



# RESPONSIBLE DRINKING INITIATIVES

## 2020

### IMPLEMENTATION REPORT



*April 2021*

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## Introduction

### Contributing to a responsible drinking culture & helping to reduce alcohol-related harm



Alcoholic beverages should only be enjoyed in moderation, as part of a balanced lifestyle, by those adults who choose to drink. The spirits sector has long promoted this goal and will continue to work with all relevant stakeholders to achieve it. In line with this, we are committed to promoting responsible consumption and in supporting initiatives to help reduce alcohol-related harm.

The best evidence shows that light to moderate consumption can be part of a balanced lifestyle. Although the vast majority of consumers drink responsibly, a minority engages in risky drinking behaviours associated with alcohol abuse and misuse. Helping to reduce harmful patterns of drinking effectively will ensure that the positive trend of declining harmful consumption in Europe will continue and accelerate in the years ahead. In line with our commitment to be part of the solution, the European spirits sector has been engaged for more than 20 years in funding, supporting and evaluating a broad range of **Responsible Drinking Initiatives (RDIs)** across Europe to promote moderate consumption and help reduce alcohol-related harm.

[responsibledrinking.eu](https://responsibledrinking.eu) is the umbrella portal for our commitments and initiatives. Since 2007, more than 400 “RDIs” have been carried out. Some of them have been implemented over several years, while others have had a more short-term focus.

*+400 Responsible  
Drinking  
Initiatives carried  
out since 2007*

### Working together to achieve our shared goals



Contributing to a responsible drinking culture and addressing alcohol-related harm in Europe are worthy and important goals. We realise that alcohol-related harm is a complex societal issue without simple solutions or a one-size-fits-all approach. To make progress, a concerted efforts from different players are needed. Relevant actors need to come and work together as part of a whole-of-society approach that ensures that everybody is committed and able to make a contribution to achieve our shared goals.

*Europeans are  
drinking better,  
but not  
necessarily more*

The success of the Responsible Drinking Initiatives (RDIs) that Social Aspects Organisations (SAOs) and National Federations have implemented in recent years all across Europe is testimony to the firm commitment and unique contribution that our sector can make in this regard. These approaches are working and contributing to positive change: in Europe, people are drinking better, but not necessarily more. As underlined by recent WHO Europe reports, there have been significant reductions in heavy-episodic drinking, alcohol-related mortality and alcohol-attributable deaths in

the last couple of years.<sup>1</sup> This has been coupled with similar reductions in harmful practices such as underage drinking<sup>2</sup> or drink-driving<sup>3</sup>. The positive trends in these areas encourage our work and motivate us to do more.

<sup>1</sup> WHO Europe [Status report on alcohol consumption, harm and policy responses in 30 European countries 2019](#). For Heavy Episodic Drinking see also the IARD [Trends Report: Heavy Episodic Drinking](#)

<sup>2</sup> European School Survey Project on Alcohol and Other Drugs (ESPAD) [Report 2019](#). IARD [Trends Report: Underage Drinking](#)

<sup>3</sup> IARD [Trends Report: Drink Driving](#)

## Support for local prevention activities



spiritsEUROPE and its members have a unique role to play in promoting & encouraging responsible drinking across Europe. To do so, we fund and support relevant initiatives by national federations & Social Aspects Organisations (SAOs).

Every year, following an open call for applications among our members and SAOs, spiritsEUROPE funds a number of prevention activities in various European countries designed to support the current positive trends.

**9 RDIs funded in  
2020**

In 2020, 9 activities were funded in Bulgaria, Greece, Latvia, Malta, Poland, Portugal, Slovakia and Slovenia. They focus on educating consumers about responsible drinking, reducing underage drinking and reducing excessive drinking by young adults.



**NEW RDIs started in 2020**

1. **BULGARIA | spiritsBULGARIA:** *"Let's talk about alcohol"*
2. **CZECH REPUBLIC | Union of the Czech Spirits Producers and Importers (UVDL):** *"There is only one alcohol"*
3. **FRANCE | Prévention et Modération:** *"-18 ans, je contrôle !"*
4. **FRANCE | Prévention et Modération:** *"Partnership with Road Prevention Association"*
5. **FRANCE | Prévention et Modération:** *"Partnership with FAS France"*
6. **MALTA | The Sense Group (TSG):** *"Moderation Matters"*

## 2020: an Extraordinary Year Marked by COVID-19



After the World Health Organization (WHO) declared COVID-19 a Public Health Emergency of International Concern on 30 January 2020, a wide range of actions designed to contain the spread of the virus in Europe were taken as of March 2020. These included temporary local and national lockdowns as well as border closings.

In the wake of the crisis, many of our members took decisive action such as establishing funds to support bartenders, or converting their distilleries so that they could produce and donate tonnes of hand sanitiser and high-proof neutral alcohol to their local communities. Such initiatives would not have been possible without the outstanding commitment and professionalism of the people in the sector and their willingness and agility to help. This shows the warmth and responsibility of our sector. We speak often of the “spirit of responsibility”, and our sector has embodied this across Europe

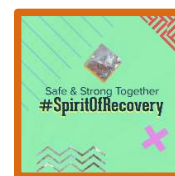
### Impact on Drinking Behaviour

The restrictions imposed in the wake of the COVID-19 crisis have unimaginably changed the lives of us all. Whilst extensive measures to slow the rate of the virus’s transmission could also have implications for health-related behaviours such as harmful alcohol consumption, press articles hinting that large parts of the population had turned to drinking to excess while in lockdown did, by and large, not reflect the truth. Although the first round of lockdowns triggered bulk buying in the off-trade, this was greatly offset by the closure of the hospitality sector and the effective collapse of the tourism and travel retail sectors. These changes lead to declines in the sale of alcohol across Europe as highlighted by the recent summary of trends [published in EUReporter](#) showing that the vast majority of people have moderated their consumption during lockdown. spiritsEUROPE contributed to promote responsible drinking behaviour at home during lockdown with our [digital #Skypéro \(apéro on Skype\)](#) campaign. The clip was translated into different European languages for use by our members.



