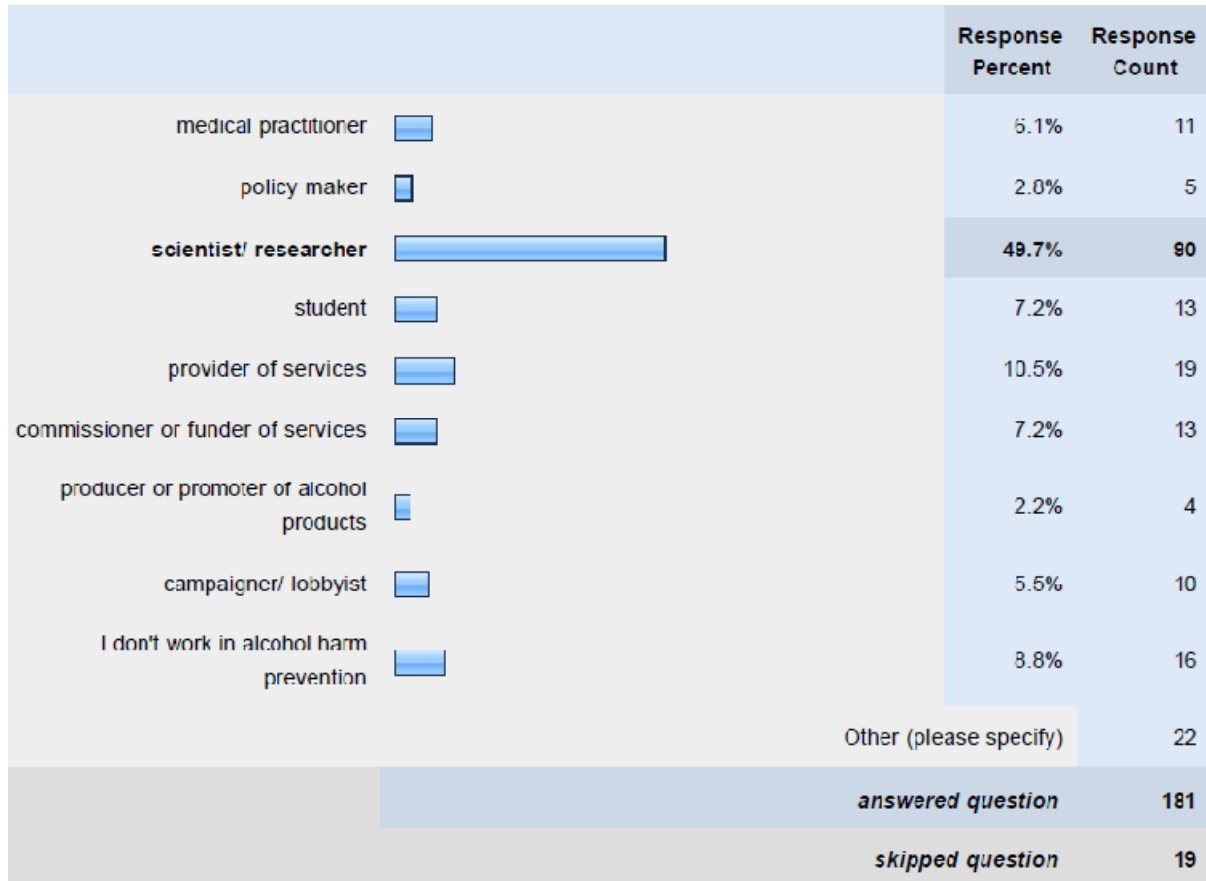


## AERC STAKEHOLDER SURVEY 2010, SUMMARY OF RESULTS

In total 201 people completed at least part of the survey.

### Q.1 When it comes to the prevention of alcohol harm, how would you describe yourself?



### Q.2 Where do you tend to get most of your information about the prevention of alcohol harm?



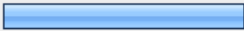

A total of 397 responses were received, naming 107 different sources. The 10 most popular were:

Alcohol Concern	34
Dept. of Health/ Alcohol Learning Centre/ hubCapp	33
General Media	29
Addiction	28
Books and journals (unspecified)	20
BMJ/ BMA	18
Alcohol Policy UK	17
AERC/ AERC Alcohol Academy	15
(Drug and Alcohol) Findings	9
Alcohol and Alcoholism	7
medical literature (unspecified)	7

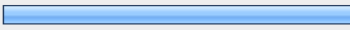
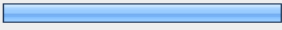
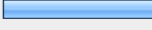
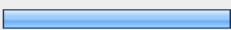
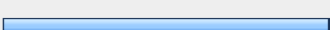
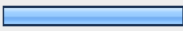


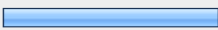
### Q.3 What is about these sources that appeals to you?

