



## Birmingham's Drug & Alcohol Action Team are at the sharp edge of Local Government.

Zulu worked with them to maximise on-line support...

### The Overview

The BDAAT are part of an NHS initiative to educate and inform on the issues surrounding substance abuse. There is a substantial amount of research documenting the direct link between social problems, crime and the misuse of drugs, but there can also be a perceived social stigma for those individuals seeking help and advice. BDAAT try to engage with this group at as early a stage as possible as part of an ongoing social health programme.

With the key target group being under 30 years of age, the aim of BDAAT is to 'prevent and inform' rather than simply deal with the consequences. The team engage in the process by providing early intervention through accessibility and a wide range of marketing channels.

However, site content would also have to include sector information on Training & Workforce Development, Criminal Justice Strategies and numerous documents.

### The Brief

This was a wide ranging brief. Zulu was tasked with creating a single website that would be an information portal not only for any individual or group working within the Birmingham Drug and Alcohol Action Team (BDAAT), but also anyone in the community needing their support, advice or help. This meant we were dealing with a user profile that ranged from youths with drug problems to health officers and advisors.



“This is the best marketing agency I have ever worked with...”

Lindsey Stubbins  
Communications Officer

### The Solution & Our Approach

Working closely with BDAAT throughout the entire process, Zulu undertook an in-depth analysis of the sector to define a communication solution, rather than a marketing one. Whilst the technicalities of the site operation had some complexities and the content range is far wider than normal, the user interface had to be clear and simple.

Zulu spent a lot of time face to face with the client explaining the development process, illustrating just how digital asset management works and most importantly, making sure that the client was in control. The client was therefore able to understand and measure costs, being both informed and empowered. When the contract was completed they not only had a great website, they owned it completely, they understood it and they managed it.

The Content Management system we supplied was specifically designed with an icon driven user interface. This meant no staff training was required and any assigned member of the team could just step in and edit the site.

### This is our constant approach... 'A Starting Point, a Guide and a Destination'.

But it is more than an approach, it is everything. We like to put it this way: "What is the point of designing and delivering a Ferrari if you don't give the buyer the keys, the registration documents and top it up with fuel before you leave".

### The Result

www.bdaat.co.uk is a clean, yet creative site. It is dynamic, intuitive and the information is easily accessible. The 'Tone of Voice' resonates with the target market and whilst it is authoritative, it is in no way condescending.

The wide array of content currently ranges from an Interactive Map, to find Specialist Clinics and Needle Exchange Centres, to Treatment Redesign Briefing Papers keeping professionals informed of progress.

Most importantly, the website achieved its aim of being a single information portal that is fully manageable by the BDAAT team whilst giving an invaluable resource to the wider community.



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