HARNESSING RISK AND EMBRACING OPPORTUNITY

Kindly hosted by The Clothworkers’ Company, London, 18 March 2019
Welcome by Chair

Iona Joy
Head of Charities, NPC and Trustee,
London Wildlife Trust
Embracing risk

Jonathan Orchard
18 March 2019
Risk management

Why do we bother?

What *might* good look like?

How can we be better?
# Strategic risks – the Big 5

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<tr>
<td><strong>Impact</strong></td>
<td>Are you making the desired impact in support of your beneficiaries and can you evidence it?</td>
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<td><strong>Financial sustainability</strong></td>
<td>Are you managing the finances to ensure you continue to make an impact in the medium to long term?</td>
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<td><strong>Compliance</strong></td>
<td>Are you meeting your regulatory, legal and donor compliance requirements and expectations?</td>
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<td><strong>Reputation</strong></td>
<td>Are you able to respond effectively to any incident that could result in damage to your reputation?</td>
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<tr>
<td><strong>Specific to your charity</strong></td>
<td>Specific to the nature of the charity and may be a risk that is at the heart of what the charity stands for. For example, for a children’s charity it might be child protection.</td>
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Embracing risk

“Discipline makes daring possible”

Dr Atul Gawande,
2014 Reith lectures
Contact details

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Mission
To reduce alcohol-related harm by helping people make better choices about their drinking.

Focus
At-risk drinkers (risky career drinkers; risky coping and social drinkers)
Alcohol and health (alcohol moderation as part of healthier lifestyles and wellbeing)

Strategy
▪ Use our resources to direct at-risk consumers to proven tools (brief interventions; personalised information; DrinkCompare; Drinkaware app)
▪ Embed alcohol moderation in interventions that are delivered at scale by others (SFA; PHE; employers)
Why partner with PHE?

▪ One You Campaign tackles all lifestyle behaviours, not just alcohol
▪ Reach with Healthcare Professionals
▪ Database of local services
▪ Drinkline – national drinking helpline
▪ Social marketing expertise

Public Health England

drinkaware

▪ 10.5m unique visitors to the Drinkaware website
▪ 480,000 downloads of Drinkaware app
▪ Consumer trust/brand awareness
▪ Consumer insight
▪ Social marketing expertise
▪ MoU with Government
Drink Free Days Campaign

Radio / Digital ads

Women
- Breast Cancer
- Weight

Men
- Blood Pressure
- Weight

Healthcare settings

It soon adds up
Use our DrinkCompare calculator to see how the calories in alcohol add up.

See how at www.drinkaware.co.uk
Building a Healthier Whole Force.

ROYAL NAVY

ARMY

ROYAL AIR FORCE

drinkaware
Men:
Amongst male at-risk drinkers in England:

- knowledge of heart health risks from alcohol increased from **36%** pre campaign to **43%** post.
- knowledge of high blood pressure risk increased from **9%** to **11%**.
- % of male at-risk drinkers who said they have taken measures to cut down their drinking increased from **68%** (pre) to **71%** (post).
- % saying they were ‘actively changing their drinking right now’ increased from **29%** to **35%**.

Women:
Amongst female at-risk drinkers in England:

- knowledge of cancer risks from alcohol increased from **30%** to **34%**; and of obesity from **16%** to **18%**.
- % of female at-risk drinkers who said they have taken measures to cut down their drinking increased from **68%** (pre) to **80%** (post).
- % saying they were ‘actively changing their drinking right now’ increased from **34%** to **39%**.

Source: YouGov. Pre/post survey 2,000+ people over 40, Dec 2018
Interim evaluation

Source: Google Analytics
Campaign Period only 2017 v 2018

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<thead>
<tr>
<th>Source</th>
<th>Actuals</th>
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<tr>
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<td>2017 totals</td>
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<tr>
<td>Total UVs to Drinkaware site overall</td>
<td>1,878,873</td>
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<tr>
<td>Total UVs to Have a little less page (2017)/Drinkfreedays.co.uk (2018)</td>
<td>117,147</td>
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<td>Unique completions of the DrinkCompare tool</td>
<td>54,451</td>
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<td>Total App downloads (2017 Drinkaware App only; 2018 DFD+ Drinkaware App)</td>
<td>26,726</td>
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Public Health England’s capture by the alcohol industry

BMJ 2018;362 doi: https://doi.org/10.1136/bmj.k3928 (Published 19 September 2018)
Cite this as BMJ 2018;362:k3928

Partnerships with the alcohol industry at the expense of public health

Mark Petticrew ➔ Martin McKee ➔ Theresa M Marteau

Published: September 22, 2018 · DOI: https://doi.org/10.1016/S0140-6736(18)32329-1 · Check for updates
Drink abuse charity hits out at ‘confusing’ advice

The chief executive of Scotland’s leading charity working to prevent alcohol harm has criticised a campaign that encourages people to have drink-free days.
To ask the Secretary of State for Health and Social Care, pursuant to the Answer of 16 October to Question 176664 on Public Health England: Drinkaware Trust, for what reason it was decided that Public Health England would not consult its Alcohol Leadership Board before beginning a partnership with Drinkaware.

To ask the Secretary of State for Health and Social Care, with reference to the press release, Public Health England and Drinkaware launch Drink Free Days, published on 10 September 2018, for what reason the decision was taken by Public Health England not to state clearly that Drinkaware is funded by the alcohol industry.

Paul Williams MP (Lab).
Why Public Health England is working with Drinkaware to reduce the harms of alcohol

Duncan Selbie, 10 September 2018 - Health and Wellbeing

Public health matters
The official blog of Public Health England, providing expert insight on the organisation's work and all aspects of public health. More about this blog.

Drinkaware: unequivocally committed to reducing alcohol harm
Sir Leigh Lewis

Published: October 15, 2018 - DOI: https://doi.org/10.1016/S0140-6736(18)32551-0
What else did we do?

- Medical Advisory Panel
- Published our evidence base for the Drink Free Days message
- Continued cross-Government (and cross-party) support: DHSC, Home Office
- Stakeholder engagement ("Friday" emails)
- Expanded our Board to 13 trustees
- Commissioned an independent review of our website information
- Evaluated the reputational impact – overall neutral
- We will publish the results of our full campaign evaluation
▪ The consumer has been our ‘North Star’

▪ The importance of engaging with stakeholders across the public health / health spectrum
  – earlier engagement key.
  – opportunities for co-production.

▪ We can – and must – continue to be robust in our defence of partnership.

▪ We are confident in our ability to shift the debate – and are encouraged to have a stronger voice going forwards.
Jonathan Bell
National AIDS Trust
Q&A
ROUNDTABLE DISCUSSION