



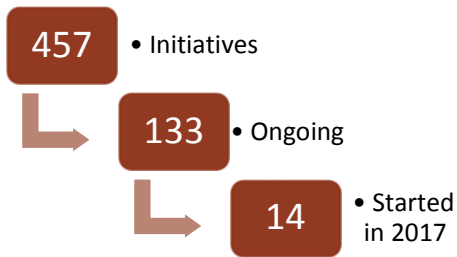
## TABLE OF CONTENTS

HIGHLIGHTS OF 2017 .....	2
I. INFORMING CUSTOMERS ABOUT MODERATE DRINKING .....	4
II. RESPONSIBLE SERVING AND SELLING & ENGAGING RETAILERS .....	11
III. TACKLING UNDERAGE DRINKING .....	15
IV. TOGETHER AGAINST DRINK DRIVING .....	18
V. PREVENTING DRINKING DURING PREGNANCY .....	20

## INITIATIVES STARTED IN 2017

1. CZECH REPUBLIC | Union of the Czech Sprints Producers and Importers (UVDL): [“Sail Responsibly”](#)
2. DENMARK | God Alkoholkultur (GODA): [“Youth, alcohol, parties”](#)
3. ESTONIA | Estonian Union of Alcohol Producers and Importers (EUAPI): [“If you drink, drink some water in between!”](#)
4. IRELAND | Drinkaware: [“Alcohol-Related Harm Week”](#)
5. IRELAND | Drinkaware: [“Drinkaware Day”](#)
6. LATVIA | Latvian Alcohol Industry Association (LANA): [“Party with style”](#)
7. LITHUANIA | Alliance of Legitimate Business (ALB): [“Safe in the streets”](#)
8. MALTA | The Sense Group: [“Drinking Abuse Breaks Other Lives Too”](#)
9. POLAND | Brown-Forman: [“Responsibility Today. Everyday”](#)
10. PORTUGAL | Associação de Vinhos e Espirituosas de Portugal (ACIBEV): [“Breathalyser tests @ Grandes Escolhas - Vinhos e Sabores”](#)
11. PORTUGAL | Associação de Vinhos e Espirituosas de Portugal (ACIBEV): [“Christmas TV Campaign”](#)
12. UK | The Scotch Whisky Association (SWA): [“Proxy Purchase 'You're asking for it' Campaign North Lanarkshire”](#)
13. UK | Pernod Ricard: [“Absolut/Uber drink driving campaign”](#)
14. UK | Pernod Ricard: [“Responsible Party”](#)

## HIGHLIGHTS OF 2017



The European spirits sector has funded, supported, monitored and evaluated 457 responsible drinking initiatives since the launch of the European Alcohol and Health Forum (EAHF) in June 2007. There are currently 133 ongoing initiatives, 14 of which were started in 2017.

While our collection tool does not allow to compile comparable datasets, and aggregate them across the EU, each initiative is reported on in detail and the results and evaluation are publicly available on [www.drinksinitiatives.eu](http://www.drinksinitiatives.eu). More information can also be obtained by contacting the project manager.

On a case by case basis, we have been able to record and evaluate the positive impact that such initiatives have had on their community. This enables us to learn and develop new and more effective strategies, and facilitate exchange of best practice among our partners.

### OUR COMMITMENT

The spiritsEUROPE Roadmap ran between 2010 and 2015. It covered the areas mentioned in the [Charter establishing the European Alcohol and Health Forum](#) inspired from the 2006 EU strategy to support Member States in reducing alcohol related harm. These areas are:

1. Strategies aimed at curbing under-age drinking;
2. Information and education programmes on the effect of harmful drinking and on responsible patterns of consumption;
3. Possible development of efficient common approaches throughout the Community to provide adequate consumer information;
4. Actions to better enforce age limits for selling and serving alcohol; interventions promoting effective behavioural change among children and adolescents;
5. Cooperation to promote responsibility in and prevent irresponsible commercial communication and sales.

We continue to deliver these actions even after the suspension of the European Alcohol and Health Forum. The numbers shown below help to provide an illustration of what has been undertaken since the inception of the Forum. Some initiatives have been running for over a decade, some are designed to be implemented over several years, while others are more short term.

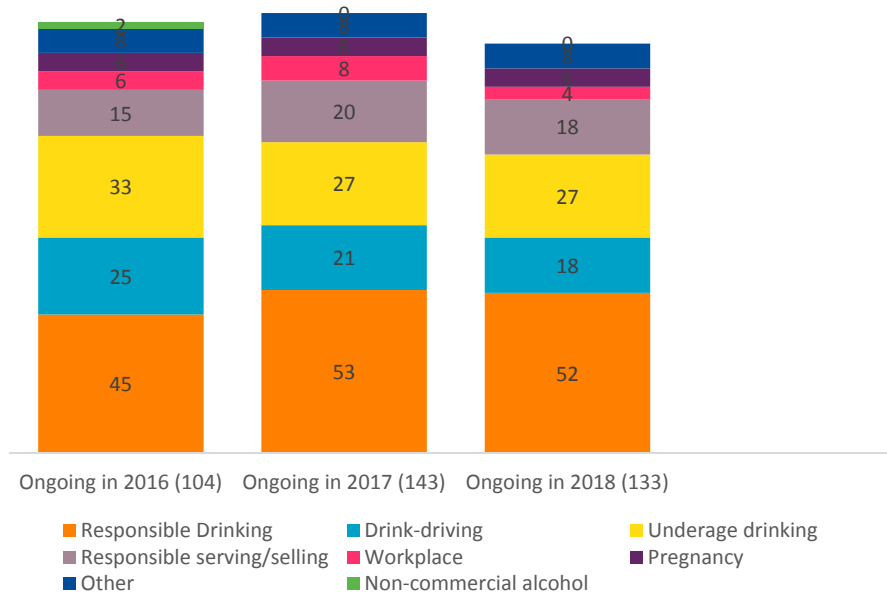
The initiatives are based on the guidance provided by the International Alliance for Responsible Drinking (IARD) who owns a repository of evaluated toolkits to undertake prevention initiatives. The [IARD Toolkits](#) provide expertise in the area of:

- Drink Driving: Training Programme Workbook and Practical Assessment Guidelines.
- Responsible Service of Alcohol: Server's guide and Trainer's Guide.
- Social Marketing: Examples of techniques applied to a range of issues, including drinking behaviour.
- Partnership: Facilitating cooperation with a wide array of stakeholders.
- Alcohol Education: Guide to programme development, implementation, monitoring, and evaluation.
- Evaluation: Guides on evaluating prevention programmes.

