

**WORKSHOP**  
**19 APRIL 2016**

# **LOOKING BACK TO BETTER LOOK FORWARD**

**#spiritsEvents16**



**SPIRITS  
RESPONSIBLE  
DRINKING  
INITIATIVES IN  
EUROPE**



# LOOKING BACK TO BETTER LOOK FORWARD

## SPIRITS RESPONSIBLE DRINKING INITIATIVES IN EUROPE

19 April 2016 - Workshop



# COMMITMENT AND ACTION

**1 COMMITMENT TO THE EUROPEAN ALCOHOL AND HEALTH FORUM  
TO SUPPORT PREVENTION ACTIVITIES ACROSS EUROPE  
5 YEARS OF ACTION**

**TRANSPARENT – PARTICIPATIVE - ACCOUNTABLE**  
[drinksinitiatives.eu](http://drinksinitiatives.eu)

**OVER 400 INITIATIVES since 2007**

- IN PARTNERSHIP AT LOCAL LEVEL
- INFORMING CONSUMERS

**PUBLICATION OF THE ROADMAP 2010-2015 REPORT**



# COCKTAIL OF SUCCESS

We support...



Enforcement  
of legal purchase  
**AGE LIMITS**



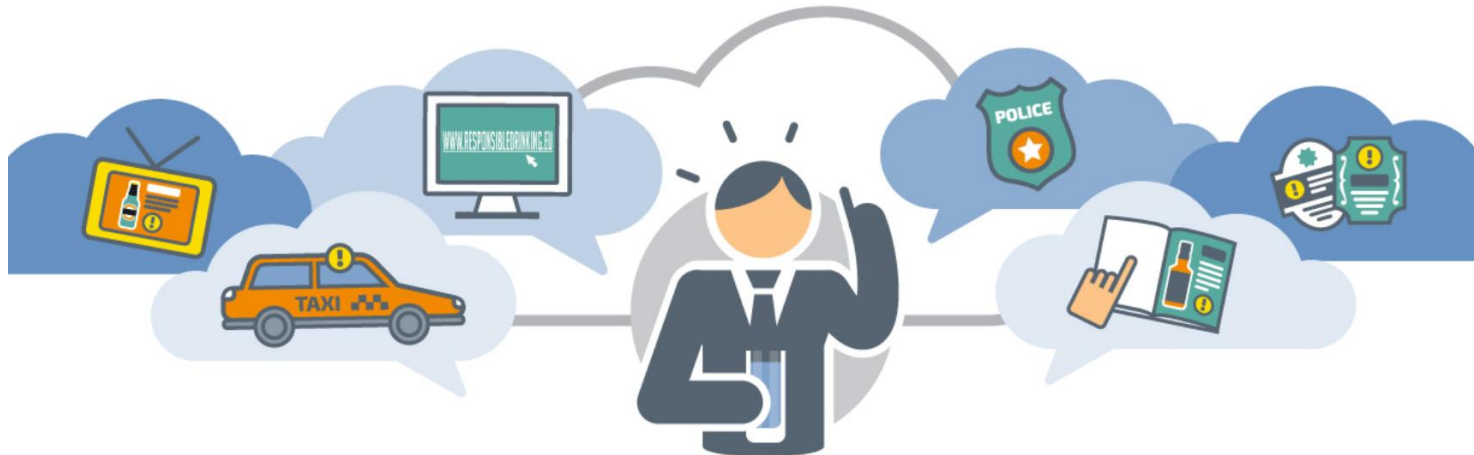
Enforcement of  
**BLOOD ALCOHOL  
LIMITS**



Increasing  
**CONSUMER  
AWARENESS**



**PROMOTING  
RESPONSIBLE  
BEHAVIOUR**  
across society  
at large



# COCKTAIL OF SUCCESS



WE **ENGAGE WITH SOCIETY AT LARGE** TO  
INFLUENCE CULTURE AND BEHAVIOUR  
POSITIVELY



WE **WORK WITH CONSUMERS** TO ENSURE OUR  
PRODUCTS ARE ENJOYED RESPONSIBLY



WE **JOIN FORCES WITH THE VALUE CHAIN** TO  
KNOW AND APPRECIATE HOW BEST TO MARKET  
AND SERVE OUR PRODUCTS



# ENGAGING SOCIETY AT LARGE



**114** drink driving  
campaigns

**131** responsible  
drinking  
initiatives

**76** underage  
campaigns

**41** responsible  
serving and  
selling campaigns



# ENGAGING SOCIETY AT LARGE

## ❖ REDUCING DRINK DRIVING

- **114** CAMPAIGNS INFORMING THE PUBLIC ABOUT BLOOD ALCOHOL CONTENT LIMITS & SETTING DESIGNATED DRIVER SCHEMES

## ❖ FIGHTING UNDERAGE DRINKING

- **76** CAMPAIGNS ENGAGING PEERS, PARENTS, EDUCATORS
- LIMITING THE AVAILABILITY OF PRODUCTS TO MINORS



## ❖ ZERO DRINKING DURING PREGNANCY

- **9** LONG TERM COUNTRY-WIDE INITIATIVES HELPING EXPECTING PARENTS MAKE RESPONSIBLE CHOICES





# ENGAGING CONSUMERS PROMOTING RESPONSIBLE DRINKING

❖ SpiritsEUROPE REVAMPED RESPONSIBLEDRINKING.EU





# ENGAGING BUSINESS COOPERATION

## ❖ PROMOTION OF RESPONSIBLE SERVICE PROGRAMMES AIMED AT SERVERS and RETAILERS



**41** PROGRAMMES



## ❖ ENSURING MARKETING IS RESPONSIBLE ON ALL PLATFORMS

GUIDELINES FOR RESPONSIBLE MARKETING COMMUNICATIONS

**13** TRAINING WORKSHOPS ACROSS THE EU

561 TOP PROFESSIONALS TRAINED (→ +850 REACHED IN TOTAL)



# LOOKING FORWARD



## What's next?

### **More data, more facts:**

Improved, comparable data collection at national level would make measuring the impact of policies and actions easier and allow for more effective country-by-country comparisons.

### **Talk is easy.**

### **Action is harder:**


Collaborative efforts built upon trust and shared determination is essential.

### **Persevere**

### **together:**

The European Alcohol and Health Forum and the programmes derived from it must continue.

# HBSC - SHORT SUMMARY

- **ONSET:** First alcohol use at the age of 13 or younger declined in all EU Member States, for boys and girls. (EU average: 32% decline)
  - **FREQUENCY:** Weekly alcohol use declined also for all age groups on EU average.
    - **15 year olds: 38% decline**
    - **13 year olds: 49% decline**
    - **11 year olds: 51% decline**
  - **QUANTITY (1):** A 40% decline in reported first drunkenness at the age of 13 or younger can be observed in the EU-28 between 2002 and 2014.
  - **QUANTITY (2):** A 28%, 52%, 61% decline for those who reported having been drunk twice in their lifetime can be observed for 15, 13, and 11 year old Europeans respectively between 2002 and 2014.
- 

## **BETTER ENFORCEMENT AND CHANGE IN SOCIAL NORMS IS RECOGNISED.**

*“Policies are in place in many countries and regions to limit underage access and restrict use among those of all ages, and stricter prevention policies are emerging. Changes in social norms, such as stronger societal disapproval of adolescent drinking, may also have contributed to the observed trends”.*

## **IT IS NOT THE FAMILY AFFLUENCE BUT THE PARENTING BEHAVIOUR THAT INFLUENCES UNDERAGE DRINKING.**

*“Overall, family affluence is not found to have a large effect on adolescent use, a finding that is consistent with the literature. “*

*“Parenting behaviours, such as providing support and monitoring adolescents’ behaviour, and social position among peers may be more important than family affluences in predicting adolescent alcohol use.”*

## **PROGRAMMES SUPPORTING PARENTS AS WELL AS LIFE SKILLS PROGRAMMES ARE IMPORTANT TO ACHIEVE CHANGE**

*“Research on the effectiveness of school-based interventions is mixed, but programmes that target not only adolescents, but also their parents, can have considerable effects.”*

*“Some generic psychosocial and developmental prevention programmes on life skills and healthy lifestyle may also be effective and can be considered as policy and practice options”.*

**THANK YOU**

[spirits.eu](https://spirits.eu)

[drinksinitiatives.eu](https://drinksinitiatives.eu)

[responsibledrinking.eu](https://responsibledrinking.eu)



# ENGAGING BUSINESS COOPERATION

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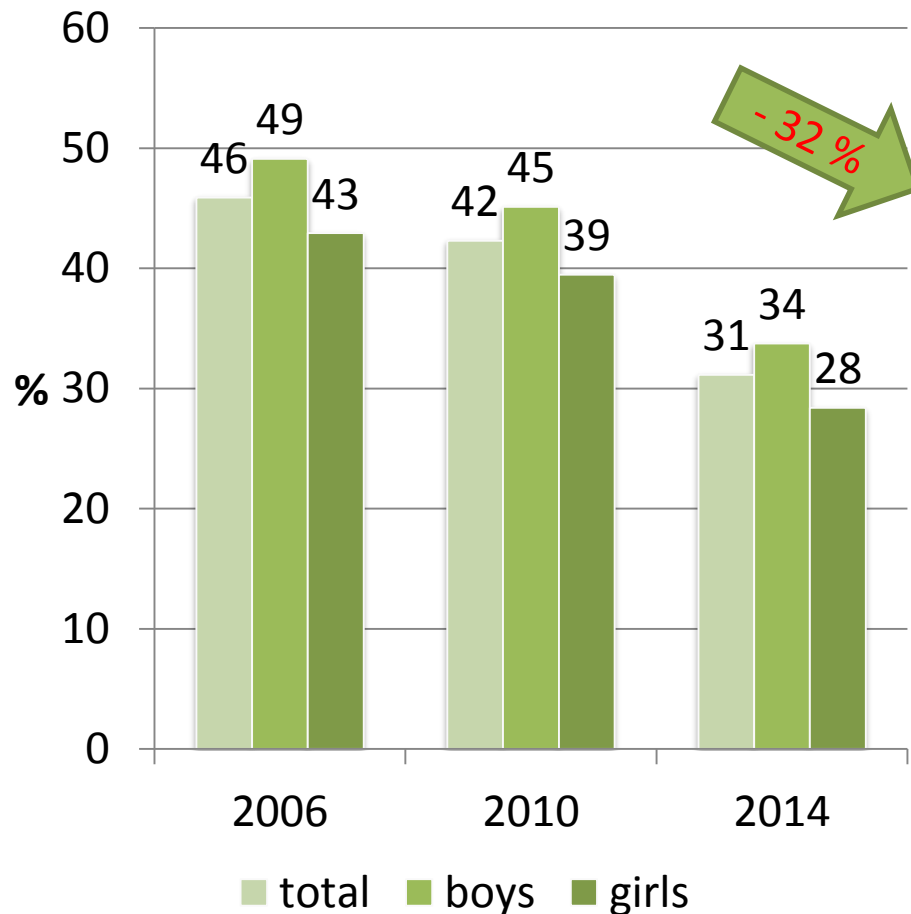
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# ONSET

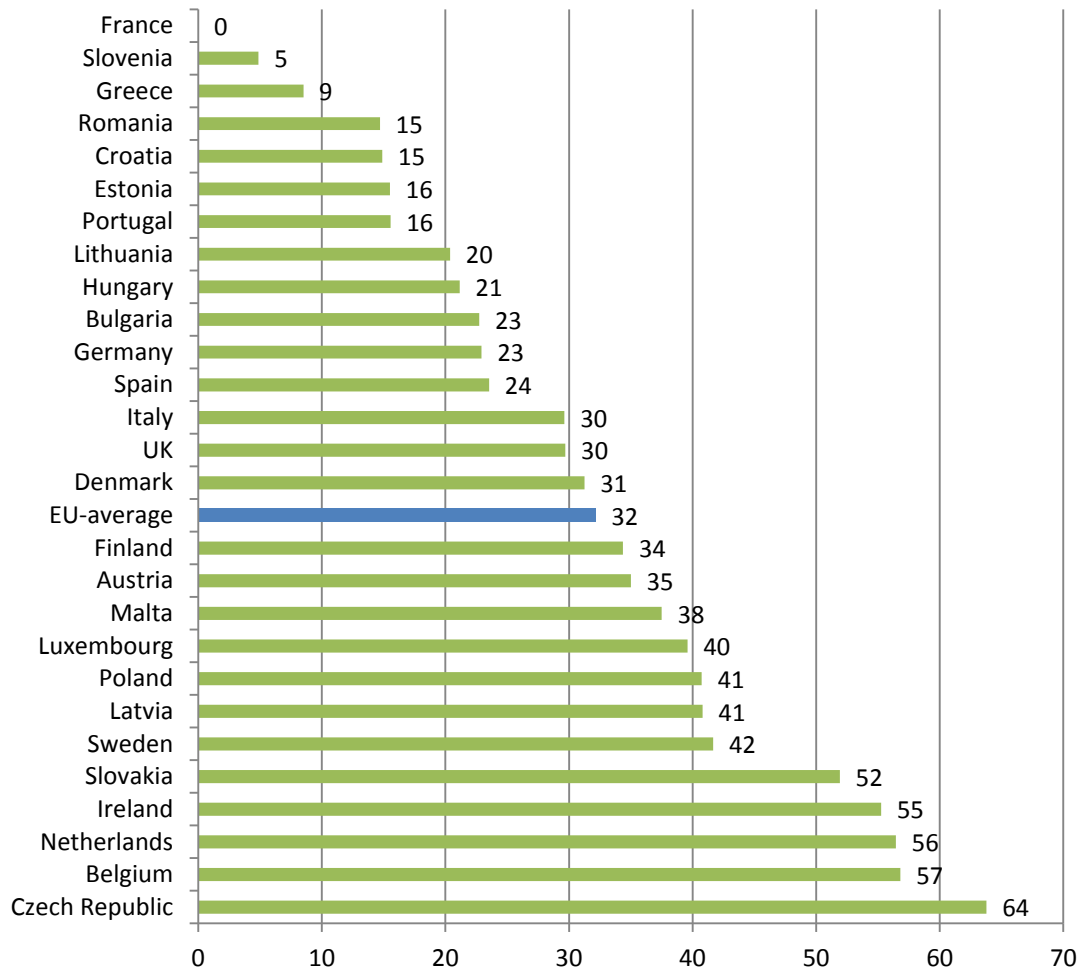
*“Young people were asked at what age they had their first alcoholic drink. Findings presented here show the proportions who reported first drinking alcohol at age 13 or younger [by 15 year-old respondents].” (HBSC, p. 267)*

## First alcohol use at the age of 13 or younger by gender: EU-Average (2014)



- A 32% decline in the first alcohol use of 15 year olds at the age of 13 or younger can be observed in the EU-28 between 2006 and 2014.
- The decline is slightly larger for boys (34%) than for girls (31%) for the EU average, therefore narrowing the gender gap. Still, more boys reported first alcohol use at the age of 13 or younger than girls in 2014.

