



**Isle of Man  
Government**

*Reiltys Ellan Vannin*



# #DrinkSafeIOM 2018/19 Review Summary

DEPARTMENT OF HEALTH AND SOCIAL CARE

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## Revision History

Version	Date	Author/ Approver	Signature	Changes
0.1	04/04/19	DH		
0.2	16/05/19	DH		Proofreading amendments
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# 1. Programme reviewed

Multi-agency festive campaign #DrinkSafeIOM 2018/19

## 1.1. Posters and images used for the 2018/19 campaign



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## 2. Background to #DrinkSafeIOM

The #DrinkSafeIOM is a multi-agency campaign. This is the fifth year that Isle of Man Constabulary, Department of Health and Social Care (DHSC) and Bus Vannin have worked in partnership to promote the festive message. This year the Licensed Victuallers Association (LVA), Pubwatch, Bushy's Brewery and Heron and Brearley Brewery supported the campaign.

## 3. Reasons for the review

All work undertaken by the Public Health Directorate is kept under review through appropriate audit and evaluation. This includes multi-agency campaigns where Public Health is a key stakeholder. This review will give an overview of the success of the campaign and recommendations on the way forward which will steer the 2019/20 campaign.

## 4. Methodology for the review

The evaluation had two components:

- a) Process evaluation to ascertain whether the campaign was being delivered in line with the agreed project brief.
- b) Outcome evaluation to ascertain whether the campaign was delivering to the agreed outcomes:
  - i. Recognition of the #DrinkSafeIOM campaign
  - ii. Increase in the number of people using late night buses
  - iii. A reduction in the number of alcohol fuelled incidents
  - iv. Highlight the risks of drink driving, and driving the morning after consuming alcohol
  - v. Influence behaviour change

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## 5. Findings

### 5.1. Process evaluation

This year the membership of the group was expanded to include a representative from the LVA/Pubwatch. Having a representative from the licensing trade improved engagement with the Breweries and Landlords of Public Houses.

The group's capacity to work on this project is still an issue. Similar to previous years this impacted on the development and delivery of the campaign, which was later than expected.

#### 5.1.1. Recommendations from the 2017/18 report that have been introduced

The 2017/18 report made a number of recommendations that were useful in the development of the 2018/19 campaign.

- a) Reduce the number of messages being given to the public during the campaign period.
- b) Ensure that the 'night owl' and late night bus services continue to be promoted to encourage behaviour change in relation to drink driving, and as part of a safe night out.
- c) Consider the future of the campaign group in its present form.

#### 5.1.2. Recommendations that have not been introduced

- a) Engage with members of the target group from the planning and scoping stages through to the delivery of the campaign.
- b) Consider and facilitate quarterly evidence-based campaigns that encourage behaviour change in specific target groups in relation to substance misuse.

## 5.2. Outcome evaluation

The Isle of Man Constabulary, DHSC Emergency Department (ED), and the Department of Infrastructure (DOI) Bus Vannin supplied quantitative data for the campaign period from 22 November 2018 to 6 January 2019. Some of the data provided had low numbers (less than 10), which is to be expected in a small population such as the Isle of Man. To protect confidentiality, where numbers are low the data had been aggregated.

Digital social media measures were used to monitor engagement with the posts on Facebook during the campaign period.

An online survey was carried out in January 2019 using SurveyMonkey.

**319 people responded**

The data and information from the survey results contribute to the outcome evaluation.

### 5.2.1. Recognition of the #DrinkSafeIOM campaign

Results from the 2018/19 online survey indicated that:

- 78% of respondents found out about the campaign through social media, a 3% increase compared to 2017/18.
- 72% of respondents thought this was an informative campaign, a 10% increase compared to 2017/18.

### 5.2.2. Increase in the number of people using late night buses

Bus Vannin Night Owl Service Data

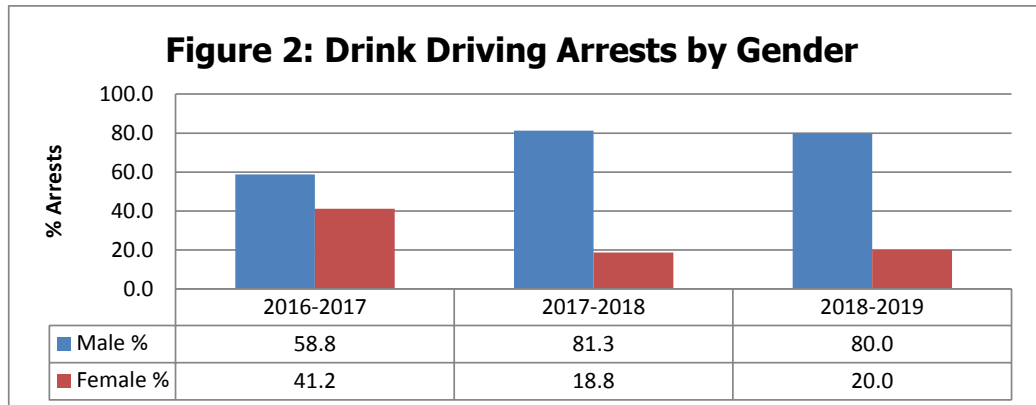
<b>Night Owl Date</b> <i>(Comparable dates from 2017)</i>	<b>2017</b>	<b>2018</b>	<b>% inc</b>
7/8 Dec	196	344	76%
14/15 Dec	345	401	16%
21/22 Dec	313	538	72%
28/29 Dec & NYE	603	750	24%
<b>Total</b>	<b>1,457</b>	<b>2,033</b>	<b>40%</b>

Figure 1: Passenger numbers for November/December 2018



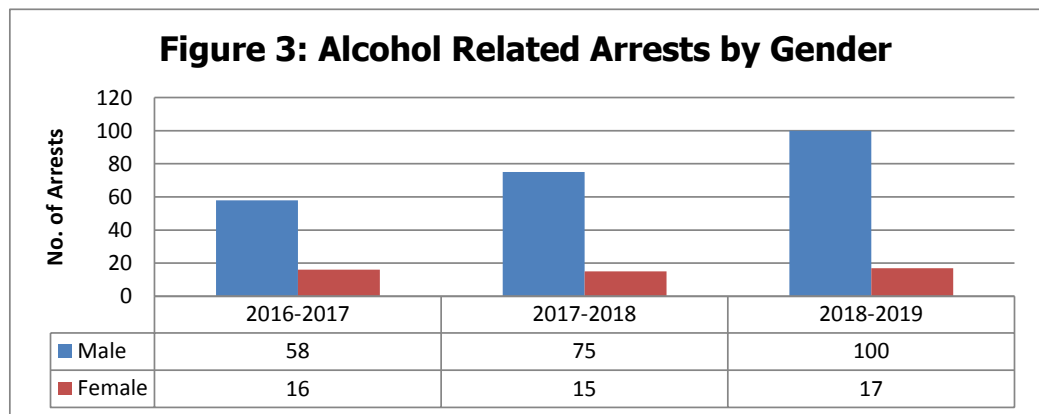
The number of people using the 'night owl' bus service on Fridays and Saturdays during the festive period increased by 40% compared to 2017. This is a significant increase of 576 people using this service. This recommended outcome was achieved.

### 5.2.3. Reduction in the number of alcohol fuelled incidents



Source: Isle of Man Constabulary

There was a significant increase in the number of people arrested for drink driving compared to the 2017/18 and 2016/17 campaign periods. The majority of people arrested for drink driving were male. According to the Roads Policing Unit, "the rise in arrests was down to more officers being involved in the [December] 2018 'clampdown'."