AREA OF ACTION	Since the creation of the EAHF	Ongoing in 2018	New initiatives in 2017
Promoting Responsible drinking	156	52	11
Reducing Drink Driving	122	18	3
Tackling Underage drinking	83	27	2
Responsible selling/serving	51	18	0
Workplace interventions	19	4	0
Zero drinking during pregnancy	10	6	0
Other	13	8	0
Non-commercial alcohol	3	0	0
<b>Total</b>	<b>457</b>	<b>133</b>	<b>14</b>

Below is a comparison of ongoing initiatives in the beginning of 2018 compared to the beginning of 2016 and 2017.

### Comparison of ongoing initiatives 2016/2017/2018



There was a significant increase in initiatives in the areas of **promoting responsible drinking** and **responsible selling and serving of alcohol** in 2017. In 2018 these figures remained stable. The area of **reducing drink driving** continues to have fewer ongoing initiatives although it remains an active area. **Tackling underage drinking** has also seen a reduced number of ongoing initiatives but has remained stable over the past two years.

## I. INFORMING CUSTOMERS ABOUT MODERATE DRINKING

156

52

Since the start of the European Alcohol and Health forum in 2007

- The spirit sector has contributed to 156 initiatives aimed at raising awareness of responsible drinking.
  - 52 of these initiatives are currently ongoing.

The information provided on websites and in campaigns aims to provide our adult consumers with a reliable foundation on which to make informed decisions regarding alcohol: our products, when not to drink, and how much is too much if you choose to do so. A wide range of actions can be found depending on target group, setting or tools used to convey the message.

### Consistency in messaging - on websites, commercial communications and beyond

[responsibledrinking.eu](http://responsibledrinking.eu) works both as an information source and as an EU portal to drive consumers to the national websites in the EU, plus Serbia, and to the website managed by the International Alliance for Responsible Drinking (IARD) [responsibledrinking.org](http://responsibledrinking.org).

The “Key Facts” section on the website has contains three sections:

- “Moderation by Numbers” offers low-risk drinking guidelines for women and men, as well as advice when alcohol should not be drank such as when driving or when pregnant.
- “What is a standard drink of alcohol?” explains what a “standard drink” is and that it differs between countries, depending on culture and tradition. Consumers are encouraged to visit their national website to find out more.
- “You want to monitor your calorie intake?” contains information on how many calories there are in the main types of drinks.

[responsibledrinking.eu](http://responsibledrinking.eu) has almost 72,000 unique visitors per year. It lists 24 national consumer information websites, information on which can be found on <http://www.drinksinitiatives.eu>.

In addition to driving consumers to the national, European or company specific responsible drinking websites, some of spiritsEUROPE’s members carry out campaigns to actively promote responsible drinking, which range from dedicated events to mass media campaigns.

### CZECH REPUBLIC | Union of the Czech Sprits Producers and Importers (UVDL): “Sail Responsibly” | 2017 > Ongoing



Sailing on Czech rivers is an ever more popular type of holiday for many Czech citizens. Unfortunately, some connect sailing and drinking of a lot alcohol together. This is often the cause of fatal injuries on rivers, which have grown over the past few years.

As a result, the campaign was launched to warn against alcohol

consumption while sailing/boating. The dangers, such as drowning and hypothermia, of drinking whilst sailing are communicated on a dedicated section of the responsible drinking website. It also states the law and fines related to being intoxicated whilst sailing/boating.

The message is shared through UVDL members, online, a dedicated section on the responsible drinking website, on Facebook, magazines and newspapers, and on TV. It is also shared via a series of YouTube videos: Vít Přindiš, the kayak world champion, advises sailors to avoid drinking before boating; an interview with boaters who admit to drinking before taking to the water and boaters answering whether they know the penalty of taking to the water under the influence.

Until November 2017, the campaign had featured in 10 magazines and newspapers and the campaign messages had more than 40,000 views on Facebook. The campaign spurred a society-wide discussion about the issue and led to an improvement of the situation on Czech rivers such as halting the “sailing bars” (licensed boats that sell alcohol) on Czech rivers. Also, the number of deaths on rivers went down in 2017.

### **ESTONIA | Estonian Union of Alcohol Producers and Importers (EUAPI): “If you drink, drink some water in between!” | 2017 > Ongoing**

The idea for the campaign came from the “Green Paper on Alcohol Policy”, compiled in 2014 by the Ministry of Social Affairs in collaboration with the private sector and health organisations. The document recommended establishing practices in the private sector which would decrease excessive alcohol consumption and prevent intoxication. Among these was serving alcoholic drinks with water.



Serving free water is not commonplace in Estonian bars but the campaign aims to change this practice. The campaign advocates drinking a glass of water in between each consumed glass of alcohol. It also explains that alcohol consumption increases the body’s requirement for fluids and that drinking water helps to slow down the tempo of consumption and thus reduce the overall amount of consumed alcohol.

The campaign was launched at the 2017 Estonian Drinks Festival. Festival guests were served free drinking water alongside the alcoholic beverage tastings. Guests who promised they would always have some water in between every glass of alcohol were entered into a lottery to win a breathalyser test. The campaign message is spread through debates with notable personalities; water pitchers with the campaign logo used in participating bars; bottleneck ads placed on products sold in participating stores; free water and campaign stickers in restrooms of participating bars. A dedicated Facebook page has also been set up and a section on the Drink Wisely website is dedicated to it.