# Decline in early alcohol use between 2006 and 2014



- In all EU Member States first alcohol use at the age of 13 or younger declined between 2006 and 2014 with one exception: France. In France, early onset remained stable at 31%, which was below EU average level in 2006 and is now exactly EU-average.
- The sharpest decline in early alcohol use between 2006 and 2014 can be observed in Czech Rep., Belgium, Netherlands, Ireland, and Slovakia (the decline is above 50% for the listed countries).

# FREQUENCY

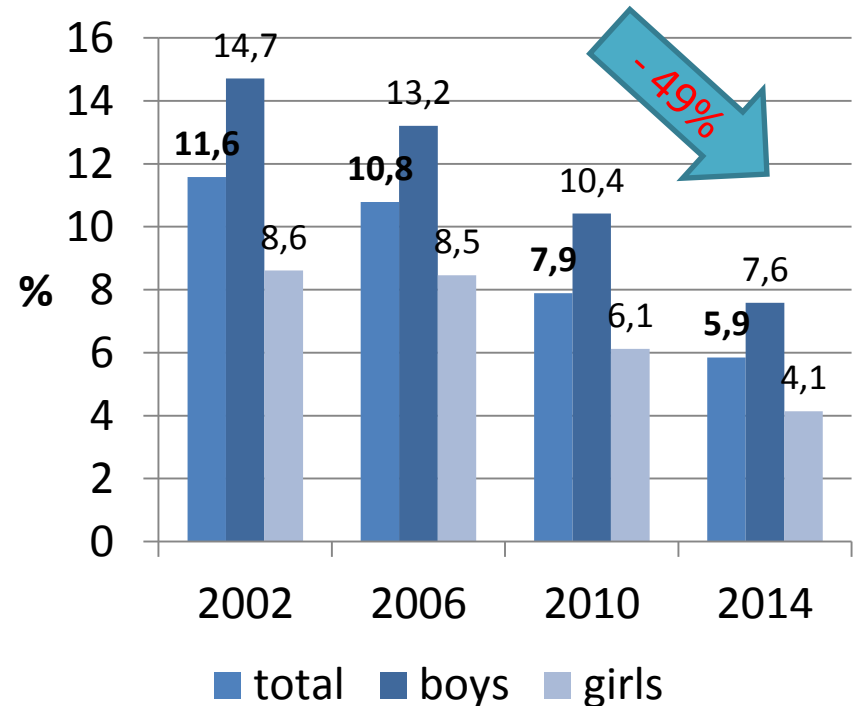
*“Young people were asked how often they drink any alcoholic beverage and were given a list of drinks: beer, wine, spirits, alcopops or any other drink that contains alcohol. Response options ranged from never to every day”(HBSC, p. 157)*

# EU-Average weekly drinking trends since 2002 by gender

## 11 year olds

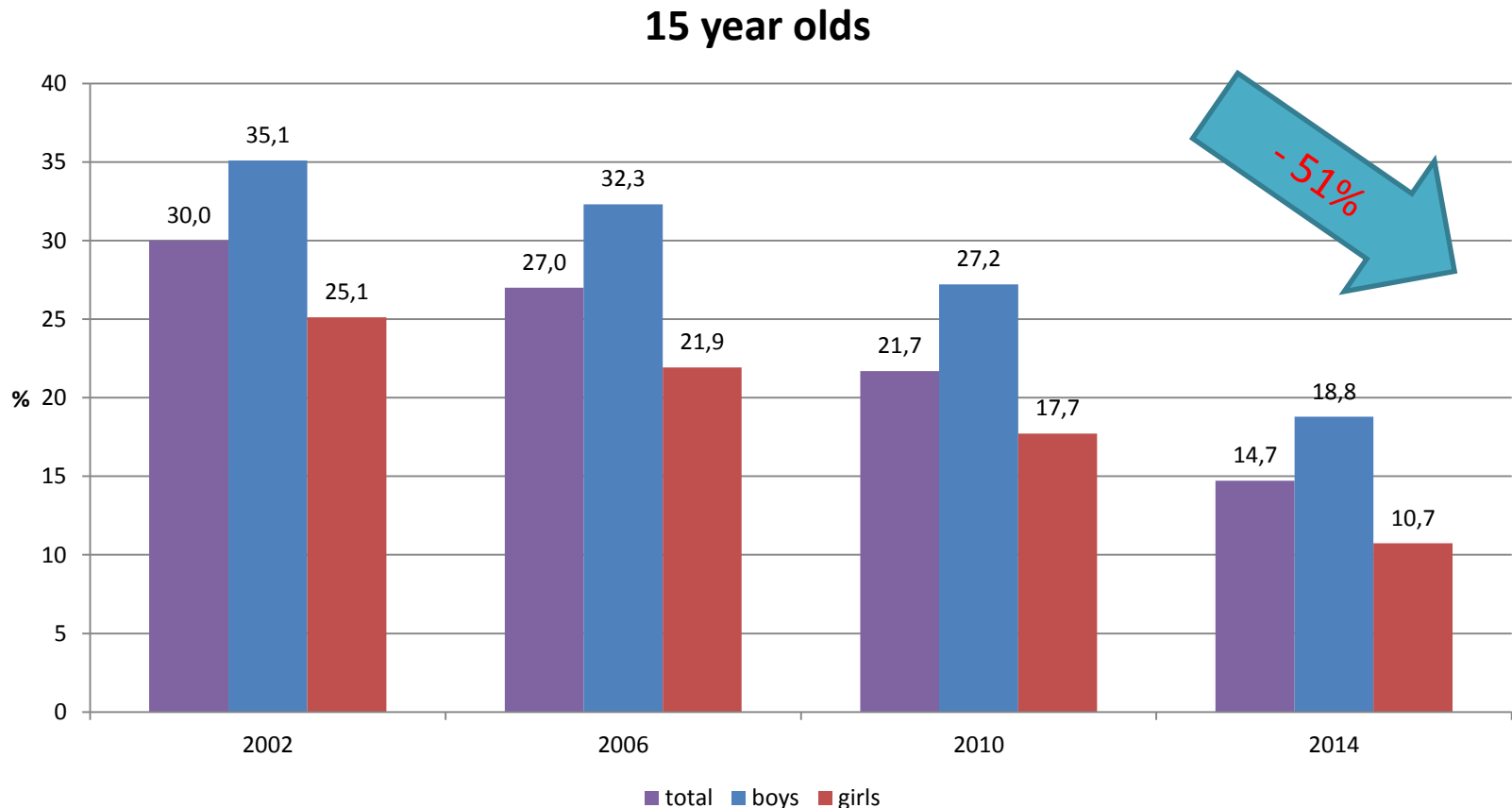


## 13 year olds



A percent decline of the percentage of European students who drink weekly between 2002 and 2014 (38% and 49%) can be observed for 11 and 13 year-olds, respectively.

# Percentage point decline in EU-Average weekly alcohol use by gender between 2002 and 2014



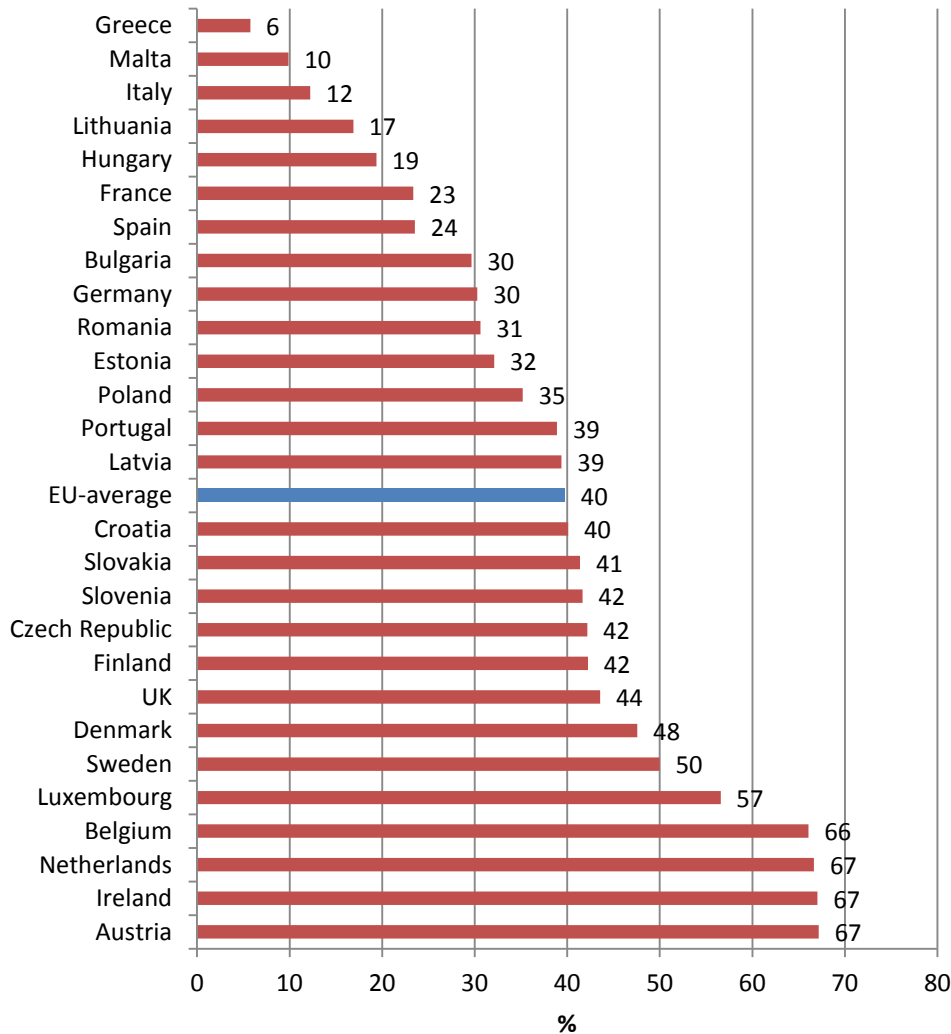
The percentage of 15 year-olds who consume alcohol at least once a week has decreased by just more than half (51%) from 30% in 2002 to 14.7% in 2014.

More than 85% of European 15 year-olds in 2014 do not drink weekly or even at all, compared to only 70% in 2002.

# QUANTITY: EARLY ONSET DRUNKENNESS

Respondents were asked “*at what age they first got drunk*” (HBSC, p. 157). The results presented here are for 15 year-old respondents who answered that the first time they got drunk was at age 13 or younger.

# Decline first drunkenness at the age of 13 or younger between 2006 and 2014



- In all EU Member States reported first drunkenness at the age of 13 or younger declined between 2006 and 2014.
- The sharpest decline can be observed for Austria, Ireland, Netherlands, and Belgium (between 66% and 67%).

# Short summary

- Onset: First alcohol use at the age of 13 or younger declined in all EU Member States, for boys and girls. On EU average: 32%
- Frequency: weekly alcohol use declined also for all age groups on EU average.
  - 15 year olds: 38% decline
  - 13 year olds: 49% decline
  - 11 year olds: 51% decline
- Quantity (1): A 40% decline in reported first drunkenness at the age of 13 or younger can be observed in the EU-28 between 2002 and 2014.
- Quantity (2): A 28%, 52%, 61% decline for those who reported having been drunk twice in their lifetime can be observed for 15, 13, and 11 year old Europeans respectively between 2002 and 2014.
- There is only a very weak relationship between
  - Drinking onset and frequency
  - Drinking onset and early drunkenness
  - Frequency and drunkenness twice during lifetime

**WORKSHOP**  
**19 APRIL 2016**

# **LOOKING BACK TO BETTER LOOK FORWARD**

**#spiritsEvents16**



**PANEL 1**



# Spirits Europe 19 April

STIVA

**STIVA**

**Netherlands  
Peter de Wolf**

**Celebrating 15 years of BOB (Dutch  
designated driver)**



## **STIVA works for:**

**Beer, wine and the spirits sector in the Netherlands**

## **STIVA stands for:**

**Responsible alcohol marketing**

**Responsible alcohol consumption**

**Clear communication**

## What we do:

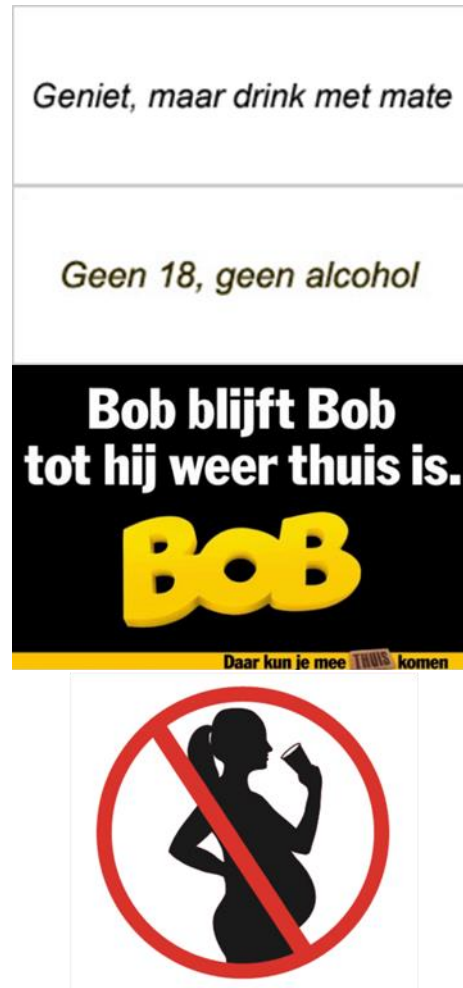
‘Enjoy, but drink in moderation’

‘Not yet 18, no alcohol’

BOB campaign

Pregnancy logo

Advertising Code for Alcoholic beverages



Who doesn't know

**BOB**

## Objective and strategy

- **Objective: prevention of driving under the influence of alcohol**



- **Strategy: make agreement beforehand on who doesn't drink, so drives home sober. This person is called Bob for the occasion**
- **Everyone can identify with BOB and every person can be BOB (he/she is cool a guy/girl, but not a superhero)**

## How?

- Strong mass media campaign and lots of contact moments

In 2015:

- Facebook reached 430.473 people
- 693.000 people reached at festivals/events
- 129.000 people reached at alcohol checks

Reward is the famous keychain



## Contributors / partners of BOB

- The Bob campaign is an initiative of the Ministry of Infrastructure and Environment, Dutch Road Safety Organisation and STIVA
- Partners are provincial authorities, municipalities, STIVA, TeamAlert (road safety organisation for young people), police and justice.

