



RESPONSIBLE DRINKING INITIATIVES

2018 IMPLEMENTATION REPORT



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Highlights



For over 20 years the European spirits sector has fought to reduce alcohol related harm, combating alcohol abuse and misuse, and promoting responsible consumption across the EU. **responsible**drinking.eu is the umbrella brand that represents our commitment.

Since the launch of the European Alcohol and Health Forum in 2007, we have funded, supported, monitored and evaluated more than 400 responsible drinking actions. We have produced this overview report of our actions across the EU every year since.

More than 400
actions carried
out since 2007

Some actions have been running for over a decade, some are designed to be implemented over several years, while others are more short term.



The publicly available drinksinitiatives.eu provides a unique overview of selected actions undertaken by the sector in partnership across Europe in order to reduce harmful drinking, promote responsible consumption, and to advance environmental sustainability along the entire value chain. Each action is reported on in detail and the results and evaluation are publicly available. This enables us to learn and develop new and more effective strategies, and facilitate exchange of best practice among our partners.

In 2018, drinksinitiatives.eu was updated and given a new, modern look and feel. It was re-launched at the annual spiritsEUROPE Summit in November of that year. New sections were also added in order to achieve a more meaningful reporting to the public authorities.

drinksinitiatives.eu

- Updated in 2018
- New sections

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In addition, the decision was taken to only include on-going initiatives to the new website in order to have the most relevant actions. The exception to this is the actions aimed at raising awareness of the risks and adverse consequences of consuming non-commercial and counterfeit products. Never the less, we have over 100 actions aimed at supporting responsible drinking in the database.

These actions are aimed at combatting harm in 7 different areas. Promoting responsible drinking are the most common actions.



Responsible drinking
61 actions



Underage drinking
36 actions



Pregnancy
5 actions



Non-commercial alcohol
3 actions



Drink-driving
16 actions



Excessive drinking by
young adults
16 actions



Workplace
3 actions

More information can be found on drinksinitiatives.eu (<https://drinksinitiatives.eu/>).

Support and Funding of Local Prevention Activities



spiritsEUROPE also helps to fund and sustain prevention initiatives in several European countries. Every year, spiritsEUROPE members and Social Aspects Organisations (SAOs) are invited to apply for funding.

In 2018, 13 activities received funding. These actions are run in Bulgaria, Croatia, Denmark, Finland, Latvia, Malta, Poland, Romania, Slovakia and Slovenia. The actions are focussed on educating consumers about responsible drinking, reducing underage drinking, combatting drink-driving and reducing excessive drinking by young adults.



Actions started in 2018

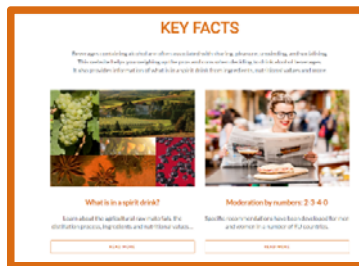
1. CROATIA | Croatian Spirits Association: “More Dialogue, less risky behaviours”
2. MALTA | The Sense Group: “Take Control”
3. SLOVAKIA | Forum PSR: “Pohoda Festival”

I. Informing Customers About Responsible Drinking



Informing customers about responsible drinking requires consistency in messaging - on websites, commercial communications and beyond. Therefore, our mantra is simple: “Repetition, repetition, repetition.”

responsibledrinking.eu



responsibledrinking.eu works both as an information source as well 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.

The “Key Facts” section of responsibledrinking.eu was updated early 2019 in order to provide consumers with a convenient and easily accessible information on all of the EU’s 47 spirit drinks categories. For each of them, calorie information is provided per 100 ml and per serving size, as is the list of ingredients, the full nutrition declaration, and further important information on the production process. The update is part of the sector’s consistent push to boost the availability of nutrition and ingredient information and deliver on the commitment submitted to the European Commission in 2018.

The “Key Facts” section now contains the following sections:

- “What is in a spirit drink” which is the new section on ingredients and nutrition information.
- “Enjoy with Moderation” offers low-risk drinking guidelines for women and men, as well as advice when alcohol should not be drunk 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.
- “Do you want to monitor your calorie intake?” contains information on how many calories there are in the main types of drinks.

Marketing communication carries a responsible drinking message (RDMs) in all countries where spiritsEUROPE members can advertise (except Austria), point of sale materials (displays, bar trays, ice boxes etc.) also feature an RDM, often in the form of a website. In addition, spiritsEUROPE encourages adding an RDM to product labels, preferably in the form of a website. Although the choice of website is left to the economic operator, responsibledrinking.eu is sometimes used.

responsibledrinking.eu (<http://www.responsibledrinking.eu/>) has almost 72,000 unique visitors per year. More information on it can be found on our database of actions, drinksinitiatives.eu (<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.