Until November 2017:

- 650,000 neck hangers (placed on products containing alcohol) were distributed.
- 650 stickers were used in the restrooms of the 120 participating bars.
- 870 table displays were distributed.
- 650 water pitchers were distributed to bars.
- 103 bars all served free drinking water to customers who consumed alcohol.
- The electronic logo was used on the internet and in the alcohol advertisements of campaign participants and the video clips were displayed in bars and shared on social media. In September and October, the clip was played in 91 stores.

- The campaign also had a great amount of media coverage. In total, 49 stories in media (20 during first segment of the campaign and 29 in the autumn).
- The Facebook page was liked 980 times. The posts reached 323,363 adults, of which 10,308 engaged with the post.

### FRANCE | Avec Modération!: “Serial Drinker, Social Loser” | 2014 > Ongoing

The campaign attempts to motivate young adults (18-25 year olds) to control their drinking, not through the health-risk that alcohol might pose, but rather through the impact excessive drinking could on their image and reputation in social networks.



The website relates the misadventures of a young man (Antoine) who does not notice the impact of binge drinking on his health and social life. The user watches Antoine's evening unfold. He gradually loses all credibility with his friends, classmates and prospective employers. He loses control of his actions and his virtual image when proof of his drunkenness is published on social networks through the “posts” and comments from friends. The website shows responsible drinking messages throughout the story and the user is prompted to compare their alcohol consumption to other visitors via a set of questions/answers.

Until December 2017, over 5 million users were reached through Facebook and the YouTube video had 3,050,711 views, 78,825 likes and 1,874 comments. The website had 150,000 visits until October 2016. The figures for 2017 are unavailable, however the number of visitors was low.

### IRELAND | Drinkaware | “Alcohol-Related Harm Week” | 2017 > 2017

The Awareness Week on Alcohol Related Harm (AWARH) offers an opportunity for everyone concerned to come together and work towards actions that would reduce alcohol related harm in Europe.



The 2017, AWARH aimed to get EU and national policy makers to pledge to address alcohol related harm in Europe. The theme was Alcohol and Cancer. Drinkaware marked the week by raising awareness on the very real risks associated with alcohol and a range of cancers. Drinkaware research identified that 39% of adults specified physical health as the strongest influence in making positive changes in relation to their drinking habits. To this end, Drinkaware provided information and tools to help people to understand their drinking habits and provided practical advice to make a change and reduce health risks. Tools like their Standard Drink Measure Cup or online Drinks Calculator made it easier for people to manage their drinking habits and provide an accessible way to proactively manage their own drinking. As always, they encouraged people to follow the HSE low-risk guidelines which recommends at least two alcohol-free days per week. The number of consumers reached is unknown.

### IRELAND | Drinkaware | “Drinkaware Day” | 2017 > Ongoing



The Drinkaware team went to McCabe’s Pharmacy in the Pavilions Shopping Centre in Swords, Dublin to provide information and advice to customers about their drinking habits on 7, 14, 21 and 28 July 2017.

They handed out free resources including a Standard Drink Measure Cup and Drinks Calculator Wheel. An alcohol self-assessment scratch-card was offered to visitors to the stand to complete in their own home. The team also provided parents with the facts about underage drinking and advice to help to start an informed conversation about alcohol with their children.

There was positive feedback from customers and McCabe’s Pharmacy staff but the number of consumers reached is unknown.

### LATVIA | Latvian Alcohol Industry Association (LANA) | “Party with style” 2017 > Ongoing

Although, the consumption of alcohol in Latvia is decreasing, Latvians are still one of the biggest binge drinkers in Europe. Hence, this initiative was established to reduce binge drinking. The programme consists of two parts:



- Information and education: stands were installed at the big festivals in Latvia “Positivus” and “Laba daba”. Information about safe levels of drinking and guidelines, and a reminder to intersperse alcoholic drinks with water are distributed around the festivals. Promotional materials such as cups with the “Party with Style” logo are handed out and participants have the opportunity to get a “Party with Style” logo stamp on their hand. A virtual game on safe drinking guidelines was developed and presented at the festivals.
- Education and prevention: A social media campaign aimed at the target group (students) shows the damage that could be done by binge drinking, emphasising the loss of social status which the target group care about. It also encourages the group to drink water and not to drink excessively. The campaign also promoted the responsible drinking website and LANA Facebook page.

More than 50,000 people were reached at both festivals in 2017. 3,000 paper cups with still water in them were given during the festivals and 2,300 festival goers got a “Party with Style” stamp on their hand. Additionally, until November 2017, the social media campaign reached 63,000 people and 2 printed publications and 15 internet publications spread the information. As a result of the promotions, the responsible drinking website had a 28% increase in traffic, more people follow the LANA Facebook page and new users have visited the LANA social responsibility page.

As a result of the campaign, both festivals recorded less binge drinking casualties. For the Positivus festival a public article stated that this year’s festival was spent more calmly than last year’s but there were still some issues with underage drinking. For the Laba Daba festival, contrary to the previous year where many articles mentioned drug usage and other problems, there were none.

### MALTA | The Sense Group | “Drinking Abuse Breaks Other Lives Too” 2017 > 2017



The theme of the 2017 summer campaign was “Drinking abuse breaks other lives too...Be drink aware”. The ads featured stark black and white imagery that aimed to give maximum impact for the message.

The campaign was designed to extend the understanding of the negative results of excessive alcohol consumption and make abusers think about the people around them, including friends and relatives.

That the impact of uncontrolled drinking habits can have a ripple effect on those around the abuser - society in general, communities, families and friends.



It was disseminated through Facebook, Google, websites, outdoors, the on-trade and on campuses. The public was invited to share the campaign message as much as possible in order to create more awareness of the issue and to visit the [drinkawaremalta.com](http://drinkawaremalta.com) website to learn more about the facts that can lead to a way of living with alcohol in a moderate manner.

The campaign reached 1.29 million and had 2,784 clicks through Google Ads, 237,000 on Facebook and had 708 engagements and the [drinkaware](http://drinkaware.com) website had almost 3,000 unique visitors over the campaign period.