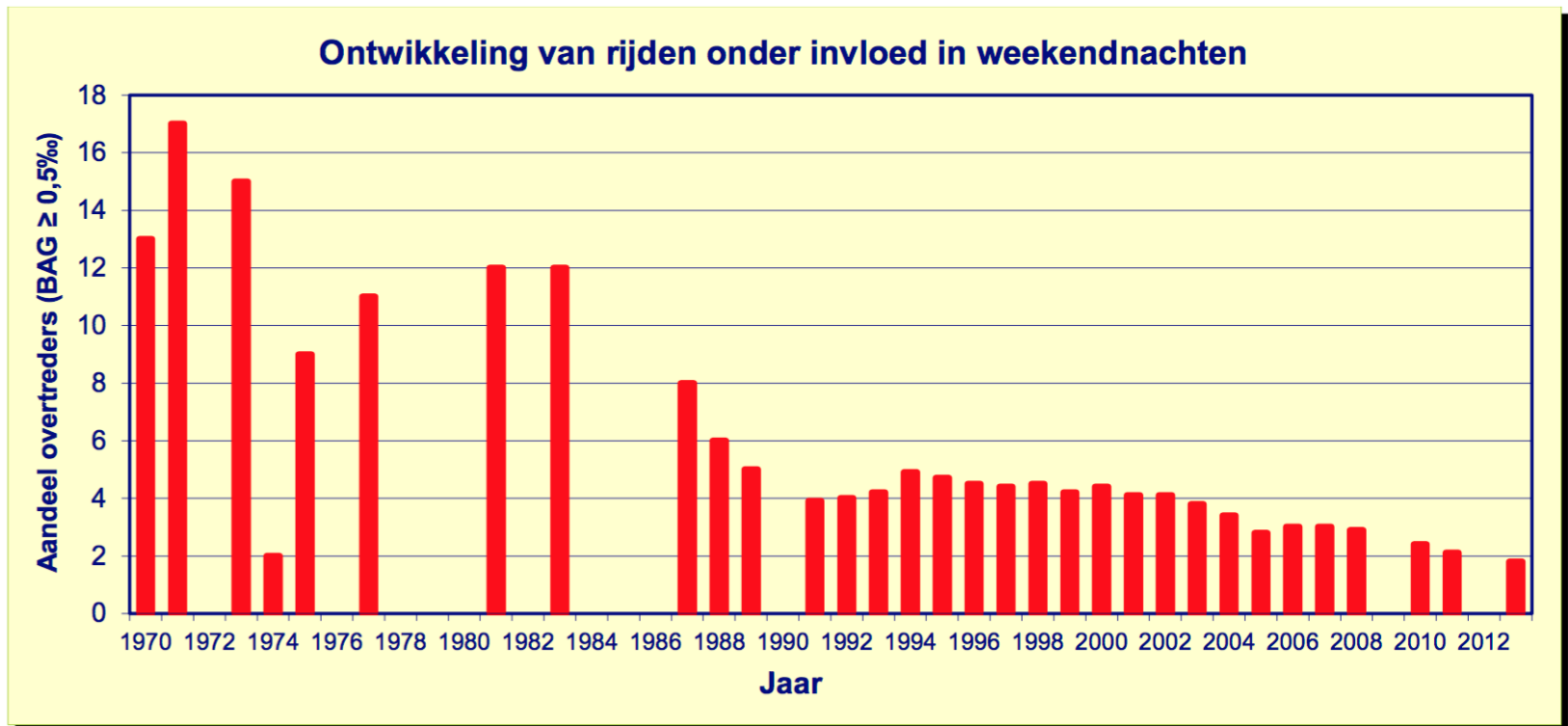
**BOB -campagne**

**Daar kun je mee  
thuiskomen**

## Strength of BOB

- Strong mass media campaign
- Simple and effective message
- No warning finger
- Broad cooperation
- No other messages
- Flexible concept open for new ideas
- Strong support for local and regional initiatives
- Bob is fun and everyone can be Bob
- Success has an absorbing effect

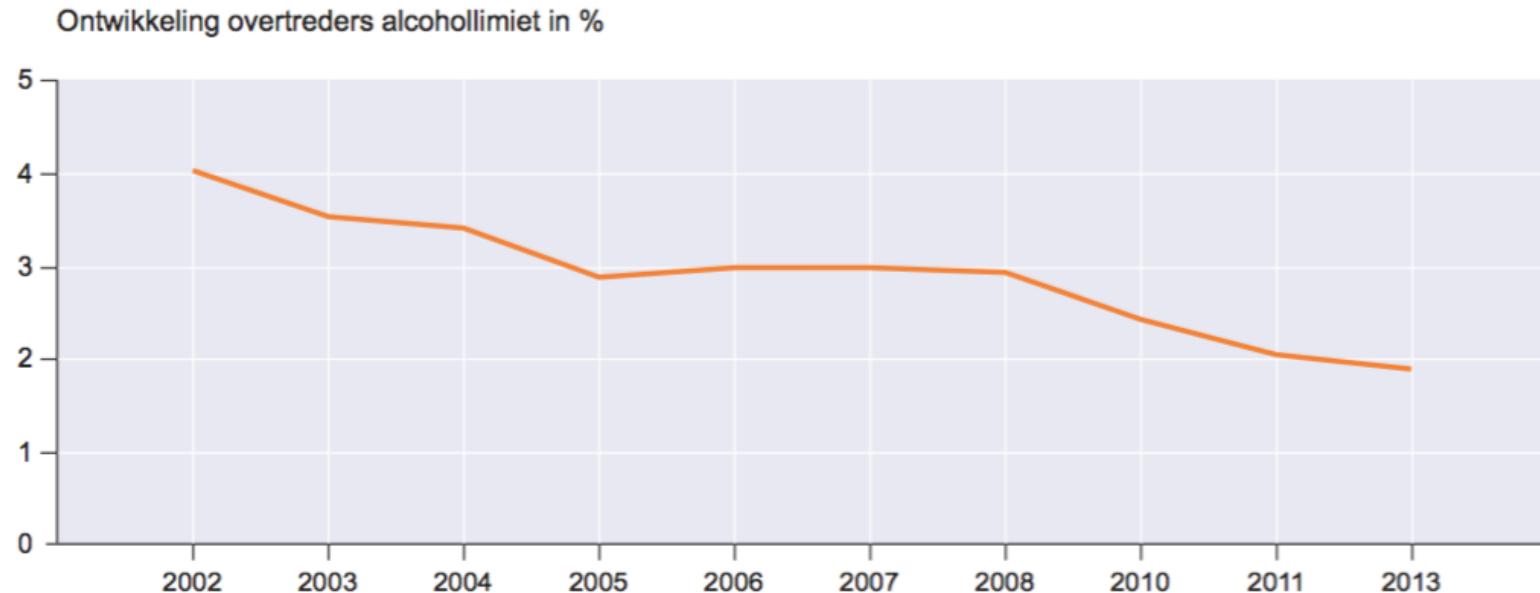
# Driving under influence in weekend nights: a historic perspective



Afbeelding 1. Het aandeel alcoholovertreders door de jaren heen. Bronnen: SWOV (t/m 1998); WVL (vanaf 1999).

## Results since BOB

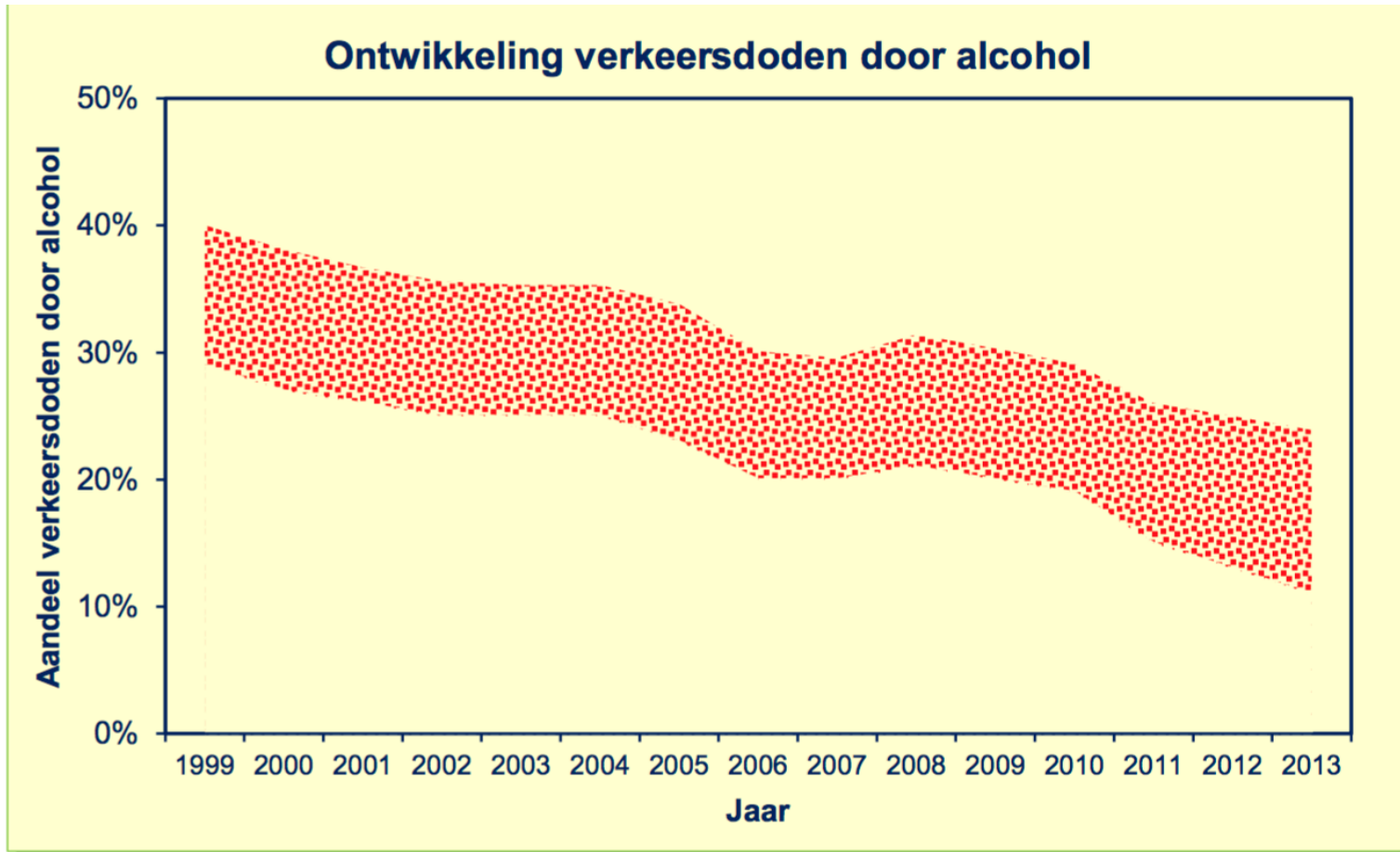
**% of offenders (>0,5‰ blood alcohol level) is going down**



**2002 4,1%**

**2013 1,8%**

## Alcohol attributable traffic fatalities

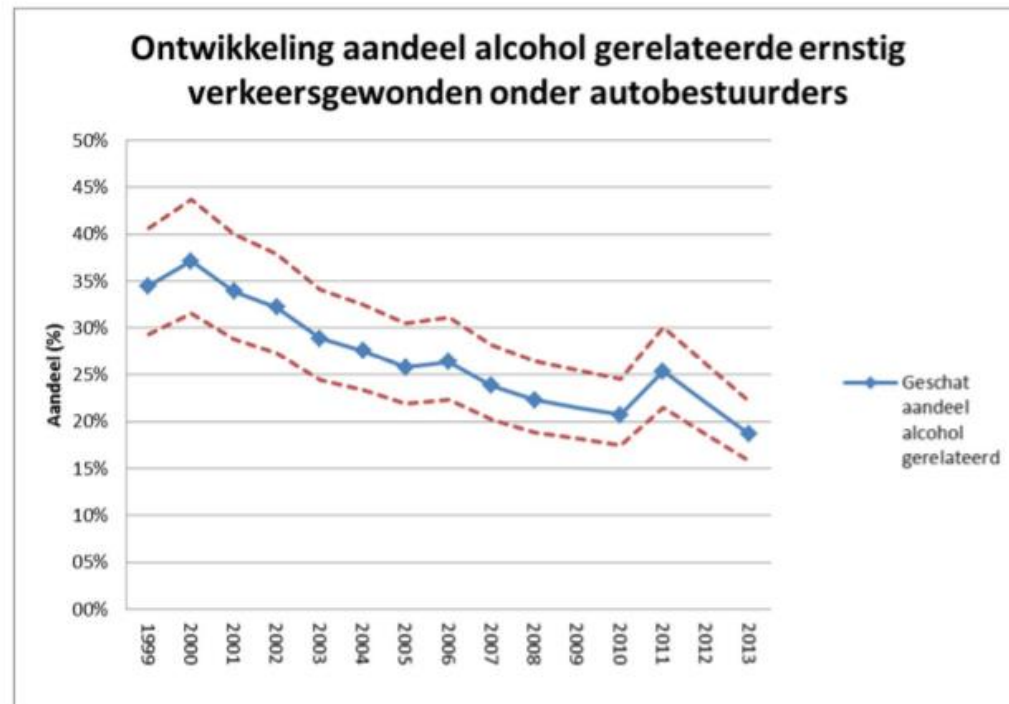


Afbeelding 3. De bandbreedte van het geschatte aandeel verkeersdoden als gevolg van alcohol (Houwing et al., 2014).