Actions to Promote Responsible Drinking with Adult Consumers



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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 the target group, setting or tools used to convey the message.

The following actions are a selection of the actions in the [drinksinitiatives.eu](#) database aimed at promoting responsible drinking to promote responsible drinking with adult consumers. There are currently 61 such actions in the database.

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



#AwarenessRaising

To raise awareness of the dangers of mixing alcohol and water based activities and to reduce the number of deaths arising from this risk.

More than 40,000 views on Facebook.

Sailing on Czech rivers is an ever more popular type of holiday for many Czech citizens. Unfortunately, some connect sailing and drinking 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.

The campaign has featured in 10 magazines and newspapers and the campaign messages has had more than 40,000 views on Facebook. It also 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.

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



#AwarenessRaising

The campaign advocates drinking a glass of water in between each consumed glass of alcohol and explains the effects of alcohol on the body.

Over 652,000 promotional items distributed. 200 bars and stores have taken part.

The idea for the campaign came from the “Green Paper on Alcohol Policy”, compiled in 2014 by the Estonian 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. It 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.

So far, 650,000 neck hangers (placed on products containing alcohol) and 870 table displays have been distributed. 650 stickers are used in the restrooms and 650 water pitchers were distributed to the 120 participating bars. The Facebook page has been “liked” 980 times and its posts have reached 323,363 adults, of which 10,308 engaged with the post. After launch, 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).

MALTA | The Sense Group: "Take Control" | 2018 > 2018



#AwarenessRaising

Visuals on social media were used to promote responsible alcohol consumption and raise awareness of the negative effects of binge drinking.

The campaign was seen by more than 100,000 people.

The campaign sent out a single message to address several audiences simultaneously with different images that apply directly to each target audience. The target audiences were:

- Young Adults as drinkers themselves and as part of social groups
- Bartenders and retailers
- Parents & underage drinkers

The imagery featured blurry visions normally associated with drinking too much alcohol. It invited those who consume alcohol to always be in control and be conscious of when they are approaching their alcohol limit. Parents and bartenders were invited to keep a watchful eye open for any signs of alcohol intoxication or abuse. In addition to two youtube videos, visuals were created to be placed on Facebook, bus shelters and buses. The public was invited to share the message as much as possible in order to create more awareness, and to also visit the drinkawaremalta.com website to learn more about the facts that can lead to a way of living with alcohol as a part of a well- balanced lifestyle. It ran from August through November 2018 and partnered with the Road Safety Council, the Malta Bartenders Guild and the General Retailers Trade Union.

The campaign generated over 250 "likes", over 20,000 "clicks" and reached over 100,000 people on Facebook. The best performing post (a video) reached over 36,000 and engaged 2,500 alone. The drinkawaremalta.com links were clicked on 5,472 times meaning a CTR of 0.63% (higher than average).

In December 2018, an online quantitative research study of 300 respondents assessed the awareness of the campaign and likelihood of changing attitudes and behaviour. 42% of respondents had seen the Take Control campaign, of which 64% had seen it on social media. 20% of respondents felt encouraged to reduce their alcohol consumption (more likely in the 55+ age group), and 21% felt encouraged to reduce the number of times they drink and drive.

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



#AwarenessRaising #Study&Survey

Awareness raising campaign to teach Poles that alcohol is "alcohol is alcohol" and no matter what the drink, it should be consumed responsibly.

1.8 million unique users and 2.67 million page views on the website. 5.2 million reached in total in 2018.

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 2018 campaign messages were communicated through media, PR activities, events and training. Until December 2018:

- 26,985 fans on Facebook.
- 0.3 million unique users and more than 0.69 million page views on the website.
- 80,000 views of films on myths about alcohol inspired by the campaign on Topowa Dycha and Eureka YouTube channels (Total 2017 - 2018: 360,000)
- Workshops for sellers took place in: Żyrardów, Skierniewice, Opole Lubelskie, Włocławek, Wałcz, Tuczno, Człopa, Mirosławiec. 314 retail employees trained in 2018.
- 523,015 views short animation film "Alcohol. Always responsibly" on Facebook
- 869,000 views of short spots to promote rebranding “Kinley” tonic, each with logo AZO

In May 2017 an evaluation research was carried out with 1,485 respondents (CAWI - Computer Assisted Web Interviews). The evaluation showed that 20% of respondents came across campaign’s messages. Among them 77% evaluated it positively, 78% stated that campaigns like it are necessary and 51% stated that they give more attention to amount of pure alcohol they consume.