Quantitative research was carried out using an online survey in October 2017. The results (205 respondents) showed:

- When asked where they had seen/heard about the campaign the largest group was Facebook (29.7%). Billboard was also an effective medium as it was the second most recalled means (18.7%) and printed media was the third (17.6%).
- The “young boy” ad was chosen by the majority (50%) as the most effective. The least effective was that of the teen (12%).
- 17.6% answered that the campaign had influenced them to reduce their drinking. The campaign was more effective on females (18.5%) when compared to males (9%).
- 25% answered that they had influenced them to reduce drinking and driving.

### **POLAND | Polski Przemysł Spirytusowy (ZP PPS): “Alcohol. Always responsibly” | 2016 > Ongoing**

In May 2016, a pre-campaign study was conducted to test the Polish approach to alcohol consumption. The research findings prompted the “Alcohol. Always Responsibility” campaign. The initiative was carried out to boost responsible drinking culture and to build awareness of the equivalence that exists between different kinds of alcoholic beverages. It informs consumers that different types of alcoholic beverages contain the same amount of pure alcohol depending on their alcohol by volume (ABV) and the quantity being served. It also emphasises that ethyl alcohol, regardless of what the drink is, always acts on the body in the same way. Therefore, every drink containing alcohol should be treated in an equally responsible manner.



In 2017 campaign messages were communicated through media, PR activities, events and training. Until November 2017:

- 25,000 fans on Facebook (rise of almost 15,000 in 11 months).
- 1.8 million unique users and 2.67 million page views on the website.
- 193 online, press, radio and tv pieces reached around 2,868 million people.
- Science and Alcohol short film was published in March 2017 and has been watched almost 45,000 times on YouTube and Facebook.
- Almost 270,000 views of films on myths about alcohol inspired by the campaign on Topowa Dycha and Eureka YouTube channels. Polimaty “5 Myths about alcohol” received 180,000 views in 2017.
- In 2017, workshops took place in Sopot (February, May), Katowice (May), Rzeszow (June) and in Wladyslawowo (August).

## POLAND | Brown-Forman: “Responsibility Today. Everyday” | 2017 > 2017



The 6 month communication programme was launched in June 2017. It focused on key responsibility messages that were displayed in Carrefour chain stores using different tools to convey information to consumers/shoppers (leaflets, catalogues and wobblers). Responsibility messaging was spread across all types of alcohol (not just spirits). The campaign was split into three groups of messages:

- June to July: Responsible hosting guide: Responsibility was communicated as a part of summer gatherings with friends. Key rules of having a responsible party were pointed out like: give your guests wide range of soft drinks, try to avoid salty snacks, be an example of responsible drinking person.
- August to September: Responsibility as part of typical summer activities: Responsibility as a part of holiday car trips and activities like swimming or riding a bicycle in order to fully enjoy summer in a responsible way!
- November to December: Responsible Xmas. The focus was on responsible hosting and safe travelling during Christmas. Especially in terms of the “next day” syndrome (driving the next morning over the BAC limit).

90 stores across Poland took part. The initiative featured in 2 issues of the catalogues reaching 2 x 25,000 people. 1,000,000 leaflets were distributed. The total reach/visibility of the wobblers was 300,000 people.

## PORTUGAL | Associação de Vinhos e Espirituosas de Portugal (ACIBEV): “Christmas TV Campaign” | 2017 > Ongoing

ACIBEV launched the TV campaign during the 2017 Christmas season (21 to 30 December 2017). The 20-second spot aims to inform consumers about responsible drinking and the consequences of alcohol abuse. The main character is shown in a number of staged situations. The spot concludes with the idea that life is best lived when it's balanced (healthy lifestyle), and promotes moderate alcohol consumption. The spot was developed with “Wine in Moderation”, and aired all over Portugal. It was viewed by 6,037,479 people



## SPAIN | Federación Española de Bebidas Espirituosas (FEBE): “University training in responsible consumption” | 2011 > Ongoing



It is hoped that by raising awareness about responsible drinking among university students, it will make them take more responsible decisions when they drink alcohol. The initiative consists of a talk of about an hour, where university students (18-25) are taught the basic concepts about what alcoholic beverages are; the benefits and harms of their consumption; what a responsible consumption is; how to estimate BAC levels and UBE (standard units) and how to uncover myths and false beliefs about the consumption of alcohol.

Training is based on the peer influence model. A small group is trained with the idea, and later, they inform and influence on the rest. This means

that communication and transmission of values are made between equals, and it makes both the intervention and messages, fit the final recipient.

In 2017, more than 300 young adults in different universities and municipalities were trained. This is 100 more than the year before.

## II. RESPONSIBLE SERVING AND SELLING & ENGAGING RETAILERS

51

18

Since the start of the European Alcohol and Health forum in 2007

- The spirit sector has contributed to 51 initiatives aimed at training sales and serving staff, and engaging retailers.
  - 18 of these initiatives are currently ongoing.

Responsible selling and serving campaigns aim to ensure that all actors in the spirits sector value chain are not only following the law, but also understand their role in the promotion of responsible drinking. This means clarifying the sometimes complex laws on legal purchase age and legal drinking age, if they vary per products category, and by making them aware of their legal responsibility not to serve or sell to those who are underage or to adults who are intoxicated.

To this end, the spirits sector provides alcohol training programmes for retailers, restaurant and bar owners and staff .

### BULGARIA | spiritsBulgaria: “WE DO NOT SELL ALCOHOL TO MINORS” | 2015 > Ongoing



Managers of retail stores sign the Bulgarian Charter for Responsible Sale and Consumption of Alcohol and then send back a signed copy to spiritsBulgaria. Participating stores are added to the Google map Partnership Stores section on spiritsBulgaria’s website.

