



**INCREASING WATER
CONSUMPTION**

in

LICENSED PREMISES

Victorian Health Promotion Foundation

For more information please contact:
Louisa Shepherd
Senior Project Officer –
Alcohol and Tobacco Programs Group
Victorian Health Promotion Foundation
(VicHealth)
15-31 Pelham Street Carlton Victoria 3053
T: 03-9667 1346
E: lshepherd@vichealth.vic.gov.au
www.vichealth.vic.gov.au

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Edited by:
Lucy Kaldor
Rodger Watson
Jessica Wong

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DESIGNING FOR CHANGE

THIS REPORT summarises the outcomes of the Increasing Water Consumption in Licensed Premises workshop held on Thursday 6 November 2014.

THE WORKSHOP was facilitated by the Designing Out Crime research centre (DOC) at the University of Technology, Sydney. DOC's workshop methods are based on human-centred design principles, and research into how designers solve complex problems. The workshop asked participants to place themselves in the position of a patron and design ways of increasing water consumption in licensed premises.

THE CLIENT for this workshop was the Victorian Health Promotion Foundation (VicHealth), who are running a program of experimental interventions.

THE OUTCOMES of the workshop are three concepts which will be trialled in the VicHealth program at the participating licensed premises.

THE FUTURE: The interventions will be trialled for effectiveness and the results monitored by an evaluation team. VicHealth will use these results to inform a broader campaign on increasing water consumption.



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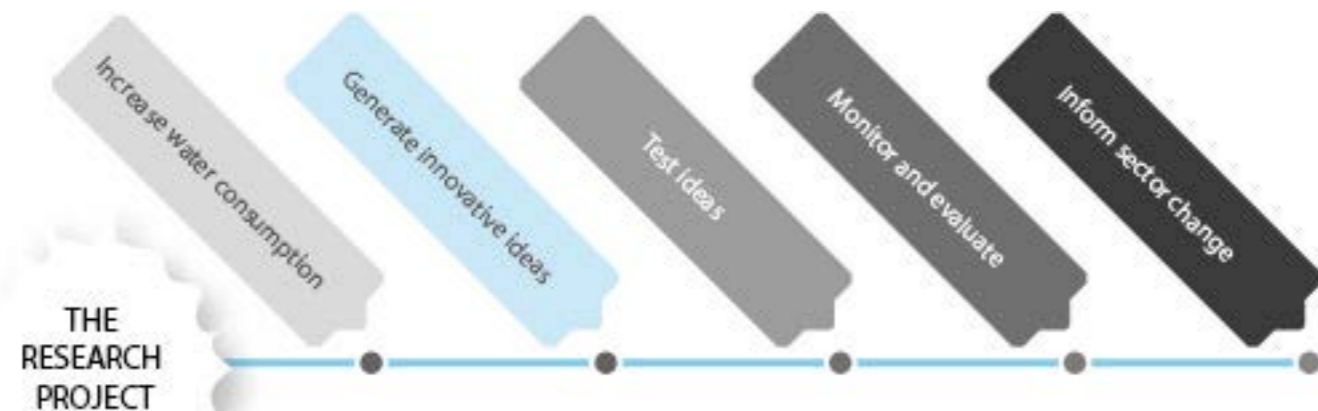
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1//INTRODUCTION-INCREASINGWATER CONSUMPTION //

Increasing water consumption in licensed premises has many benefits; the challenge lies in how to encourage patrons to drink more water. This workshop drew together stakeholders to generate innovative ideas on how to encourage water consumption.

We used a design-led, rapid prototyping methodology to come up with solutions that can be trialled in participating licensed premises. The workshop aimed to create a shared understanding of what drives patron behaviour and the opportunities for intervention, and developed prototypes that can be implemented and tested.

Participants brought extensive experience in the sector to co-create the solutions. Our design team led the session and collated the concepts. We thank the participants for their time and creativity in generating the ideas.



WORKSHOP DETAILS//

Increasing Water Consumption, 6th November, 2014, 1pm-4pm

PARTICIPANTS AND FACILITATORS

VicHealth drew together members of their team as well as licensed premises managers from participating venues. The workshop was facilitated by Lucy Kaldor, Rodger Watson and Jessica Wong.



