the importance of the wine and brewery industries to the economy in their area.

> There's bars in like every other corner, there's corner stores on every corner. Yeah, it's pretty easy to be able to attain.
>
> Clearly, it's just something that this ad campaign is **seeking to talk about, and that's cool.**

> There's **a brewery** right down the street from me I could walk to, and then there's **[a local grocery]**, and then there's a **7-Eleven** and then there's little other bars around here.

> Both of the elementary schools that my kids were going to are a block and a half around the corner. There was **a bar and a convenience store** with all the pictures and everything too… it'd be nice if that wasn't there, but you think about it, and it's just part of the culture now.

> The skating rink… the pizza place, **even the kid-friendly places now use alcohol as an enticement** to get the parents to want to bring the kids.

Participants also commented on the presence of alcohol more generally in everyday culture.

Several participants discussed living in areas where alcohol felt like a part of the local culture, including colleges towns throughout the state. Others simply noted that alcohol seemed ingrained as a prevalent part of everyday life.

> I live in a college town… so **there's a lot of drinking around here**. If you're walking around downtown…, you see drunk people all the time.

> It's just **so prevalent in our culture**. It's just so generally acceptable just to have a drink every night… I feel just so many people do that have a drink or two every night. It's just so common. So not even just the advertisements, but I think just our society in general, it's **just so common**. Drinking is so prevalent.

7 To what extent did the campaign influence awareness of how alcohol use can be problematic for communities?

Key findings

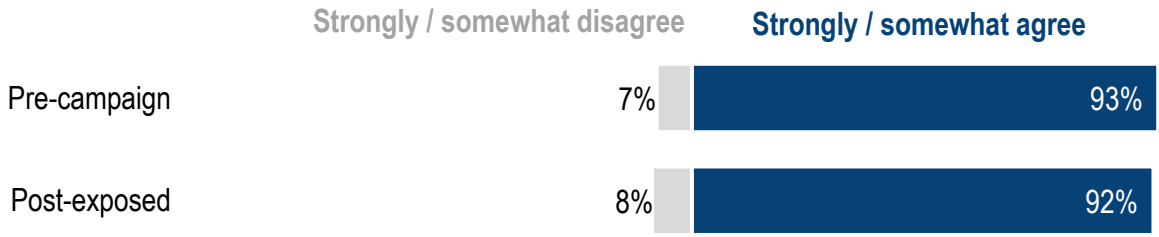
- Respondents agreed that excessive alcohol use causes problems and can affect everyone. People who drink excessively were even more likely to agree after seeing the campaign.
- People agreed that increasing access to alcohol can lead to more community problems.

A set of survey questions asked about awareness that excessive alcohol use can be problematic for communities. While these statements were not a direct feature of the most recent campaign, they provide insights into where the audience currently stands on these intermediate outcomes for the brand (see the RTD logic model on p. 52).

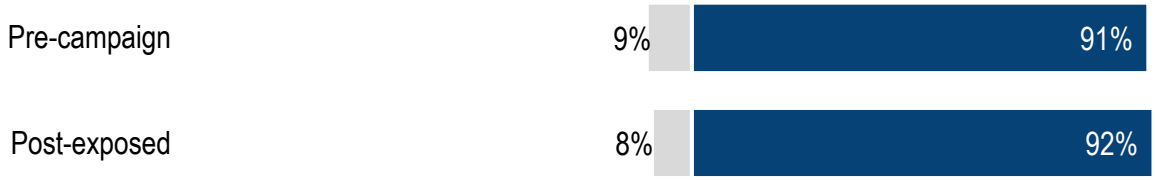
Respondents at both time points had high awareness that excessive alcohol use causes problems and can affect everyone.

The high level of agreement means the campaign has little room to increase this set of outcomes. However, there can be benefit in continuing to support these existing beliefs as a foundation for introducing new concepts.

Figure 22: Excessive alcohol use causes problems in communities.



Excessive alcohol use affects everyone, even those who do not drink.

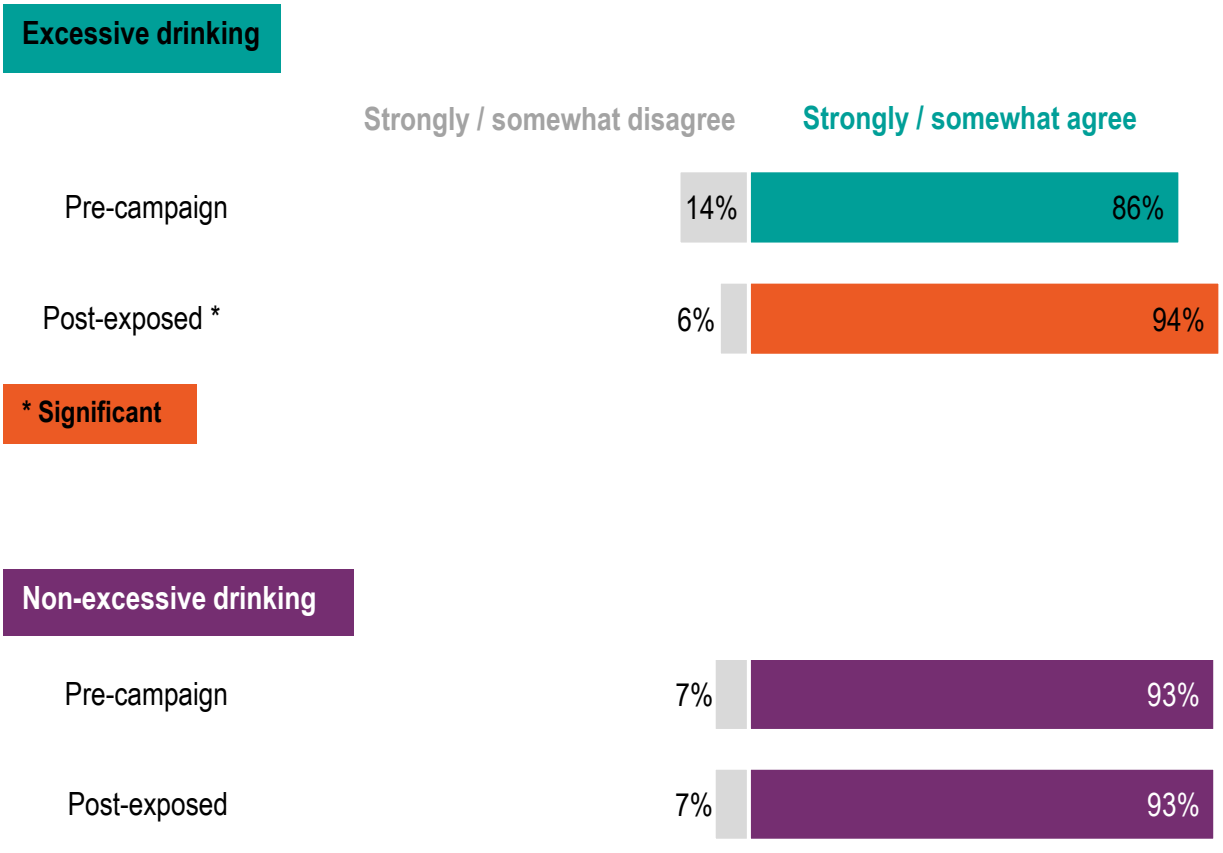


People who drink excessively had higher agreement that alcohol affects everyone if they were exposed to the campaign.

Among people who drink excessively, those exposed to the campaign were significantly more likely to agree that excessive alcohol affects everyone as compared to those not exposed to the campaign (81%, see Appendix 4).

People who do not drink excessively already had very high agreement with this statement prior to the campaign. It is positive to see similarly high levels of agreement across these groups.

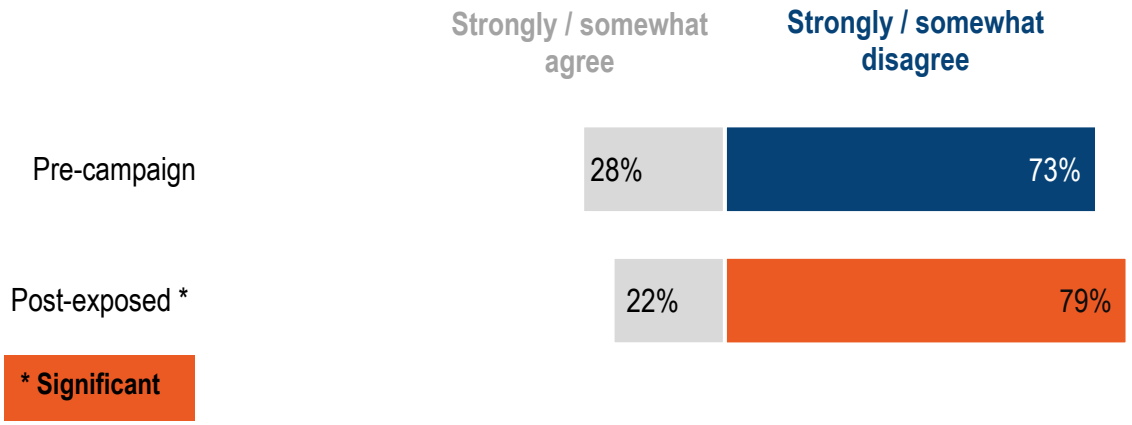
Figure 23: Excessive alcohol use affects everyone, even those who do not drink.



Compared to the pre-campaign group, more people who saw the campaign agreed that excessive alcohol use is a problem.