The 2017 campaign builds on the 2015-2016 programme effect to reach targeted retail. In addition:

- It was extended to new off-trade channels (petrol stations, off licences, kiosks), where minors are much more exposed to irresponsible alcohol selling.
- A new educational leaflet for end consumers (under 18’s) was distributed to petrol stations in small urban areas as they are the main outlet for 24 hour alcohol trade in the area.
- The Ministry of Internal Affairs became involved for the first time: Local officers from the Ministry of Internal Affairs distributed announcing materials and educational leaflets which focus on the programme objectives, the law regarding the sale of alcohol to minors and the penalties to stores for breaking it.
- Alcohol stores and kiosks near schools and in neighbourhoods were involved on a national level for the first time.

2017, 89 Lidl stores, 56 Kaufland stores and 200 alcohol stores and kiosks from the region of Sofia, Plovdiv, Varna, V. Tarnovo and Bourgas took part in the initiative. 63 outlets were pointed out on spiritsBulgaria’s site.

A quantitative study of programme effectiveness (through mystery shoppers and on-line questionnaires) was carried out for a first time in 2017. The response to retailers questionnaires showed:

- The overall impression is that there has been a reduction in alcohol use by minors but a rise of in use of energy drinks and other substances. 14-16 year olds buy mostly beer and not spirits for their consumption.
- 75% of retailers appreciated the campaign.
- 98% of them liked the proposed materials which were often completely used up.

### LATVIA | Latvian Alcohol Industry Association (LANA): “Would you sell alcohol to your child?” | 2016 > Ongoing



The campaign was launched to coincide with the beginning of the 2016 school year, a time when many minors buy alcohol. Visuals are used to support and encourage traders to always check whether a young person has reached the appropriate age to buy alcoholic beverages. In 2017, a social media campaign was created and more of the HoReCa (Hotels, Cafés, Restaurants) sector became involved. Monthly learning sessions (video presentations) were set up for sales personnel in order to offer practical assistance.

In 2017, around 400 HoReCa sites joined the campaign. 1,254 Maxima (retailer) cashier tills were set up with campaign materials. The campaign had the potential to reach 2 million through: TV: Mentioned 5 times on the news reaching around 320,000 people. Radio: Mentioned 11 times reaching around 220,000 people. 10+ articles on the internet about the campaign. 1,000 copies of the special journal were distributed.

The campaign was evaluated in 2016 using mystery shoppers, who tried to purchase alcohol at the start of the campaign and at the end of it. The idea was to test whether sales staff would actually sell alcohol to minors without asking for ID.

- At the end of the campaign alcohol was sold to minors 13 out of 50 times (26%) in comparison to 17 out of 50 times (34%) before the campaign. Note: the Government police stated that they would also be carrying out mystery shopping - at the same time as the campaign. This means that the number of staff selling to minors would normally be higher.
- Before the campaign boys could buy alcohol 2 out of 25 times and girls 15 out of 25 times. After this had dropped to 0 out of 25 times for boys and 13 out of 25 times for girls. This shows that the problem is worse for girls since they often look much older than they actually are.
- The sales staff gave positive feedback about the campaign saying that without the reminder, they may happen to forget to ask for the ID of the buyer during the rush of daily work.

### NETHERLANDS | Stichting Verantwoord Alcoholgebruik (STIVA): “Alliance for Respecting the Alcohol Age Limit” | 2001> Ongoing

The Alliance was officially launched on 8 December at an event attended by Secretary of State, Martin Van Rijn. It was created by organisations both directly and indirectly involved in the sale of alcohol and carries the tag line “Je leeftijd staat niet op je voorhoofd,”



daarom vragen we je legitimatie” (“Your age isn’t written on your forehead, so we require your ID”).

Although compliance with not selling alcohol to minors has risen sharply in recent years, there is still room for improvement. The Alliance aims to continually improve compliance with the law (no alcohol can be sold to under 18’s) through age verification, monitoring and sharing of best practices. The hope is that by learning from each other, stronger cooperation and sharing of best practices, the message that it is not normal to sell or give alcohol to minors, and that it is not normal to buy drinks if underage, will be sent as a sector.

A dedicated [website](#) is the core of the initiative. It has a spotlight section which highlights best practices and a map section which shows the member venues that comply with the age limit by applying a programme to limit sales to minors. The website also contains information about the campaign and sections on the law relating to alcohol and minors, and news. 53 venues have been listed on the website map so far.

### **PORTUGAL | Associação de Vinhos e Espirituosas de Portugal (ACIBEV): “Responsible Service @ "A COPO" training programme” | 2016 > Ongoing**



On 16 March 2016, ACIBEV and ViniPortugal signed a collaboration to developing a strategy that facilitates responsible sales and helps to reduce the damage caused by excessive and/or early alcohol consumption.

Actions include the integration of a section on the Responsible Service of Alcoholic Beverages into the ongoing “A Copo” (By the Glass) training programme. It is aimed at professionals of the alcoholic beverages sector, owners and managers of hotels and restaurants, bartenders and sommeliers.

Training on the concepts of moderation and responsibility in selling or serving alcoholic beverages is given and is based on four pillars of knowledge:

- Understanding the power of alcohol (effects of alcohol; responsible drinking; know your limits).
- Knowledge of legislation (current legislation; knowing the consequences).
- Creating the right environment (benefits and risks of the drinking environment; creating a “house policy”).
- Managing problems (people skills - decrease the risk; identify problems; how to say no).

ACIBEV and ViniPortugal have reached 243 HORECA professionals since 2016 (as of December 2017).

### **UNITED KINGDOM | The Wine and Spirit Trade Association (WSTA): “Challenge 25” | 2006 > Ongoing**

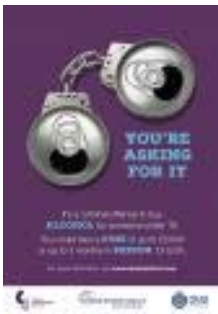
In 2005, retailers in the UK were challenged by the then Government to do more to tackle the serious issue of underage sales and underage drinking. The formation of the Retail of Alcohol Standards Group and the development of the Challenge 21, and subsequently Challenge 25, was a direct result of that challenge and the scheme is now commonplace in supermarkets and increasingly common amongst independent retailers and in the on-trade. Challenge 25 is not simply an ID scheme; there are several additional components that go into making the scheme effective by looking to raising the overall standards of those that sell alcohol. These components include training for retailers, display materials, staff support and clarity



on acceptable ID.