- 25% said "accessibility" or similar
- 22% said "trusted", "authoritative" or similar
- 18% said "up-to-date" or similar
- 14% said "proactively sends updates to me" or similar
- 14% said "provides summaries" or similar

#### Q.4 What level of detail is generally sufficient for you?

	Response Percent	Response Count
Headlines only 	2.4%	3
Short summaries of recent developments 	30.9%	49
Longer summaries (e.g. abstracts of research) 	44.4%	56
<b>Detailed reports (e.g. full research reports or project evaluations)</b> 	<b>45.2%</b>	<b>57</b>
<i>answered question</i>		<b>126</b>
<i>skipped question</i>		<b>74</b>

#### Q.5 Which of the following do you use frequently to obtain information about the prevention of alcohol harm?

	Response Percent	Response Count
<b>websites of organisations working in the field</b> 	<b>75.2%</b>	<b>94</b>
on-line databases or libraries 	60.0%	75
printed materials sent to you by organisations working in the field 	32.0%	40
electronic materials sent to you by organisations working in the field 	48.8%	61
scientific or medical publications (online or paper) 	70.4%	88
more general health publications (online or paper) 	38.4%	48
general media (T.V., newspapers etc.) 	34.4%	43
online forums/ networking/ blogs 	17.6%	22
physical forums/ conferences/ meetings 	46.4%	58
Other (please specify)		6
<i>answered question</i>		<b>125</b>
<i>skipped question</i>		<b>75</b>

## Q.6 If one thing could be done to improve the way that information about preventing alcohol harm is made available, what would it be?

A total of 71 responses were received, suggesting 18 different improvements. The top 5 were:

one independent/ dedicated/ authoritative web-based source of all information	14
simplify and diffuse scientific evidence more widely and/or turn into campaigns	14
regular email with abstracts and links to full reports	8
better analysis/ summaries/ info about reliability of research	6
on-line library or website for professionals/ translate science into tips for professionals	4
have themed/ segmented reviews and updates	4
more consistent facts and messages	4

## Q.7 What do you think is/are the most important gap(s) in current knowledge?

A total of 135 suggestions were received. The most popular themes were:

Improve understanding of progression to problem drinking  
 Improve understanding of the links between culture and drinking  
 Improve understanding of the influences on young people's drinking  
 Improve understanding of safe drinking limits  
 Improve understanding of the links between alcohol and social harms  
 Improve understanding of how to influence policy  
 Improve understanding of the impact of marketing and advertising  
 Improve understanding of the impact of pricing  
 Explore the potential for focussed interventions for women  
 Identify the most effective treatments

## Q.8 Why do you consider it important to address this/these gap(s)?

Further details on request.

## Q.9 If you have had experience of working with us or using our services in the last two years, how would you rate our performance?

	poor	less than satisfactory	satisfactory	good	excellent	N/A	Rating Average
ease with which you could follow our procedures (e.g. if you applied for a grant or provided a referee's report)	0.0% (0)	0.0% (0)	7.3% (7)	17.7% (17)	<b>38.5% (37)</b>	36.5% (35)	4.49
ease with which you found the information you were looking for (e.g. on website)	0.0% (0)	2.1% (2)	17.7% (17)	24.0% (23)	<b>33.3% (32)</b>	22.9% (22)	4.15
quality of any information you found	0.0% (0)	0.0% (0)	11.2% (11)	26.5% (26)	<b>39.8% (39)</b>	22.4% (22)	4.37
courtesy and efficiency of staff	0.0% (0)	0.0% (0)	5.2% (5)	9.4% (9)	<b>51.0% (49)</b>	34.4% (33)	4.70

A total of 41 comments were made expanding on the scores given in Q.9. These were almost all positive; however a selection of both positive and negative (where there were any) responses is provided:

#### **General Service**

- I have been hugely impressed with the services you provide at all stages to researchers.

#### **Grant-Making Process**

- Compared to some organisations the processes are very straightforward and not unnecessarily lengthy or over-bureaucratic the grant process was clear and efficient and the AERC was flexible with my change of plans..
- I submitted a research bid which was rejected. This was the first time I had put together a bid and the feedback from you was excellent and will enable me to improve my skills
- AERC small grant application refers applicants to guidance which is not available or not easily located
- Presentation of forms for ease of use could be made clearer and easier. Range of type fonts, not ability to tab within sections etc.

#### **Staff**

- People at AERC have always been polite and very helpful and communicative. Great experience all round really.
- The AERC have always been very professional, very courteous and a pleasure to deal with.  
The high scores are self explanatory. Staff are helpful, courteous, thoughtful and gracious

#### **Website**

- I really like your website. The papers are very well written and now you've got RSS I can access them easily when they're added to the site.
- website very easy for a relatively minimal internet user to access.
- I do not find the website user-friendly. It is a dull colour, has too much info too many words, on some pages and for some reason I always have difficulty finding what I'm looking for.
- Navigation of the website could be improved. Took a while to find research reports.