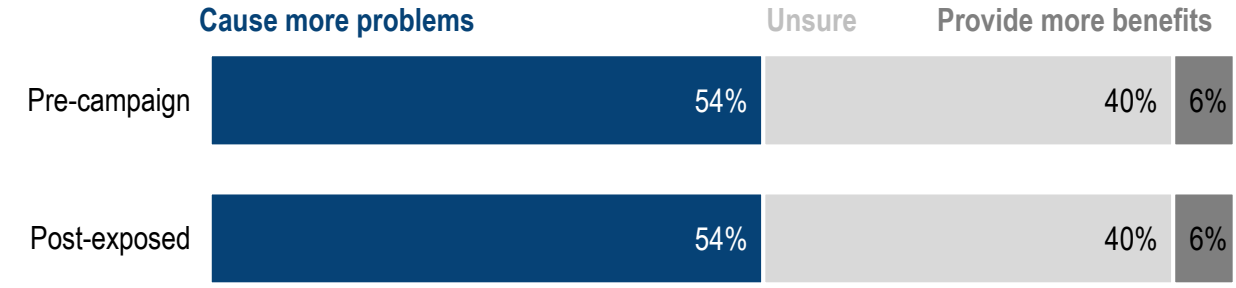
While a difference was seen for this item between those who saw the campaign and those surveyed before the campaign, responses for those exposed to the campaign were similar to those surveyed after the campaign who did not recall the campaign (77%, see Appendix 4).

Figure 24: If you are not harming other people, I don't see a problem with excessive alcohol use.



Over half of respondents agreed that increasing places to get alcohol can lead to more problems in the community at both time points.

Figure 25: If the number of places where you can get alcohol in your community increases, it is likely to:



Qualitative insights

Focus groups were asked about their thoughts about the impact of alcohol in their communities.

Participants discussed how they see alcohol affecting their communities.

Participants recognized how prevalent alcohol is in their communities, including how that impacts other industries and events. In one example, a participant from Portland felt that the availability of alcohol at or around gambling facilities negatively affected the community. Others felt that downtown areas or main streets had changed over time to reflect an increased availability of alcohol. In another example, a participant from a rural part of the state noted how alcohol use had affected crowds at the local rodeo.

> I'm from Portland. We have bars and pubs on every corner, liquor stores everywhere, little gambling facilities everywhere. It's gotten pretty bad. **The gambling situation here is going downhill fast because of the alcohol situation.**

> Downtown once upon a time used to be full of stores. **It's now full of taverns and bars**, and most of it's wrapped around entertainment as well, music, because there are music venues but it's everywhere.

> In the summer, we have a rodeo come into town, and that is a big drinking time. They have had to, which I think was smart, split up the stadium. **The drinkers are on one side and then the families are on the other**.
>
> It's just interesting that there's so many people drinking to a point that they can't be around families.

8 To what extent did the campaign increase support for community-level strategies for reducing alcohol use?

Key findings

- Most people agreed excessive alcohol use can be addressed by communities. People highlighted the RTD campaign as an important part of addressing excessive alcohol use.

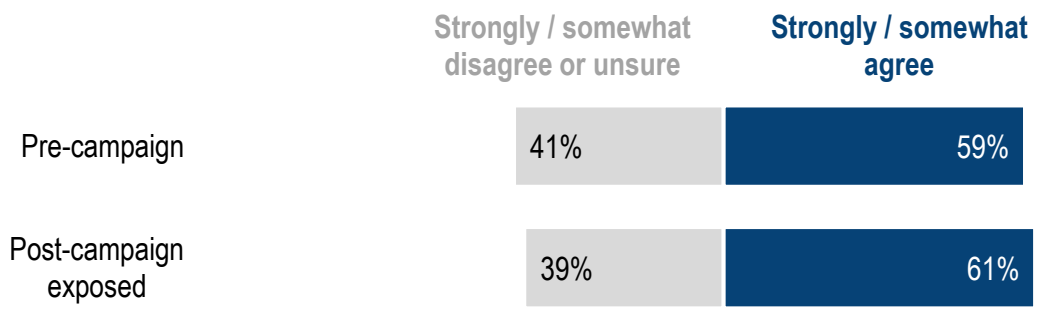
A final survey question asked respondents about their support for community-level strategies to address alcohol use. This topic was not a direct focus of the recent campaign. However, it can provide insights into where the audience currently stands on this intermediate outcome (see p. 43).

About 6 in 10 respondents agreed that excessive alcohol use can be addressed at the community level.

The proportion of respondents who agreed with this statement is similar to the level of agreement seen following the previous statewide campaign. It is positive to see the majority of respondents continue to agree with a community-level approach. Agreement was similar for people who drink excessively (62% among post-campaign exposed) and people who do not drink excessively (60% among post-campaign exposed).

Across all respondents, 16% responded that they were unsure whether they agreed with the statement. Those who disagree or are unsure about addressing excessive alcohol use at the community level may benefit from additional messaging to continue progress toward this intermediate outcome.

Figure 26: Excessive alcohol use is a problem that can be addressed at the community level.



Qualitative insights

Focus groups were asked to share thoughts about how excessive drinking could be addressed in their communities.

Participants offered ideas for addressing excessive alcohol use in the community, including continuing the RTD campaign.

Participants provided suggestions to help address excessive alcohol use in their communities, such as raising taxes, making non-alcoholic options more affordable, and continuing educational campaigns like RTD. Several participants expressed feeling like there was not much that could be done at this time to address excessive alcohol use. One of these participants noted that continuing the RTD campaign was a way to try to reach people and begin conversations around excessive alcohol use.

> Raise taxes… **make it unaffordable.**

> Making **non-alcoholic options** more **accessible** and easily **affordable**.

> I don't think it can be addressed in my community at this time. Now, excessive means something different to everybody... So all you can do is, **I think your ad campaign Rethink the Drink is a way to address this in the community because it does get people thinking about it.** I don't see any other way that people are thinking about it except for those ads, and I've seen at least two of them.

Appendices

Appendix 1. Methodology 48

Appendix 2. Logic model and brand summary 52

Appendix 3. Campaign perceptions by demographic variables 54

Appendix 4. Weighted proportions for outcome variables across campaign surveys, overall and by alcohol use..... 57

Appendix 5. Logistic regression model results for campaign outcomes 66

Appendix 6. Survey instrument 68

Appendix 7. Focus group moderator guide 76

Appendix 1 Methodology

A mixed methods approach was used to evaluate the efficacy and reach of the 2024 Rethink the Drink mass media campaign, using data sources including surveys, focus groups, media metrics, and website/social media analytics.

Surveys

Oregon Health Authority contracted Market Decisions Research (MDR) to administer two statewide online surveys to collect data for this evaluation. The pre-campaign survey (N = 1,347) was administered in November 2023 to understand baseline data prior to the launch of the 3rd RTD campaign. MDR administered the post-campaign survey (N=1,393) following the conclusion of the campaign media buy to understand the effectiveness of the campaign. The post-campaign survey began on July 15, 2024, and was closed on July 22, 2024. The online surveys were administered using the data collection software Voxco and recruited respondents via Voxco Audience, comprised of non-probability online panels. Potential respondents were screened to include people living in Oregon over the age of 21. Respondents received compensation for completion of the survey. Data quality checks were conducted to identify suspicious, fraudulent, and invalid surveys. Only surveys with all questions completed were included in the final dataset and used for analyses in this report.

A set of survey weights was generated to adjust the final dataset for metro area, age, sex, and race based on data from the 2021 American Community Survey to be more generalizable to the targeted population of Oregon adults. Survey weights were applied to all descriptive and statistical analyses unless specifically noted.

OHA provided final datasets for pre-campaign and post-campaign surveys to PDA. Descriptive analyses were used to summarize the reach of the campaign via message delivery based on campaign media metrics (e.g., impressions), recall of specific campaign components and channels, frequency with which they were seen, and perceptions of the ads among respondents who recalled them. Chi-square and Fisher's exact tests were conducted to see if there were statistically significant differences in campaign recall and perceptions across demographic groups.

Additional analysis was primarily focused on differences between precampaign data and post-campaign data among participants who were exposed to the campaign, and findings from these two groups are reported throughout the report. Comparisons including these two groups as well as post-campaign respondents not exposed to the campaign can be found in Appendices 4 and 5.

Multivariable logistic regression models were analyzed to assess differences across the time points and by campaign exposure. The following confounders were adjusted for in

all regression models: age, gender, metro area (Portland metro, Willamette, rest of state). Wald Tests were used to evaluate statistical significance based on a p-value of < 0.05. Indicators of statistical significance are included in the report. See Appendix 5 for additional details regarding the regression models.

All data processing and analyses were conducted using R 4.3.2. Weighted proportions were reported for all evaluation questions investigated.

Table 1. Survey Samples, unweighted data reported

Variable	Overall	Pre-campaign all	Post-campaign all	Post-Unexposed	Post-Exposed
N	2740	1347	1393	752	641
Age					
21-24 years	7%	8%	6%	6%	5%
25-34 years	22%	24%	21%	21%	20%
35-44 years	29%	29%	29%	30%	28%
45-54 years	12%	11%	12%	12%	13%
55-64 years	13%	11%	15%	14%	15%
65+ years	17%	17%	18%	16%	20%
Gender					
Female	53%	50%	55%	55%	55%
Male	46%	49%	43%	44%	42%
Non-binary	2%	1%	2%	2%	2%
Race					
AI / AN	2%	1%	2%	2%	1%
Asian	3%	3%	3%	4%	3%
Black / AA	2%	2%	2%	2%	2%
Hispanic/Latinx	12%	16%	9%	8%	10%
Pacific Islander	1%	1%	1%	1%	1%
White	75%	72%	77%	75%	79%
Other or multiple races	6%	5%	7%	9%	4%
Metro					
Portland Metro	43%	43%	42%	41%	44%
Willamette	28%	27%	28%	29%	26%
Rest of Oregon	30%	30%	30%	30%	30%
Alcohol Use					
Excessive	40%	43%	37%	31%	44%
Non-excessive	60%	57%	63%	69%	56%

Focus Groups

Following the post-campaign survey, a series of focus groups was administered to further understand the campaign's reach and impact. MDR conducted a total of four focus groups with participants recruited from the existing pool of survey respondents.