PARTICIPANTS

Alex Gyani
Behavioural insights UK

Andrew Szoeki
one six one nightclub

Anna Lygopoulos
Victorian Commission for
Gambling & Liquor Regulations

Bill Horman
Consultant & Network
Services

Emma Saleeba
VicHealth

Felix Acker
VicHealth

Josie Daw
VicHealth

Justine De Guzman
Melbourne Central Lion Hotel

Louisa Shepherd
VicHealth

Maya Ravis
VicHealth

2// WORKSHOP METHODS & RESULTS//

The workshop aimed to create a shared understanding of what drives patron behaviour and the opportunities for intervention, and develop prototypes that can be implemented and tested.

The workshop methodology included user-centred design tools (such as persona creation, theme analysis and framing), and the behavioural economics model EAST (Easy, Attractive, Social, Timely), which sets out aspirational design qualities of a behavioural change initiative and can be used to assess the usability of an intervention. The EAST model holds that for an intervention to change behaviour, it should be Easy, Attractive, Social and Timely.

3// IDEAS JAM: What have we already thought of, or tried?//

The ideas jam tool gives us the opportunity to identify and list the initiatives that we know have already been tried, as well as other ideas that participants may have had. This tool acts as inspiration, but also as a way of forming a platform to push away from. If we are creating new approaches, we should know what has been tried before, and to what extent they have been successful.

RESULTS:

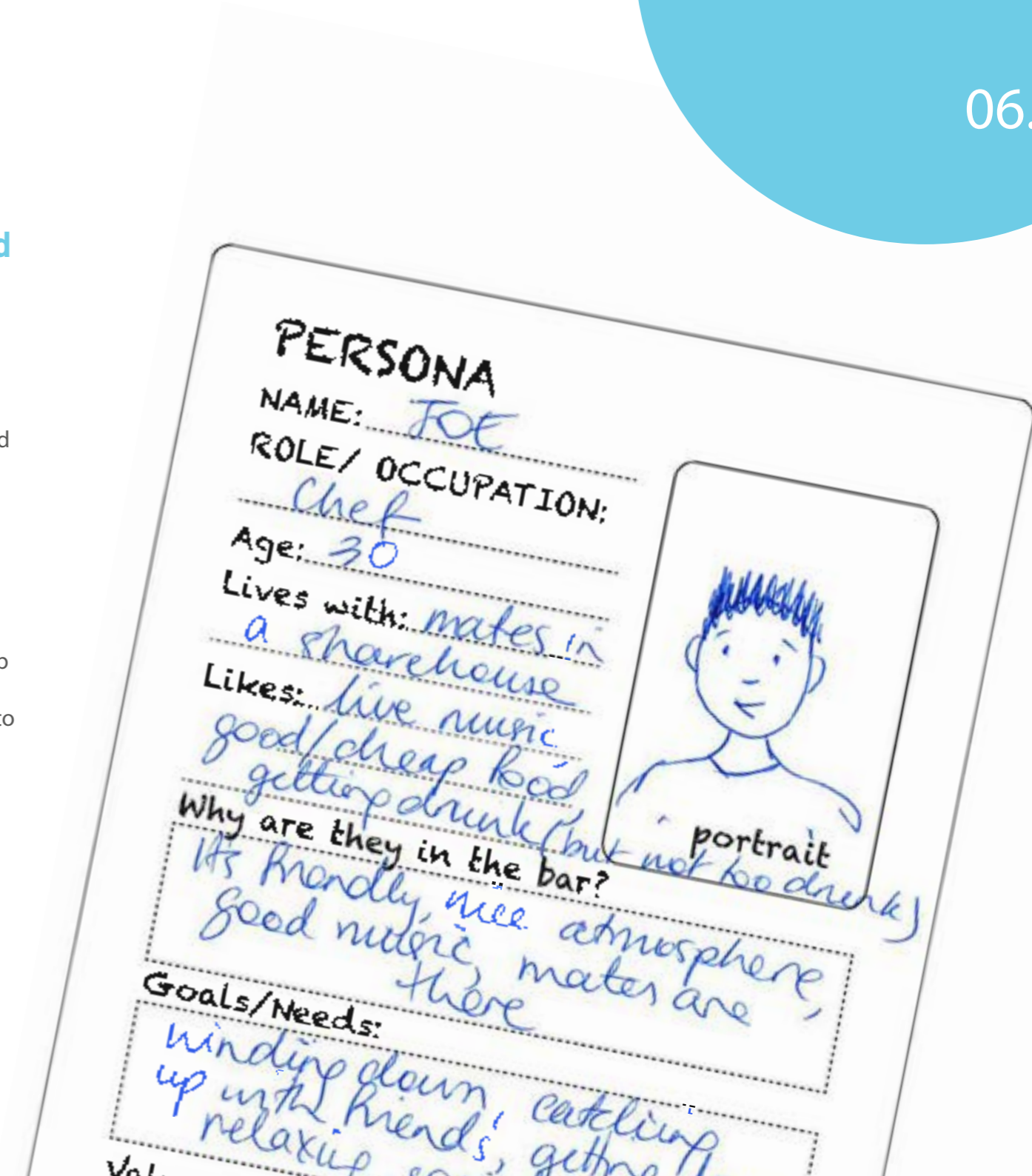
- nice glasses
- offering water with purchase
- water jobs
- offering water at the point of intoxication
- water fountains that are visible and promoted
- bottled water priced well
- gamification
- water campaigns
- H30 challenge e.g.
- choose tap
- ensure jug is full – delegate