### **Q.10 Do you have any suggestions for how we might improve the services we provide?**

A total of 26 suggestions were received. The most popular themes were:

Raise the AERC's profile  
Improve website  
Provide more funding  
More proactive communication

**Q.11 How strongly do you think the following words describe the AERC (these are our organisational values)? Select N/A if you don't have an opinion.**

	not at all				very strongly	N/A	Rating Average	Response Count
independent	2.1% (2)	4.1% (4)	10.3% (10)	<b>39.2%</b> <b>(38)</b>	24.7% (24)	19.6% (19)	4.00	97
authoritative	1.0% (1)	2.1% (2)	16.7% (16)	<b>40.6%</b> <b>(39)</b>	24.0% (23)	15.6% (15)	4.00	96
evidence based	1.0% (1)	2.0% (2)	8.1% (8)	35.4% (35)	<b>41.4%</b> <b>(41)</b>	12.1% (12)	4.30	99
cutting edge	2.1% (2)	8.3% (8)	22.9% (22)	<b>35.4%</b> <b>(34)</b>	13.5% (13)	17.7% (17)	3.61	96
high quality	1.0% (1)	1.0% (1)	11.3% (11)	<b>41.2%</b> <b>(40)</b>	33.0% (32)	12.4% (12)	4.19	97
high impact	2.1% (2)	4.2% (4)	<b>33.3%</b> <b>(32)</b>	29.2% (28)	11.5% (11)	19.8% (19)	3.55	96
cost effective	1.1% (1)	0.0% (0)	20.7% (19)	22.8% (21)	19.6% (18)	<b>35.9%</b> <b>(33)</b>	3.93	92
Again, it would be helpful if you could explain any particularly high or low scores								27
<b>answered question</b>								<b>100</b>
<b>skipped question</b>								<b>100</b>

A total of 22 comments were received, expanding on the scores given in Q.11. A selection of both positive and negative responses is provided:

#### **“Independent”**

- I am uncomfortable with the AERC's relationship with Drinkaware. From experience of the Drinkaware organisations behaviour in other countries e.g. Australia, I believe there is a real risk that it may make you less independent. One example of my discomfort was the way that the fee for refereeing a proposal for a Drinkaware funded proposal was so much more than that for a regular AERC proposal.
- The closer relationship with the DH means that it cannot be perceived as very strongly independent.

#### **“High Quality”**

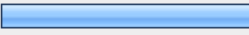


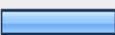


- AERC has an excellent name and reputation. Would be useful to look at the topics covered and the way they are marketed.
- I've found all the papers that I've read to be uniformly excellent.

#### **“High Impact”**

- Overall, a low profile.

- The AERC does not enjoy a profile outside of a small group of alcohol policy teams and specialists in the field. it should have a public face as it is funding and engaging in important work and make its criteria, code and managing principles very public

**Q.12 Which, if any, of the following would you actively use if we provided them?**

		Response Percent	Response Count
e-newsletters that summarise key developments in the field		46.5%	47
paper newsletters that summarise key developments in the field		1.0%	1
summaries of recent developments in the field on our website		10.9%	11
an enhanced library on our website that includes or links to key reports		20.8%	21
web based networking with others working in the field		4.0%	4
regular seminars and conferences		16.8%	17
Please feel free to explain why any of these are either a good or bad idea (e.g. 'already being provided by someone else')			40
<b>answered question</b>			<b>101</b>
<b>skipped question</b>			<b>99</b>

Unfortunately, a flaw in the survey design meant that respondents were only able to select one option in Q.12. A total of 22 stated that they would have selected more options if they had been able. Most popular amongst these was the enhanced library.

**Q.13 We are interested in knowing whether you are in a position to support us in our work. Would you consider any of the following?**

	yes	no	possibly	already do/ already in discussion with AERC	Response Count
donating funds so that we can fund more projects (the AERC is a registered charity)	2.1% (2)	88.3% (83)	9.6% (9)	0.0% (0)	94
co-financing projects with us	1.1% (1)	88.2% (82)	10.8% (10)	1.1% (1)	93
sponsoring any of our activities (e.g. publications or conferences)	2.2% (2)	89.1% (82)	7.6% (7)	1.1% (1)	92
partnering with us in building an enhanced alcohol library	9.6% (9)	69.1% (65)	21.3% (20)	0.0% (0)	94
If you have said 'yes' to any of the above, are you willing to provide an email address so that we can contact you?					14
<b>answered question</b>					<b>95</b>
<b>skipped question</b>					<b>105</b>