



## **Balance - the North East Alcohol Office**

(A partnership between NHS, Home Office and local authorities)



### **Task/problem**

Help manage an event to launch the newly branded North East Alcohol Office (2009); highlight the growing problems associated with alcohol misuse in the region; establish Balance as the regional 'voice' and authority on all alcohol-related matters; secure stakeholder support and high media visibility.

### **Solution/what we did**

Agree objectives and audience and help organise an event in Darlington for around 120 people; secure attendance of delegates along with branded materials for day. Information fact-packs developed and distributed to key stakeholders and partners.

Partners and stakeholders encouraged to 'spread the message' and promote Balance further via news stories in their own newsletters, websites and marketing materials.

To establish high visibility and media buy-around the region in we organised a series of face-to-face

meetings with editors

and health correspondents; we recognised the particular readership/listener interests of each media and developed bespoke fact-packs with supporting statistics and case studies for different media. Following the launch MHW established a press office function for Balance to maintain momentum and media interest.

### **Results**

Highly successful launch event that was over-subscribed; many more partners requested information and follow-up meetings. Strong initial support was achieved with the potential to develop longer-term partnerships.

Extensive positive press and broadcast coverage was achieved for the Balance launch (virtually 100% radio/TV saturation across the region plus Radio Five Live).