4// STAKEHOLDER IDENTIFICATION, PERSONAS CREATION & SCENARIOS: Who are we designing for, and what do they value? //

In these exercises we identified core stakeholders (patrons, bar staff, security staff, managers, regulators, liquor producers/ suppliers, and neighbours + community) and did a quick analysis of their values, leading with the question 'what is important to them?'

Following this, each group created a fictitious but realistic persona of a patron attending one of each of the three participating venues. Using a user centred design approach helps to develop concepts and ideas that are situated at a human level, drawing on the things that are important to the user.

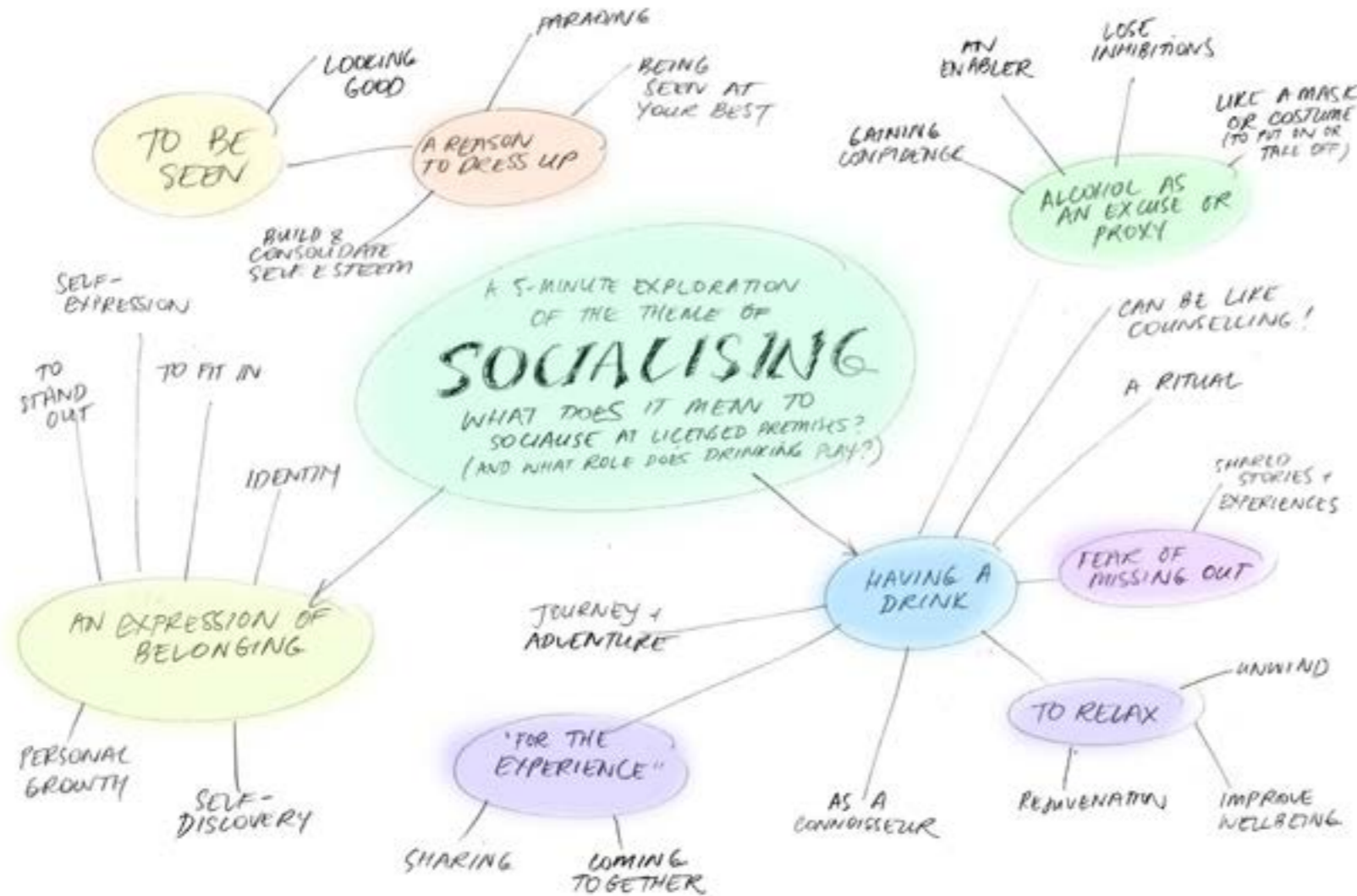
With their persona in mind, each group developed a scenario - a 'night in the life' of the selected persona, and the licensed premise. Each group talked about what their persona was likely to be doing in the venue, how they interacted with each staff, how they moved through the space in the venue, and the touch-points with staff and other patrons.