## BOB-campaign results

Since the introduction of the Bob-campaign in 2001, an overall decline in the number of alcohol attributable serious traffic injuries

**Figuur 4.2**  
Aandeel alcohol  
gerelateerde ernstig  
verkeersgewonden (1999-  
2013)



## BOB-campaign results

**Not only a decrease offenders of the blood alcohol limit but also decrease of major offenders**

	2002	2006	2010	2011	2013
Minder dan 0,2‰	91,1	92,6	93,8	94,5	94,9
0,2 tot 0,49‰	4,8	4,4	3,8	3,6	3,3
0,5 tot 0,79‰	2,3	1,6	1,2	1,1	1,0
0,8 tot 1,29‰	1,3	1,1	0,8	0,7	0,6
1,3‰ of meer	0,5	0,4	0,4	0,3	0,2

**VEILIGVERKEER**

**BOB**

**Daar kun je mee  komen**

**Bob blijft Bob tot hij  
weer thuis is. Bob**



**Daar kun je mee **THUIS** komen**

**A13** Rv  
15.7





Ook als je  
op visite gaat

Daar kun je mee **THUIS** komen





# BoB



**1.540.000**

**693.000**

**80.500**



**PROMOTIEAM**



100 BOB

**LAKEDANCE**





**8 million**

[Create Page](#)

Recent

2014

2013

2012

2011

Started

**Bob**  
Non-Profit Organization

Timeline

About

Photos

Videos

More ▾

PEOPLE



17,613 likes

ABOUT



- Bob zorgt ervoor dat je veilig thuiskomt. Bob is een initiatief van Veilig Verkeer Nederland.

- <http://www.veiligverkeernederland.nl/bob/wi...>

APPS



Wie is de Bob?

So You Think You can Win  
een...

PHOTOS



Bob heeft een link gedeeld.

27 oktober



Alcoholverkoop aan de pomp blijft verboden



Alcoholverkoop aan de pomp blijft verboden

[www.parool.nl](http://www.parool.nl)

Alcoholverkoop bij benzinestations blijft verboden. Dat blijkt woensdag uit een uitspraak van de Raad van State. De eigenaar van een benzinestation in ...

Vind ik leuk · Reageren · Delen

1 Share

Nathalie Veldboer Kroek, Maaïke Stehouwer, Ariënné Nijssen  
en 25 anderen vinden dit leuk.

Populairste reacties ▾



Ferdi Eggink Raar en naar mijn mening onterecht. Wie wat haalt aan de pomp, wil niet zeggen dat hij dit drinkt en rijdt?? Er zijn ook zat mensen die nog even wat halen om mee te nemen naar een verjaardag of een ander feestje. Betuttelend en onterecht naar mijn mening.

3 · 27 oktober om 4:21



Gertie van der Berg Terecht. Er wordt nog steeds teveel gedronken achter het stuur. En het hoort niet in een tankstation vind ik persoonlijk als slachtoffer van een dronken automobilist.

1 · 27 oktober om 3:48

*"Like" ons om mee te doen ↗*

SO YOU THINK YOU CAN WIN  
**EEN BOB SLEUTELHANGER**



# KRAS EEN TAS

*"Like" ons  
om mee te doen*



# Sympathie



**Power to BOB**

27 november 2012 om 6:43 · Vind ik leuk



**Elise Claire** Iedereen wint hem behalve ik

27 november 2012 om 12:23 · Vind ik leuk · 1



**Bob** Alle winnaars; gefeliciteerd. Sietze en Elise, uiteindelijk wint iedereen.

27 november 2012 om 12:58 · Vind ik leuk · 1



**Vincent Vn W** ik heb hem ook 😊

27 november 2012 om 13:20 · Vind ik leuk



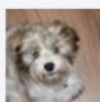
**Jilke Jansen** te gek! Ik heb hem ook 😊

27 november 2012 om 13:55 · Vind ik leuk



**Boy Saelman** ben nu al een paar dagen bezig om er 1 te winnen, maar win maar niks 😞 Terwijl ik altijd de bob ben, en als ik weer zo'n controle in rijd hebben ze nooit zo'n sleutelhanger voor me..

27 november 2012 om 16:18 · Vind ik leuk



**Sietze van Wijn** ik heb nog steeds geen 1, maar ik neem er maar 1!!!!

27 november 2012 om 16:24 · Vind ik leuk



**Petra Breeuwer** Gewonnen 😊

29 november 2012 om 8:08 · Vind ik leuk



**Elly Molenaar** Gewonnen! Super leuk zeg! En ook eerlijk verdient! XD

29 november 2012 om 21:25 · Vind ik leuk

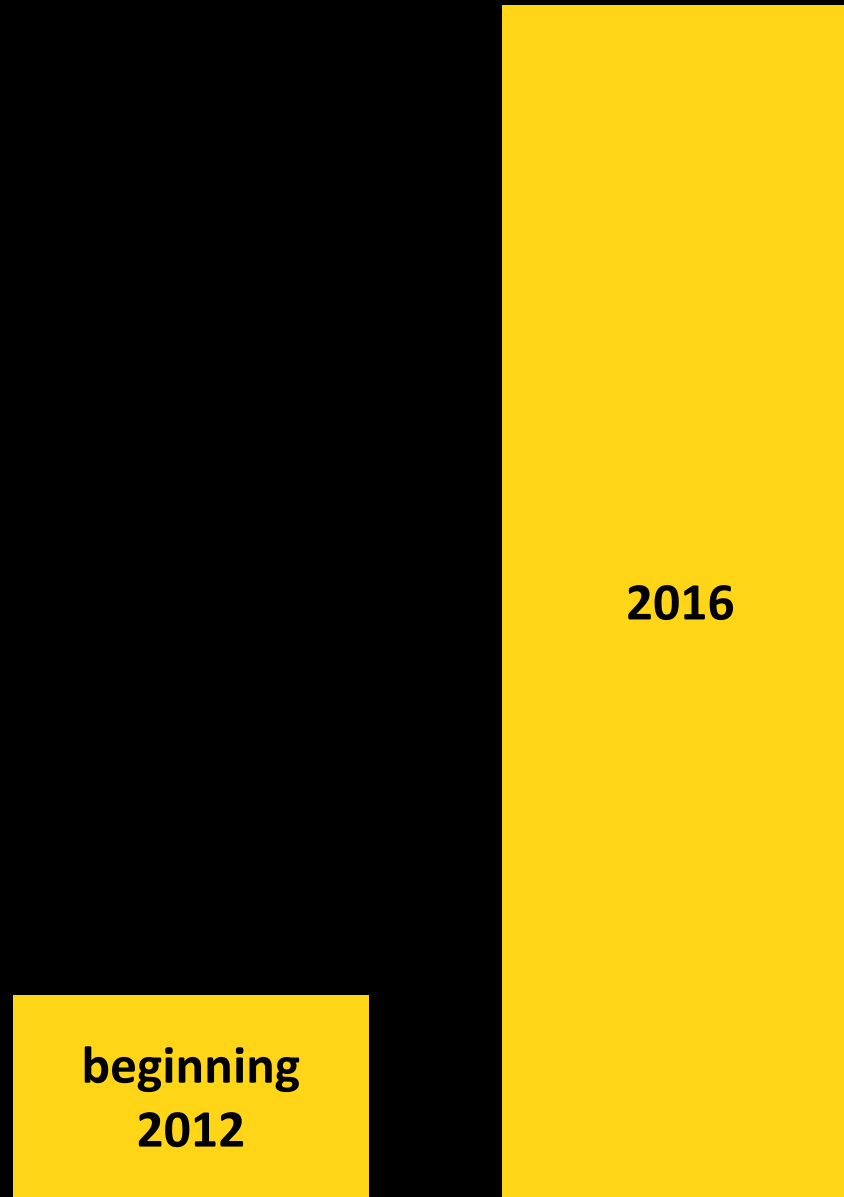


**Antje Van Den Berg Schipper** top als je bent een BOB

29 november 2012 om 21:46 · Vind ik leuk



**Jacqueline Zoon** Ik had er een gewonnen en gemaild maar





**2015: Supported alcohol  
checks at more than 200  
locations**

**129.000 contact moments**







# 15 years BOB in the Netherlands

## Reasons to celebrate:

- Over 8 million people reached since 2001
- Decrease of 43% alcohol related road fatalities
- Decrease of 47% alcohol related road injuries
- Decrease of 56% driving under influence of alcohol

# 15 years BOB in the Netherlands

## Learnings:

- **Public-Private partnership is effective**
- **Long term investment and long term relation is essential**
- **It is a serious matter, but the approach is light and sometimes even funny**
- **Perspective for action is handed and branded to the target group**

Questions?

**Thank you for your attention**

Follow us on Twitter **@stivadewolf**



# Targeting Soldiers in Cyprus

## Why Soldiers

### Eurobarometer 2010

“A cause of concern is that a roughly equivalent proportion, 14%, thinks that **one could still drive after having more than two drinks during two hours**. The highest percentages of respondents who seem to play down the risk, are in **Cyprus (38%)**, Luxembourg (37%) Belgium (36%) and France (32%).”

According to the **Cyprus Monitoring Centre for Drugs and Drug Addiction**, the high score on the question above is potentially due to:

- Cypriots are not aware of the dangers of alcohol misuse given our culture which perceives of alcohol as a means for a fulfilling social life
- the fact that the options for transportation at night are extremely limited.

# Targeting Soldiers in Cyprus

## Why Soldiers

### Eurobarometer 2010

“Only a little over a quarter of respondents (27%) were able to give a correct answer when asked what the legal blood alcohol limit for driving is in their country.”

**As far as Cyprus is concerned, nobody knew.**

**More than half (55%) gave an incorrect answer, and the remaining 45% said they didn't know.**

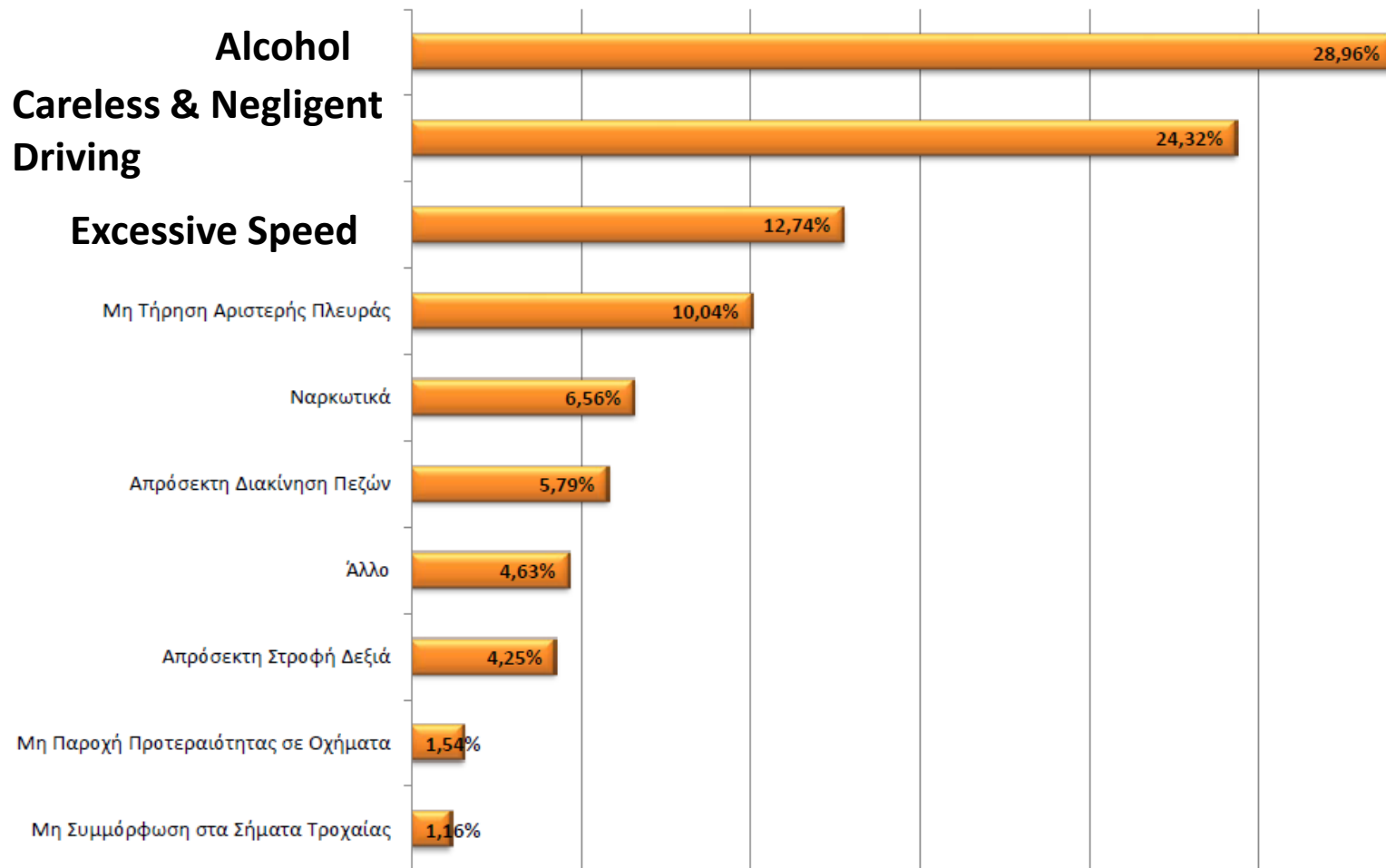
# Targeting Soldiers in Cyprus

## Fatalities in Road traffic accidents - by Age group and Gender

Age Group	2011		2012		2013		2014		2015	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
0-14	1	0	0	0	1	0	0	0	0	1
15-24	13	2	9	3	17	1	11	3	10	2
25-39	19	5	13	4	5	1	10	1	11	6
40-59	12	4	10	3	6	1	4	3	5	4
60+	13	2	5	4	6	6	7	6	10	8
Total	58	13	37	14	35	9	32	13	36	21
	71		51		44		45		57	

Πηγή: Γραφείο Ανάλυσης και Στατιστικής (ΓΑ&Σ)