The post-campaign evaluation survey included a question for respondents to opt into future communications regarding paid research opportunities. In addition to providing their email address, respondents must have also been exposed to the campaign, as indicated by their survey responses. Those who met these criteria were separated into two groups, an excessive drinking group and a non-excessive drinking group. Recruitment was done via email. In total 151 campaign-exposed people who drink excessively and 206 campaign-exposed people who don't drink excessively qualified and were sent registration links for focus groups in March 2024. Twenty-seven individuals ultimately participated in focus groups conducted via Zoom, with 5 to 9 participants per group.

Prior to holding the focus groups, MDR and OHA worked together to create a detailed focus group moderator's guide. The guide aimed to gather insights on participants' views on alcohol and thoughts on the Rethink the Drink campaign. The guide was comprised of five parts: an introductory activity, discussions on alcohol perceptions, recall of campaign messaging, impressions of campaign messaging, and a conclusion. The focus group moderator's guide was utilized to add structure to the discussion for each of the groups. Transcripts from completed focus groups were provided to PDA for further thematic analysis.

PDA used NVivo (QSR International, Version 11) to code focus group transcripts. Using the moderator's guide as a starting point, PDA staff created thematic codes through an iterative process, reviewing each other's codes and summarizing findings. PDA selected a variety of quotes associated with each coded theme to include throughout this report.

Evaluation limitations

This evaluation report provides importance insights into the impact of the third Rethink the Drink campaign. However, some limitations should be considered:

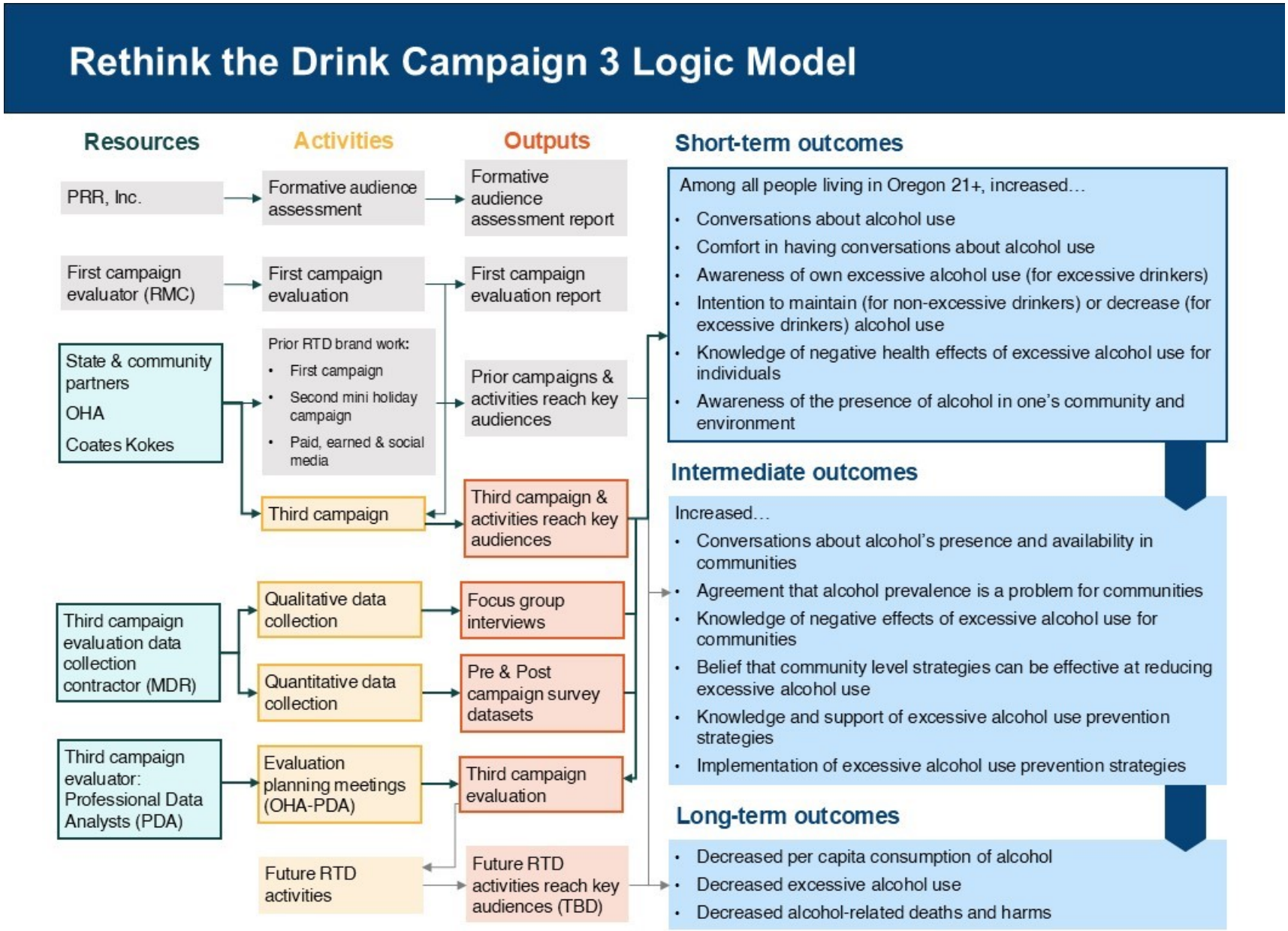
1. Comparisons between the first and third campaign evaluations should be interpreted with caution. These evaluations used different recruitment methods and do not reflect the same participants in each report.

2. Surveys are only able to measure people's self-reports of their behaviors (such as alcohol use). This may be under- or over-estimated by a person.

3. The pre- and post-campaign surveys did not recruit the same group of people, although it is possible some individuals responded to both surveys. Therefore, the survey data represents changes at the population level, but not at the individual level.

4. This evaluation does not measure the full impact of the RTD brand. This evaluation was designed to specifically measure the impact of the third campaign. However, RTD brand activities include paid media in local markets, social media, earned media, and partner activities throughout the year. The cumulative impact of the total RTD marketing since the brand launched in 2022 has not been assessed or evaluated. View a summary about RTD efforts and activities in Appendix 2.

Appendix 2. Logic model and brand summary



Campaign 3 Logic model considerations

The campaign 3 logic model was originally developed by an Evaluation Work Group composed of OHA staff, contractors, and partners to evaluate RTD's first media campaign. The logic model was updated to reflect RTD's third campaign and align with its evaluation.

This campaign included a range of messages designed to meet the audience at different levels of knowledge, awareness, and behavior. These campaign messages were intended primarily to affect short term outcomes in the logic model. However, the evaluation measured progress on additional outcomes such as conversations about alcohol's availability. These were assessed to provide insights into the current beliefs and behaviors across the population. This helps OHA to identify outcomes and test survey questions for future messaging.

Situational factors

- Media campaigns occurred prior to the launch of the most recent RTD campaign. These two statewide campaigns, localized campaigns, social media and news coverage. The current evaluation examines differences between surveys collected before and after the most recent campaign. These findings do not include whether people saw other RTD campaigns in the past.
- The campaign ran during the winter holidays and start of the new year. Some findings may be due to seasonal differences in how people think and behave around alcohol at different times of the year. For example, alcohol use is highest in December, when the pre-campaign survey took place. Alcohol use is lower after New Year, when the post-campaign survey took place.
- Legislative activities during the campaign period included the 2024 Task Force on Alcohol Pricing and Addiction Services. These activities influenced news coverage of RTD and minor changes to campaign ads in January 2024.These events may have affected survey responses.

Rethink the Drink brand overview

In an innovative effort aimed at curbing excessive drinking, the Oregon Health Authority (OHA) launched a public health awareness brand and campaign, Rethink the Drink (RTD) in 2022. RTD invites people in Oregon to consider the role of alcohol in their lives and communities. As a brand, **RTD is a long-term initiative to shift the conversation around excessive drinking** by encouraging people to be mindful when they drink, how often they drink, and why.

Brand development

To address the growing concerns around excessive drinking, OHA first conducted a multi-year Alcohol Formative Audience Assessment to better understand Oregonians' attitudes, beliefs and behaviors around excessive alcohol use. This assessment helped build the foundation for developing the RTD brand.

In 2020, OHA convened the Reducing Excessive Alcohol Use Leadership (REAL) Task Force, a group of strategic partners that included OHA, Tribal and non-profit organizations, and other state entities. Together, the Task Force co-developed the brand's creative foundations, determined the brand name and logo, developed brand strategies, and identified its goals and outcomes.