5// THEME ANALYSIS: What are the values we want to create?//

As well as holding the persona at the centre of the scenario, each group identified and analysed the themes (or values) that were important to their persona in the context of socialising at a licensed venue. Some important themes included Trust, Creativity, Discovery, Enjoyment, Belonging and Freedom.

In a user-centred design process, design concepts should address these themes.



6//FRAMES:Howcould we approach this?//

The way in which we frame our approach to a problem and solution has a significant impact on the ideas that will be created.

In this exercise we sought to identify frames to guide solution generation. Participants chose frames that reflected the patron values (or themes). These included the frames of a Contiki tour, a rave, a therapist's salon, a hike, the Google company, a sporting club, and a circus or show, and library.

We explored the 'Circus' frame by examining how a circus operates, and how it creates positive values. We then transposed some of these characteristics to the context of a licensed venue trying to encourage patrons to drink more water.

This exercise was completed rapidly; more extensive exploration of frames could produce interesting concepts.

WHAT

- Outside presentation
- Hotdog stand
- Information on venue
- Bar staff as performers
- 'Ring master' (maitre d')
- Give water in the queue
- Build relationships with groups (by giving water)
- Staff make the experience
- A water 'bell' or signal
- Water menu with flavours, garnishes and ice
- Free water advertised on the chalkboard
- Coloured water glasses and crazy straws

HOW

- Performers
- Entertainment
- Fair (alternative entertainment to the main tent)
- Decorations
- Known environment
- Schedule of events
- Delineated space
- Safety
- Food
- Children (range of ages)

VALUE (themes)

- Trust
- Discovery
- Creativity
- Freedom
- Enjoyment
- Belonging

FRAMES

- Contiki tour
- Rave
- Therapist
- Hike
- Google
- Sporting club
- Circus/show
- Library

7// THE INTERVENTIONS //

In this exercise we co-designed concepts for trial.

Three interventions were developed in the session; each aims to encourage water consumption in a slightly different way.

The concepts are:

1. The Oasis
2. Water Waiter
3. Water on the Menu

THE OASIS//

The essence of this concept is a designated water cart or station that is easy to access, and attractive (self-promoting). The station/water cart is a destination for water, like an oasis.

HOW DOES IT WORK?