Challenge 25 is operating in at least 12,500 supermarket stores in the UK ranging from large hypermarkets to small town stores. An average of 68 full and part time workers are trained each year in every store in the UK producing a total estimated number of people trained to enforce challenge 25 each year of 850,000. Around 11m people have been challenged through Challenge 25 and similar schemes. While Challenge 25 has been championed by the supermarkets, its reach has grown further and it is now increasingly prevalent in the independent retail sector. The scheme is being promoted further through the work of organisations like the Association of Convenience Stores, who sit on the Retail of Alcohol Standards Group, that promote the scheme heavily. Additionally, with local areas more likely to place Challenge 25 as a licensing condition on the application for an independent store, compared to a pub or bar, Challenge 25 is now seen as the standard for the off trade.

### **UNITED KINGDOM | The Scotch Whisky Association (SWA): “Proxy Purchase 'You're asking for it' Campaign North Lanarkshire” | 2017 > 2017**



Following the success of two pilot projects delivered in 2015 and 2016 in relatively small areas, the aim of the campaign this time was to deliver it over a much larger geographical area. The North Lanarkshire region of Scotland was chosen. The campaign aimed to raise awareness that proxy purchasing is a criminal offence which carries a fine of up to £5,000 or to three months imprisonment - or both and, ultimately, to contribute towards less crime and less antisocial behaviour in the area. The primary audience was adults that carried an empathy with under 18's and that are unaware of the consequences of buying alcohol on behalf of them. Police officers addressed proxy purchases and targeted “hotspot” locations, while parents and retailers were asked to support the campaign by reporting suspected purchases by adults for under-18s.

Campaign packs were delivered to 302 retail outlets. Out of home advertising deployed included billboards, streetlight panels, advertising space on buses and at train stations, 3D pavement vinyls and pavement stencils. Social media was also used, primarily Facebook. PR activity achieved local and national media coverage in print and broadcast outlets. A full evaluation report will be published later in 2018, however preliminary results show:

- 38 adults were reported for proxy purchases offences.
- 2 retailers were reported for selling to persons under the legal purchase age.
- Youth disorder was reduced by 10%.
- Antisocial behaviour incidents were down by 8%.
- Reports of children drinking on the street were reduced by 51%.

### III. TACKLING UNDERAGE DRINKING

83

27

Since the start of the European Alcohol and Health forum in 2007

- The spirit sector has contributed to 83 initiatives aimed at tackling underage drinking.
  - 27 of these initiatives are currently ongoing.

While restricting a minor's access to our products goes some ways to prevent underage drinking, changing attitudes is necessary. To achieve this the spirits sector supports, at arm's length, the development of education programmes aimed at **parents and teachers**. In no circumstance do we ever engage with minors directly. The aim of these initiatives is fourfold:

- To delay the age on onset of alcohol consumption
- To reduce the number of underage drinkers by encouraging minors to make the right choice, and empower them to say no
- To reduce the social acceptability of underage drinking
- To correct social norms around peer's consumption of alcohol and improve knowledge.

#### **BULGARIA | spiritsBulgaria: "Parental meetings: SMALL TALKS ON BIG THEMES" | 2012 > Ongoing**

The programme is designed to prevent underage drinking through conversation in an informal environment among psychologists, parents and teachers of children 9 to 12 years old. Meetings are kept informal so the atmosphere is conducive for the full participation of parents. It gives answers to questions like "how and when to talk about alcohol?" and others. The internet platform ([predi18.org](http://predi18.org)) contains useful information for parents and shares their opinions. A [Facebook page](#) was launched in September 2016 to enable the continuation of dialogue with parents after the meetings.

For 2015/2016: the programme was evaluated internally and externally by an independent evaluator. Results show that:

- 98% of attending parents like and approve the format and content.
- 74% of attending parents have done the conversation about alcohol after our parental meeting, while 24% had already done it before that.
- 45% of attending parents continue looking for new and contemporary information on that topic.
- 33% have come to the parental meeting due to the teacher's invitation.
- 93% of teachers evaluated positively the programme and its spokesmen.
- 50% will organize a meeting on their own (even after 2-3 years).
- 29% will meet problems with delivering the message in the same way.

In 2017 (until May) 25 meetings took place in 6 cities. The average number of attendees was between 15 and 18 per meeting. 5 training sessions for teachers (Sofia, Plovdiv, Varna, Bourgas, and V. Tarnovo) took place. Average attendees of 25 people. 1 training seminar for psychologists (14



people present) took place. 800 new handbooks, 300 certificates, 100 posters, 800 invitations and 1,000 stickers, 500 brochures for parents, 300 brochures for teachers/psychologists and 100 posters supported the campaign.

For its 4 years of execution, the initiative has taken place in 19 cities. 97 schools were involved, and about 450 teachers have taken part. About 2,000 parents have been reached directly. The Facebook page had over 1,190 “likes” and 1,200 followers (December 2017). predi18.org had reached 38,000 organic visitors (November 2017), with 10,000 from the June-December 2017 period.

The 2016-2017 quantity analysis showed that 92% of attendees liked the format and speakers. 95% considered the topic was important for children’s lifestyle. 85% of parents said they would talk with their children about prevention and 90% of attendees said that they would share the programme’s message with other adults with children. A new quantity analysis will be available in July 2018.

### DENMARK | God Alkoholkultur: “Youth, alcohol, parties” | 2017 > Ongoing



While the age when young people first try alcohol has increased, Danish first-year students at upper secondary school are now more inexperienced with alcohol and do not know enough about the risks involved with drinking. At the same time, parents may have difficulty with setting limits as young people are supposed to be mature and self-employed when attending school.

This combination of relative inexperience and lack of parental control has made the young exposed when faced with peer pressure to drink in high school. Therefore, GODA, in partnership with the SSP (a preventive network of School, Social Affairs and Police) at Hillerød Municipality, has created a leaflet targeted at parents of 16+ year olds in order to encourage them to talk to their children about alcohol consumption and to agree about how much they may drink.