II. Excessive Drinking By Young Adults



These actions aim to discourage harmful drinking by young adults. This is done by empowering them with the knowledge and skills to adopt responsible drinking behaviour in specific settings such as clubs, students' parties, or holidays abroad.



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As part of these actions we partner with bars, shops, and night premises to train staff so as not to sell or to serve intoxicated people.

The following actions are a selection of the actions in the [drinksinitiatives.eu](#) database aimed at educating young adults about responsible drinking. There are currently 16 such actions in the database.

FRANCE | Avec Modération!: “Seal the deal” | 2011 > Ongoing



#AwarenessRaising

Game to help young adults to identify situations and risky behaviours related to alcohol abuse especially.

Played over 100,000 times.

Launched on 29 September 2011, the game combines the web-series and arcade game styles and builds on the highly popular “Make your mind up Clement” video series. 100 mini-video footages were written, shot and assembled corresponding to the different possible combinations of actions / reactions that depend directly upon the amount of alcohol drunk by Clement. The game starts when Clement receives an ultimatum by his brother to score with Chloe and the player is designated his coach in order to help. The game mirrors a classic evening with friends and features three environments: “before”, “club” and “after”. In order to keep player’s attention the characters talk and act in a typical way setting an intentionally humorous, offbeat and non-judgemental tone. Different levels include different speeds, Gaussian blur and field of vision to reproduce the physiological effects of alcohol consumption.

Users have to help Clement by raising his attractiveness rating (attractometer) which decreases in proportion to the number of drinks he's had (drunkometer). The higher the drunkometer – the more difficult it is to please Chole! The drunkometer shows “warning” messages at certain levels (simple and clear consumption benchmarks as recommended public health organisations) along with precise information on the physiological effects and risks associated with alcohol consumption in relation to the number of units consumed, allowing the player to refine their strategy and learn. The attractometer’s level changes according to the amount of alcohol drunk and shows information on units of alcohol and the equivalence of alcoholic drinks when the mouse glides over it. The health

indicator shows the effects of alcohol based on the number of units consumed and the possible consequences on the body and behaviour. The game ends when the attractometer reaches 100% and a “happy ending” video plays, or if the drunkometer rises too high and a “game over” video plays. A “game over video” also plays when a situation would be dangerous in real life (allowing the player to be aware of risks and possible consequences of their behaviour).

In order to stir up curiosity in potential players teaser content was posted onto the webpage every day for 10 days before the launch and targeted advertising took place on relevant sites like Dailymotion, blogs addressing the themes of the game, student blogs etc. The game also has Facebook and Twitter accounts.

The game was played 1,400 times in 2018. In total, until December 2018, it has been played over 100,000 times. The various videos promotional videos on youtube have been seen over 29,000 times and the Dailymotion one over 420,000 times. The Facebook page more than 10,000 "likes".

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



#AwarenessRaising

Training is provided to young adults in order to inform them about responsible drinking.

Over 1,000 young adults have been trained.

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 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. So far, more than 1,000 young adults in different universities and municipalities have been trained.

EU | Pernod Ricard: “Responsible Party” | 2009 > Ongoing



#AwarenessRaising

Responsible drinking messages are disseminated during Erasmus Student Network (ESN) student parties.

More than 500 Responsible Parties have reached more than 367,000 students in 32 countries.

The ESN student association receives support from Pernod Ricard to run responsible student parties. Some simple organisation rules are part of the programme like no open bars, no free alcoholic drinks and no advertising of the party based on alcohol and its price. Workshops and trainings are also delivered to ESN volunteers during national, regional and international events to help with the challenge for volunteers to talk to their peers about responsible alcohol consumption. The programme consists of a number of elements such as:

- Responsible Party Ambassadors who are the partygoers’ peers and who wear special t-shirts and caps so they can be easily recognised. They also hand out information flyers, gadgets and when possible provide free water.
- A designated driver system where when leaving the party the driver is asked to use a breathalyser to ensure that they didn’t drink any alcohol. If the result is negative they are receive a reward.
- A communication campaign with posters and information flyers, a dedicated website (<http://www.responsible-party.com/>) and Facebook page (<http://www.fb.com/responsibleparty>) as well as an Android App.

Until January 2019, more than 500 Responsible Parties have been held. These have reached more than 367,000 students in 32 countries. Responsible Parties are currently run in 28 countries.