Goals of the brand

To educate and reveal:

- The health harms of excessive drinking
- A better understanding of what counts as excessive drinking
- New considerations for the conversations we have around alcohol
- The proliferation of alcohol's presence in our environment

Desired outcomes

- Change the conversation around alcohol use
- Increase awareness of excessive alcohol use
- Increase awareness of the presence of alcohol in the community
- Increase support for policies and community-level strategies to reduce excessive alcohol use
- Decrease excessive alcohol use and related deaths & harms

Timeline

2017
Formative Audience Assessment

2020
Convening of the REAL Task Force

Focus group testing for 1st campaign

2022
Summer 2022
Brand launch; 1st campaign & evaluation

Winter 2022/23
2nd "Mini" holiday campaign

2023

Focus group testing for 3rd campaign

Winter 2023/24
3rd campaign & evaluation

2024

Summer 2024
Partner campaign materials

Winter 2024/25
4th "Mini" holiday campaign

2025

Summer 2025
5th campaign using previous material

Rethink the Drink brand overview

More than media campaigns

RTD is **part of a statewide approach** to prevent excessive alcohol use across the lifespan. This approach includes data, mass communications, health systems, programs and policy work at the state and local level. RTD's role is to **shift social norms** and conversations to create opportunities for sustainable change. This evidence-based strategy works alongside programs and policy across Oregon to **collectively improve long-term health** for individuals and communities.

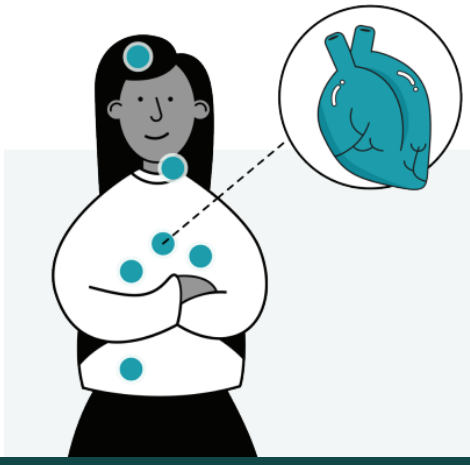
Statewide media campaigns are just one aspect of the RTD brand. Additional activities **include paid media in local markets, social media, earned media, and partner activities** throughout the year. While new creative campaigns (1st and 3rd campaigns) have been evaluated, future efforts should also consider the **cumulative impact** of all RTD marketing and activities since the brand launched.

All statewide campaigns included video, radio, digital, print and social media components. Creative was also developed for Spanish and Spanglish-speaking audiences. You can view RTD's video ads here.

Key evaluation highlights & lessons learned so far

1. Campaign messages resonated with people throughout Oregon, who found them believable and attention-getting. Many said the **campaigns taught them something new**.
2. The campaigns have **encouraged people to have more conversations** about alcohol use.
3. People are **aware of many health harms** caused by excessive alcohol use. There is an opportunity to increase knowledge of the link between alcohol and cancer.
4. People agree excessive alcohol use **can affect everyone**. Those who drink excessively were more likely to agree after seeing the campaign.
5. People agree that **alcohol seems to be everywhere,** should have **less presence** in the community, and can be addressed at the **community level**.

> I thought the whole campaign was very empowering. It's like, 'You can do this. You can rethink about this.'

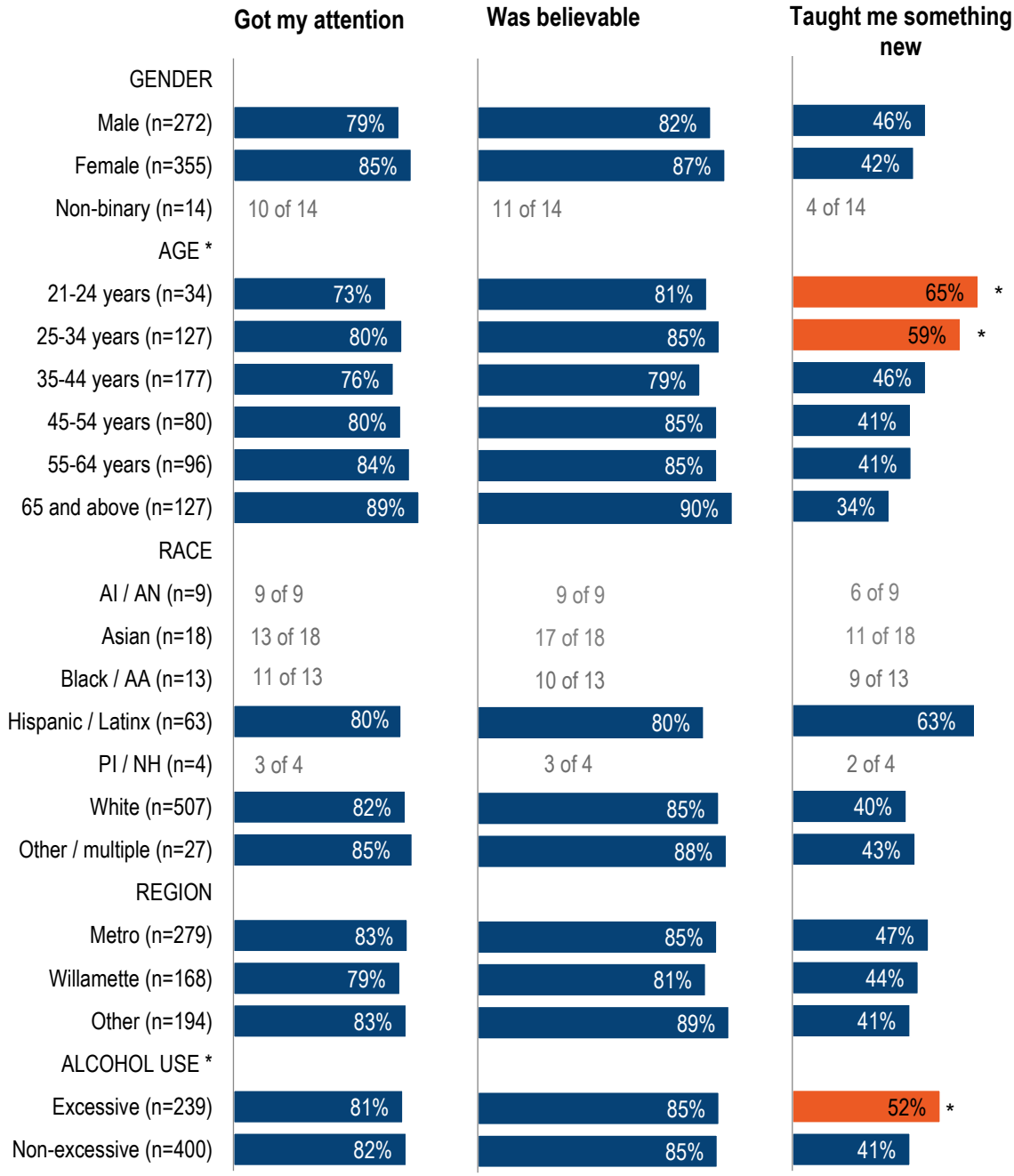


Learn more about RTD:
Visit www.rethinkthedrink.com | Email info@rethinkthedrink.com
June 2025

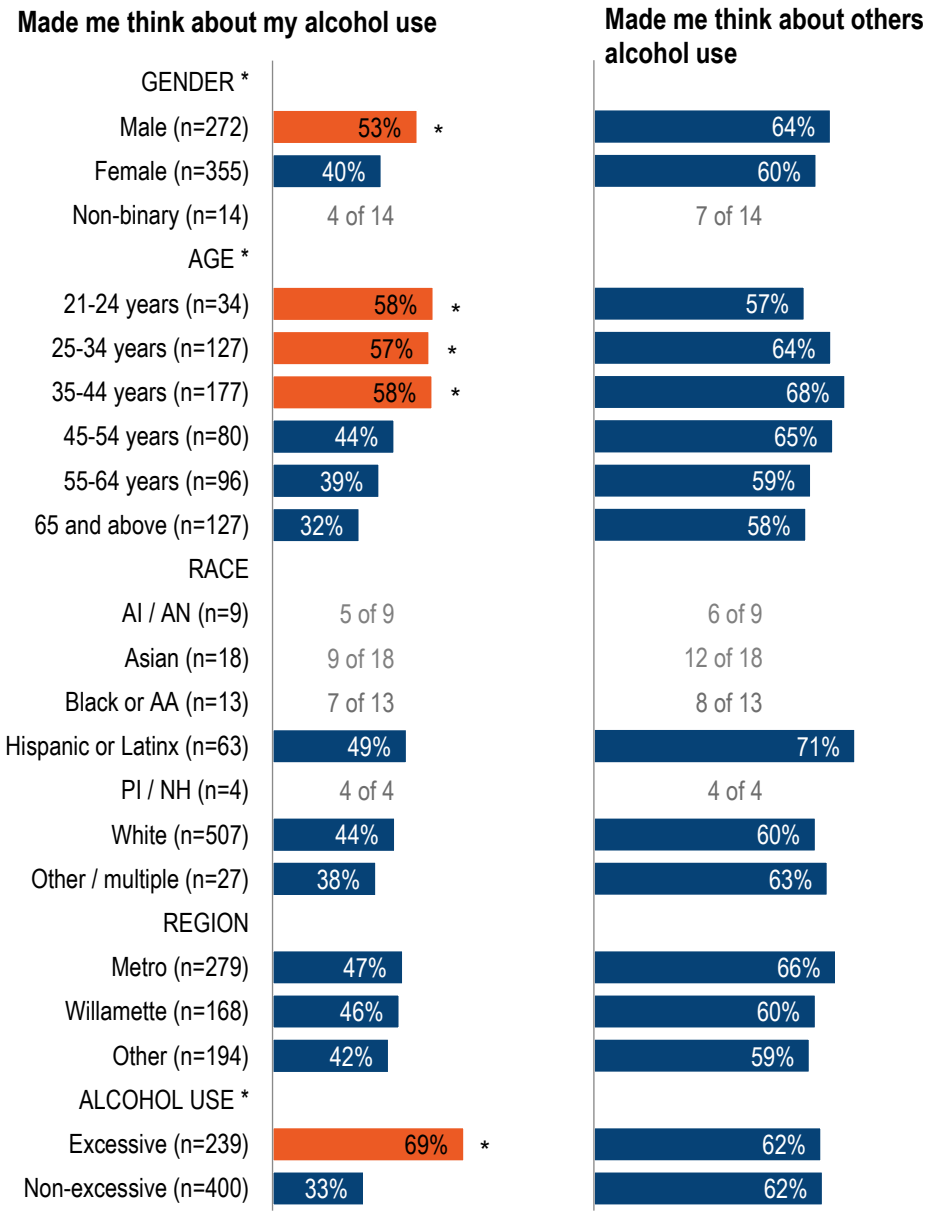
OREGON HEALTH AUTHORITY
Professional Data Analysts