# Main Causes of Fatal Road Accidents, 2011-2015



# Targeting Soldiers in Cyprus

## Objective:

**To convey a very clear message  
- if you are drinking,  
you shouldn't be driving.**

# Targeting Soldiers in Cyprus

## Contributors / Partners:

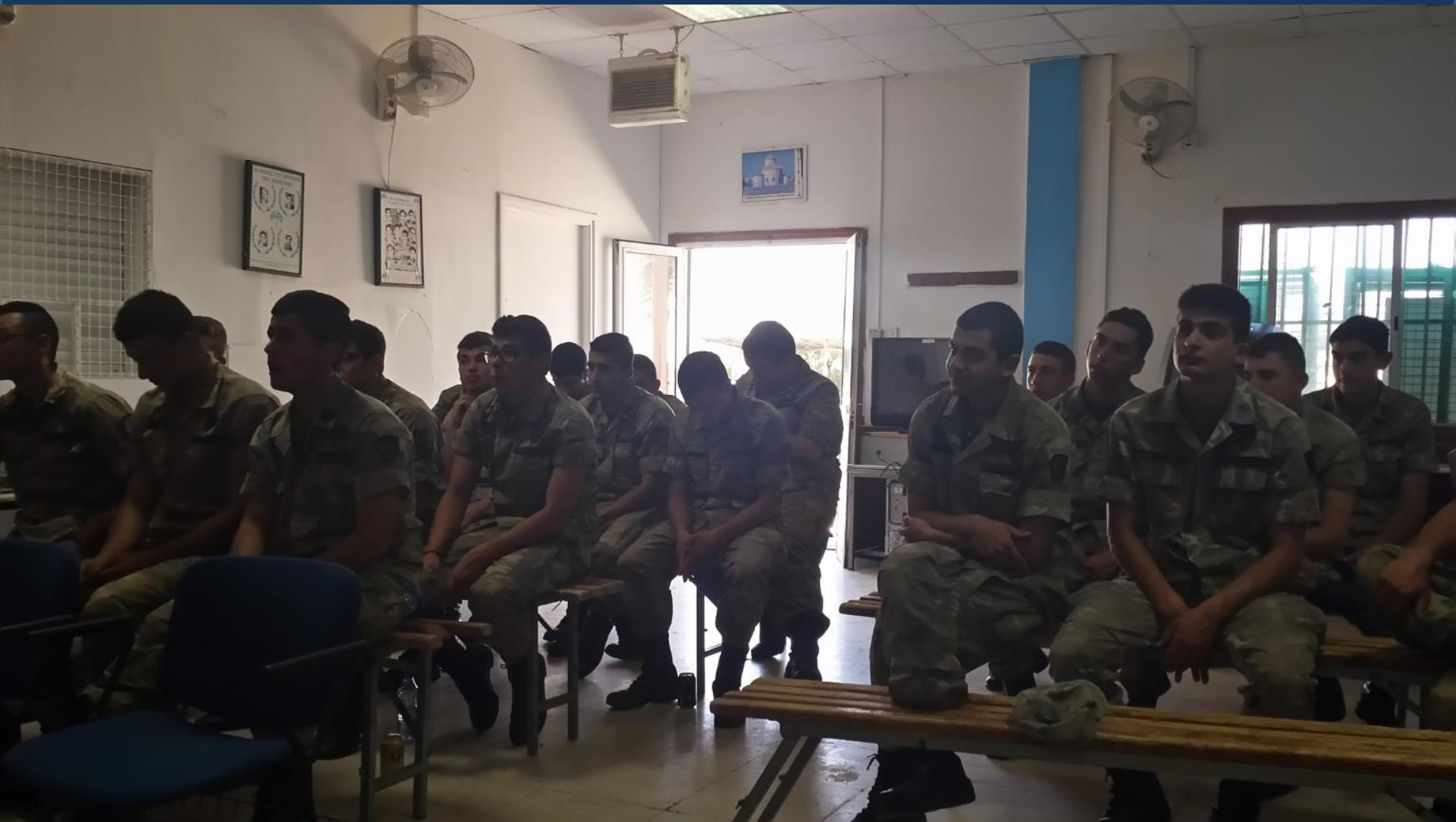
- Permission for the lectures was given by the Ministry of Defence.
- Coordination with military camps was facilitated by the Military Police.
- NGO REACTION, Youth for the Prevention implemented the lectures.

# Targeting Soldiers in Cyprus



SAO Meeting 2016

# Targeting Soldiers in Cyprus



# Targeting Soldiers in Cyprus



# Targeting Soldiers in Cyprus



# Targeting Soldiers in Cyprus



# Targeting Soldiers in Cyprus



# Targeting Soldiers in Cyprus



# Targeting Soldiers in Cyprus



# Targeting Soldiers in Cyprus



# Targeting Soldiers in Cyprus



# Targeting Soldiers in Cyprus



# Targeting Soldiers in Cyprus

The lectures covered issues as:

- What are the chances of a young, inexperienced driver being involved in a road collision?
- What is the effect of alcohol on different parts of the body?
- Does alcohol affect all individuals in the same manner?
- How does drinking affect driving? Can one set a "safe" limit for drinking before driving?
- What is the standard BAC limit in Cyprus?
- What is the BAC limit for young, inexperienced drivers and drivers of motorcycles?
- Why does it take longer to react to situations on the road when one has consumed alcohol and is driving?
- Various myths regarding consumption of alcohol - are there "light" drinks, are there people not affected by alcohol, will the effect of alcohol pass if one has a coffee/an energy drink etc.
- Who is called a "Designated Driver"?

# Targeting Soldiers in Cyprus

## Impact:

- From April to September 2015, 21 lectures at army camps.
- 445 valid questionnaires.
- Questionnaire had 9 questions in total.
- 365 questionnaires were filled in by soldiers 18-21 years old (82%).
- In 8 out of 9 questions, percentage of correct answers exceeded 80%.
- On 26 October 2015, the Chairman of Poto me Metro received an award for the program by the Ministry of Defence.

# Targeting Soldiers in Cyprus



## ΤΙΜΗΣ ΕΝΕΚΕΝ

Στον Πρόεδρο του Οργανισμού " Ποτό με Μέτρο "  
**κ. Βασίλη Πετρίδη**

για την προσφορά του στη διοργάνωση σεμιναρίων  
Οδικής Ασφάλειας στην Εθνική Φρουρά  
καθώς και τη συμμετοχή του στην  
Ημερίδα Οδικής Ασφάλειας, που διοργάνωσε το  
Υπουργείο Άμυνας και το ΓΕΕΦ  
με θέμα

**" Με όραμα το Μηδέν - Καμιά Απώλεια στην ασφαλτο "**

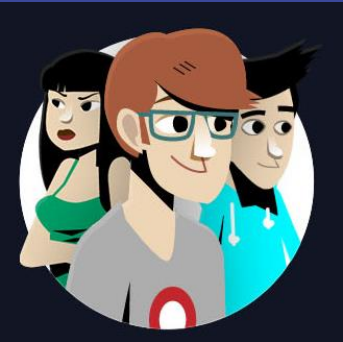
**26 Οκτωβρίου 2015**

# Targeting Soldiers in Cyprus

## Lessons Learned

Concerted, coordinated effort to effect a change in attitude...

- Representative of the **Chief of Police** commented in January 2016 that what is needed to minimize road collisions is a change of mindset. "We need to change our culture and for I to become We" noting also that "we drive without respecting others".
- The **Volunteer Commissioner** Y. Yiannakis pointed out that young people do not appreciate the dangers involved in drink driving and they are also not in a position to understand existing penalties. He said that in order to be effective we must create a new mindset with experiential activities.



Avec  
MODERATION!

PRODUCTEURS ENGAGÉS POUR  
LA **CONSUMMATION RESPONSABLE**  
DES BOISSONS ALCOOLISÉES

Serial Buveur, Social Loser

Brussels, 19 April 2016

## Young people (18 – 25 years old) :

- ❖ Are connected
- ❖ Are « social »
- ❖ Don't care about the impact of binge drinking on their health
- ❖ Feel free to follow or not a prevention campaign



**SERIAL BUVEUR  
SOCIAL LOSEUR**

<http://www.serialbuveursocialloseur.com>

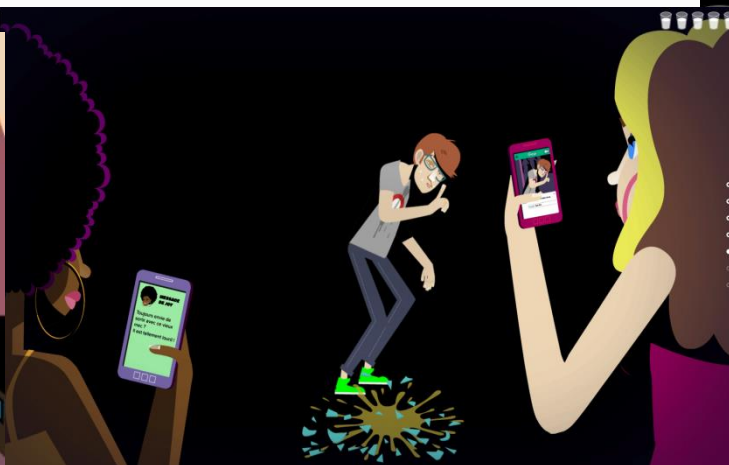


## SERIAL BUVEUR SOCIAL LOSEUR



SCROLL

THÉMATIQUE SERIAL BUVEUR SOCIAL LOSEUR AVEC DES AMIS



POUR NE PAS METTRE EN DANGER SA  
SANTÉ ET SA SÉCURITÉ, IL EST  
RECOMMANDÉ DE NE PAS BOIRE PLUS  
DE :

- 2 2 UNITÉS D'ALCOOL PAR JOUR  
POUR LES FEMMES
- 3 3 UNITÉS D'ALCOOL PAR JOUR  
POUR LES HOMMES
- 4 4 UNITÉS D'ALCOOL POUR LES  
OCCASIONS EXCEPTIONNELLES
- 0 0 UNITÉ D'ALCOOL AU MOINS 1  
JOUR PAR SEMAINE, DANS LES  
SITUATIONS À RISQUE  
ET AVANT 18 ANS



RECOVER L'ÉCRAN COMPLET  
AVEC TON DOIGT !

LES PERSONS  
PRINCIPALES



LE BEFORE



78 PARTAGE CETTE SCÈNE  
SUR FACEBOOK

102 PARTAGE CETTE SCÈNE  
SUR TWITTER

LA FIN DE  
LA SOIRÉE



78 PARTAGE CETTE SCÈNE  
SUR FACEBOOK

102 PARTAGE CETTE SCÈNE  
SUR TWITTER

POUR NE PAS METTRE  
EN DANGER SA SANTÉ  
ET SA SÉCURITÉ, IL EST  
RECOMMANDÉ DE NE  
PAS BOIRE PLUS DE :

- 2 unités d'alcool par jour pour les hommes
- 3 unités d'alcool par jour pour les femmes
- 4 unités d'alcool par jour pour les personnes âgées
- 0 unité d'alcool au volant

1 UNITÉ D'ALCOOL, C'EST :



SERIAL BUVEUR  
SOCIAL LOSEUR

78 PARTAGE CETTE SCÈNE  
SUR FACEBOOK

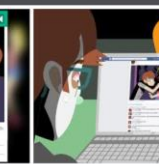
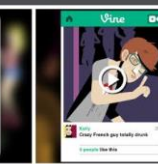
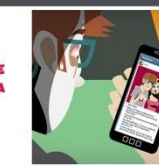
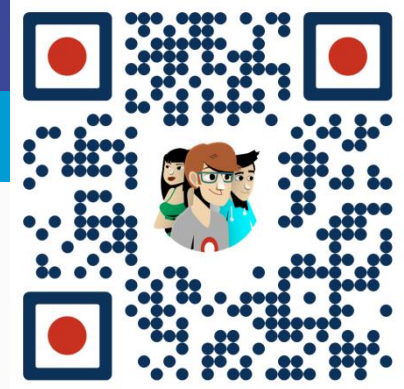
102 PARTAGE CETTE SCÈNE  
SUR TWITTER

© 2015

PRODUCTEURS ENGAGÉS POUR  
LA CONSOMMATION RESPONSABLE  
DES BOISSONS ALCOLISÉES

# MODERATION !

## Version for mobile phones



# Impact

- ❖ More than 150,000 visits since July 2014
- ❖ More than 4,000 « Like », Comments or Shares
- ❖ More than 5 millions of 18-25 years old reached via a Facebook ad



Posters displayed in  
public places  
such as  
discos,  
bars,  
university,  
visible at students'  
parties,  
etc,



**#ARCHIRELOU**  
**#TROPLAHONTE**  
**#GROSBOULET**

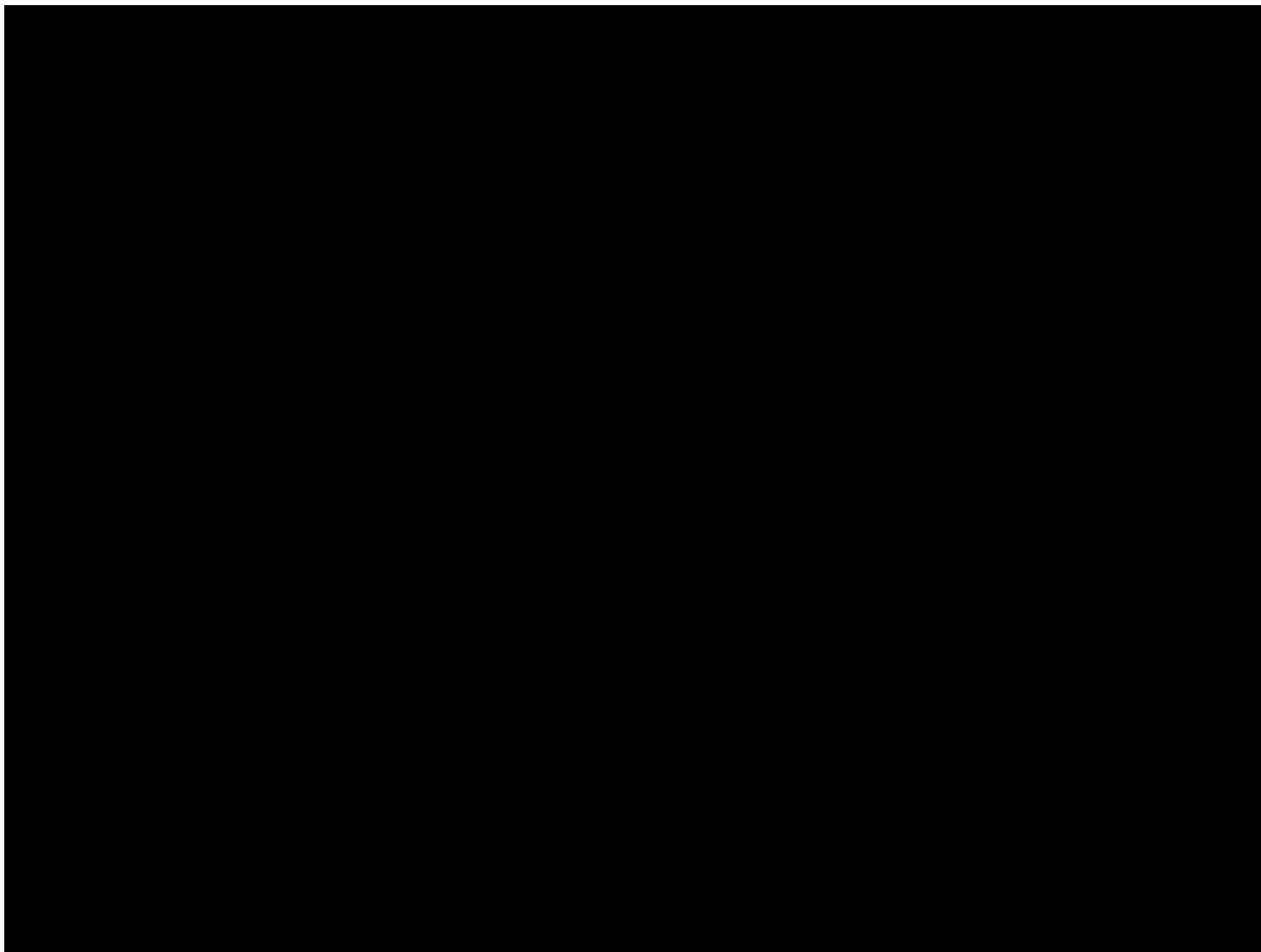
**SERIAL BUVEUR, SOCIAL LOSEUR**

**#BIENLOURD**  
**#PASHYPE**  
**#NOFILTER**

**Jimmy : a “rising” youtuber**

**Impact : 2,2 millions viewers  
since May 2015**





# responsible party®

SpiritsEurope workshop

**Looking back to better look forward**

Brussels | April 19, 2016



Pernod Ricard



INTERNATIONAL EXCHANGE  
ERASMUS STUDENT NETWORK

Erasmus student is just awesome!