Research was conducted between August 2016 and July 2017 based on 30,400 responses from 32 countries. Key findings include: 88.8% students reported that Responsible Party is a useful programme. The majority of the students drink 3 or 4 units during a typical party and at a mean rhythm of 1 dose per hour. Beer was the most frequently consumed type of alcoholic drink (42.7%), then wine (26.5%) and spirits (16.6%). Students reported that distribution of water was most often accompanied by a responsible drinking message (74.5% of time), considered as clear and useful by the majority.

EU | Diageo: “Stay yourself” | 2017 > Ongoing



#AwarenessRaising

The campaign is aimed at encouraging students to drink responsibly and to make informed and positive choices about drinking

Over 4 million students reached until early 2019

The Pan-EU campaign conveys the “Don’t Lose it in Public, Drink responsibly. Stay yourself” message to raise awareness of the harmful effects of irresponsible drinking and its bad consequences. It puts the spotlight on responsible drinking to equip university students with the information they need to make informed and positive choices about drinking, or not drinking.

A fun, animated series with a light-hearted and humorous tone, has been designed to help students make more informed choices about drinking. The videos are named “The student loan”, the “Two burgers” and “The Massage”.

The dedicated website (<http://www.stay-yourself.eu/>) hosts the videos and a key tips sections. Tips to ‘stay yourself’ include always eating before a night out, spacing alcoholic drinks with water or soft drinks and looking out for friends to make sure they get home safely. A tool-box includes a gallery to provide some inspiration for consumers to create their own campaign as well as downloads (a variety of assets - coasters, t-shirts, postcards, posters, tent cards and games). So far, the programme has reached 194,400 people in Belgium; 5,099 people in Germany; 2,494 people in Northern Ireland; and 4,000,000 people in Poland.

III. Tackling Underage Drinking



While restricting a minor's access to our products goes some ways to prevent underage drinking, changing attitudes is necessary. 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.



Spirits producers never engage with minors directly. We support actions that educate parents and teachers who in turn help minors to understand the effects of alcohol and the reasons why they should not be drinking. Other actions are aimed at raising knowledge and skills of staff working in bars and shops so as not to serve or sell to underage people. As part of these actions we partner with bars, shops, and night premises to train staff so as not to sell or to serve intoxicated people.

Recent data from HBSC (Health Behaviour in School-aged Children <https://spirits.eu/upload/files/positionpapers/HBSC%202016.pdf>) and ESPAD (European School Survey Project on Alcohol and Other Drugs <https://spirits.eu/upload/files/positionpapers/ESPAD%202016.pdf>) show a positive trend towards reducing underage drinking.

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The following actions are a selection of the actions in the drinksinitiatives.eu database aimed at tackling underage drinking. There are currently 36 such actions in the database.

BULGARIA | spiritsBulgaria: "WE DO NOT SELL ALCOHOL TO MINORS" | 2015 > Ongoing



#OffTrade

Information about the risks of early onset of alcohol consumption and risks of harmful drinking of alcohol are distributed.

113 shops took part in 2018

Managers of retail stores sign the Bulgarian Charter for Responsible Sale and Consumption of Alcohol and then send back a signed copy to spiritsBulgaria. The 2018 campaign was more tailored to similar initiatives undertaken by Ministry of Internal Affairs. Police Stations in 3 cities organised sessions about the risks of starting to drink at a young age and the harmful drinking of alcohol. Students (10-12 year olds) watched an educational video, then along with a police officer distributed educational materials to off licences in the neighbourhood. They also give educational leaflets to their schoolmates.

In 2018, 83 Lidl stores and 30 off licences in 3 cities took part. 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.

BULGARIA | spiritsBulgaria: “Parental meetings: SMALL TALKS ON BIG THEMES” | 2012 > Ongoing



#Parents&Teachers #AwarenessRaising

Conversations are held with parents of pupils in order to prevent underage drinking. Meetings also include psychologists and teachers.

685 primary teachers from 125 schools and 2,500 parents in 19 cities reached.

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) 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.

In 2018 (until May) 25 meetings took place in 6 cities and 5 training sessions for teachers took place. Average attendees of 25 people. 1 training seminar for psychologists (14 people present) took place. predi18.org had 29,310 unique visitors (October 2017 to June 2018). 800 new booklets, 500 invitations and 100 posters were printed to support the campaign.

The 2017-2018 quantitative analysis showed that:

- Parents:
 - 98% consider the topic important for themselves and their families.
 - 96% rate the parental meetings as very helpful.
 - 88% will talk about alcohol consumption with their children after the meeting.
 - 79% will share the programme ideas and message with other parents.

