An innovative South Wales Police campaign aimed at reducing violent crime is already helping to make people feel safer and encouraging people on a night out to drink less alcohol according to a report by the Centre for Public Health.

The Know the Score, Drink Less Enjoy More intervention combines awareness raising alongside a period of enhanced enforcement of the law related to serving drinks to people who are already drunk. The launch phase took place during the Six Nations Rugby tournament and will continue throughout the year, with the next phase focusing on the Fresher's period as students return to university in Swansea and Cardiff, and the Rugby World Cup. The aims of the campaign are to:

- Increase awareness of the law around serving alcohol to people who are drunk
- Help support bar staff in refusing service of alcohol to people who are drunk
- Deter sales of alcohol to drunks
- Promote responsible drinking

The evaluation will be published on Friday 24th July. Findings from a pre and post intervention nightlife user survey in Cardiff and Swansea found that following the intervention:

- There was an increase in knowledge of the laws around the service of alcohol to drunks amongst nightlife users: post intervention a significantly higher proportion of participants correctly answered that it is illegal for a bar server to sell alcohol to someone who is already drunk (from 48% to 61%).
- There was a decrease in preloading drinking behaviour amongst nightlife users: the proportion of participants reporting preloading reduced significantly post intervention (from 63% to 54%).
- The proportion of participants consuming alcohol from an off-licence or supermarket whilst in the night-time economy reduced significantly post intervention (from 15% to 6%).
- There was a shift in the perceived acceptability of drunkenness: post intervention a significantly smaller proportion of participants agreed that getting drunk is socially acceptable in the city’s nightlife (from 87% to 74%) and that it’s hard to enjoy a night out if you are not drunk (from 46% to 36%).

Both visibility and perceptions of the Know the Score intervention materials and messages were positive:

- Overall, 29% of those who participated in the post intervention survey reported that they were aware of the Know the Score intervention, higher than that reported in an evaluation
of a comparable intervention implemented elsewhere in England (other similar intervention, 17.2%. Quigg et al., 2015).

- After all participants were shown the Know the Score intervention posters, over half agreed that they demonstrated that drunk people will not get served more alcohol in bars and that the intervention made them feel safer on a night out. Four in ten agreed the intervention would make them more likely to go on a night out in the city centre. A third agreed that the intervention would make them drink less alcohol before or during a night out in the city centre.

**Lead author of the report Zara Quigg said:**

“Excessive alcohol consumption, drunkenness and associated harms are a common feature of UK nightlife settings. The Know the Score intervention presents an important step in addressing this culture of drunkenness and promoting healthy nightlife settings across South Wales. Findings from the study show that following the intervention a higher proportion of nightlife users surveyed were aware of the law around the service of alcohol to drunks. Further, smaller proportions reported preloading or that drunkenness is acceptable in nightlife settings. Such results are extremely encouraging, however further intervention is required to continue to prevent drunkenness and associated harms in nightlife settings in South Wales. Know the Score should form a key feature of future work.”

**South Wales Deputy Police and Crime Commissioner Sophie Howe said:**

“This report is essential in helping us to understand the impact of the Know the Score, Drink Less Enjoy More campaign and to identify how we can do even more to tackle binge-drinking – we are delighted to see such positive results at such an early stage. The report has also provided a better understanding of the drinking habits of people in the night-time economy in South Wales. At the start of this campaign 87 per cent of people surveyed in Swansea and Cardiff said it was socially acceptable to get drunk on a night out – we are pleased that South Wales Police’s work with partners under the banner of the campaign has helped reduce this to 74 per cent but there is still much more to do to change this. South Wales Police, Health and Local Authority data clearly show the direct link between excessive drinking and violence which has devastating consequences for everyone involved. We want people to be able to enjoy a drink but to understand they will have a better night out if they remember the laws around serving and buying alcohol and quite simply just have a bit less to drink.”

Once published the full report will be available at [http://www.cph.org.uk/publications/](http://www.cph.org.uk/publications/)

- ENDS -

**Media Contacts**

Please contact Jennifer Lovelady, Centre for Public Health, 0151 231 4107 j.lovelady@ljmu.ac.uk to arrange interviews with the author, Zara Quigg.

Please contact Press.Office@south-wales.pnn.police.uk to arrange interviews with Sophie Howe, South Wales Deputy Police and Crime Commissioner
Notes to Editor:

The Centre for Public Health based at Liverpool John Moores University, is a vibrant research and intelligence community working with a range of partners and stakeholders at a local, national and international level. The Centre provides innovative, integrated and dynamic approaches to public health information to help improve wellbeing and reduce health inequalities. Its lead areas are drugs, alcohol, intelligence and surveillance, sexual health and violence and unintentional injury.

Further information about the Know the Score, Drink Less Enjoy More campaign can be found here.