It's the time for making new friends, experiencing  
the limits and of course...

partying!

And Erasmus people party a lot!

They are “carpe diem” people:

only 6 (or 12) months to enjoy their time abroad... at most!

And while partying, excessive consumption of alcohol  
can occur...and **Responsible Party is there!**

our aim

is to **raise awareness**

among Erasmus students

on the risks linked to excessive consumption of alcohol

during student parties

&

consequently to **reduce**

**harmful drinking**

How?



# The partners

The program was  
launched in **2010** by



in partnership with



INTERNATIONAL EXCHANGE  
ERASMUS STUDENT NETWORK



- A wine and spirits multinational company
- A decentralized company
- Actively engaged in the promotion of responsible consumption of alcohol

# Erasmus Student Network



- A decentralized network aiming at facilitating exchange of students all over Europe
- The biggest European student organization (present in 37 countries)

## The approach

- **Program** activated during student parties and based on the peer to peer
- **No brands and no sponsorship**
- **Own branding and promotion material**
- **Strategy** defined at EU level by ESN international Board and Pernod Ricard EMEA
- **Implementation** at local level by ESN sections and Pernod Ricard affiliates

# How does it work



- **ESN section** holds a party and selects ambassadors (peer to peer)
- **Pernod Ricard** provides material, training and gadgets
- **Ambassadors “the Squad”** promote fun and responsible drinking

Avec  
MODERATION!

PRODUCTEURS ENGAGÉS POUR  
LA CONSOMMATION RESPONSABLE  
DES BOISSONS ALCOLISÉES

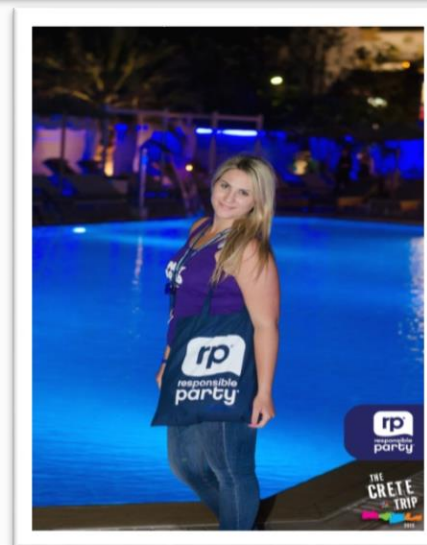
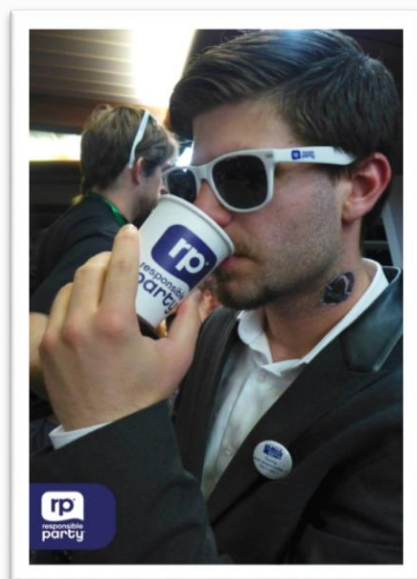
Party Squad Conce



# The Party Squad



# The material



# The Brand

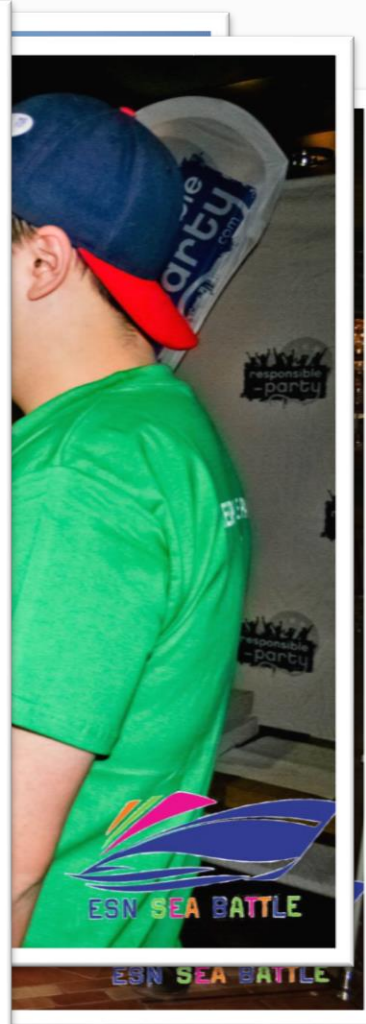
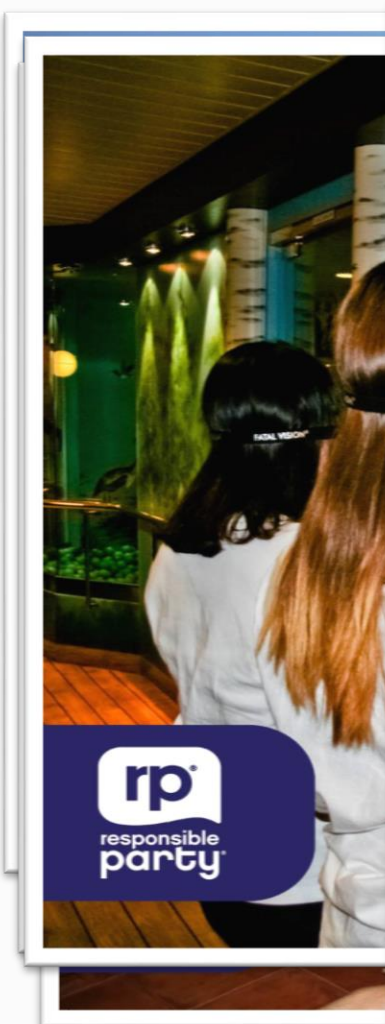


The best  
**hangover cure**  
from your country

**IESN**  
INTERNATIONAL EXCHANGE  
ERASMUS STUDENT NETWORK

**rp**  
responsible  
party

# The Party



# The impact

From 2010

260,000

students

have been reached

Yay!!!

# The evaluation

A scientific  
evaluation

of the program is currently conducted by

Pierre Maurage

Research Associate | Professor

Université Catholique de Louvain





Thank you !



**WORKSHOP**  
**19 APRIL 2016**

# **LOOKING BACK TO BETTER LOOK FORWARD**

**#spiritsEvents16**



**PANEL 2**



- **TÚ SIRVES, TÚ DECIDES**  
(You serve, you decide)



- **Responsible Service of Alcohol Programme**

## • Main goals

- **To reduce binge-drinking and underage drinking at on-trade premises and contribute to the drink-driving fight.**
- **To improve knowledge and skills of owners and staff in on-trade on alcohol and responsible drinking.**

- **What do we teach?**

**Knowledge about alcohol**

**Behaviour towards law and responsible service**

**Abilities to manage binge drinking and to promote responsible consumption**







## •How does it work?

- Information about alcohol, health and law.
- Role-play exercises on binge drinking, underage drinking, drink and driving.
- Case studies on success and failure in promoting RS.

# • Who receive the programme?



- Hospitality school students (85%).
- Business owners and employees (15%).

## • Numbers

- **580,000 euros** budget since 2004.
- More than **10,500 professionals** from **55 hospitality schools** and more than **450 hospitality businesses** were trained in **11 out of 18 Spanish regions**.
- Additional resources online:  
[www.disfrutadeunconsumoresponsable.com](http://www.disfrutadeunconsumoresponsable.com)

## • Partnership

- Specific agreements with national **Hospitality trade associations**
- Official support of the **Ministry of Health**
- Over 100 agreements with **Regional Governements and Municipalities**



**YO NO  
VENDO**  
a menores

# Over 100 towns engaged with FEBE in fighting underage drinking with the help of the on-trade



**FERROL**



**XUNTA DE GALICIA**  
CONSELLERÍA DE SANIDADE



CONCELLO DE  
MONFORTE  
DE LEMOS



**Ayuntamiento  
de Huelva**



**Concello de Lugo**



CONCELLO DE  
**MOS**



FEDERACION DE  
MUNICIPIOS DE  
MADRID



Ayuntamiento de Granada



Ayuntamiento de Cádiz



**LFP**



Ayuntamiento de  
Tres Cantos



**ACEVIN**  
ASOCIACIÓN ESPAÑOLA  
DE CIUDADES DEL VINO



AYUNTAMIENTO DE CORDOBA



**ALCOBENDAS**  
Un modelo de ciudad



CONCELLO  
DE MELIDE



Ayuntamie  
de Málaga



Ayuntamiento de Elche



**ALCALÁ DE HENARES**  
AYUNTAMIENTO



Concello  
de Casela



**NO SO**  
AYUNTAMIENTO  
DE SEVILLA



Ayuntamiento  
de Jerez



FEDERACION ESPAÑOLA DE  
MUNICIPIOS Y PROVINCIAS



Ayuntamiento de  
Portugaleteko Udala



Concello do Póvoa



AYUNTAMIENTO  
DE HUMANES

AYUNTAMIENTO DE SANTA  
MARTA DE TORRES



Excmo. Ayuntamiento de Guipúzcoa



Ayuntamiento  
de Huesca



Ayuntamiento de  
San Pedro del Pinatar



AYUNTAMIENTO DE  
PUENTE GENIL



I.M.M.O. AYUNTAMIENTO DE JÚPILA



Ayuntamiento  
de Abarán



**ALCAÑIZ** AYUNTAMIENTO



Ayuntamiento de Madrigueras



AYUNTAMIENTO  
DE CABRA



**YO NO  
VENDO**  
a menores

# **“Connected cities” Local commitments “I don’t sell alcohol to minors”**

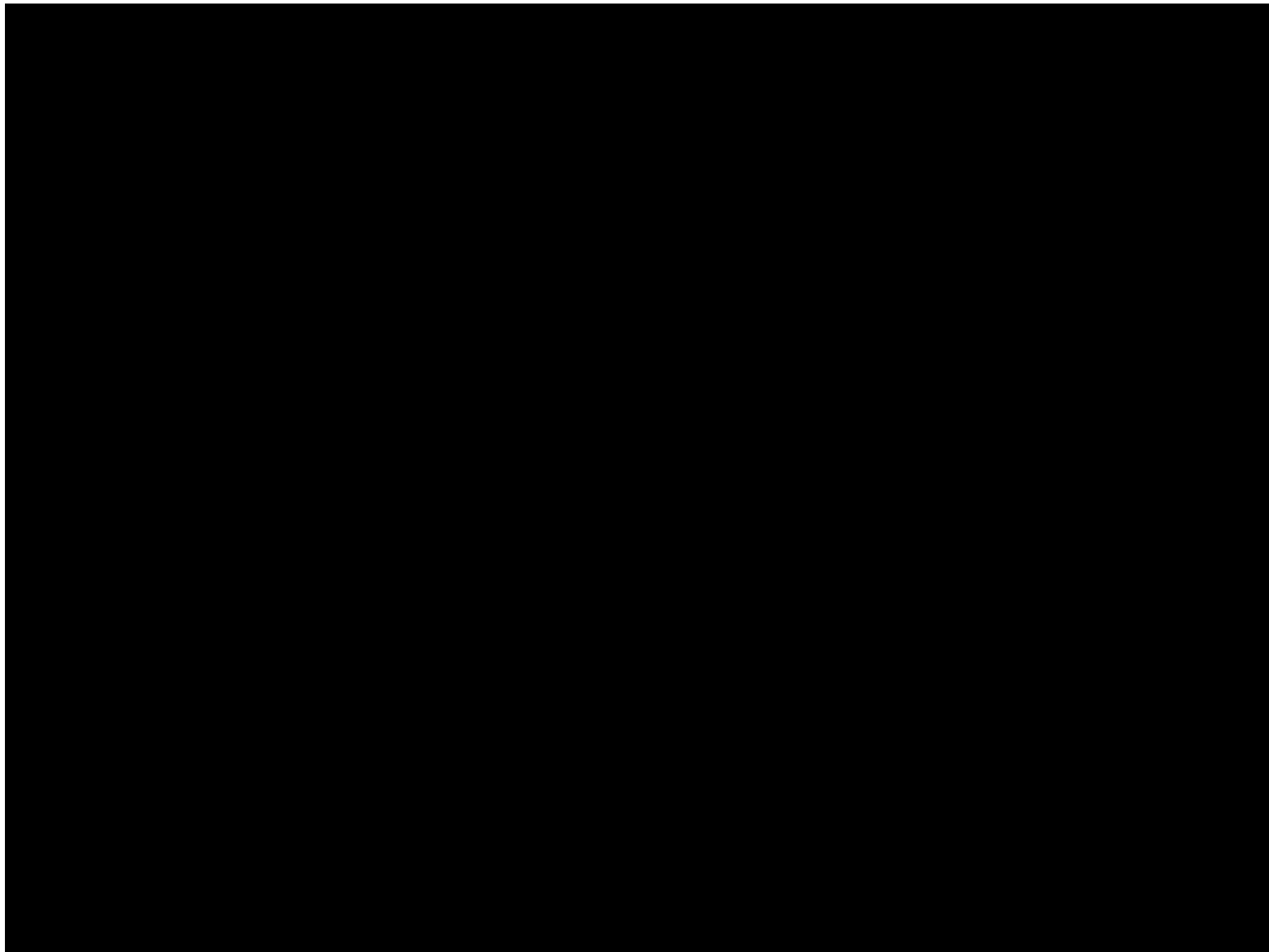


## Evaluation results

Department of Health and Behavioural Methodology of the  
Complutense University of Madrid

- **More House Rules about alcohol** are publicly displayed.
- Improved **knowledge** about alcohol.
- **Less binge or inadequate** (minors, drivers, pregnant women) drinking on premises.
- **More RS behaviours** put into practice by staff.
- Bad practices are **less likely to happen**.
- Correlation between RS training and **a wealthy business**.