- 42% have discussed the topic with their children prior to the meeting.
- Teachers:
 - 100% share programme information with their colleagues.
 - 98% are fully satisfied with the programme, topic, mediators and the meeting.
 - 96% consider the model discussion as appropriate for other teenage issues.

IRELAND | Drinkaware.ie: “Your Children and Alcohol” | 2016 > Ongoing



#Parents&Teachers #AwarenessRaising

A website and materials aim to support parents in talking to their children about alcohol.

Over 10,000 visits to the website.

According to independent research commissioned by Drinkaware, over half (53%) of Irish parents surveyed stated that they believe it is acceptable for their children to drink alcohol at home. This contradicts emerging evidence that parental supply of alcohol is associated with increased risks. Drinkaware responded to the need for support, facts and advice to encourage parents to start a conversation about alcohol with their children. In 2017, Drinkaware developed a new booklet to educate parents on the link between young people, alcohol and mental health. This was previously identified as an area parents found difficult to communicate with their young people. The campaign also features a comprehensive parents’ hub at on the Drinkaware website (<https://www.drinkaware.ie/parents>), which has a range age-appropriate information and resources to help initiate and guide the conversation and to provide the correct support and useful facts for parents to confidently have a conversation with their children about drinking alcohol. So far, the parents section of the website has had over 10,000 visits.

NETHERLANDS | Stichting Verantwoord Alcoholgebruik (STIVA): “Kikid Booze” | 2015 > Ongoing



#AwarenessRaising

Theatre programme to provide real dialogue for young people about themes that are important to them.

226 theatre programmes have been held over 3 years reaching around 11,000 young people.

Launched in 2015, the Kikid project aims to provide real dialogue for young people about themes that are important to them, such as alcohol, drugs, relationships and sexuality, social media, money and debt, peer pressure and (cyber) bullying. The “Booze” programme aims to raise awareness of drinks, drugs, peer pressure and choices. Through a combination of theatre, education, discussion and

creative assignments children can become aware of the dangers of underage drinking, how to set limits and the impact that peer pressure can have on them. The programme is run by trained peer educators and also offers projects for parents, teachers or other professionals so they can broaden and deepen their knowledge. A video explaining the project is available on youtube and Kikid also has a website (<https://www.kikid.nl/aanbod/drunk-drugs/>) containing more information.

226 theatre programmes have been held over 3 years reaching around 11,000 young people. 3,000,000 young people have been reached online. Young people who have participated in Booze are more aware of their own wishes, limits and the influence of peer pressure on their use of alcohol and drugs.

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



#Parents&Teachers

#AwarenessRaising

School programme to increase knowledge and awareness of the risks associated with underage alcohol consumption, bringing on board parents and teachers.

In 2018, 250 classes took part in the programme reaching around 5,000 pupils

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 are comprised 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 2018, 250 classes took part in the programme reaching around 5,000 pupils. The results of the 2018 evaluation are based on a sample of participants of 146 pupils: 84% said they could understand the presentation; 61% believed that the presentation helped them reconsider alcohol issues and, 39% said that the presentation had helped them change their attitudes towards alcohol.

SPAIN | Fundación Alcohol y Sociedad (FAS): “Agreement between the National Pharmaceutical Society and FAS” | 2017 > Ongoing



#AwarenessRaising

Pharmacies inform about and raise awareness of the consequences of underage drinking.

250,000 posters and flyers have been handed out and 100 pharmacists have taken part.

FAS signed an agreement with the national Pharmaceutical Society to run an information campaign with the “Minors not a drop” motto. The initiative aims to take advantage of the potential of pharmaceutical professionals as health prescribers to prevent underage consumption by supporting the families of young people and by generating a social awareness on the issue. In preparation the Foundation provided an online workshop to pharmacists to teach them how to carry out the campaign. In addition, they received a guide and an infographic which contain information about how to discourage alcohol consumption in children, and how to promote habits of responsibility and moderation among adults.

Information posters and flyers are distributed by pharmacies to young people and their families, and also the general public. When distributing the flyers to parents, pharmacists make sure parents understand the adverse effects that alcohol intake can cause in minors and can provide additional support to the advice provided in the flyers. So far (February 2019) 250,000 posters and flyers have been handed out and 100 pharmacists have taken part. The campaign has a potential network of 22,000 pharmacies and 48,500 pharmacists.

SPAIN | Federación Española de Bebidas Espirituosas (FEBE): “You Serve, You Decide” | 2005 > Ongoing



#AwarenessRaising
#OffTrade #StaffTraining

#OnTrade

Training is provided so staff can recognise when someone is underage or has enough to drink already.

Over 9,800 staff trained.

