

Drink Less Enjoy More (DLEM) evaluation: Liverpool City Centre

INTERVENTION

Liverpool's DLEM¹ is a community based multi-component intervention comprised of three core components; community mobilisation, responsible bar staff training, and strengthened law enforcement, that has been implemented in Liverpool's nightlife since 2014.

The intervention aims to reduce excessive drunkenness and alcohol-related harms amongst nightlife users through: 1) increasing awareness of, and adherence to, UK legislation, which prohibits the sale of alcohol to, and purchasing of alcohol for, drunks; and, 2) discouraging preloading of alcohol and reducing the acceptability of nightlife drunkenness.

WHAT WE DID

Nightlife user survey



Short anonymous survey conducted opportunistically with nightlife patrons aged 18+ in Liverpool City Centre's nightlife. (Friday and Saturday nights 2014, 2015, 2016, 2017)

Alcohol test purchase attempts



Alcohol test purchases in pubs/bars/nightclubs by pseudo-drunk actors across Liverpool City Centre's nightlife. (Wednesday-Sunday nights 2013, 2015, 2016, 2017, 2019)

WHAT WE FOUND NIGHTLIFE USER SURVEY (2017)

Nightlife user survey - alcohol consumption patterns and cultures of drunkenness (2017)

		Proportion	Units
	Drinkers ² who preloaded before entering the nightlife area	47.2%	4.2
	Drinkers ² who en-route loaded before entering the nightlife area	16.9%	2.0
	Expected ³ total units consumed over course of the night out	N/A	18.0

Males, those aged 22-29 years, non-students, non-Liverpool residents and preloaders expected to consume more alcohol over the course of the full night out than their counterparts.



52.8% agreed⁴ that the authorities do not tolerate drunken behaviour (Significantly higher than pre-intervention [36.8%] p<0.001)

Experience of alcohol-related harms in Liverpool's nightlife (2017 past three months)

Vomiting 35.1%	Serious verbal argument 25.4%	Injury 15.7%
Physical assault 13.4%	Too drunk to walk 30.6%	Sexual violence 14.2%

1 Branded Say No To Drunks [SNTD] during the initial pilot phase.

2 90.0% of survey participants had consumed alcohol prior to survey participation; these were referred to as drinkers.

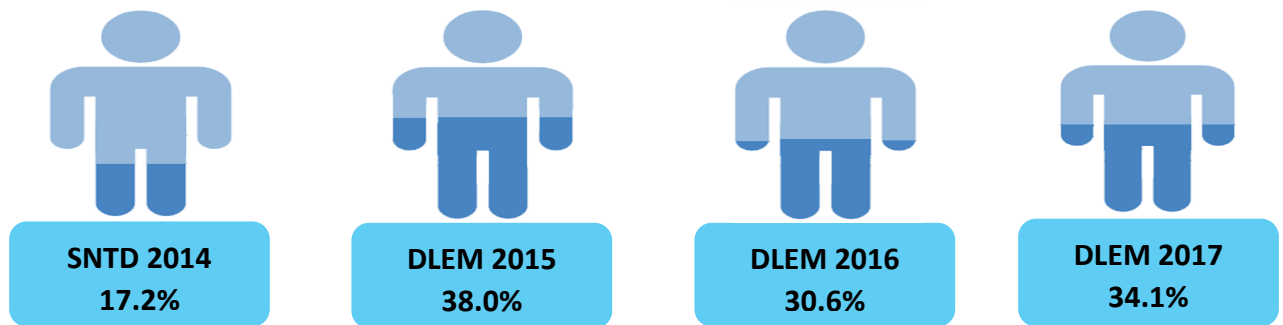
3 Including reported and, or expected alcohol consumption post survey.