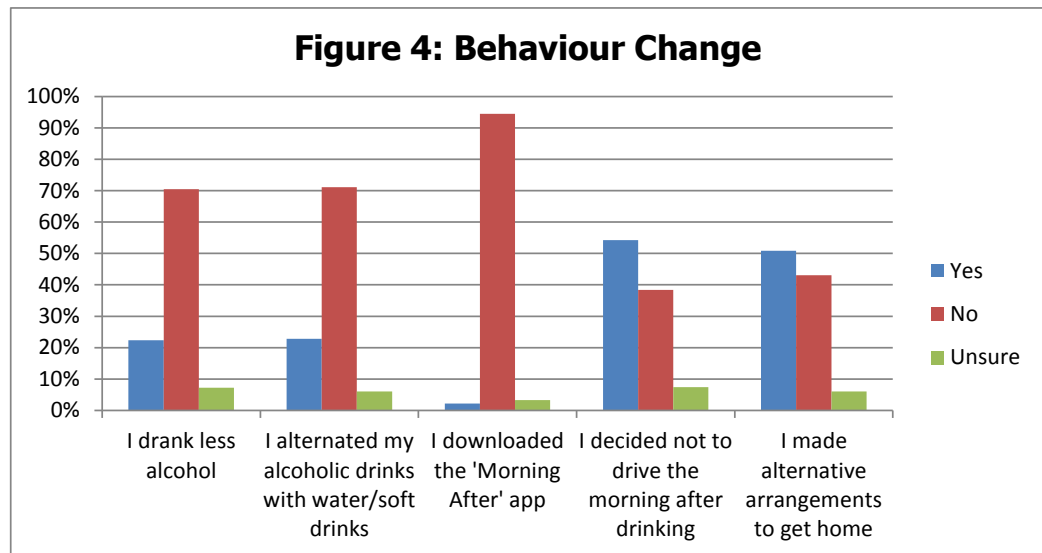


Source: Isle of Man Constabulary

There was also a significant increase in the total number of alcohol related arrests during the 2018/19 campaign period compared to 2017/18 and 2016/17. The increase was in the number of males arrested compared to previous years. The number of females arrested has remained similar over the three year period.

Due to the increase in the number of drink drive and alcohol fuelled incidents during the campaign period the recommended outcome has not been achieved.

#### 5.2.4. Influence behaviour change



*Source: #DrinkSafeIOM 2018 Evaluation Survey*

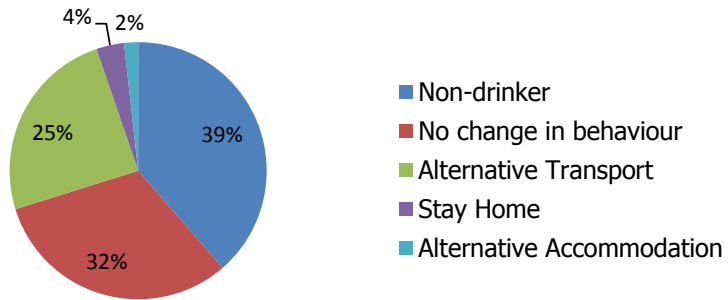
Results from the online survey indicated that some respondents did do things differently over the festive season. For example, 54% of respondents decided not to drive the morning after drinking; 50% made alternative arrangements to get home; and 5% downloaded the 'Morning After' app.

However, the qualitative comments received in relation to the behaviour change question indicated that the behaviours listed above were established behaviours for some respondents when consuming alcohol on a night out.

Therefore, further analysis of the data in relation to those respondents who answered question four as 'other' was undertaken and the details are as follows:

65 respondents (20% of the total respondents) answered 'other' to question four and the results are shown in the graph on the next page.

**Figure 5: Breakdown of 'Other' to Question 4\***

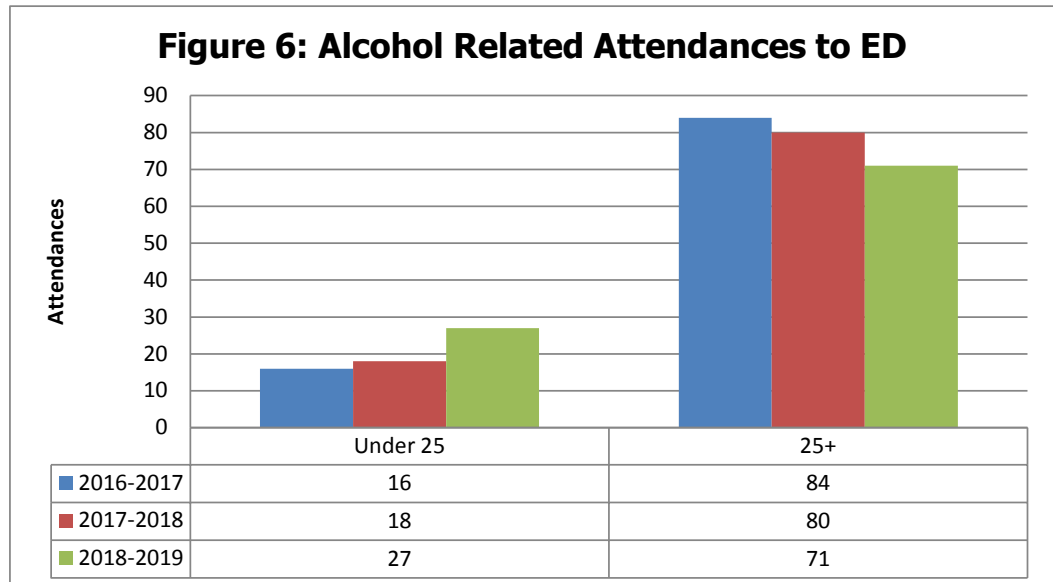


Source: #DrinkSafeIOM 2018 Evaluation Survey

The breakdown shows a behaviour change with 25% of the 65 respondents indicating they used alternative transport and 2% stayed in alternative accommodation instead of driving home after a night out. Although small, this is a positive behaviour change and reflects the increase in the 'night owl' bus service during the campaign period.

5.2.5. Alcohol related attendances, Noble's Hospital Emergency Department (ED)

**Figure 6: Alcohol Related Attendances to ED**



Source: Noble's Hospital Emergency Department

\*Does not total to 100% due to rounding

Total attendances to the Emergency Department:

2016 – 2017: **100**

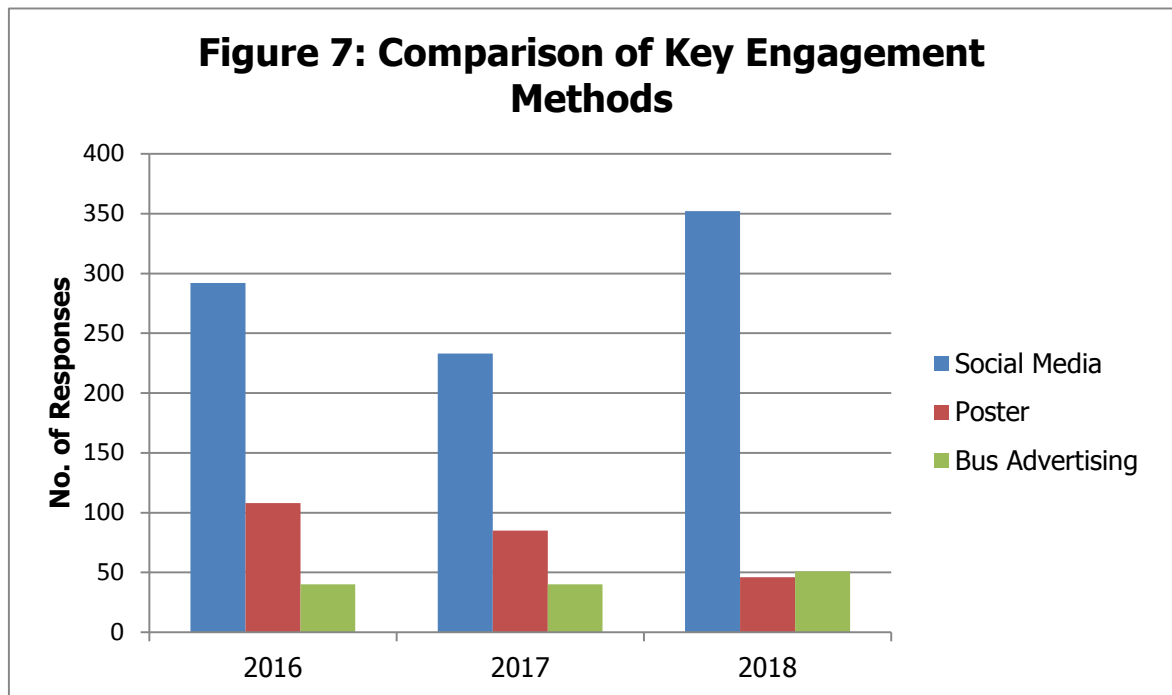
2017 – 2018: **98**

2018 – 2019: **98**

The overall attendances to ED have not changed significantly over the three campaign periods. However, during the 2018/19 period the number of over 25 years presenting to ED decreased and the number of under 25 years over the same period increased as shown in Figure 6 on the previous page.

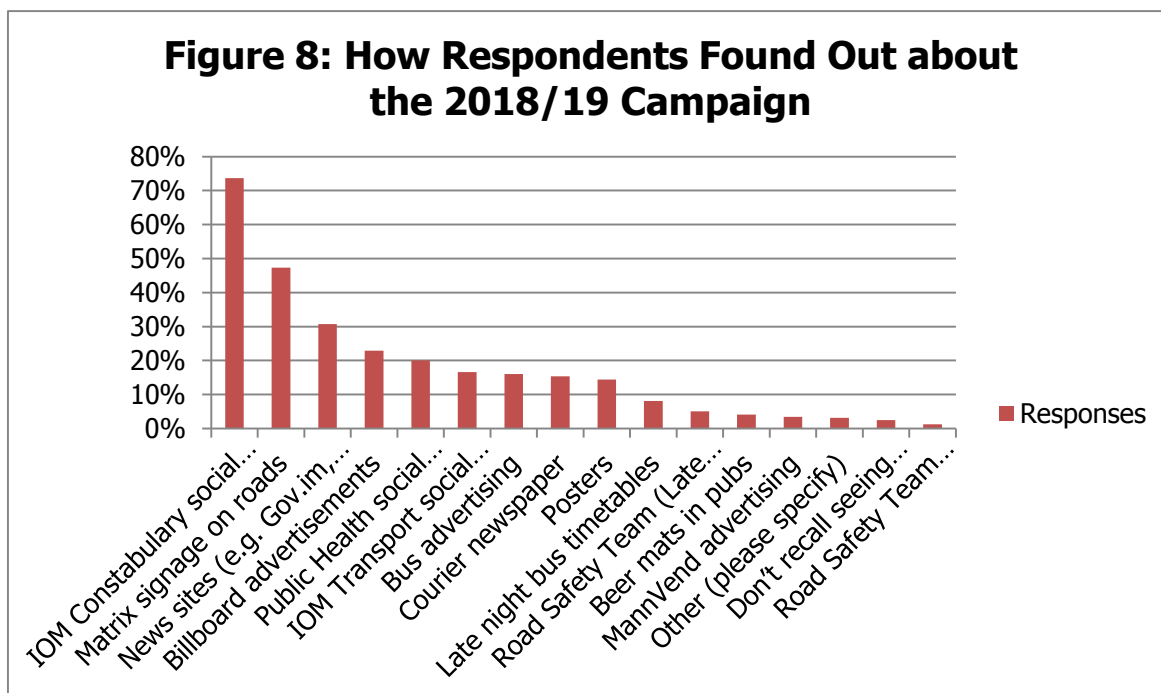
### 5.3. Summary of public online survey

#### Q1: How did you find out about the 2018 #DrinkSafeIOM campaign?



Source: #DrinkSafeIOM 2018 Evaluation Survey

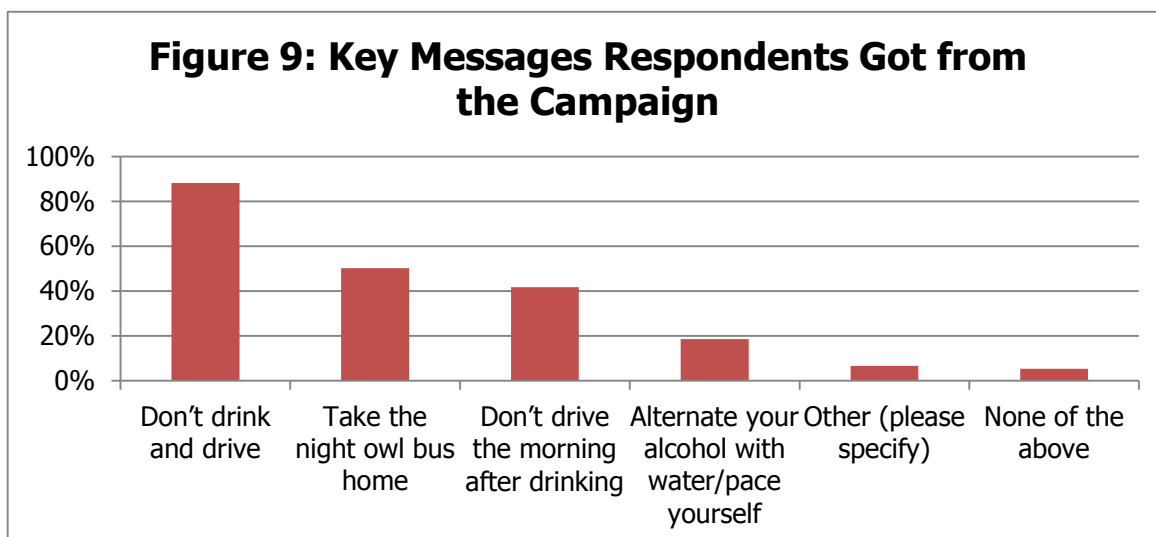
Respondents indicated that their preferred method of engagement was social media and this has significantly grown in comparison to 2017 as shown in the graph above.



Source: #DrinkSafeIOM 2018 Evaluation Survey  
See **appendix 1** for full answer choices

The chart above shows how respondents found out about the campaign.