Through agreements between FEBE and regional or local governments, all owners and staff in bars, hotels, restaurants and supermarkets are invited to attend a training session on the responsible service

of alcohol. Pupils from hospitality schools are also trained. Reminders are published in the press a week before the event. The three-hour training module for serving staff includes

- General information about alcohol, the law, rules governing advertising and promotion.
- Materials to support responsible serving and selling.
- Exercises about how to promote responsible drinking.
- Role-playing exercises.

Premises where training has taken place are identified with a sticker with the “Minors, not a drop” legend on the door and mentioned on the communication made by FEBE and the local/regional government. Attendees receive an accredited certificate signed jointly by FEBE and the partner government. To maintain the status of “Responsible service business”, the premises must not be reported as violating any law regarding sales to minors, public health or disorder. The programme has specific agreements with regional governments and national hospitality trade associations. It is the first programme in Spain to teach professionals about the responsible service of alcohol and the only programme in Spain to also reach students/trainees in the on-trade.

In 2018, 613 trainees and professionals took part in the programme. A total of 9,812 trainees and professionals have been trained by FEBE and a further 1,1827 have been trained by partners. Training has taken place in 12 out of 18 regions, in 300 cities.

Two evaluations have taken place. The first in 2008 and the second in 2014. The second evaluation focusses on the programme’s ability to create change in the way professionals serve and/or sell alcohol and was carried out by the Health Department of the Complutense University of Madrid. It set out also to assess whether the economic difficulties affecting Spain had an impact on the effectiveness on the programme.

Results show that house rules about binge drinking are more likely to be enforced on premises where the programme is applied. This resulted in lower levels of alcohol abuse by clients. Barmen also reduced their alcohol consumption. Participants valued the programme very positively as a tool to help the sustainability of their business. It was felt even more beneficial for experienced staff. Both owners and staff showed their willingness to promote responsible drinking and to improve their knowledge about responsible drinking.

A third evaluation of the programme will be carried out in 2019.

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



#AwarenessRaising #StaffTraining

Programme to improve knowledge and skills of those serving alcohol in the on-trade.

A total of 1650 HORECA professionals and managers in the on-trade sector have been trained.

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 1650 HORECA professionals since 2016 (as of March 2019): 243 Managers in the on-trade sector and 750 TAP Professionals have been trained.

PORTUGAL | Associação Nacional de Bebidas Espirituosas (ANBE): “ Serve Well, Drink Better- How to serve alcoholic beverages responsibly ” | 2015 > Ongoing



#AwarenessRaising #StaffTraining

The programme aims to improve knowledge and skills of those serving alcohol in the on-trade.

The training manual was downloaded 2,404 times in 2018.

Launched in 2015, the programme aims to promote the responsible serving of alcoholic beverages and is intended for those who serve and/or sell alcohol like hoteliers, restaurants and cafés. Through various training activities and distribution of awareness materials staff are educated on how to enforce the law, prevent the consumption of alcohol by underage people and intoxicated persons and receive useful information on alcoholic beverages in general. The program was developed and is implemented in partnership with Turismo de Portugal. After the training, an exam can be taken. If passed a certificate is issued.

The programme has two manuals (a student manual and a trainer manual). The student manual covers a number of topics including: the law related to the serving and selling of alcoholic beverages, the responsibilities of a professional server/seller of alcohol; how to ensure respect of the law; alcohol and the body and creating a friendly atmosphere. The trainer manual covers all necessary steps in the planning, orientation, distribution and marketing of the course.

Both manuals can be downloaded from the ANEBE website (http://anebe.pt/consumo_inteligente/). The training manual was downloaded 2,404 times in 2018.

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



#AwarenessRaising #OnTrade #StaffTraining

Challenge 25 is a retailing strategy that encourages anyone who is over 18 but looks under 25 to carry acceptable ID if they wish to buy alcohol.

Operating in 12,500 supermarket stores, 11m people have been challenged leading to a 24% decrease in 16-24 year-olds’ consumption of alcohol since launch in 2006.

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.

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.

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.

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.

IV. Together Against Drink Driving

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 (<http://www.erscharter.eu/en/content/spiritseurope-ex-efrd>), the sustained prevention campaigns carried out by our members over the years have strengthened road safety across Europe and helped to create change so that it is no longer socially acceptable to drink and drive.



These actions aim to raise awareness of the dangers of drinking and driving such as designated driver campaigns or dedicated actions to promote alternatives to driving under the influence of alcohol.

A combined approach between legislation, enforcement and education programmes over the years has led to a reduction in road fatalities over the last few decades (<https://etsc.eu/euroadsafetydata/>).