Appendix 3. Agreement with perceptions of RTD messages, among those who recalled the campaign

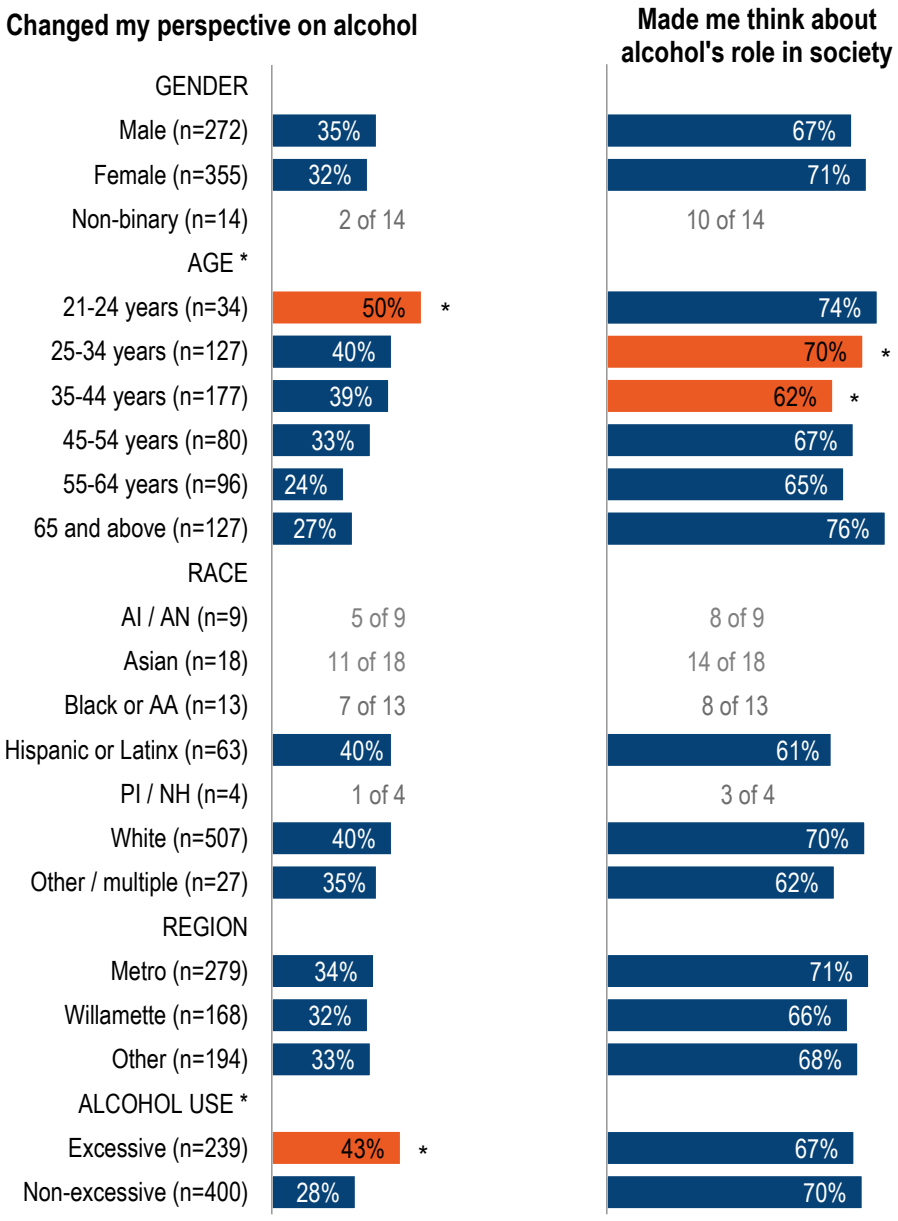
The following charts display agreement (strongly or somewhat agree) with statements about Rethink the Drink ads. Results are weighted proportions of respondents in post-campaign survey, among individuals who recalled the ads (N=641).



*** Significant**



*** Significant**



*** Significant**

Appendix 4. Weighted proportions for outcome variables across pre- and post-campaign surveys

The next several pages show weighted survey data by evaluation question separately for the full pre-campaign survey ("Pre-all," N=1,347), the full post-campaign survey ("Post-all," N=1,393), post-campaign survey respondents who were not exposed to the campaign ("Post-unexp" N=752), and post-campaign respondents who were exposed to the campaign ("Post-exp," N=641).

Evaluation Question	Outcome Variable(s)	Pre-all (n=1347)	Post-all (n=1393)	Post-unexp (n=752)	Post-exp (n=641)
EQ3: Conversations about alcohol use	In the past 3 months, have you had conversations with friends, family, or others in your community about your own alcohol use?				
	Yes	26%	27%	21%	34%
	No	74%	73%	79%	66%
	How comfortable or uncomfortable are you with talking to friends, family or others in your community about your own alcohol use?				
	Very comfortable	58%	58%	58%	58%
	Somewhat comfortable	22%	22%	23%	21%
	Somewhat uncomfortable	10%	9%	8%	11%
	Very uncomfortable	10%	11%	11%	10%
	In the past 3 months, have you had conversations with friends, family, or others in your community about their alcohol use?				
	Yes	34%	32%	27%	37%
	No	66%	68%	73%	63%
	How comfortable or uncomfortable are you with talking to friends, family or others in your community about their alcohol use?				
	Very comfortable	36%	36%	37%	34%
	Somewhat comfortable	31%	30%	31%	29%
	Somewhat uncomfortable	24%	25%	24%	26%
	Very uncomfortable	9%	10%	8%	11%
	In the past 3 months, have you had conversations with friends, family, or others in your community about the availability of alcohol in your community?				
	Yes	18%	23%	12%	20%
	No	82%	88%	88%	80%

Evaluation Question	Outcome Variable(s)	Pre-all (n=1347)	Post-all (n=1393)	Post-unexp (n=752)	Post-exp (n=641)
EQ4: Self-reflection on alcohol use	In the past 3 months, have you thought about your own alcohol use?				
	Yes	46%	46%	42%	50%
	No	54%	54%	58%	50%
	In the past 30 days, have you intentionally reduced the number of alcoholic beverages you consumed?				
	Yes	28%	26%	22%	29%
	No	68%	70%	73%	67%
	Not sure / don't know	4%	4%	5%	3%
	Which of the following best describes what you will likely do in the next month?				
	I will probably drink more	9%	3%	2%	5%
	I hope to drink less	18%	19%	16%	22%
	I will probably drink the same amount	51%	54%	56%	53%
	I do not drink and will continue not to drink	23%	23%	25%	20%

Evaluation Question	Outcome Variable(s)		Pre-all (n=1347)	Post-all (n=1393)	Post-unexp (n=752)	Post-exp (n=641)
EQ5: Awareness of health effects of alcohol Excessive alcohol use can lead to …	… liver disease.					
		Strongly agree	69%	65%	64%	67%
		Agree	28%	31%	33%	28%
		Disagree	1%	1%	1%	2%
		Strongly disagree	1%	3%	3%	3%
	… heart disease.					
		Strongly agree	41%	35%	33%	36%
		Agree	47%	53%	55%	50%
		Disagree	11%	9%	9%	10%
		Strongly disagree	2%	3%	3%	4%
	… cancer.					
		Strongly agree	23%	18%	19%	17%
		Agree	40%	44%	44%	43%
		Disagree	30%	31%	31%	32%
		Strongly disagree	7%	7%	6%	8%
	… high blood pressure.					
		Strongly agree	40%	35%	33%	36%
		Agree	49%	55%	56%	54%
		Disagree	9%	8%	9%	6%
		Strongly disagree	2%	3%	2%	3%
	… depression.					
		Strongly agree	49%	44%	42%	47%
		Agree	44%	47%	50%	44%
		Disagree	5%	6%	7%	6%
		Strongly disagree	2%	3%	2%	3%
	… alcohol use disorder or dependency.					
		Strongly agree	63%	55%	52%	58%
		Agree	32%	40%	44%	35%
		Disagree	3%	2%	2%	3%
		Strongly disagree	2%	3%	3%	4%
	… poor sleep.					
		Strongly agree	43%	39%	37%	41%
		Agree	42%	45%	46%	44%
		Disagree	12%	13%	15%	10%
		Strongly disagree	2%	3%	2%	4%
	… anxiety.					
		Strongly agree	40%	33%	31%	35%
		Agree	45%	53%	53%	51%
		Disagree	13%	13%	14%	11%
		Strongly disagree	2%	3%	2%	3%