**Thank you**  
**Gracias**  
**Merci**



**WORKSHOP**  
**19 APRIL 2016**

# **LOOKING BACK TO BETTER LOOK FORWARD**

**#spiritsEvents16**



**PANEL 3**



# Polish Spirits Industry's Social debates

- foster dialogue with public administration and health care experts

# About Polish Spirits Industry

- Trade Association representing 19 spirits producers, both international companies and family businesses.
- Consumer education activities since 2008.
- Social responsibility strategy 2013-2016

## SELFREGULATION | DIALOGUE | CONSUMER EDUCATION

Key areas:

Underage

Illegal alcohol

Drink driving

Alcohol & pregnancy



# Status of alcohol policy dialogue in Poland

- The policy is driven by the state agency (PARPA)
- Significant financial resources for prevention in local gov
- PARPA official declaration of no-cooperation with industry
- No multistakeholders forum like Alcohol & Health
- No dialogue with Min. of Health (UK Responsibility Deal)
- Education activities run by alcohol industry (drink driving, pregnancy, youth), no consultations with PARPA



**NOW WHAT?!**



**IF YOU  
CHANGE  
NOTHING,  
NOTHING  
WILL  
CHANGE**

# Fostering Social Debates

## OBJECTIVES:

- To start a dialogue on alcohol related problems with local administration, health and social experts.
- To share social responsibility projects run by the industry and ask for opinion/recommendations.
- To identify specific problems which may be reduced with the support of the entire industry.

# Fostering Social Debates

5 meetings, Lublin, Cracow, Warsaw

Meeting in Parliament, July 2015, *Prevention of youth access to alcohol*



25.04.2016 Bydgoszcz



# Fostering Social Debates

## ISSUES DISCUSSED:

- Alcohol prevention - effective methods to improve city safety
- Prevention of youth use and access to alcohol
- Patterns of alcohol consumption and drinking culture in Poland
- In search of effective prevention methods, the role of public administration and business

## FORMULA OF DEBATES

- ✓ round table debate
- ✓ meeting moderated by external party
- ✓ organized in cooperation with public institution or NGO
- ✓ without media presence
- ✓ industry as a participant, open for critical comments

# Fostering Social Debates



**40 experts in safety, education, public health, prevention, cultural changes etc.**

# Fostering Social Debates

## OUTCOMES

- Recommendations for future CSR strategy of spirits industry
- Recommendations for local governments and policy makers
- Underage and young adults drinking seen as a key problem.
- Addressing underage drinking requires complex approach involving schools, families and public opinion.
- Alcohol industry should focus on education of business partners (retail, HoReCa) and transparent communication with consumers.
- Drinking culture in Poland is changing but there are still „bad habits” that should be addressed. Changes in alcohol structure does not determine responsible drinking.
- 17% of consumers drink far above the limits, the majority drinks responsibly.
- Financial resources dedicated for prevention in local governments are often misused for projects without proven effectiveness.
- Best practices from fighting drink driving should be replicated to tackle other problems.

# Fostering Social Debates

## WHAT NEXT?

- Final report with policy recommendations delivered to experts, decision makers and public opinion – June/July 2016
- Recommendations for spirits industry role in reducing alcohol related problems as a base for the new SR strategy 2017-2020



# Reducing Alcohol Misuse and Improving City Centre Economies

Sarah Hanratty

Deputy Chief Executive, Portman Group

- 19 April 2016

# Key areas

## **1. About the Portman Group**

Social responsibility body for the alcoholic drinks industry

## **2. Context**

National trends and local variations

## **3. Local Alcohol Partnerships**

A brief overview and how they work together to create safer London boroughs and vibrant, diverse local economies

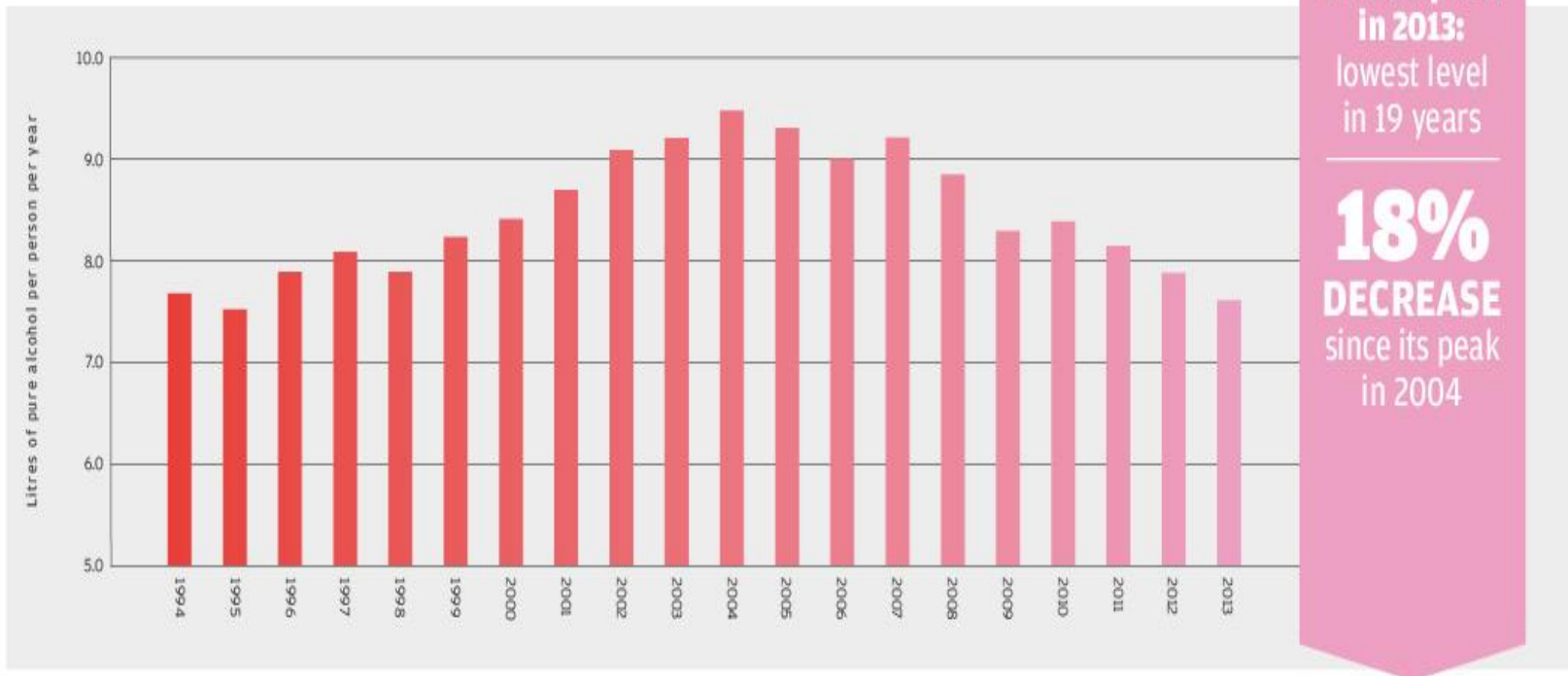
# About us

- Lead,
  - regulate,
  - challenge.
- 

- **What we do**
- **Lead** on best practice in alcohol social responsibility through the actions of our member companies.
- **Regulate** the promotion and packaging of alcoholic drinks sold or marketed in the UK through our Codes of Practice.
- **Challenge** and encourage the industry to market its products responsibly.

# National drinking habits are changing

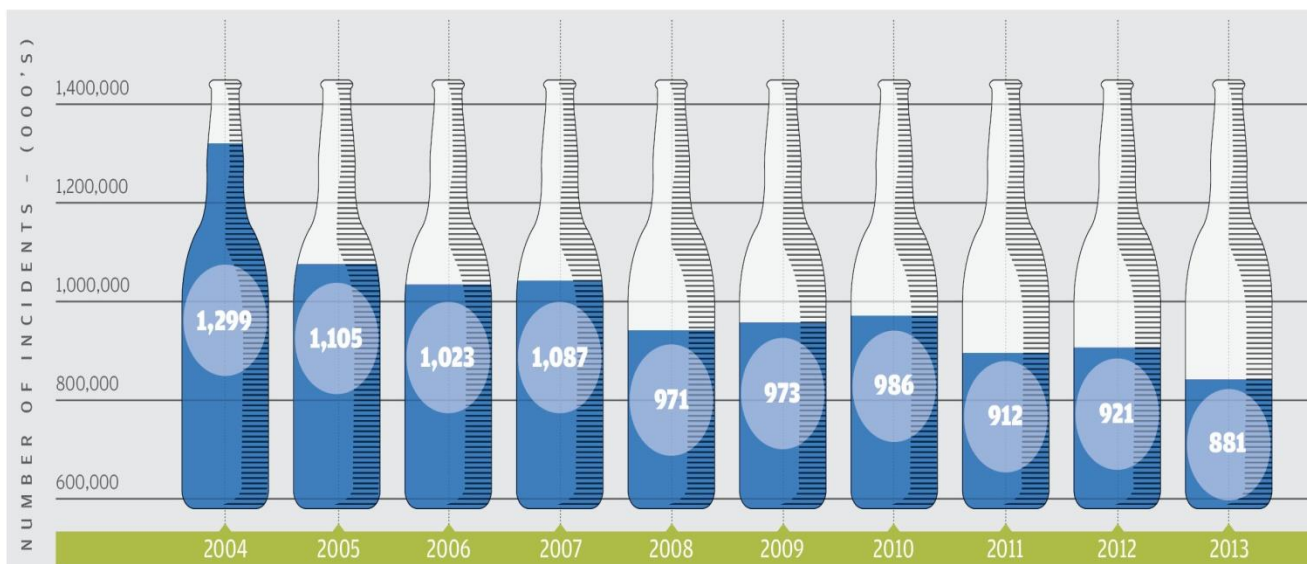
## ALCOHOL CONSUMPTION OVER THE LAST 20 YEARS



Source: HMRC/BBPA

# Alcohol related crime falling

## ALCOHOL RELATED VIOLENT CRIME IS FALLING



Since 2003/4:

**32%**  
DECREASE

Since 1995:

**47%**  
DECREASE

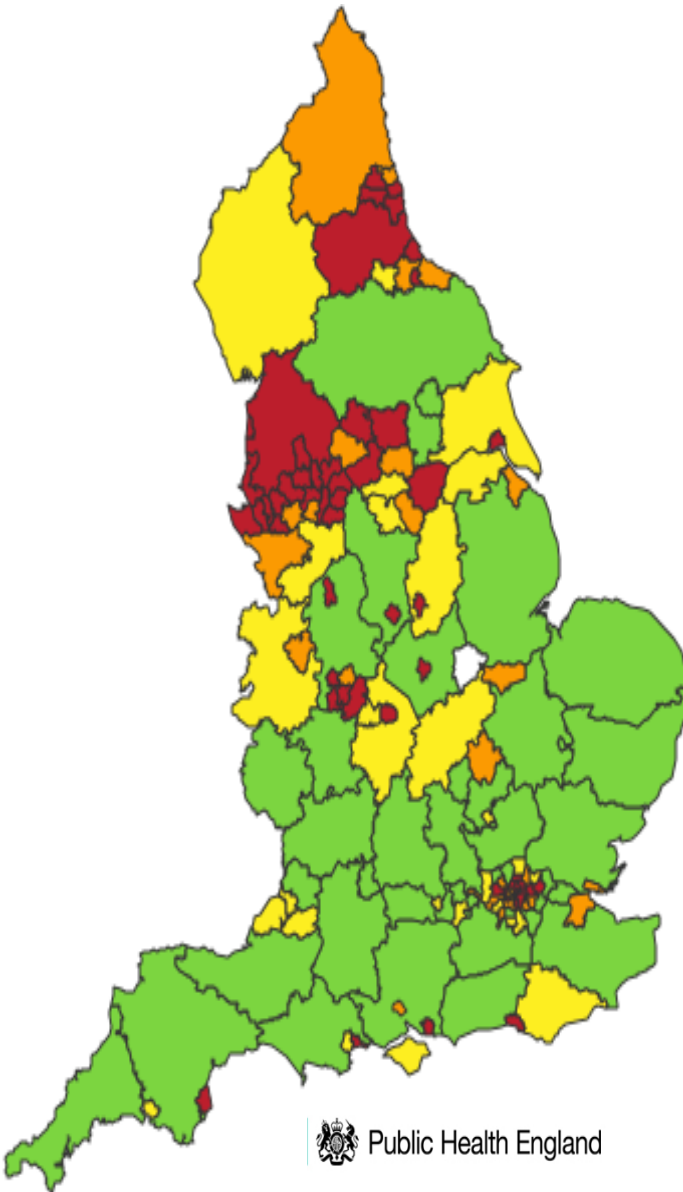
Source: Crime Survey for England and Wales, ONS