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The following actions are a selection of the actions in the drinksinitiatives.eu database aimed at fighting drink driving. There are currently 16 such actions in the database.

AUSTRIA | Austrian Spirits Association: “Prevention campaign ‘Don’t Drink and Drive’” | 2017 > Ongoing



#AwarenessRaising #OnTrade

167 clubs, bars & restaurants nationwide onboard.

The campaign helps patrons understand that drink-driving is dangerous and points out potential risks if they choose to drive while intoxicated. It advises other means of getting home.

The campaign focuses on drivers who would normally drive after drinking alcohol. It aims to help them understand that drink-driving is dangerous and to point out potential risks if they choose to drive while intoxicated. Not only is there a risk of a fine, but also a risk of material damage - especially to

the health and lives of themselves, other motorists or pedestrians resulting in financial consequences. It aims to sensitise the target group without being patronising.

In addition to the normal receipt, an additional one is handed out in the on-trade which contains the fictitious cost of an accident due to drink-driving. The receipt lists items like "Towing: 300 €", "Car repair: 5,500 €" and "Administrative fines: 1,350 €". The receipt asks if it is "really worth it" and goes on to advise using public transport, taxi or asking a sober friend instead if the person has drunk alcohol. Also, leaflets are handed out and posters displayed which highlight the campaign's key "drinking and driving don't mix" message. They also contain behavioural tips and an appeal not to drive after having consumed alcohol but instead to use another means of transport. The receipts are not currently being handed out but the posters and leaflets are still available in participating venues.

167 clubs, bars and restaurants nationwide have taken part (until March 2018). Most of the clubs, restaurants and bars have reacted very positively and felt that it is a good initiative to support. Customers were curious and inspired by the leaflets and posters and the receipts were authentic and attention-grabbing.

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



#AwarenessRaising #OnTrade #DesignatedDrivers

Events and promotional materials promote the designated driver concept and to raise awareness of the dangers of drink-driving.

106 events held and 5,000 wrist bands handed out in total. 1.9 million visitors to the website.

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 (<https://ddad.de/>) and promotion through YouTube and Facebook. Yearly patronage is also received from a well known German personality. In 2018 it was Dr. Bernd Buchholz, Schleswig-Holstein Minister of Economic Affairs, Transport, Employment, Technology and Tourism. Also in 2018, a Ford car was used as driving simulator at events. In addition, the "Passenger car young driver training" took place. The first prize which was drawn afterwards between all participants of the competition was a Ford Fiesta for 6 months including tax and insurance.

Between 2014 and 2018, 54 "DDAD Academy" events were held. Until December 2018, 807 "Party boxes" (aprons, stickers, beer mats and posters) were distributed. From August 2007 to December 2018 the "DDAD" website had about 1.9 million visitors with about 4.3 million page views. In 2018, events took place on 10 days during May and June with regional focus on Schleswig-Holstein.

PORTUGAL | Associação de Vinhos e Espirituosas de Portugal (ACIBEV): “WIM by ACIBEV - Breathalysers Tests” | 2016 > Ongoing



#AwarenessRaising

Drink-drive awareness raising campaigns at two of Lisbon’s consumer wine fairs.

A total of over 6,000 participants reached.

Since 2016, ACIBEV has attended two of Portugal’s leading consumer wine fairs “Encontro com o Vinho e Sabores” e “Grandes Escolhas - Vinhos & Sabores” to encourage the responsible consumption of wine through its drink and drive campaign. ACIBEV carries out free breathalyser tests and hands out brochures to visitors. 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.

Over 6,000 participants have been reached since 2016: 5,094 free breathalyser tests were carried out and more than 6,000 brochures were handed out.

SLOVAKIA | Fórum PSR: “Pohoda Festival” | 2018 > Ongoing



#AwarenessRaising

The campaign aims to raise awareness and knowledge about the risks related to underage alcohol

consumption and to minimise the number drink-driving situations.


90,000 people reached on-site and 3,300 people “tested” their alcohol levels.

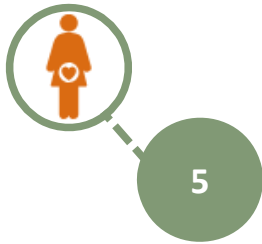
Pohoda Festival is Slovakia’s No.1 music and arts festival. It has 30,000 visitors per day (a total of 90,000) / 127 artists on 12 stages. Forum PSR partnered with the Festival to deliver the prevention and educational programme which consists of:

- >18 / <18 entry bands: The branded entry wrist bands enable bartenders to differentiate underage participants to help avoid underage drinking.
- FPSR patrols with alco testers: Branded patrols with certified breathalysers enable festival goers to check their alcohol level, thus help avoiding drink-driving. They also receive information and education related to alcohol consumption.
- Branded table and presentation: The table in the NGO tent and a presentation led by a Sananim professional are aimed at educating festival goers about alcohol consumption.
- Media coverage: Media coverage before, during and after the festival spreads the message to a wider public.