Evaluation Question	Outcome Variable(s)	Pre-all (n=1347)	Post-all (n=1393)	Post-unexp (n=752)	Post-exp (n=641)
EQ6: Awareness of presence of alcohol in the community	Alcohol seems to be everywhere in our communities.				
	Strongly agree	37%	33%	33%	33%
	Agree	46%	49%	47%	51%
	Disagree	15%	16%	19%	13%
	Strongly disagree	2%	2%	1%	3%
	I think that alcohol should have less of a presence in our communities.				
	Strongly agree	25%	20%	19%	20%
	Agree	39%	44%	43%	46%
	Disagree	33%	32%	35%	29%
	Strongly disagree	3%	4%	3%	5%
	There are enough places in my community to get alcohol.				
	Strongly agree	47%	43%	40%	46%
	Agree	48%	52%	55%	48%
	Disagree	3%	4%	4%	4%
	Strongly disagree	2%	2%	1%	2%
EQ7: Awareness that excessive alcohol use is problematic in the community	Excessive alcohol use causes problems in communities.				
	Strongly agree	46%	41%	39%	44%
	Agree	47%	51%	53%	48%
	Disagree	6%	7%	7%	7%
	Strongly disagree	1%	1%	1%	1%
	If you are not harming other people, I don't see a problem with excessive alcohol use.				
	Strongly agree	9%	4%	4%	5%
	Agree	19%	18%	20%	17%
	Disagree	43%	47%	49%	46%
	Strongly disagree	30%	30%	28%	33%
	Excessive alcohol use affects everyone, even those who do not drink.				
	Strongly agree	45%	42%	39%	44%
	Agree	46%	50%	51%	48%
	Disagree	8%	7%	9%	5%
	Strongly disagree	2%	2%	1%	2%
	If the number of places where you can get alcohol in your community increases, do you think that it is likely to:				
	Cause more problems	54%	50%	48%	54%
	Provide more benefits	6%	5%	4%	6%
	Unsure	40%	44%	48%	40%

Evaluation Question	Outcome Variable(s)	Pre-all (n=1347)	Post-all (n=1393)	Post-unexp (n=752)	Post-exp (n=641)
EQ8: Support for community-level strategies	Excessive alcohol use is a problem that can be addressed at the community level.				
	Strongly agree	20%	13%	11%	15%
	Agree	39%	45%	44%	46%
	Disagree	20%	21%	22%	21%
	Strongly disagree	4%	5%	5%	5%
	Unsure	16%	16%	18%	13%

The next several pages show weighted survey data by evaluation question broken out separately by whether survey participants reported engaging in excessive drinking. Among those with **excessive drinking**, sample sizes were as follows: full pre-campaign survey ("Pre-all," N=510), full post-campaign survey ("Post-all," N=435), post-campaign not-exposed ("Post-unexp," N=196), and post-campaign exposed ("Post-exp," N=239). Among those **without excessive drinking**, sample sizes were as follows: full pre-campaign survey ("Pre-all, N=836), full post-campaign survey ("Post-all, N=956), post-campaign not-exposed ("Post-unexp," N=555), and post-campaign exposed ("Post-exp," N=401).

		Excessive drinking				Non-excessive drinking			
Evaluation Question	**Outcome Variable(s)**	**Pre-all (n=510)**	**Post-all (n=435)**	**Post-unexp (n=196)**	**Post-exp (n=239)**	**Pre-all (n=836)**	**Post-all (n=956)**	**Post-unexp (n=555)**	**Post-exp (n=401)**
EQ3: Conversations about alcohol use	In the past 3 months, have you had conversations with friends, family, or others in your community about your own alcohol use?								
	Yes	55%	46%	38%	53%	12%	17%	14%	20%
	No	45%	54%	62%	47%	88%	83%	86%	80%
	How comfortable or uncomfortable are you with talking to friends, family or others in your community about your own alcohol use?								
	Very comfortable	42%	33%	33%	33%	65%	69%	65%	74%
	Somewhat comfortable	29%	34%	34%	33%	20%	17%	19%	14%
	Somewhat uncomfortable	19%	21%	20%	22%	7%	5%	5%	5%
	Very uncomfortable	10%	12%	13%	12%	9%	10%	11%	8%
	In the past 3 months, have you had conversations with friends, family, or others in your community about their alcohol use?								
	Yes	50%	42%	37%	47%	26%	26%	24%	29%
	No	50%	58%	63%	53%	74%	74%	76%	71%
	How comfortable or uncomfortable are you with talking to friends, family or others in your community about their alcohol use?								
	Very comfortable	39%	24%	25%	24%	32%	41%	41%	40%
	Somewhat comfortable	27%	36%	39%	34%	33%	27%	28%	25%
	Somewhat uncomfortable	25%	27%	27%	27%	25%	23%	22%	25%
	Very uncomfortable	9%	12%	10%	15%	9%	9%	8%	10%
	In the past 3 months, have you had conversations with friends, family, or others in your community about the availability of alcohol in your community?								
	Yes	36%	27%	22%	31%	9%	11%	9%	13%
	No	64%	73%	78%	69%	91%	89%	91%	87%

Evaluation Question	Outcome Variable(s)	Excessive drinking				Non-excessive drinking			
		Pre-all (n=510)	Post-all (n=435)	Post-unexp (n=196)	Post-exp (n=239)	Pre-all (n=836)	Post-all (n=956)	Post-unexp (n=555)	Post-exp (n=401)
EQ4: Self-reflection on alcohol use	In the past 3 months, have you thought about your own alcohol use?								
	Yes	80%	78%	73%	82%	31%	31%	32%	30%
	No	20%	22%	27%	18%	69%	69%	68%	70%
	In the past year, have you consumed alcohol? This includes beer, wine, or liquor.								
	Yes	100%	100%	100%	100%	57%	57%	57%	56%
	No	0%	0%	0%	0%	43%	43%	43%	44%
	In the past 30 days, have you intentionally reduced the number of alcoholic beverages you consumed?								
	Yes	58%	47%	43%	51%	20%	23%	24%	21%
	No	36%	45%	47%	44%	77%	74%	72%	77%
	Not sure / don't know	6%	8%	11%	6%	3%	3%	4%	2%
	Which of the following best describes what you will likely do in the next month?								
	I will probably drink more	21%	7%	3%	10%	2%	1%	1%	1%
	I hope to drink less	37%	44%	41%	47%	7%	8%	9%	7%
	I will probably drink the same	42%	49%	56%	44%	50%	50%	50%	51%
	I do not drink and will continue not to drink	0%	0%	0%	0%	41%	41%	41%	40%

Evaluation Question	Outcome Variable(s)	Excessive drinking				Non-excessive drinking			
		Pre-all (n=510)	Post-all (n=435)	Post-unexp (n=196)	Post-exp (n=239)	Pre-all (n=836)	Post-all (n=956)	Post-unexp (n=555)	Post-exp (n=401)
EQ5: Awareness of health effects of alcohol Rate how much you agree or disagree with the following statements: Excessive alcohol use can lead to …	… liver disease.								
	Strongly agree	62%	59%	57%	61%	73%	69%	66%	72%
	Agree	35%	36%	40%	33%	25%	27%	30%	24%
	Disagree	2%	2%	0%	3%	1%	1%	1%	1%
	Strongly disagree	1%	3%	3%	3%	1%	3%	3%	3%
	… heart disease.								
	Strongly agree	37%	30%	29%	30%	42%	36%	35%	36%
	Agree	50%	57%	56%	58%	46%	52%	55%	49%
	Disagree	11%	11%	14%	8%	11%	9%	7%	12%
	Strongly disagree	2%	3%	2%	3%	2%	3%	3%	3%
	… cancer.								
	Strongly agree	29%	14%	12%	16%	18%	20%	22%	17%
	Agree	37%	44%	43%	45%	43%	43%	44%	43%
	Disagree	27%	35%	38%	32%	33%	30%	29%	32%
	Strongly disagree	8%	7%	7%	8%	6%	7%	6%	8%
	… high blood pressure.								
	Strongly agree	41%	32%	27%	36%	39%	35%	37%	33%
	Agree	46%	57%	62%	54%	50%	54%	53%	57%
	Disagree	12%	8%	10%	7%	9%	8%	9%	7%
	Strongly disagree	2%	3%	2%	3%	2%	2%	2%	3%
	… depression.								
	Strongly agree	48%	37%	35%	39%	50%	45%	44%	47%
	Agree	41%	53%	55%	52%	45%	47%	48%	44%
	Disagree	8%	7%	9%	6%	3%	6%	6%	6%
	Strongly disagree	3%	2%	2%	3%	2%	3%	2%	3%
	… alcohol use disorder or dependency.								
	Strongly agree	58%	47%	44%	50%	66%	58%	55%	62%
	Agree	36%	47%	52%	43%	30%	37%	41%	32%
	Disagree	4%	3%	2%	3%	2%	2%	2%	2%
	Strongly disagree	2%	3%	3%	3%	3%	3%	2%	4%
	… poor sleep.								
	Strongly agree	42%	36%	31%	39%	45%	39%	39%	40%
	Agree	39%	47%	48%	46%	44%	45%	45%	45%
	Disagree	17%	14%	17%	12%	9%	13%	14%	11%
	Strongly disagree	3%	3%	5%	2%	2%	3%	2%	4%
	… anxiety.								
	Strongly agree	40%	27%	23%	30%	40%	34%	33%	36%
	Agree	41%	52%	52%	52%	48%	52%	53%	52%
	Disagree	18%	18%	22%	15%	10%	12%	12%	10%
	Strongly disagree	2%	3%	3%	3%	2%	2%	2%	2%