The Oasis is **easy** to find and access, as it is situated on the journey to and from the bathroom. It is **attractive**, designed to be nice-looking, and is promoted as “special” e.g. with garnishes and flavourings. The Oasis works as a **social** experience, tokens (with different flavour options) are given to patrons on arrival and they can trade their tokens with others. The location of the Oasis (on the journey to the toilet) means that a patrons is more likely to notice it when they don't have a drink in their hand, making it **timely**.

RESOURCES REQUIRED

- Lighting to attract attention
- A designated space (a cart or space at the bar)
- Monitored by bus-boys
- Branded tokens handed out on arrival, and over the bar if requested
- Attractive glasswear
- Citrus, mint, crushed ice, etc.
- Mirror stickers in the toilets to prime patrons to use the Oasis “you're looking thirsty, meet someone special at the Oasis”

WATER WAITER //

This concept emerged from discussion about the role bar staff could play in encouraging patrons to drink more water. It was identified that patrons often look to bar staff for behavioural cues. Bar staff play a performative role as well as a service role, and are the ‘face’ of the venue. By offering patrons a Water Waiter, bar staff are setting a new norm.

HOW DOES IT WORK?

The Water Waiter and glasses are placed on patron's tables making it **easy** for them to drink water.

The Water Waiter is stylishly designed, with a neon core that is filled with ice, making it **attractive** for patrons to have one at their table, and deliciously refreshing.

The four litre capacity means that there is enough to go around the whole table, also making it a **social** thing to participate in.

Patrons can ask for a Water Waiter at the bar, and Staff will offer Water Waiters to patrons at their table, making the decision to have one **timely**.

RESOURCES REQUIRED

- Water fountains and glassware.
- Staff to dispense the Water Waiter, clear glasses etc.

10.

WATER ON THE MENU//

Water on the Menu is a simple concept to make patrons aware, and remind them, that free tap water is a legitimate drink choice and one which proprietors and bar staff are happy/ expect to receive.

Included in the concept is the proviso that advertising not be unusual or obtrusive; i.e. that with the exception of toilet advertising, water be advertised like any other drink, so that choosing water becomes normalised.

HOW DOES IT WORK?

To encourage patrons to drink water, this intervention would:

Make it **easy** by advertising water on any boards displaying the bar's drink offerings, including specials boards); consider updating printed menus to include water.

Make it **attractive** by using adjectives, pictures, clever language, i.e. devices that make water an attractive menu offering, and list water towards the top of the menu so it is noticed.

Generate **social** discussions by having branded material that gets people talking about water being on the menu.

Include posters on the toilet door giving reminders people that they could/should drink water.

RESOURCES REQUIRED

- Templates for posters/copywriting

09.

8//NARRATIVE//

To illustrate how the interventions could work, they have been combined and put in narrative form with the personas acting out their experiences. The VicHealth interventions will be trialled in separate locations, however for the purpose of illustrating how they could work they are combined into one narrative.

PERSONA AND SCENARIO NARRATIVE//

Joe is 30. He lives in Carlton, Fitzroy, North Melbourne (and lives in a sharehouse with 2 other people)

He likes live music, good and cheap food, getting drunk (but he isn't 25 any more!)

He's at the Carlton because of the unique, free, decorated, diverse, crowd, busy, atmosphere convenience

Goals: enjoyment, meeting someone in a relationship, new friends

Joe walks into the Carlton at 9:30. He's feeling familiar, he knows the people on the door, knows people there, feels confident, and feels like a beer. As he enters he notices that water is on offer at a stand (the Oasis), he's handed tokens for the Oasis and wonders what the different coloured tokens mean. He walks upstairs and goes to the bar. There is a short queue so he's in pretty quickly and orders a pint of full-strength craft beer. He notices the Water on the Menu and wonders how come so many people are drinking water. Taking his pint out to the balcony, he looks for a table and realises he will have to wait a while. He meets his mates and starts chatting. It's not too loud on the balcony at this time. He finishes his beer and goes back to the bar. It takes a bit longer to get a drink this time, but he's relaxed (people-watching) and doesn't mind. He gets his pint and goes back to the balcony, his mates have scored a table and they have a Water Waiter with glasses for everyone. They're all having quick shots of icy cold water. He continues talking with friends, finishes his drink and then

goes to the toilet. He notices the Oasis on his way to the toilet. He goes to the toilet, then has a quick look in the mirror, where he notices a fun sticker, suggesting that he might need a drink of water, and that he might meet someone special at the Oasis. When he leaves the toilet he wonders about having a drink of water and when he notices an attractive girl having some water he decides that he'd rather like a drink of water too. He discovers the meaning of the different coloured tokens while at the Oasis talking with the girl. He hands over a mint water token and enjoys a glass as he's standing there. There is a table for dirty glasses. He lingers a bit to enjoy iced mint water and makes conversation with the girl. He asks the girl what she's having and what token she has; they exchange tokens, swapping a crushed ice citrus, for a cucumber slice.