**Portman Group**

Leading responsible alcohol standards

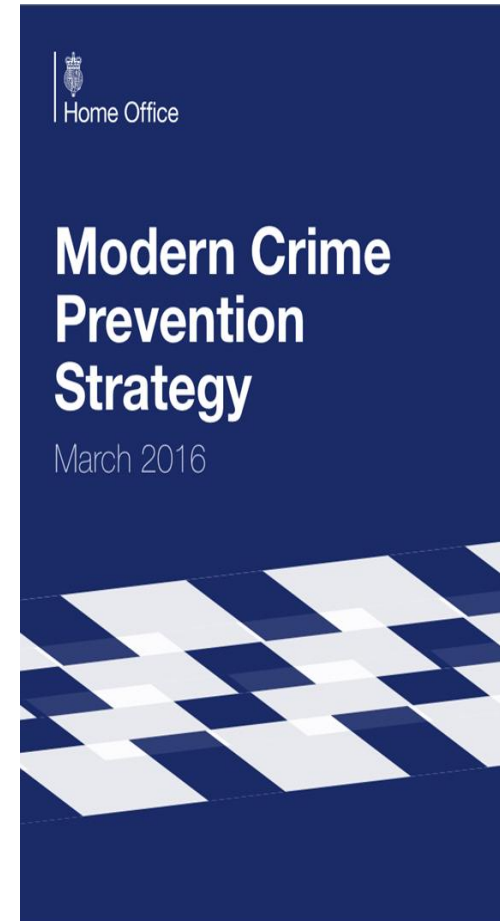
# Targeting regions through smart data use



- ➊ Binge Drinking in Newcastle is **68%** higher than the national average (PHE)
- ➋ Alcohol-related hospital admissions in Blackpool are **76%** higher than the national average (PHE)
- ➌ Under 18s hospital admissions due to alcohol are **93%** higher in Liverpool than the national average (PHE)
- ➍ Alcohol-related violent crime in Portsmouth is **91%** higher than the national average (PHE)

# Partnership: Key to New Crime strategy...

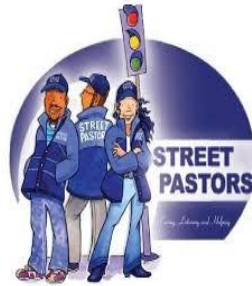
“Preventing alcohol-related crime and disorder requires concerted action by all with a stake in the successful operation of the evening and night time economy”



# Collective action by industry funded schemes...

## Local Alcohol Partnerships Group (LAPG)

- formed Dec 2012
- includes industry schemes/initiatives & trade associations
- Facilitated by the Portman Group – portal entry/one stop shop



# Local Alcohol Partners: Aims and Objectives

- **Work together in a targeted, co-ordinated fashion to address alcohol related harm**
- **Share best practice on evaluation/data collection and analysis**
- **Raise awareness of local partnership initiatives**
- **Make it easier for Boroughs to find out about and contact available schemes**



# Local Partnerships: creating vibrant, safer high streets



## Creating safer high streets

Tackling crime and disorder, diversifying the night time economy, helping people to have a safer night out



## Improving the local economy

Training responsible bar staff and working with local businesses to drive up standards in the night time economy



## Preventing underage drinking

Enforcing Challenge 21 & 25 schemes, supporting nationally accredited Proof of Age Standards Scheme, and tackling underage sales



## Encouraging healthy lifestyles

Improving health information on labels and offering a wide range of lower alcohol products

## Providing education and information

Supporting charities and funding lifeskills education programmes



## Ensuring responsible marketing



Working with retailers to enforce the strict rules on alcohol marketing

# The success of industry-led local partnerships



## Durham

**87% reduction** in violent crime



## Islington

**50% decrease** in ambulance callouts for intoxicated children



## Nottingham

**38% reduction** in violence in five years



## Bournemouth

**48% reduction** in violent crime in five years



## Local Alcohol Partnerships: Creating Safer, Vibrant Boroughs



# Contact

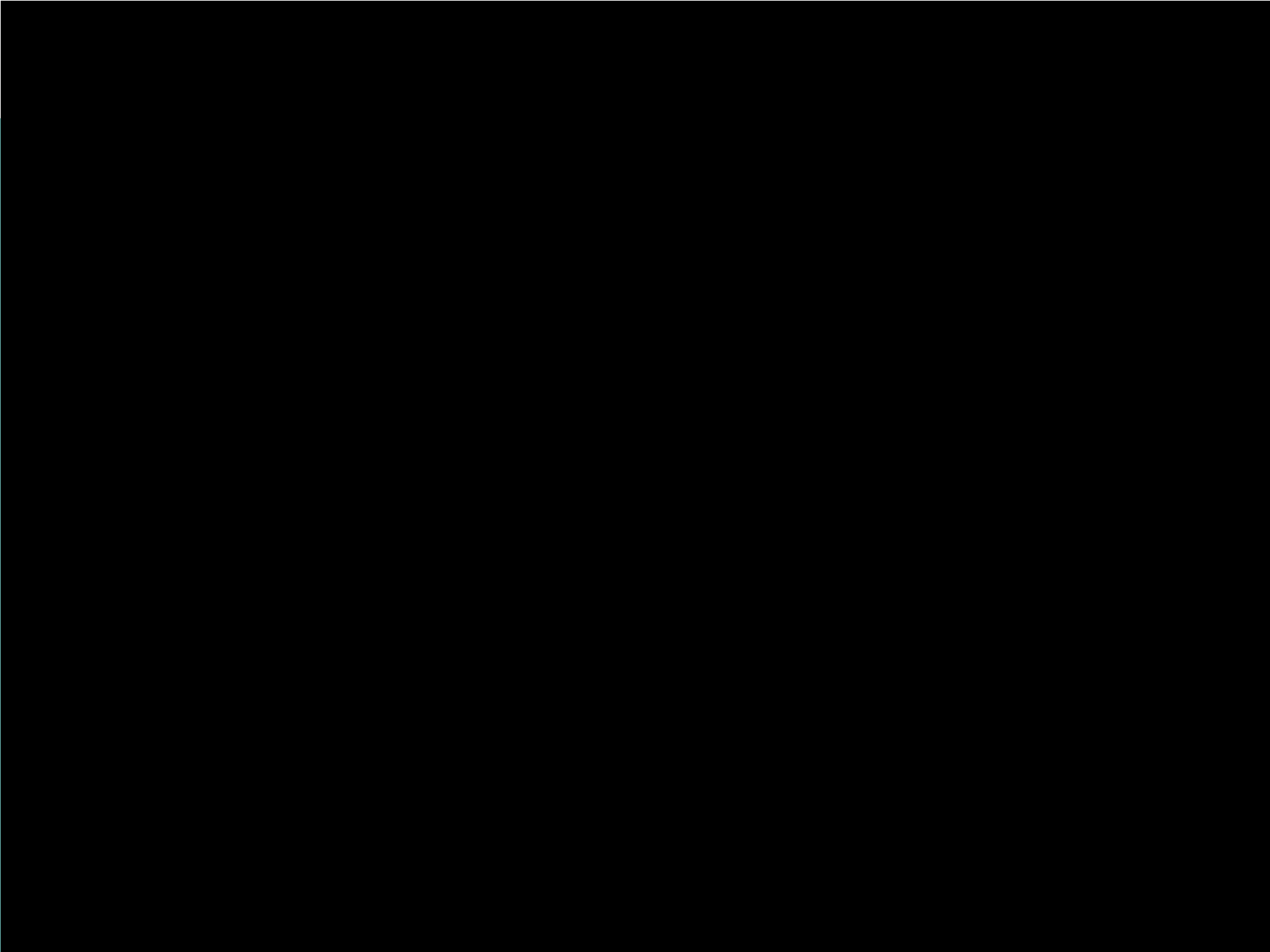
Sarah Hanratty, Deputy Chief Executive  
[shanratty@portmangroup.org.uk](mailto:shanratty@portmangroup.org.uk)

+44 (0)20 7290 1460

[www.portmangroup.org.uk](http://www.portmangroup.org.uk)

Twitter @portmangroup

@Loc\_Alc\_Partner





# Community Alcohol Partnerships (CAP)

A new approach to  
underage drinking

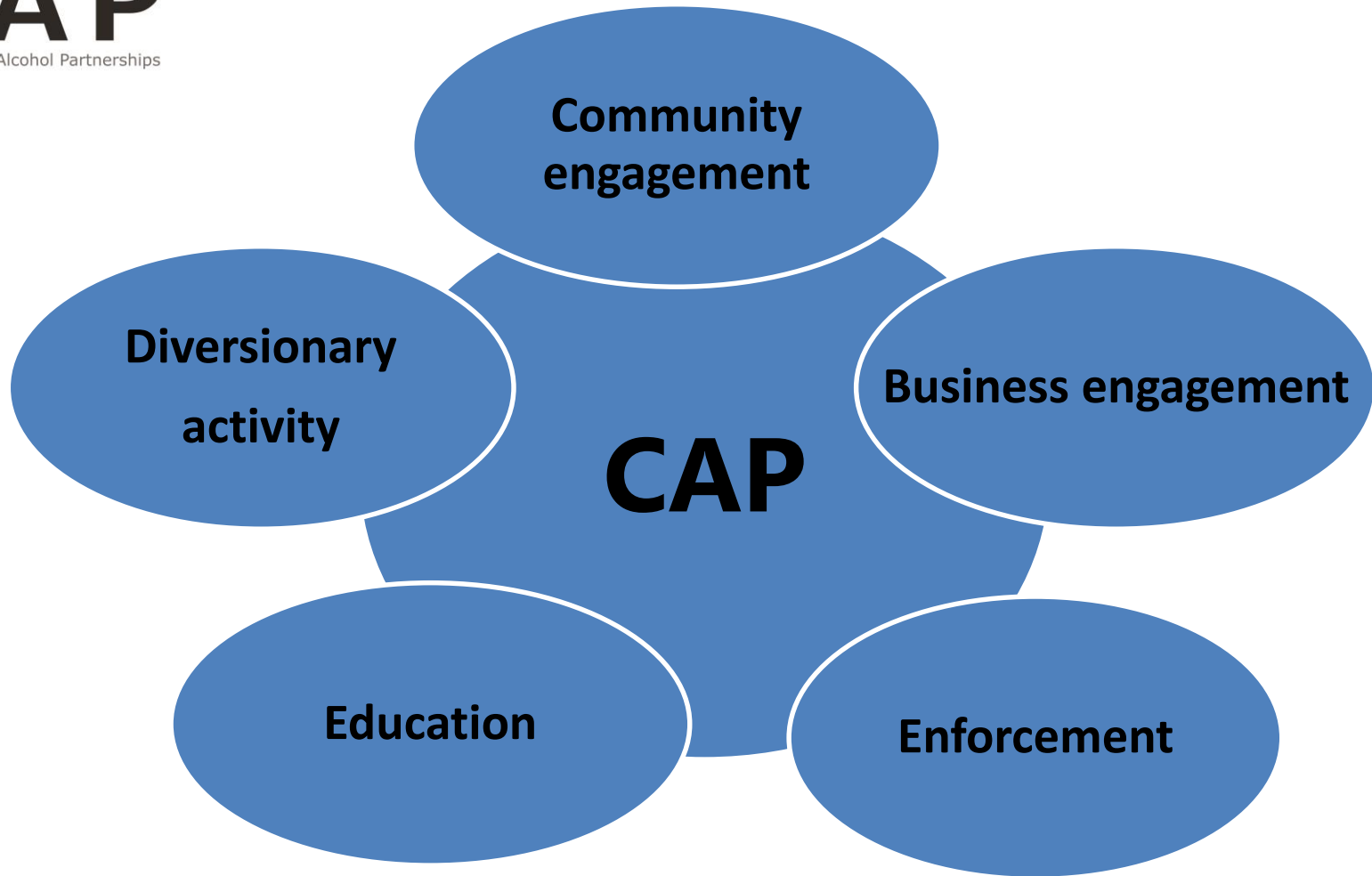
Kate Winstanley  
Director



# What is CAP?

- Multi-component programme focused on tackling underage drinking
- Problems defined at local level
- “Co-creation” of programme with input by local stakeholders
- Clear aims and objectives
- Measures outputs & outcomes using agreed indicators
- Independent evaluation (x5) and self evaluation framework developed by London Met Uni
- Funded by the alcohol industry (mainly retailers)

# Multi-component approach





# Key milestones

- First pilot (2007)
- First academic (independent) evaluation (2009)
- Becomes a Community Interest Company (CiC) with an independent Chair (2011)
- Evaluation framework developed by London Met Uni (2013)
- CAP commissions 6<sup>th</sup> independent evaluation (2015)
- 100<sup>th</sup> CAP scheme launched (2016)



# Case studies





# Evidence of impact of CAP (1)

- **Barnsley CAP, South Yorkshire**
  - 30% reduction in alcohol related anti-social behaviour in the CAP area compared with a 7.4% drop in matched control areas
- **Brecon, Powys, Wales**
  - Reduction in alcohol-related youth ASB of 39.5%
- **Corby CAP, Northamptonshire**
  - 27% drop in alcohol related anti-social behaviour in CAP area
- **Derry CAP**
  - Referrals to youth diversion officers decreased from 114 to 40
  - Youth nuisance decreased by 50%



# Evidence of impact of CAP (2)

- **Edinburgh CAP**
  - 18% reduction in alcohol-related crime
  - Estimated 12.5%-25% reduction in alcohol seizures from young people
- **Gateshead South CAP**
  - 50% reduction in youth alcohol-related crime
- **Great Yarmouth CAP, Norfolk**
  - 83% decrease in police letters to parents of under 18s caught with alcohol
  - 1333 young people engaged with through the Matthew Project
  - 61% decrease in crime and disorder reports linked to street drinking in CAP area compared to a 25% decrease across the rest of Norfolk



## Further information

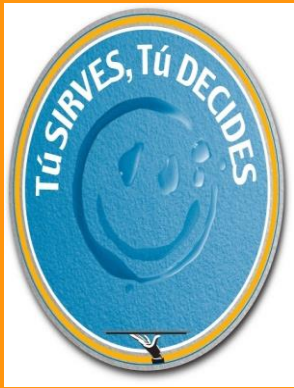
Kate Winstanley

CAP Director

[kate@communityalcoholpartnerships.co.uk](mailto:kate@communityalcoholpartnerships.co.uk)

0207 089 3882/ 07590 924710

[www.communityalcoholpartnerships.co.uk](http://www.communityalcoholpartnerships.co.uk)



# Agreements with local/regional Governments

Felbe

Federación Española de Bebidas Espirituosas



Las CARAS del ALCOHOL

**WORKSHOP**  
**19 APRIL 2016**

# **LOOKING BACK TO BETTER LOOK FORWARD**

**#spiritsEvents16**



**STAY  
WITH  
US FOR  
LUNCH**