Evaluation Question	Outcome Variable(s)	Excessive drinking				Non-excessive drinking			
		Pre-all (n=510)	Post-all (n=435)	Post-unexp (n=196)	Post-exp (n=239)	Pre-all (n=836)	Post-all (n=956)	Post-unexp (n=555)	Post-exp (n=401)
EQ6: Awareness of presence of alcohol in the community	Alcohol seems to be everywhere in our communities.								
	Strongly agree	43%	31%	27%	34%	34%	34%	35%	33%
	Agree	43%	50%	48%	51%	47%	49%	47%	52%
	Disagree	12%	17%	22%	13%	17%	15%	18%	12%
	Strongly disagree	2%	2%	2%	2%	2%	2%	1%	3%
	I think that alcohol should have less of a presence in our communities.								
	Strongly agree	23%	12%	8%	15%	26%	24%	24%	25%
	Agree	32%	41%	38%	43%	43%	45%	44%	47%
	Disagree	39%	42%	49%	37%	29%	28%	30%	25%
	Strongly disagree	5%	5%	5%	6%	2%	3%	3%	3%
	There are enough places in my community to get alcohol.								
	Strongly agree	49%	35%	30%	40%	46%	48%	45%	51%
	Agree	45%	56%	61%	52%	50%	49%	52%	45%
	Disagree	5%	7%	7%	7%	2%	3%	2%	3%
	Strongly disagree	2%	2%	2%	2%	2%	1%	1%	1%
EQ7: Awareness that excessive alcohol use is problematic in the community	Excessive alcohol use causes problems in communities.								
	Strongly agree	39%	28%	26%	31%	49%	48%	44%	53%
	Agree	49%	60%	59%	61%	46%	46%	51%	39%
	Disagree	10%	10%	13%	8%	5%	5%	4%	7%
	Strongly disagree	2%	1%	3%	0%	1%	1%	1%	1%
	If you are not harming other people, I don't see a problem with excessive alcohol use.								
	Strongly agree	19%	7%	5%	9%	3%	3%	4%	3%
	Agree	31%	35%	37%	32%	13%	11%	12%	8%
	Disagree	38%	47%	48%	46%	46%	47%	49%	45%
	Strongly disagree	12%	12%	10%	13%	39%	39%	35%	44%
	Excessive alcohol use affects everyone, even those who do not drink.								
	Strongly agree	37%	30%	29%	31%	48%	47%	42%	53%
	Agree	49%	58%	52%	63%	46%	47%	51%	41%
	Disagree	12%	10%	16%	5%	5%	5%	6%	5%
	Strongly disagree	2%	2%	2%	1%	1%	1%	1%	1%
	If the number of places where you can get alcohol in your community increases, do you think that it is likely to:								
	Cause more problems	49%	39%	33%	44%	56%	57%	54%	60%
	Provide more benefits	9%	11%	10%	12%	4%	3%	3%	3%
	Unsure	42%	50%	57%	45%	40%	40%	43%	37%
EQ8: Support for community-level strategies	Excessive alcohol use is a problem that can be addressed at the community level.								
	Strongly agree	26%	10%	5%	14%	17%	15%	14%	16%
	Agree	37%	46%	44%	48%	40%	43%	43%	43%
	Disagree	21%	25%	27%	23%	22%	20%	20%	20%
	Strongly disagree	5%	6%	5%	6%	4%	5%	6%	3%
	Unsure	12%	14%	19%	10%	18%	17%	17%	18%

Appendix 5. Logistic regression model results

Models used logistic regression, applying survey weights and adjusting for age, gender, race/ethnicity, region, excessive drinking (for full sample only), time (pre/post campaign), and campaign exposure (exposed/unexposed). The majority outcomes were modeled as two groups with the "top two" responses in each variable grouped together. For example, for all questions with a "strongly agree to strongly disagree" scale, "strongly agree" and "agree" would be grouped together vs. all other responses (disagree, strongly disagree, unsure). Other categorizations are noted below the table.

Bolded values indicate outcomes that were significant for both the primary (pre-campaign versus post-exposed) and secondary (post-exposed versus post-unexposed) pairwise comparisons of interest. Outcomes that were significant only for one of the two comparisons are likely to be driven by factors other than the campaign (e.g., seasonal differences in timing of the surveys). P-values of <.05 were considered significant. NS indicates non-significant results.

Evaluation question	**Full Sample (N=2,740)**		**Excessive drinking (N=945)**		**Non-excessive (N=1792)**	
Variable	Post-exp vs Pre	Post-exp vs Post-unexp	Post-exp vs Pre	Post-exp vs Post-unexp	Post-exp vs Pre	Post-exp vs Post-unexp
EQ3						
Had conversations about own alcohol use	**0.001**	**<.001**	NS	0.003	**<.001**	**<.001**
Comfort talking to others about own alcohol use	NS	NS	NS	NS	NS	NS
Had conversations with others about their alcohol use	NS	<.001	NS	0.048	NS	0.005
Comfort talking to others about their alcohol use	NS	NS	NS	NS	NS	NS
Had conversations with others about the availability of alcohol in your community	NS	<.001	NS	0.022	**0.012**	**0.003**
EQ4						
Thought about own alcohol use in past 3 months	NS	NS	NS	0.027	NS	NS
Intentionally reduced alcohol in past 30 days	NS	NS	NS	NS	NS	NS
Likelihood to drink less in next month (I hope to drink less vs. else)	-	-	NS	NS	-	-
EQ5						
Heart disease	NS	NS	NS	NS	NS	NS
Cancer	NS	NS	NS	NS	NS	NS
High blood pressure	NS	NS	NS	NS	NS	NS
Poor sleep	NS	NS	NS	NS	NS	NS
Anxiety	NS	NS	NS	NS	NS	NS

Liver disease, depression, and alcohol use disorder not shown as agreement was over 90% and differences were not of practical significance.

Evaluation question	Full Sample (N=2,740)		Excessive drinking (N=945)		Non-excessive (N=1792)	
Variable	Post-exp vs Pre	Post-exp vs Post-unexp	Post-exp vs Pre	Post-exp vs Post-unexp	Post-exp vs Pre	Post-exp vs Post-unexp
EQ6						
Alcohol seems to be everywhere in our communities	NS	NS	NS	0.025	NS	NS
Alcohol should have less of a presence	NS	NS	NS	0.014	NS	NS
There are enough places to get alcohol	NS	NS	NS	NS	NS	NS
EQ7						
Excessive alcohol causes problems in communities	NS	NS	NS	0.036	NS	NS
If not harming others, excessive use not a problem	0.004	NS	NS	NS	0.026	NS
Excessive alcohol use affects everyone	NS	NS	**<.001**	**<.001**	NS	NS
If the number of places to get alcohol increases, it is likely to cause more problems. (cause more problems vs. else)	NS	0.016	NS	0.014	NS	NS
EQ8						
Excessive alcohol use can be addressed at the community level	NS	0.029	NS	0.009	NS	NS

Appendix 6. Survey Instrument

Screener/Demographics

1. What state do you live in?
   Oregon [DROPDOWN OF STATES]

2. What is your age?

20 and below	End survey
21-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65 and above	6

3. What county do you currently live in? **[DROPDOWN OF COUNTIES]**

4. How do you identify?

Male	1
Female	2
Non-binary or gender non-conforming	3

5. Are you Hispanic, Latino/a, Latinx, or Spanish origin?

Yes	1
No	2

6. How do you identify (**choose all that apply**)

American Indian or Alaska Native	1
Asian or Asian American	2
Black or African American	3
Pacific Islander or Native Hawaiian	4
White	5
Race(s) not listed here (specify)	6
_____	7

Alcohol Use

The next group of questions will ask you about your own alcohol use.

7. In the past 3 months, have you thought about your own alcohol use?

Yes	1
No	2

8. Currently would you consider yourself a heavy drinker?

Yes	1
No	2

9. Currently would you consider yourself a binge drinker?

Yes	1
No	2

10. Do you think you ever had a problem with your own alcohol use?

Yes, currently	1
Yes, in the past	2
No	3

11. In the past year, have you consumed alcohol? This includes beer, wine, or liquor.

Yes	1	If selected, proceed to next question
No	2	If selected, skip items 12, 13, 14

For the next set of questions, one alcoholic beverage is equivalent to a 12-ounce beer, a 5-ounce glass of wine, or a drink with one shot of liquor.

12. Think about the past 30 days. About how many alcoholic beverages (beer, wine, or hard liquor) did you drink **per week**?

I did not drink in the past 30 days	1	If selected, skip Q14
Less than one per week	2	
1-7	3	
8-14	4	
15+	5	

13. Think about the past 30 days. About how many times did you have 4 (if sex = female) / 5 (if sex = male or nonbinary) or more drinks **on one occasion**?

None	1
1	2
2	3
3	4
4	5
5+	6

14. In the past 30 days, have you intentionally reduced the number of alcoholic beverages you consumed?

Yes	1	Continue to 15
No	2	Skip to 18
Not sure/Don't know	3	Skip to 18

15. Which of the following best describes what you will likely do in the next month?

I will probably drink more than I am drinking now	1
I hope to drink less than I am drinking now	2
I will probably drink the same amount as I am drinking now	3
I do not drink and will continue not to drink	4

Conversations About Alcohol

The next group of questions will ask you about recent conversations you may or may not have had about alcohol with friends, family, or others in your community. Others in your community could include health care providers or other trusted persons in your life.