In 2017, 15,000 leaflets were requested by upper secondary schools, therefore reaching around 20 % of all parents of first-year students.

### SLOVAKIA | Fórum PSR Slovensko: “Let’s talk about alcohol” | 2015 > Ongoing

The project was created after research found that a third of Slovakian 15-year-olds drink alcohol more than ten times a month. Whilst their parents know that they drink, they are unable to provide sufficient information on the issues relating to underage consumption and how it impacts on their children's health and development.



The educational programme is targeted at teachers and parents of 7th year students (15 year olds). A dedicated [website](#) based on 3 pillars complete the face –to–face interventions by independent professionals in schools:

- Work sheets to help teachers address alcohol related topics in scientific or civic education.
- Information and guidance to help parents to discuss about alcohol with their children.
- An interactive part to be used by young people aged 11-16 in their leisure time.

Prior to a session, questionnaires are sent to schools to identify those with alcohol related issues and posters are placed, and parents made aware of the session and asked to sign a consent form so that

their child may take part. They are also invited to discuss the issues with their children. The sessions comprises of:

- An interactive 1 hour long presentation about alcohol related topics and the awareness of the website is also raised.
- An after session discussion so pupils can talk and share opinions on any issues raised.

In 2017, 100 classrooms of 21 schools took part reaching 2,015 pupils in total.

### **SPAIN | Fundación Alcohol y Sociedad (FAS): “Adolescence and Alcohol Educational Programme” | 2001 > Ongoing**



The campaign was launched in 2001 to educate the main sources of influence to minors on underage drinking. It targets teachers, families and peers. The educational offer includes three main programmes:

1. The ‘Adolescence and Alcohol’ School Programme.
2. The website programme: [www.lascarasdelalcohol.com.es](http://www.lascarasdelalcohol.com.es).
3. The Conferences from parents programme.

The programme uses guides for students, teachers and families as well as workshops for parents and students. Specially trained staff carries out the interventions in secondary schools (targeted to students aged between 12 to 18 years old).

In the 2016- 2017 school year 107,658 students from 809 schools were involved in the programme. 1,939 families attended the workshops for parents and over 16 teachers used the website programme.

The longitudinal study with the Instituto Deusto<sup>1</sup> was carried between 2010 and 2015. The final results of the research shows:

- Students who participated in the programme delayed the age that they took their first drink. 33.1% said that the information helped them to make the choice to drink less and 38.7% said that they wouldn’t drink anymore.
- The opinion of those who took part in the programme is highly positive, two out of five students interviewed confirmed that they would stop drinking and one out of three students confirmed that they would reduce their alcohol intake. Three out of four students confirmed that thanks to the programme their knowledge related to alcohol is much greater.
- Those who took part in the programme now drink less during the week compared to those who hadn’t received the programme. Weekend alcohol consumption is less for those students who took the programme over three years. The average alcohol consumption in the last year 3.64% those who received the programme VS 4.32% for those who did not receive the programme.
- Those students who took part in received the programme over three years reduce the amount and frequency of alcohol consumption.

---

<sup>1</sup> The Instituto Deusto is an interdisciplinary institute which focuses on a specific area of knowledge: drugs and addictions. It also studies drug-related fields. It is part of the University of Deusto: <http://bit.ly/2FHYrUa>

## IV. TOGETHER AGAINST DRINK DRIVING

122

18

Since the start of the European Alcohol and Health forum in 2007

- The spirit sector has contributed to 122 initiatives aimed at combating drink driving.
  - 18 of these initiatives are currently ongoing.

Perhaps some of the best known and most established alcohol harm reduction approaches are those that aim to prevent drink-driving. The success of these campaigns is the partnership approach at national and local level, using a wide range of channels to reach the target group.

As members of the [European Road Safety Charter](#), the sustained prevention campaigns carried out by our members over the years have strengthened road safety across Europe and helped create change so that it is no longer socially acceptable to drink and drive.

### GERMANY | Working Group on Alcohol and Responsibility / Bundesverband der Deutschen Spirituosen-Industrie und -Importeure (BSI): “DON'T DRINK AND DRIVE” | 1993 > Ongoing



Launched in 1993, the “DON'T DRINK AND DRIVE” initiative is one of the longest-standing road safety initiatives in Germany. The campaign is disseminated in a number of different ways, such as in vocational schools using the “peer-to-peer” approach), a driving simulator to mimic the impairment that drinking can have, website ([www.ddad.de](http://www.ddad.de)) and promotion through YouTube and Facebook. Yearly patronage is also received from a well known German personality. In 2017 it was Dr. Volker Wissing, Deputy

State Premier and Minister for Economics, Transportation, Agriculture and Viticulture of the Rhineland-Palatinate.

From August 2007 to November 2017 the website had about 1.4 million visitors with about 3.1 million page views. In 2017, events took place on 9 days during August and September with regional focus on Rhineland-Palatinate.

### LITHUANIA | Alliance of Legitimate Business: “Safe in the streets” | 2017 > Ongoing

The campaign was launched in order to address the problem of drink-driving as 9% of road accidents are caused by drunk drivers in Lithuania. Representatives of the “Lithuanian liberal youth” and police officers visit bars on Friday and Saturday nights to advise people about responsible drinking. They also distribute leaflets with the “Don't drive drunk” message. Breathalyser tests are handed out to people in bars so that they can measure their blood alcohol concentration (BAC) levels. It is shared through communication in social media via NGO's, Police's, cities' profiles on Facebook (the No1 social network in Lithuania). Public relations activities include press releases about the programme, interviews with a psychologist and police officers about responsible drinking and drink-driving.



Until the end of November 2017:

- 3,000 leaflets were printed and handed out.
- 42 bars and nightclubs were visited (combined total of 120 times) reaching 1,800-2,400 direct contacts.
- Banners were shown on the on the 15min.lt, lrytas.lt, tv3.lt internet news portals.