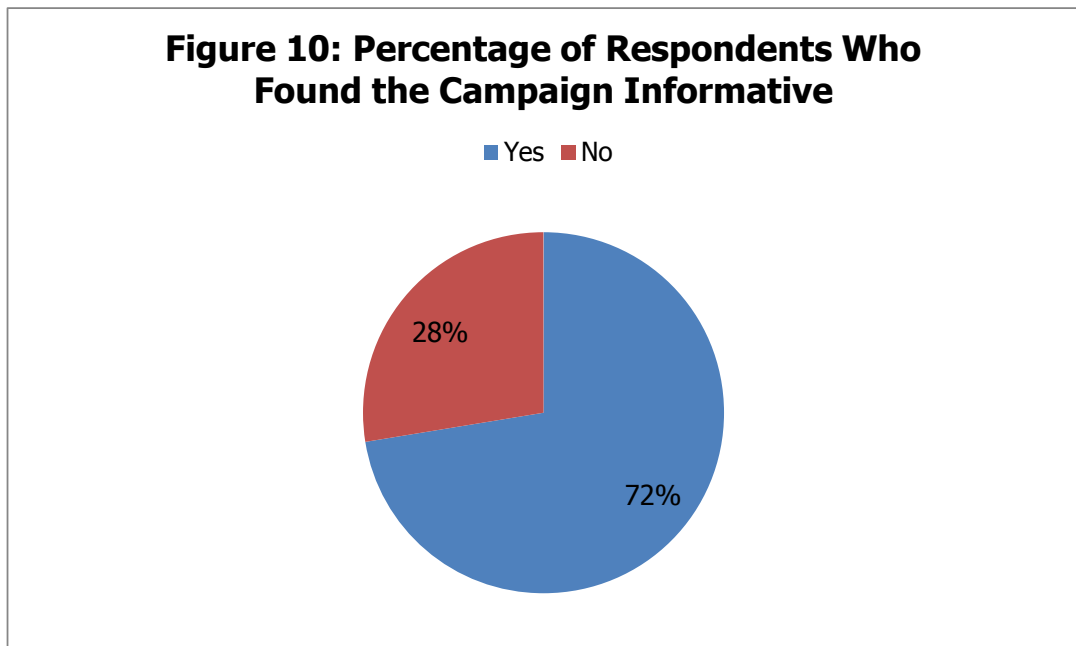
**Q2: What key messages did you get from the campaign?**



Source: #DrinkSafeIOM 2018 Evaluation Survey

Respondents indicated that the key messages they got from the campaign were 'don't drink and drive', 'take the night owl bus home' and 'don't drive the morning after'. Only 18% of respondents specified that alternating alcohol with water (pace yourself) was a key message.

**Q3: Do you think this campaign was informative?**



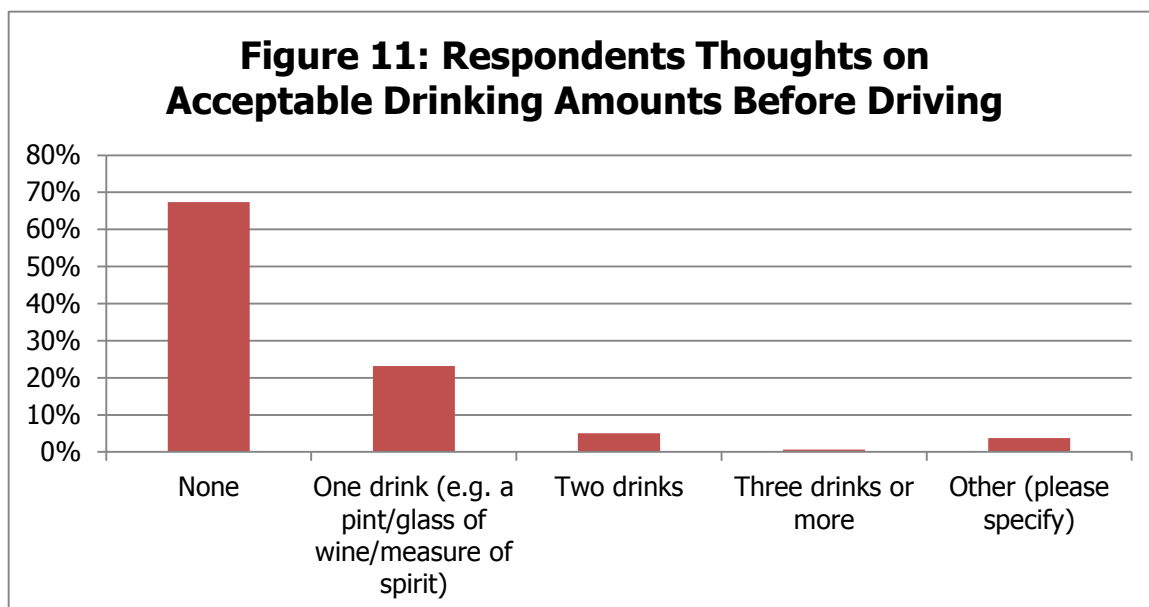
*Source: #DrinkSafeIOM 2018 Evaluation Survey*

72% of respondents indicated that they found the campaign informative; this is an increase compared to 62% in 2017/18.

**Q4: Did you do anything differently this festive season as a result of the campaign?**

Refer to section 5.2.4. (page 10)

**Q5: How much do you think is acceptable to drink before your driving is affected?**



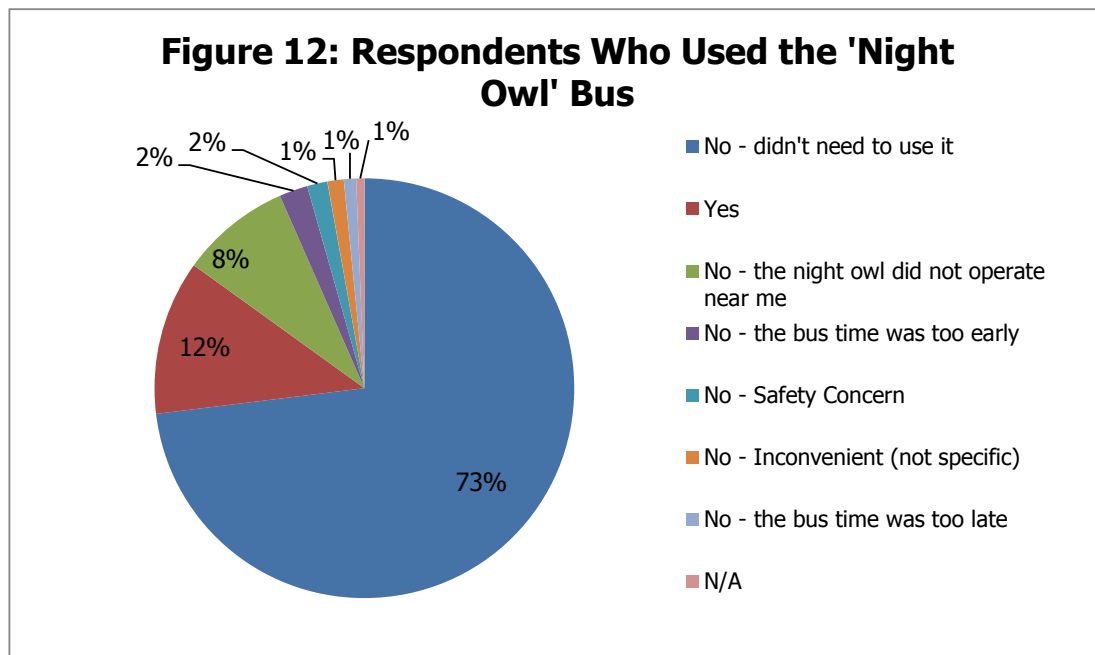
*Source: #DrinkSafeIOM 2018 Evaluation Survey*

The majority of respondents (67%) think it is not acceptable to drink any alcohol before driving and 23% think it is okay to have one drink before driving is affected.