4 Including strongly agree and agree.

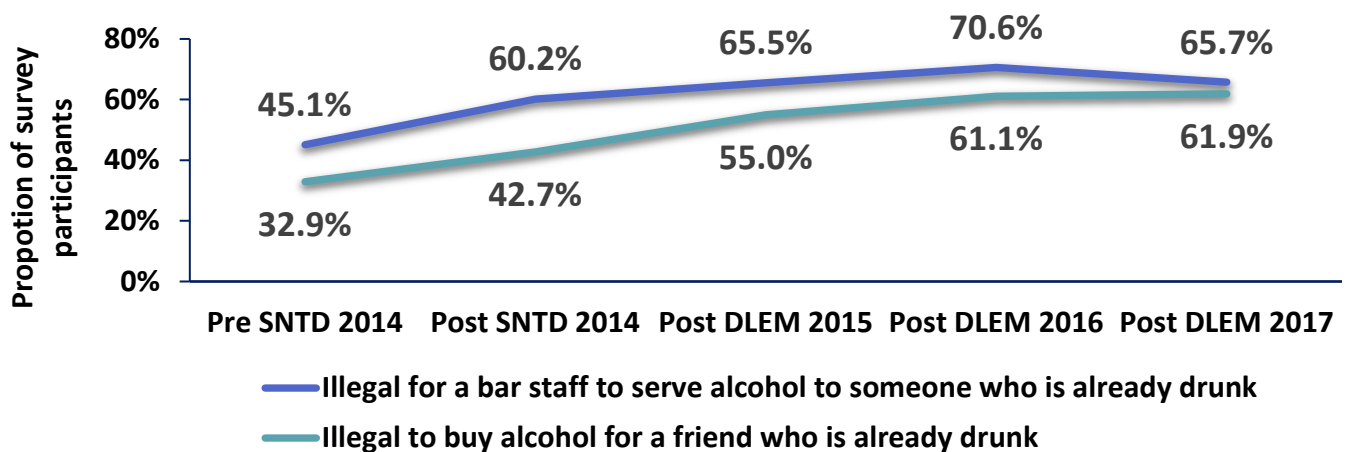
Comparison of key outcome measures

Pre (2013/2014) and post-intervention (2014-2019)

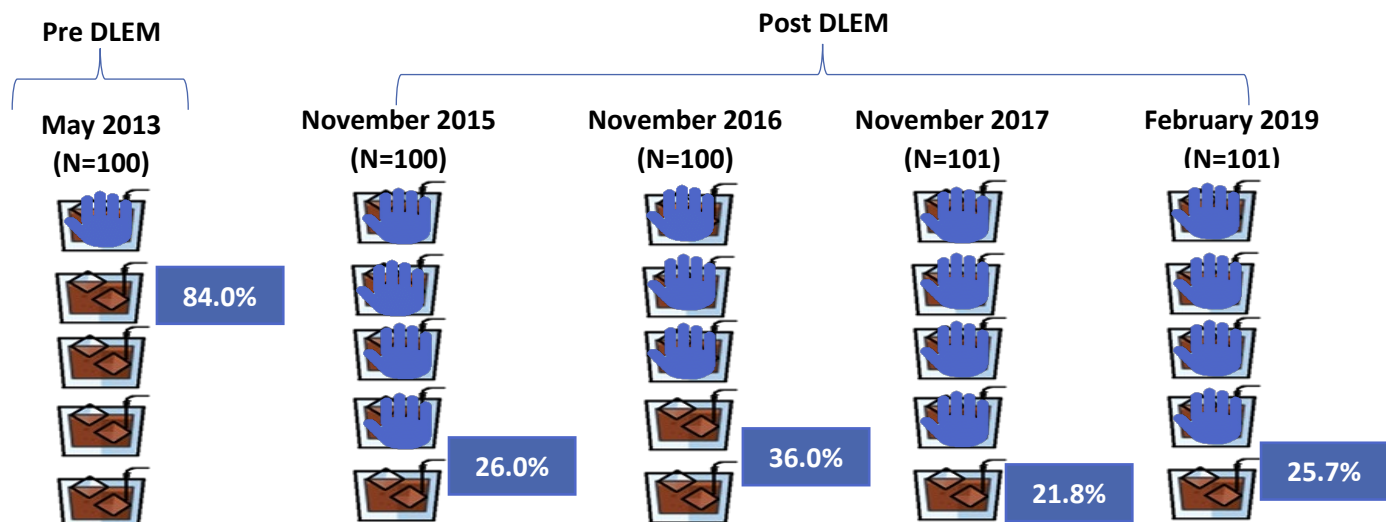
Nightlife user survey - intervention awareness



Nightlife user survey - awareness of the UK legislation



Bar staff propensity to serve alcohol to pseudo-drunk actor



Bar staff survey 2015 (N=207)



93%
Reported feeling confident in refusing the service of alcohol to a drunk person

95%
Correctly reported that it is illegal for a bar server to sell alcohol to someone who is already drunk

86%
Correctly reported that it is illegal for a person to buy alcohol for someone who is already drunk

Reports presenting the full methodology and results are available at www.ljmu.ac.uk/phi

Most recent report: Butler, N., Bates, R., Quigg, Z. (2019). Liverpool's Drink Less Enjoy More: Alcohol test purchase monitoring 2019. Public Health Institute, Liverpool John Moores University.