Around 90,000 people reached on-site at the Festival and 3,300 people “tested” their alcohol levels, tens of which delayed driving. The coverage reached around 27 million in total. Feedback was positive.

V. Preventing Drinking During Pregnancy

 The 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).



These actions aim to promote “zero consumption” for women willing to conceive or breastfeeding. 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.

The following actions are a selection of the actions in the drinksinitiatives.eu database aimed at preventing drinking during pregnancy. There are currently 5 such actions in the database.

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



#AwarenessRaising

The campaign aims to inform pregnant women of the risks related to alcohol consumption.

95,000 kits distributed.

The project was launched in 2006 to spread a key message of “zero alcohol” during pregnancy and when breastfeeding. In 2018, it was updated and replaced by educational videos which were shared on social networks like Facebook and youtube. Four animated 45 second videos explain clearly and concisely whether alcoholic beverages can be consumed while breastfeeding, what to do if a pregnant mother finds it hard to stop drinking alcohol, when to stop drinking alcoholic beverages if planning on having a child and what to do if a pregnant mother consumed alcoholic beverages in early in her pregnancy. The videos are available on youtube and the Avec Moderation! Website (<https://www.avecmoderation.org/zero-alcool-pendant-la-grossesse/>). The videos have been seen around 500,000 times.

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



#AwarenessRaising #PrimaryCare

The campaign aims to raise awareness of Fetal Alcohol Syndrome (FAS) and the risks of drinking alcohol during pregnancy.

3.9 million leaflets were distributed to the target group via gynaecological practices, midwives, pregnancy advice services etc.

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 December 2018: About 3.9 million leaflets were distributed to the target group via gynaecological practices, midwives, pregnancy advice services etc. Due to demand, 180,000 copies of the German version and 12,000 copies of the English version of the FAS leaflet were distributed. About 44,500 practice packs were sent to gynaecological practices. About 410,000 girl's flyers were distributed. The website has had about 61,700 visitors with about 131,300 page views since its launch in 2009.

The 2018 evaluation (January to October 2018) regarding the girls' leaflet found:

- 95% felt well informed through the “Happy-Me” bag.
- 87% said that their doctor explained the bag's contents fully.
- 89% read the flyer, of which, 61% reported that they had acquired new information and new knowledge.

Evaluation of the “Responsible from the Start - Guidance on abstinence from alcohol during pregnancy and nursing” the same year showed that:

- 88% of pregnant women who received the leaflet went on to read it, of which 52% 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 Information Display Services (IDS), carried out in June to November 2018, showed that:

- 55.8% gained new knowledge.
- 84% stated that they had learned how alcohol affects the unborn child from reading the leaflet.
- 76.1% said that they will completely abstain from alcohol during pregnancy in the future.

POLAND | Polski Przemysł Spirytusowy: “Better start for your child” | 2008 > Ongoing



#AwarenessRaising

Campaign aimed at pregnant women to educate them and those close to them that pregnant woman should not

to consume any alcohol during their pregnancy.

The Facebook page has over 68,000 ‘fans’, 93% of which are women between 18-44

The campaign was launched in 2008 in response to research findings (carried out by TNS on behalf of ZP PPS) that a number of women consume alcohol during pregnancy mainly due to ignorance. Many thought that small amounts of alcohol, especially beer or wine, would not harm the developing baby, a view often shared by those close to the woman.

Dissemination of the message to pregnant women is achieved through:

- The distribution of brochures, posters and leaflets through various channels.
- Information articles are placed in various media.
- Medical personnel receive leaflets/brochures and attend workshops in order to help them discuss the issue with their patients.
- A dedicated website (<http://www.lepszystart.com.pl/>) is used as a platform for communication.

In 2018, the “Zdrowa ciąża” Facebook page had 67,760 fans and the films on myths about alcohol in pregnancy had been viewed 62,359 times. 6 “Effective communication doctor – patients” Workshops for medical students and doctors were held (total of 74 participants). 2 Congresses for gynaecologists were held (total of 3,364 participants). 4,800 leaflets were distributed during the “Health under control” Week in 16 cities.

For more information visit:

<https://drinksinitiatives.eu>
<https://responsibledrinking.eu/>



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