Interestingly, 50% of those who answered 'other' to this question made reference to individual variance in alcohol tolerance levels. For example:

- "One drink has no more effect than if the driver is tired, stressed or emotional"
- "Depends on the person, dependent on the drink, no more than two max"
- "Different people have different tolerances".

**Q6: Did you take a late/Night Owl bus home over the festive season?**



*Source: #DrinkSafeIOM 2018 Evaluation Survey*

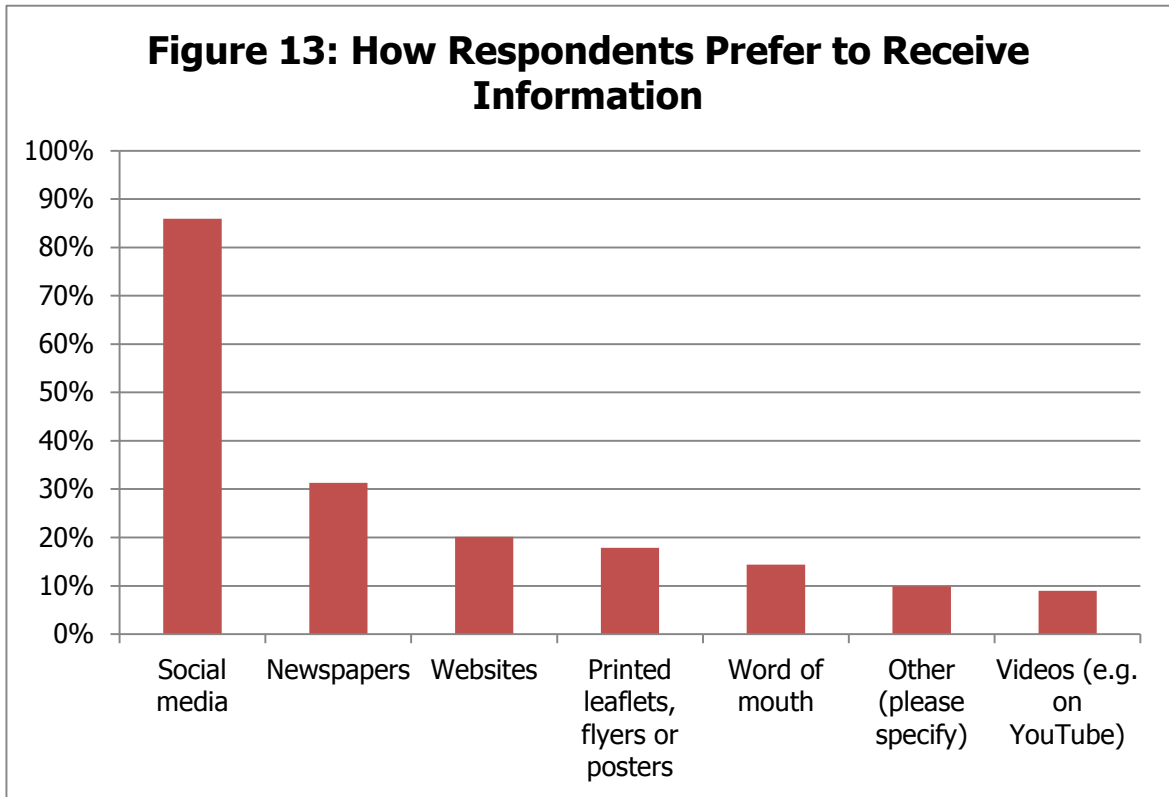
12% of respondents used the 'night owl' bus service over the festive season and 73% indicated that they did not need to use the service.

Further analysis of the data indicated that 30 respondents answered 'other', and examples of their comments are below:

- "Would use if they were an option"
- "No - Unsafe, without security or police presence"
- "Usually do take night owls but didn't fit this year so got taxis"
- "Did not go through villages i.e. Kirk Michael/Ballaugh/Sulby"
- "Did not run Christmas Day or New Year's Day also did not run all night"
- "I was designated driver"
- "They should have one via Foxdale"
- "Chose Taxi - better door to door service".

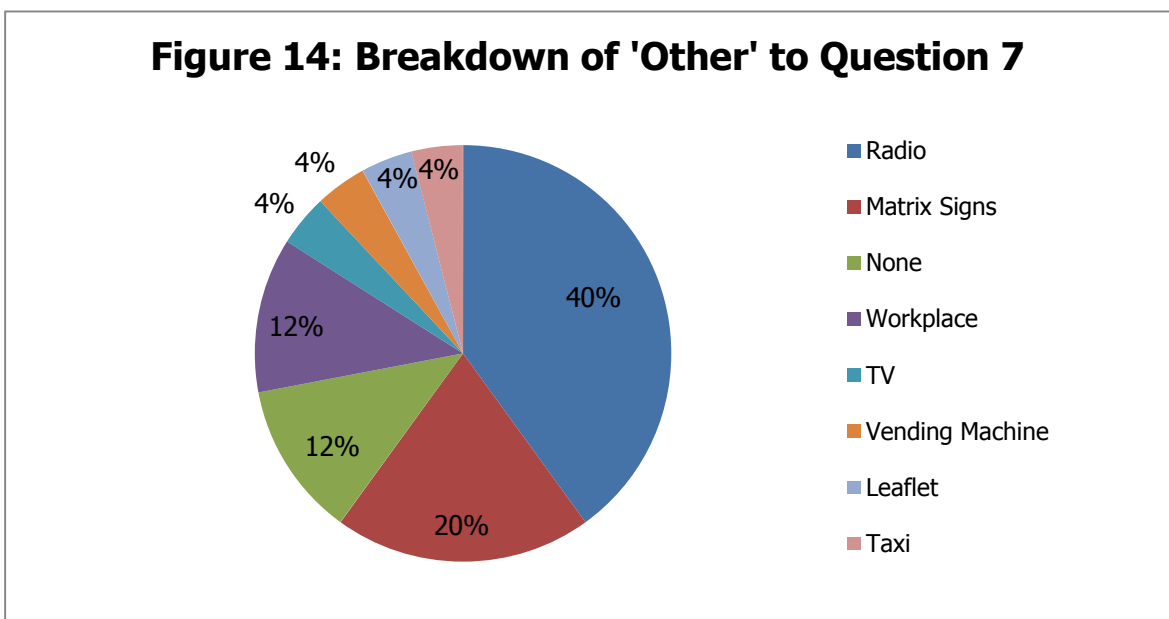


**Q7: In general, how do you prefer to receive information?**



Source: #DrinkSafeIOM 2018 Evaluation Survey

The graph above shows that the majority of respondents (86%) prefer to receive information from social media sites.