16. In the past 3 months, have you had conversations with friends, family, or others in your community about <u>your</u> own alcohol use?

Yes	1
No	2

17. How comfortable or uncomfortable are you with talking to friends, family or others in your community about your own alcohol use?

Very uncomfortable	1
Somewhat uncomfortable	2
Somewhat comfortable	3
Very comfortable	4

18. In the past 3 months, have you had conversations with friends, family, or others in your community about their alcohol use?

Yes	1
No	2

19. How comfortable or uncomfortable are you with talking to friends, family or others in your community about their alcohol use?

Very uncomfortable	1
Somewhat uncomfortable	2
Somewhat comfortable	3
Very comfortable	4

20. In the past 3 months, have you had conversations with friends, family, or others in your community about the availability of alcohol in your community?

Yes	1
No	2

Alcohol Use Perceptions

The next group of questions will ask you about your own thoughts and perceptions about alcohol.

21. If a woman drank a total of 8 alcoholic beverages over the course of a week, would you consider this heavy drinking?

Yes	1
No	2

22. If a man drank a total of 15 alcoholic beverages over the course of a week, would you consider this heavy drinking?

Yes	1
No	2

23. If a woman drank 4 alcoholic beverages on any one occasion, would you consider this binge drinking?

Yes	1
No	2

24. If a man drank 5 alcoholic beverages on any one occasion, would you consider this binge drinking?

Yes	1
No	2

Please rate how much you agree or disagree with the following statements.

Excessive alcohol use can lead to:

Response Category	Strongly disagree	Disagree	Agree	Strongly agree
25. Liver disease	1	2	3	4
26. Heart disease	1	2	3	4
27. Cancer	1	2	3	4
28. High blood pressure	1	2	3	4
29. Depression	1	2	3	4
30. Alcohol use disorder or dependency	1	2	3	4
31. Poor sleep	1	2	3	4
32. Anxiety	1	2	3	4

Please rate how much you agree or disagree with the following statements.

Response Category	Strongly disagree	Disagree	Agree	Strongly agree
33. Alcohol seems to be everywhere in our communities.	1	2	3	4
34. Excessive alcohol use causes problems in communities.	1	2	3	4
35. I think that alcohol should have less of a presence in our communities.	1	2	3	4
36. If you are not harming other people, I don't see a problem with excessive alcohol use.	1	2	3	4
37. Excessive alcohol use affects everyone, even those who do not drink.	1	2	3	4
38. There are enough places in my community to get alcohol.	1	2	3	4

39. If the number of places where you can get alcohol in your community increases, do you think that is likely to:

Cause more problems for your community	1
Provide more benefits for your community	2
Unsure	3

Please rate how much you agree or disagree with the following statement.

40. Excessive alcohol use is a problem that can be addressed at the community level (e.g., policies, laws, regulations)

Strongly disagree	1
Disagree	2
Agree	3
Strongly agree	4
Unsure	5

Campaign Exposure

The next group of questions will ask you about messaging you may have recently seen about excessive alcohol use.

41. In the past 2 months (since December 2023), have you seen or heard any web ads, videos, newspaper ads, or radio about the effects of excessive alcohol use?

Yes	1
No	2
Don't know/not sure	3

42. In the past 2 months (since December 2023), have you seen the Rethink the Drink **logo**? [Show logo]

Yes	1
No	2
Don't know/not sure	3

43. In the past 2 months (since December 2023), have you seen or heard any of the following **video ads** for Rethink the Drink? [Show ad collages]

"Do you know what 'Cheers' means in almost any language? 'To your health'".
"Why can't I drink wine?" "Because it's not good for you." "Then why do you drink it?" "You know, that is a really good question."
"I feel like I have been drinking a lot lately." "How much?" "It was a long week."
"Have you noticed how alcohol is kind of everywhere these days?" How has alcohol become essential to so many parts of our lives?"

Yes	1
No	2
Don't know/not sure	3

44. In the past 2 months (since December 2023), have you heard any **radio or audio ads** for Rethink the Drink? Some of the phrases from the ads are listed below.

    - In early every community we drink to our health. But how often do we stop to think about the harm that too much drinking can do…..to our health?
    - "'Why can't I drink beer?' 'It's not really good for you.' 'Then why do you drink it?' 'You know, that is a really good question.'"
    - Helping those closest to you think about their excessive drinking, maybe that's what love sounds like.

Yes	1
No	2
Don't know/not sure	3

45. In the past 2 months (since December 2023), have you seen any **digital ads** for Rethink the Drink on the internet or social media? [Show digital collage]

Yes	1
No	2
Don't know/not sure	3

46. During the period when you saw or heard the Rethink the Drink messages, about how often did you see or hear the messages?

Never	1
Rarely (once or twice)	2
Sometimes (every few weeks)	3
Often (weekly)	4
Very often (multiple times per week)	5

47. Have you visited the Rethink the Drink website?

Yes	1
No	2
I don't remember	3

48. Have you visited the Rethink the Drink Facebook and/or Instagram pages?

Yes	1
No	2
I don't remember	3

Please say how much you disagree or agree with the following statements about the Rethink the Drink campaign:

Response Category	Strongly disagree	Disagree	Agree	Strongly agree
49. It got my attention	1	2	3	4
50. It was believable	1	2	3	4
51. It taught me something new	1	2	3	4
52. It made me think about my alcohol use	1	2	3	4
53. It made me think about other's alcohol use (e.g., friends, family or others in my community)	1	2	3	4
54. It changed my perspective about alcohol				
55. It made me think about alcohol's role in society	1	2	3	4

What do you think the *Rethink the Drink* campaign is trying to say about alcohol?

That completes the survey, thank you very much for your time!

56. Are you interested in future paid research about alcohol? Please know that if you provide your contact information your survey responses will remain separate and confidential.

Yes	1	Send to separate survey/Q63
No	2	Exit survey

57. Thank you for your interest in future paid research about alcohol! Please enter your name, email address and/or phone number below.

58. How would you prefer to be contacted?

Email	1
Phone, call	2
Phone, text	3

Are you struggling or in crisis? The 988 Lifeline is available 24 hours per day, 7 days per week, offering people compassionate care and support from trained crisis counselor. Call or text 988 or chat with someone at 988lifeline.org/chat. If you or someone you know is struggling with alcohol or drugs and needs assistance, call 800-923-4357. You can also text "RecoveryNow" to 839863.
Learn more about 24/7 free, confidential and anonymous services from Lines for Life at https://www.linesforlife.org/get-help-now/

Appendix 7. Focus group moderator guide

Part 1: Intro Activity

I'm going to start the audio recorder now. Let's dive into the discussion! I always love to start with an activity to get the mind's wheels turning.

Let's go around and say one word or phrase that comes to mind when you hear "Rethink the Drink."

Part 2: Alcohol Use Perceptions

1. How often do you think about how much and how frequently you drink alcohol?
    a. What precipitated these thoughts? Have you thought about decreasing your use of alcohol?
    b. How often do you think about how much and how frequently your friends, family, coworkers, and other peers drink alcohol?
2. Over the past few months, what have recent conversations with friends, family, or other community members looked like?
    a. What were these conversations about? Who were they with? How did these conversations begin? Were these conversations about your alcohol use or others?
    b. Are there any specific events or situations that stood out in recent conversations about alcohol?
3. How comfortable were you in having these conversations about alcohol with friends, family, and others?
    a. Were these easy or difficult? Why? If you didn't have any conversations but felt like you wanted to, what prevented you?
4. What are some things you notice about alcohol in your community?
    a. Are there places you see alcohol where you wish wasn't through the course of your average week? [in advertising, number and types of alcohol serving establishments, alcohol at certain group functions, etc.]
    b. How much of an impact do you think the presence/availability of alcohol affects people's drinking?
5. What comes to mind when you hear the term, "excessive drinking"?
6. How can excessive drinking be addressed in your community?

7. What would you like to see from community members to address excessive drinking?

Part 3: Recall of Campaign Messaging

8. How familiar or aware are you of the Rethink the Drink brand, website, and first campaign?

    a. Where did you see brand or campaign messaging?

    b. Did you also see brand or campaign messaging on the Radio, Tv, Online, community events, social media, or somewhere else? If somewhere else, where?

9. What do you remember about the Rethink the Drink campaign?

    a. What stuck out to you? What kind of messages did you see or hear?

    b. Do you recall any specific visuals or messages that made a lasting impression?

    c. Did you hear or see any messaging from this campaign from others? Friends, Family, Coworkers, or other peers?

10. Have you visited the Rethink the Drink website and/or Facebook/Instagram pages?

Part 4: Campaign Messaging Impressions

11. What new information did you learn from the Rethink the Drink campaign?

12. What information from the Rethink the Drink campaign did you already know?

13. Did the campaign make you think about alcohol's role in society?

14. Did the campaign make you think about your own alcohol use or want to make any changes?

    a. Did the campaign influence your behaviors or attitudes towards alcohol, even if only in a small way?

    b. Any specific examples of how the campaign impacted your thinking about alcohol use?

15. What additional feedback do you have on the Rethink the Drink campaign?

    a. In terms of learning something new, information you already knew, and content you feel is missing?

    b. Do you have any suggestions for improvement or expansion of the campaign? What could be improved?