He goes back to the bar, gets another pint and heads out to the balcony, where he tells his mates that he got a citrus water token from the girl. He goes to the bar again, and this time it's packed. He winds through the crowd and waits a while, but when he gets a pint he takes it back again. After that he goes to the toilet, where he meets people in the toilet and has a friendly chat. He queues for about 2 minutes in the toilet, and is irritated, but chats while he waits and feels ok about it. He gets another drink and goes the dancefloor to find some eye candy. He wants to watch people dancing and tries to spot the girl he spoke with before. He hopes he'll get to talk to her again and ask her about her cucumber slice water. He's feeling pretty good. He doesn't spot the girl.

He's feeling more chatty and relaxed but now it's time to go so he grabs a quick drink of water on the way out, gets into a cab and goes home with his mates, at about 2am.

Joe had a good night, as usual. The next day he's feeling better than he normally does after a late night. It must be the extra water he had through the night.

He works out that he drank just as much beer as he normally would have, and he's thinking that he might go out again tonight to see if the girl he met at the Oasis is out again. He's curious to know what she thought of the cucumber slice water.

9//ENVIRONMENTALSCAN// OUR FINDINGS//

Prior to the workshop, we conducted a brief search of online databases and search engines with varying search terms relating to water consumption and licensed premises. The results of our search are presented here.

The search returned a wide range of Australian state-authored RSA guidelines reminding licensees of their obligations to ensure that water is free and available; however, this material does not typically include ideas on how proprietors could or should encourage patrons to drink water.

Additionally, the search returned a wealth of source material offering ideas on how to encourage people to drink water, the details of which are presented below and may provide ideas to support this project.

Our research did not uncover any material specifically addressing the question of how to encourage patrons to drink more water at licensed premises. This is hardly surprising given that drinking free water contradicts both the business model of licensed premises, as well as public expectations of what to drink in a licensed premise.

HOW TO GET PEOPLE TO DRINK MORE WATER

Since the benefits of water drinking for health are both broad and well established, there is no shortage of information and ideas relating to consuming more water in everyday life to improve hydration and thus health. Such sources typically focus on increasing overall hydration and drinking water as an alternative to other drinks, during everyday activities (at work, school, during sport, etc), rather than pushing a message to drink more water as an alternative to alcoholic drinks on a night out.

The search located a wealth of information espousing the benefits of drinking water (as opposed to other beverages), as well as the benefits of drinking a larger quantity of water overall (to improve hydration and health). The sources range from government health campaigns to diet, fitness and wellbeing blogs.

HOW TO GET PEOPLE TO DRINK MORE (OF ANYTHING)

Our research also returned liquor industry business-to-business collateral (guidelines, checklists etc) aimed at helping licensees sell more drinks. Although the aim of this information was to help licensees sell alcoholic drinks (and non-alcoholic drinks at a price), there are some recommendations that could be creatively reused to encourage more people to consume more free water while in bars, pubs and clubs. Some of these recommendations are shown in Figure 1.

How to make drinking water more attractive

- Use fun garnishes and flavourings (e.g. slices of lemon)
- Create a 'menu' for the water
- Have a waiter walk around with a tray of water
- Use fancy glasses
- Display the drinks nicely
- Offer water with each alcoholic drink and suggest 'pairings' of flavoured (e.g. lemon or mint) water with different alcoholic drinks
- Actively promote the free water

(ideas adapted from '40 ways to increase bar sales', <http://www.nightclub.com/whitepapers/buzztime-whitepaper-40-ways-increase-bar-sales>)

PUBLIC HEALTH CAMPAIGNS

Government health campaigns encourage people to drink more water for health reasons. The intended audience includes individuals/the public, institutions and professionals in relevant fields. US First Lady Michelle Obama is sponsoring a 'pro-water' campaign (called Drink Up - <http://www.youarewhatyoudrink.org>) with the goal of increasing the amount of water Americans drink each day. Social media platforms associated with the campaign suggest ways to make water-drinking more fun, including ideas for jazzing up the containers in which water is served ('jackets' on water bottles, measuring cups instead of glasses etc.)