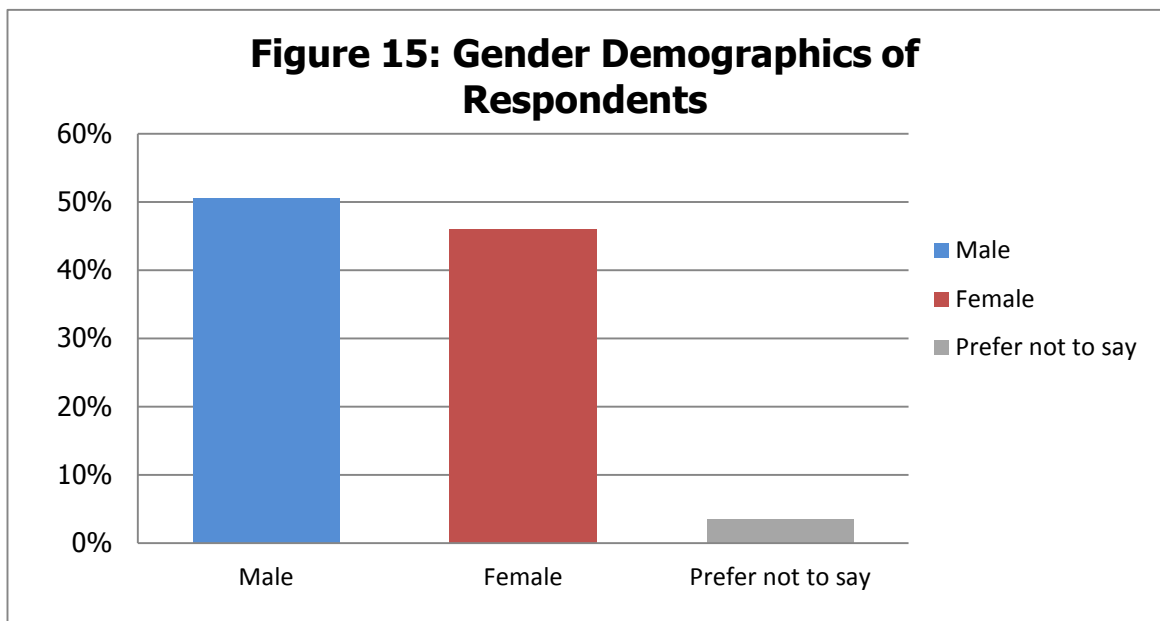


Source: #DrinkSafeIOM 2018 Evaluation Survey

Further analysis of the data in relation to respondents (31) who answered question seven as 'other' is as follows:

- "Billboards and the electronic signs by the road are great"
- "Targeting us at work is a good idea on coffee screens"
- "First saw it on a vending machine"
- "I prefer it if the government would not waste tax payers money"
- "Leaflets through letterboxes will always be more effective, but much more costly. I got bored with that sign at the Grandstand & switched off when I saw it. Not enough colour, impact or pictorial evidence of the after effects of drinking & driving"
- "Radio".

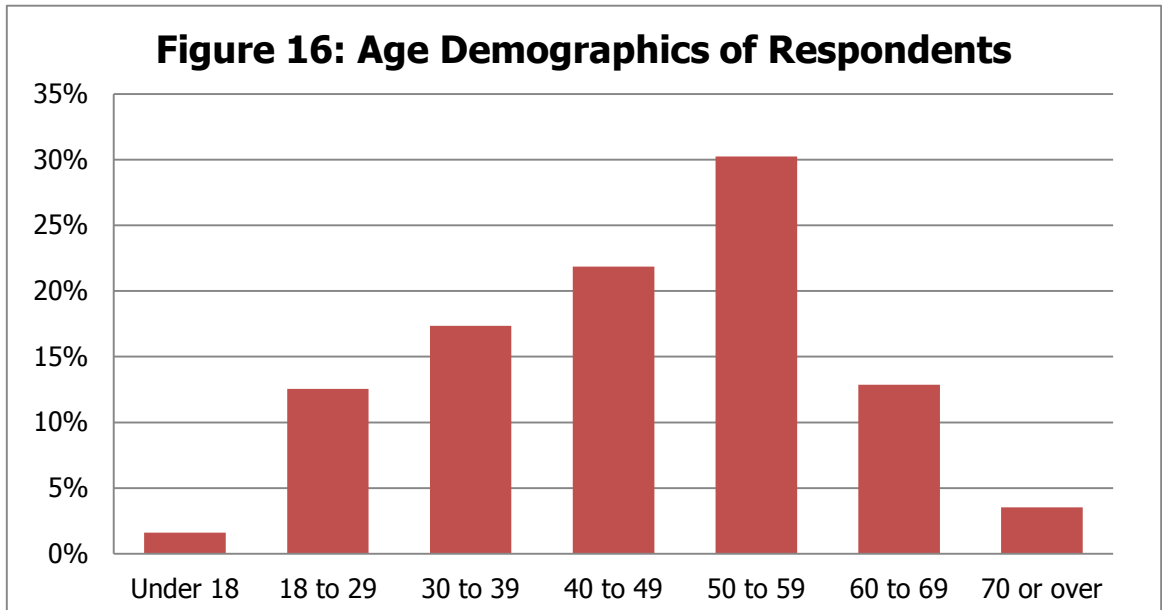
**Q8: What is your gender?**



Source: #DrinkSafeIOM 2018 Evaluation Survey

There was no significant difference between the number of males and females participating in this survey, with 3% of respondents preferring not to say.

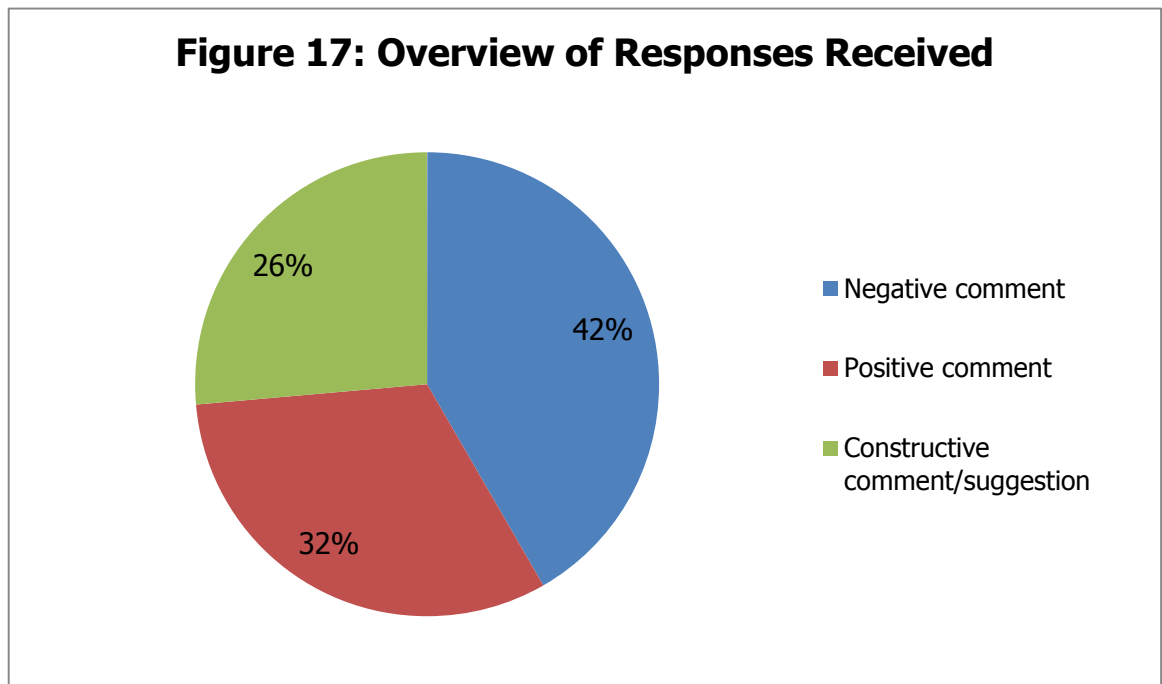
**Q9: What is your age range?**



Source: #DrinkSafeIOM 2018 Evaluation Survey

The majority of respondents were 30 to 59 years of age.