Face-to-face communication showed that people usually underestimated the effect of alcohol on their body. However, upon seeing the result of the breathalyser test, they agreed that to risk driving - even after a small drink - was too big. The response from official institutions, municipalities and police was very positive.

#### **PORTUGAL | Associação de Vinhos e Espirituosas de Portugal (ACIBEV): “Breathalyser tests by ACIBEV @ Grandes Escolhas - Vinhos e Sabores” | 2017 > Ongoing**



ACIBEV offered free breathalyser tests and handed out brochures to visitors of the first edition of Lisbon’s consumer wine fair “Grandes Escolhas - Vinhos e Sabores” in order to raise awareness of the benefits of moderate consumption and the risks of the abusive consumption of alcohol. The brochures contain guidelines for low-risk consumption, units of measurement and the legal Blood Alcohol Concentration (BAC) limits for driving in Portugal, as well as public transport alternatives.

ACIBEV reached over 1,100 participants with information on drinking and driving (breathalyser test and brochure for each participant) (as of December 2017).

#### **UNITED KINGDOM | Pernod Ricard: “Absolut/Uber drink driving campaign” 2017 > 2018**

The campaign ran around Christmas 2017, to raise awareness of the risks of drink driving. It was targeted at young people in particular (those aged under 30), who are at the greatest risk of drink driving in the UK. Digital media was chosen as it is the best way to engage with the target group. The campaign saw the brand Absolut and taxi firm Uber partner together to produce the fun video which encouraged revellers to celebrate “one of the best moments of a night out” – the journey home safely, in a way that they could relate to. The highlight being how much fun journeys home should be. Fuelled by the trend of people having a sing-a-long on the way home, the video captured different groups of friends and family being picked up and surprised by what they found in an Absolut-branded ‘Karaoke Uber’. Carrying the core proposition “Enjoy your journey home. Don’t drink and drive”, it showed people having a sing-along on the way home, in an Uber cab decked out with a karaoke machine, disco ball, Christmas lights, and props. Uber helped to incentivise consumers to make a sensible choice, by offering a £10 discount off a first ride for new users. The short video was seeded on social media, particularly Facebook and Instagram, throughout the festive period.



The campaign proved popular in terms of reach, with users proactively sharing it, and earned media coverage. It delivered approximately 7.3 million impressions in total, across Facebook, YouTube, via the Uber app, and press coverage.

## V. PREVENTING DRINKING DURING PREGNANCY

10

6

Since the start of the European Alcohol and Health forum in 2007

- The spirit sector has contributed to 10 initiatives aimed at preventing drinking during pregnancy.
  - 6 of these initiatives are currently ongoing.

Harm associated with maternal drinking is preventable and can be successfully addressed through prevention, education and awareness building. This can be done in a variety of ways, from information websites or through awareness programme run in partnership with healthcare professionals (e.g. doctors, midwives).

The objectives are to raise awareness of the dangers of drinking during pregnancy among women of child-bearing age and in the general population, and reduce the number of women consuming alcohol while pregnant.

### FRANCE | Avec Modération!: “Alcohol and pregnancy” | 2006 > Ongoing



The project was launched in 2006 to spread a key message of “zero alcohol” during pregnancy and when breastfeeding. It is spread through:

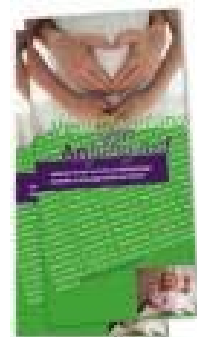
- An information leaflet: “Puis-je boire un verre à sa santé?” (Can I toast his health?) distributed via gynaecologists,
- Posters in waiting rooms.
- A guide for medical staff “Alcool et grossesse si on en parlait?” (Alcohol and pregnancy, let's talk about it) promotes dialogue on alcohol consumption between a woman and her gynaecologist.

95,000 kits have been distributed until December 2016 (leaflet, poster and guide). No further kits will be distributed but the materials can still be downloaded from the Avec Moderation! [website](#).

### GERMANY | Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e.V. (BSI): “Responsible from the Start!” | 2009 > Ongoing

The campaign was launched in 2009 to promote abstinence from alcohol during pregnancy and to reduce the number of children born with alcohol-related disabilities (Foetal Alcohol Syndrome - FAS). The initiative takes place through a women’s leaflet, a girl’s flyer, a Foetal Alcohol Syndrome leaflet, posters, a [website](#), support, press and distribution channels.

From launch until November 2017, about 3.5 million leaflets were distributed to the target group via gynaecological practices, midwives, pregnancy advice



services etc. Due to demand, 125,000 copies of the German version and 12,000 copies of the English version of the FAS leaflet were distributed. About 39,500 practice packs were sent to gynaecological practices. About 315,000 girl's leaflets were distributed.

The 2016 evaluation (May 2016 to the end of November 2016) regarding the girls' leaflet found:

- 99% felt well informed through the "Happy-Me" bag.
- 84% said that their doctor explained the bag's contents fully.
- 89% read the flyer, of which, 73% reported that they had acquired new information and new knowledge.

Evaluation of the "Responsible from the Start - Guidance on abstention from alcohol during pregnancy and nursing" the same year showed that:

- 85% of pregnant women who received the leaflet went on to read it, of which 72% said they learned something new.
- 92% stated that they learned how alcohol affects the unborn child from reading the leaflet.
- 84% confirmed that they learned that they should abstain from drinking alcohol whilst pregnant from the leaflet.

Another evaluation via IDS Information Display Services, carried out in September 2016, showed that:

- 82.9% gained new knowledge.
- 92.8% stated that they had learned how alcohol affects the unborn child from reading the leaflet.
- 95.5% said that they will completely abstain from alcohol during pregnancy in the future.



For more information visit:

<http://www.drinksinitiatives.eu>  
[www.responsibledrinking.eu](http://www.responsibledrinking.eu)



Rue Belliard 12, bte 5 B-1040 Bruxelles  
T. +32 2 779 24 23 F. +32 2 772 98 20  
E-mail [info@spirits.eu](mailto:info@spirits.eu)  
[www.spirits.eu](http://www.spirits.eu)