Anti-binge-drinking campaigns, or anti-alcohol campaigns stress the importance of drinking water to reduce the harmful effects of alcohol on the body (e.g. <http://www.loveyourliver.com.au>)

BLOGS AND WEBSITES

In popular health-and-wellbeing blogs and websites, water is promoted to an audience of increasingly body-conscious consumers as a healthy and often a moral choice. These information sources promote drinking water for internal health as well as cosmetic appearance, tapping into consumer concern about 'premature ageing'. Such sources also often tout the perceived benefits of filtered water over standard tap water. Health blogs offered some ideas about how to make water 'taste better' (see Figure 2), which may be relevant to this project.

THE PACKAGING MATTERS: CONSUMER ENTHUSIASM FOR TAP VS BOTTLED WATER.

An ethnographic study researched the decline of consumer trust in public drinking fountains in America, and the concomitant rise of trust in bottled water (see Martha Kaplan, 'Lonely Drinking Fountains and Comforting Coolers', *Cultural Anthropology*, Volume 26, Issue 4, pages 514–541, November 2011). This paper describes the psychological values modern consumers attach to public water sources, 'private' water coolers, and private, single-serve bottled water respectively. It highlights the importance of water packaging in people's feelings about drinking it and, in particular, distrust of obviously public water sources like fountains. It highlights the importance of water packaging in people's feelings about drinking it and, in particular, distrust of obviously public water sources like fountains.

The ubiquity of bottled water in Australia (when free alternatives are widely available) attests to the importance of water packaging. Personal communication with a NSW licensee indicates that 'niche' brands of bottled mineral and spring water are popular among patrons as for-sale, non-alcoholic drinks.

Sydney Water's tap™ campaign is an attempt to promote tap water as the first choice for consumers (see <http://www.tapsydney.com.au/what-is-tap/>) both for health and environmental (less waste) reasons. The campaign promotes the use of 'public' water over bottled water.

How to make water more delicious (without considerable expense)

- Offer carbonated water
- Add fruit such as cucumber, strawberry, mint, lemon, ginger
- Add 'interesting' ice cubes (e.g. containing flower petals or fruit)
- Offer healthy, hydrating alternatives to water e.g. non-caffeinated herbal tea

10// LICENSEE & EXPERT QUESTIONNAIRE //

Prior to the workshop, we conducted a brief questionnaire of licensees/managers. We asked questions about their patrons, their venues, and what kind of experience they want to create in their bar.

	The Carlton Hotel	Onesixone Nightclub	Melbourne Central Lion Hotel
Who are your patrons, typically?	We have a wide range of patrons ranging from young adults to older clientele. I would say our mean age would be 30 years old.	Mixed patronage. Average age 25 - 35.	Patronage is very multicultural – we have every nationality at one time in the venue
How many patrons do you host on a busy Saturday night?	We get around 1100 through the door and about 600 at one time	500-700	800+
Why did you express interest in being part of this research project/workshop with VicHealth (on increasing water consumption)? What would you like to get out of your involvement?	Just to increase awareness in the community in the hope that it decreases violence and accidents.	I am interested in any projects/studies that are relevant to my industry: to learn about the aims/goals Vic Health has for my industry to develop strategies that might assist me to improve my venue to keep my business ahead of its competitors by providing a better experience to its patrons.	More experience and involvement with the State government in reducing alcohol-related violence, and make a safer Melbourne for all to enjoy.
How does your venue currently provide water? Other than providing water, do you do anything extra to encourage patrons to drink it?	We only serve it if they ask for it. Unfortunately, we don't offer anything extra.	We sell bottled water. We provide free water on request. We offer free water to anyone who is seen to be consuming alcohol rapidly. We offer free water to anyone who has been refused service due to intoxication or who has been asked to leave the premises due to intoxication.	We provide water to all patrons upon request. If we cut someone off the bar they are provided with unlimited a card for soft drink, water and coffee. If they are asked to leave we provide them with a bottle of water for their journey home.
Describe in 3 words how you want your ideal venue to feel?	Warm, comfortable and exciting	Clean, comfortable, interesting	Safe, enjoyable, friendly

15.