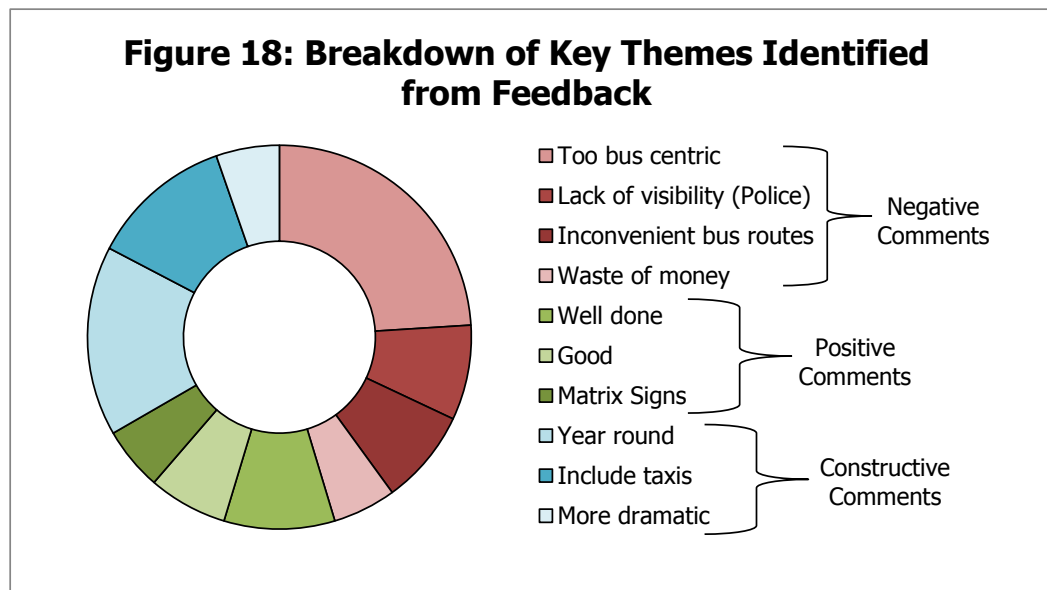
**Q10: Do you have any further comments about the campaign?**



Source: #DrinkSafeIOM 2018 Evaluation Survey

A further 166 comments were received from respondents and these were divided into three categories; the percentage of comments for each category were 42% negative, 26% positive and 32% constructive.

The chart below gives a brief overview of the comments divided into the key themes.



Source: #DrinkSafeIOM 2018 Evaluation Survey

The word cloud below shows some of the key themes highlighted in the text responses.



Figure 19: Word Cloud Showing Examples of Key Themes Identified in Feedback

Source: #DrinkSafeIOM 2018 Evaluation Survey

## 5.4. Social media

The Public Health Directorate undertook some paid advertising aimed at people aged 18 to 64 years to increase the promotion of the campaign. The details of the reach and engagement of the targeted paid advertising is shown in figure 20. The £37.26 advertising costs demonstrated value for money in relation to targeting and engaging with the population group whose preferred option is to receive information via social media.

### Public Health Facebook Statistics

Date	Topic	Reach	Engagements	Spend
26/11/18	Campaign launch	6745	276	£10.00
26/11/18	Shared Police Post	585	49	Nil
26/11/18	News article	451	15	Nil
29/11/18	Bus timetables	34701	8068	£5.00
29/11/18	Bus timetables	6254	652	Nil
30/11/18	Pace yourself	3583	166	£3.06
14/12/18	Pace yourself	6377	327	£10.00
21/12/18	Pace yourself	5587	164	£9.20
<b>Total</b>		<b>64,283</b>	<b>9,717</b>	<b>£37.26</b>

### Public Health Twitter Statistics

Date	Topic	Reach	Engagements	Spend
26/11/18	Campaign launch	1800	12	Nil
26/11/18	News article	1037	2	Nil
26/11/18	News article	461	0	Nil
29/11/18	Bus timetables	3957	146	Nil
29/11/18	Bus timetables	3048	119	Nil
30/11/18	Pace yourself	330	2	Nil
14/12/18	Pace yourself	259	2	Nil
21/12/18	Pace yourself	210	1	Nil
<b>Total</b>		<b>11,102</b>	<b>284</b>	<b>Nil</b>

Figure 20: Public Health social media statistics  
Source: Public Health Directorate (DHSC)

#### 5.4.1. Social media statistics Bus Vannin

Date	Topic	Reach	Engagements	Shares
26/11/18	Campaign Launch	2344	228	12
30/11/18	Timetable	1358	136	4
01/12/18	Timetable	1593	111	2
08/12/18	Timetable	2025	308	5
14/12/18	Timetable	11578	1470	48
21/12/18	Timetable	4307	535	18
31/12/18	Timetable	7443	427	20
<b>Total</b>		<b>30,648</b>	<b>3,215</b>	<b>109</b>

Figure 21: Bus Vannin social media statistics  
Source: Bus Vannin (DOI)

#### 5.4.2. Social media statistics IOM Constabulary

##### IOM Constabulary Media Facebook Page

Date	Topic	Reach	Engagements
26/11/18	Launch post with graphic	16.9k	1.2k
29/11/18	Night owl buses with bus timetable	20.2k	4.7k
30/11/18	Reputable apps plus image	18k	3k
01/12/18	5 arrests in one evening	22.9k	5.1k
02/12/18	Ref to last post - no arrests	11.5k	1.2k
07/12/18	Reminder that officers visible	13.5k	879
08/12/18	Think morning after video	11.1k	425
14/12/18	None for the road graphic	12.2k	271
18/12/18	Santa drunk - arrests due to drink	12.9k	1.3k
19/12/18	Al Shimmin interview - MR	10.1k	869
19/12/18	Share of bus timetable	7.6k	614
20/12/18	Don't be like Barry video	18.1k	2.1k
31/12/18	Designated driver for NY	11.2k	532
03/01/19	Campaign sees 23 arrests	22.1k	3.6k
<b>Total</b>		<b>208.3k</b>	<b>25.8k</b>

Figure 22: Isle of Man Constabulary Media Page Facebook statistics  
Source: Isle of Man Constabulary (DHA)

## IOM Constabulary Roads Policing Unit Facebook page

Date	Topic	Reach	Engagements
30/11/18	Tomorrow marks start of campaign	6.6k	575
07/12/18	Drink Drive and Pace Yourself	5.8k	202
07/12/18	Reminder - officers visible	2k	99
14/12/18	Think bus not busted graphic	5.3k	140
17/12/18	Average one person per day arrested	7.3k	563
21/12/18	Not the usual suspects	7.3k	628
24/12/18	Xmas eve - pub with RPU image	20.9k	2.8k
31/12/18	Designated driver for NY	15.2k	783
<b>Total</b>		<b>70.4k</b>	<b>5.8k</b>

Figure 23: Isle of Man Constabulary Roads Policing Unit Facebook statistics  
Source: Isle of Man Constabulary (DHA)

### 5.5. Costs for 2018

At the initial scoping stage of the project it was agreed to increase the budget for the 2018/19 campaign.

Graphic Design	£1,745.00
Bus timetables	£319.43
Bus 'out-of-town' posters	£98.24
Newspaper Advertising	£400.00
<b>Total</b>	<b>£2,562.67</b>

*(Overspend of £62.67 agreed on 05/12/18)*

#### Total cost to participating agencies

DHSC Public Health Directorate	£1,020.89
DHA Police/Road Safety	£1,020.89
DOI Isle of Man Transport	£520.89
<b>Total cost of Campaign</b>	<b>£2,562.67</b> <i>(cost to IOM Government)</i>

The cost of beer mats was funded by members of the licensing trade.