//Expert advice//

Bill Horman is an experienced consultant in this field. He was asked several questions relating to water in licensed premises. His answers were as follows.

- Brief description of what you do to help licensed premises with their RSA obligations.
 - Encourage Free Water signage in the bars
 - Encourage the engagement of at least one RSA Officer (wearing a very clearly marked RSA Officer shirt (photo can be provided) so that he or she is very clearly recognised by patrons as to his/her role
 - Ensure that the licensee of the venue has a firm and clearly stated and understood "house policy" (preferably written into its Venue Management Plan) it's policy in relation to intoxicated patrons on the venue
 - Ensure that the venue's Crowd Controllers are well aware of the Venue's attitude towards "intoxicated" (as well as "drunk") patrons on the licensed premises
 - Ensure that the Crowd Controllers and bar staff are well aware of the role of the RSA Officer
 - Ensure that the bar and other staff have means of communication/gaining attention of Security and/or the RSA Officer when requiring attention (eg use of torches/flashing light indicating attention required)
 - Ensure the door staff (Crowd Controllers and "selectors") are well trained in relation to RSA and are alert to refusing entry to intoxicated patrons
 - Ensure that all bar staff have completed the RSA Course and are appropriately recorded in the RSA Training Register (as required)
 - Encourage the licensee/venue management to provide RSA training to other "relevant" staff including "bussies" and cleaners
 - Encourage the licensee to have some of their staff (particularly managers) undertake the (Victorian) Advanced RSA Course

In relation to my consultant's role with one particular client (three venues) – from time to time I will be called to attend and get involved in the making of an assessment and/or speaking with a particular patron where the issue of "alcohol-affected" or "intoxication" is the issue.

- What do you see as the barriers to people drinking more water on a night out partying in bars and club.

A major barrier in relation to drinking of water is the lack of awareness or encouragement of patrons to drink water. I do not recall any media publicity or posters on the topic and encouraging patrons to drink water when out partying in bars, clubs or private premises.

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- Many licensed venues do not display free water signage.
- Many licensed venues do not, as a matter of course, encourage (through their staff) the provision of free water to patrons.

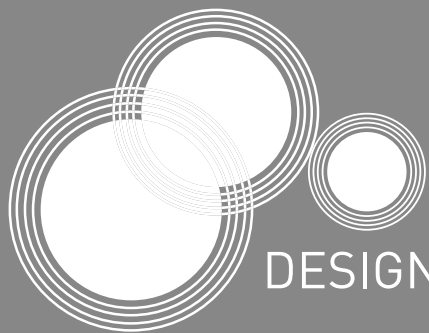
- Examples where water (or an alternative non-alcoholic beverage) has been provided particularly well.

One venue I recall particularly well that introduced a very innovative promotion of the availability and use of water was a licensed venue in Southbank where, if my memory serves me correctly, had a specific time (I think from memory it was 1am) where the bars served only water for a period of time. (If you so wish – I could follow-up with the licensee of the venue to see if the practice is still in place).

Another strategy I am very much in favour of is for licensed venues to have a "Designated Driver" system in place – where the "Designated Driver" of specific group drinks only non-alcoholic beverages whilst at the licensed premises and then drives his/her colleagues home. (I recall well when, as the Victoria Police Assistant Commissioner for Traffic, I introduced this strategy back in 1986 in collaboration with CUB (then) CEO Mr Pat Stone with one of their subsidiaries Schweppes offering to provide the non-alcoholic drinks at the licensed premises where the practice was introduced. You will appreciate that this strategy was introduced back when Drink Driving was recognised as a major problem and this was introduced in an effort to reduce the road toll.

11//CONCLUSIONS AND NEXT STEPS//

The workshop generated several potential interventions, three of which were chosen by participants as the most worthy of exploration and development. The workshop developed these concepts to a point where they can be prototyped and implemented. These concepts will form the intervention suite of the VicHealth initiative. Designing Out Crime thank VicHealth for involving us in their exciting research.



DESIGNING OUT CRIME