### 5.5.1. Comparison to 2017 costs

Due to budget restraints the initial budget to run the campaign was £200 per partner, giving a total budget of £600. As shown in the chart below, there was an over spend of £282. Partners agreed to split the additional cost.

Artwork	£400.00
A2 Posters (3 types x 2 sets)	£36.00
A4 Posters 750 (3 types x 250)	£125.00
A6 Flyers 7,500	£165.00
Bus Back Advertising x 2 buses	£156.00
<b>Total cost for all partners</b>	<b>£882.00</b>
Social Media targeted advertising	£55.00 ( <i>additional cost to Public Health</i> )
<b>Total cost of Campaign</b>	<b>£937.00</b>

## 6. Comments

### 6.1. Process evaluation strengths and weaknesses

Having an industry representative on the project group was a key strength and increased engagement with the breweries, public houses and places of entertainment such as nightclubs. Members of the project group worked well as a team and as the project progressed officers took responsibility for tasks which contributed to the overall implementation and success of the project.

A weakness in the process is the group's capacity to allocate adequate time to the project as a team because of competing priorities, subsequently impacting on the start date which was later than anticipated.

Two recommendations from the 2017/18 evaluation report were not introduced due to capacity and resource issues. Therefore, it was not possible to engage with members of the target groups for the planning and scoping phases of the project, or introduce evidence-based quarterly campaigns. However, the 2018/19 campaign was delivered in line with the agreed project brief.



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## 6.2. Findings of outcome evaluation

- An increase in the number of respondents who thought the #DrinkSafeIOM was an informative campaign.
- An increase in the number of people using the 'night owl' bus service.
- The number of arrests for drink driving increased.
- The number of alcohol related arrests increased (male).
- The overall attendance to the Emergency Department was similar to previous years. However, the number of under 25 years presenting to ED during the campaign period increased.
- The data indicates that a small number of people did change their behaviour as a result of the campaign.

The findings indicate that there were positive and negative outcomes during the campaign period.

## 7. Conclusions

The multi-agency partnership included representation from the licensing trade, which improved communication with the Breweries, Public House Landlords and Nightclubs. The benefits of having the drinks industry on board with the campaign assisted with the two-way communication on the themes of the campaign from planning to delivery.

Where possible the project team set the campaign brief taking into consideration the recommendations of the 2017/18 evaluation report. It was not possible to implement all the recommendations due to capacity and resource issues.

The campaign focus was one of raising awareness to encourage behaviour change in relation to drink driving, alternating alcohol with soft drinks and making arrangements to get home safely. This year the brand awareness was quite high and this was reflected in the number of respondents who thought it was an informative campaign.

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However, both the quantitative and qualitative information collected indicated that awareness of the 'pace yourself' element of the campaign was lower amongst respondents compared to the drink drive component, and some respondents have suggested that the public health element of the campaign be split from the drink drive aspect.

The use of the 'night owl' bus service on Fridays and Saturdays during the festive season has significantly increased. However, there were comments received from respondents in relation to the lack of late buses in rural areas such as Foxdale and Kirk Michael.

There were a number of comments from respondents in relation to the licensed taxi industry. The comments comprised of the trade not being included in the 2018/19 campaign, the costs of taking a taxi, the refusal to take people on journeys outside Douglas, and promoting the late night buses and not the taxis. The project group welcome the inclusion of the taxi trade in future campaigns and suggest a member of the trade be invited to the project group.

The Isle of Man Constabulary Roads Policing Unit indicated that the rise in drink driving arrests was due to more officers being involved in the 'clampdown' on drink driving over the festive period.

According to a study undertaken by the College of Policing, "evidence suggests that mass media campaigns have no impact on either alcohol related crashes or the proportion of drivers driving under the influence of alcohol, although some studies suggest a decrease. However, the evidence does suggest that well planned and well executed mass media campaigns that attain adequate exposure, and are implemented with other prevention activities such as law enforcement, may contribute to a reduction in alcohol impaired driving and alcohol related crashes."<sup>1</sup>

The data in relation to alcohol related arrests showed a significant increase in the numbers of males arrested during the campaign period and a continued increase since the 2016/17 campaign.

The use of social media in reaching the target groups has been highly successful. For example, the Public Health Facebook page reached people 64,283 times, with 9,717 engagements with the information posted during the campaign period for £37.26 of paid advertising.

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Interestingly, the number of alcohol related attendances to ED in the under 25 years age group has increased, and the over 25 years age group has decreased during the 2018 campaign period, with no overall change in the numbers attending ED since 2016.

In summary, not all the outcomes were achieved and future media campaigns must be supported by robust activities and interventions to support behaviour change. However, there was positive support from respondents of the survey and the industry on the approach and messages for this year's campaign. It appears the 'pace yourself' message was lost against the high profile 'drink drive', and 'night owl' elements of the campaign. Therefore, consideration should be given to removing the public health aspect of the campaign and focus on drink driving, alcohol related arrests and a safe journey home, to include bus travel, taxis and designated drivers.

Further evidence suggests that mass media health campaigns about alcohol are often recalled by individuals, have achieved changes in knowledge, attitudes and beliefs about alcohol, however, there is little evidence of reductions in alcohol consumption.<sup>2</sup>

Taking into consideration the evidence, a social marketing campaign linking to the Making Every Contact Count (MECC) project and brief interventions for alcohol may be more appropriate in the future.

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## 8. Recommendations

1. Continue to have an LVA/Pubwatch representative on the project group
2. Invite a representative from the Taxi trade to join the project group
3. Agree funding from the DHSC, DHA and DOI before planning a future campaign
4. Source sponsorship at the planning and scoping stage of the campaign
5. Engage with members of the target group from the planning and scoping stages through to the delivery of the campaign
6. Consider and facilitate quarterly evidence-based campaigns that encourage behaviour change in specific target groups in relation to substance misuse
7. Consider the future of the campaign group in its present form
8. Consider removing the public health component of the campaign.

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## References

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## Acknowledgements

The #DrinkSafeIOM project group has representatives from:

- Department of Home Affairs – Police Alcohol Unit and Road Safety Unit
- Department of Health and Social Care – Public Health Directorate
- Department of Infrastructure – Bus Vannin
- Representative - Licensed Victuallers Association, and Pubwatch

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**Dawn Henley, Public Health Strategist**

On behalf of the #DrinkSafeIOM Project Group

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## Acronyms and abbreviations

DHA	Department of Home Affairs
DHSC	Department of Health and Social Care
DOI	Department of Infrastructure
ED	Emergency Department
IOM	Isle of Man
LVA	Licensed Victuallers Association
MECC	Making Every Contact Count
MR	Manx Radio
NYE	New Year's Eve
RPU	Roads Policing Unit

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## Appendix 1

### **Question 1: How did you find out about the 2018 #DrinkSafeIOM Campaign?**

Answer choices in full:

- IOM Constabulary social media (Facebook, Twitter)
- Matrix signage on roads
- News sites (e.g. Gov.im, Manx Radio)
- Billboard advertisements
- Public Health social media (Facebook, Twitter, LinkedIn)
- IOM Transport social media (Facebook, Twitter)
- Bus advertising
- Courier newspaper
- Posters
- Late night bus timetables
- Road Safety Team (late night shopping)
- Beer mats in pubs
- MannVend advertising
- Other (please specify)
- Don't recall seeing anything
- Road Safety Events (Events - Indoor Market/UCM Surviving Christmas).



**Isle of Man  
Government**

*Reiltys Ellan Vannin*



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