### Impact on the Hospitality Sector

The hospitality sector has been hit particularly hard by long-lasting closures and restrictions. As one of the first sectors to be shut down and one of the last to reopen in most countries, today, many cafes, bars and restaurants remain closed and the distilleries that welcomed visitors are empty. As an association, spiritsEUROPE launched a [Fit for Recovery plan](#) to collaborate with our members, with policymakers, with tourism and hospitality representatives and other partners in our supply chains to get these sectors moving again, and play our part in the recovery for a better, stronger, more responsible, sustainable, and vibrant Europe. In support of the hospitality sector, we [promoted safety guidelines](#) when returning to hospitality venues over the Summer. A number of our member companies also developed online training tools to support pubs and bars to safely welcome customers back.



### Impact on Responsible Drinking Initiatives (RDIs)

The pandemic has also impacted the roll-out of many of our RDIs to help reduce alcohol-related harm. Some had to be put temporarily on hold, others were successfully adapted to take place either partially or wholly online, thus enabling a continued level of activity and reach to participants.



Our **dedicated webportal** [drinksinitiatives.eu](https://drinksinitiatives.eu) provides a unique overview of selected actions undertaken by the sector in partnership across Europe to help reduce harmful drinking, promote responsible consumption of alcohol, and to advance environmental sustainability along the entire value chain. Each action is reported on in detail and made publicly available. This enables us to learn and develop new and more effective strategies and facilitate the exchange of best practice among our partners.

To date, [drinksinitiatives.eu](https://drinksinitiatives.eu) features more than 115 actions aimed at supporting responsible drinking and combatting harm in 7 different areas:

[drinksinitiatives.eu](https://drinksinitiatives.eu) –  
a unique overview of  
selected actions



**Responsible-  
drinking**

64 actions



**Drink-driving**

19 actions



**Underage drinking**

43 actions



**Excessive drinking by  
young adults**

20 actions



**Workplace**

5 actions



**Non-commercial alcohol**

4 actions



**Pregnancy**

6 actions

Find out more at: [drinksinitiatives.eu](https://drinksinitiatives.eu).

## 1. Informing Consumers about Responsible Drinking



Informing consumers about responsible drinking requires the consistent and persistent delivery of relevant messages – on websites, commercial communications and beyond. Therefore, our focus is simple, but clear: “Repetition, repetition, repetition.”

### [RESPONSIBLEDRINKING.EU](https://responsibledrinking.eu)



[responsibledrinking.eu](https://responsibledrinking.eu) works both as an information source and as an EU portal to drive consumers to relevant partner sites such as the national websites in the EU27, Serbia, the United Kingdom, and the [website](#) managed by the International Alliance for Responsible Drinking (IARD).

The aim of the website is to help consumers make balanced and informed decisions. It also provides information on the ingredients and nutritional values of different spirit drinks.

The “Key Facts” section of [responsibledrinking.eu](https://responsibledrinking.eu) was updated in at the beginning of the first lockdown with a **section on consumption during COVID-19** and a quiz. The section on consumption during COVID-19 reminds consumers to be aware of why they drink, when they start drinking and how often they drink. It underlines the importance of monitoring consumption and not to acquiring any unhealthy new habits that might be difficult to lose at the end of the lockdown. The quiz invites people to test their “alcohol-awareness” and points them towards resources to brush up on their knowledge. It was taken more than 3,000 times in 2020.

spiritsEUROPE’s members include a **Responsible Drinking Message (RDM)** in all countries where advertising is permitted (and as per legal requirement in these countries). Point of sale materials and product labels also feature an RDM, often in the form of a website. Responsibledrinking.eu is used by some of our members and also by a number of distillers across Europe. It had more than 25,000 unique visitors in 2020.

## Actions to Promote Responsible Drinking with Adult Consumers



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

Recent data from WHO Europe ([Status report on alcohol consumption, harm and policy responses in 30 European countries 2019](#)) shows positive trends towards reducing alcohol-related mortality and alcohol-attributable deaths, and an overall decline in per capita consumption.

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The following actions are a selection of the actions in the [drinksinitiatives.eu](#) database aimed at promoting responsible drinking with adult consumers. There are 65 such actions in the database.

### CZECH REPUBLIC | Union of the Czech Spirits Producers and Importers (UVDL): “There is only one alcohol” | 2020 > Ongoing



**A social media campaign to raise awareness of responsible drinking & the amounts of alcohol in different alcoholic drinks.**

The campaign was launched following a survey to gauge understanding of the alcohol content of different alcoholic drinks. It found that basic knowledge on the alcohol content of beer, wine and spirits was low since many confuse the alcohol content percentages on bottles (alcohol content per 1 litre of beverage) with the actual alcohol content in a serving resulting in not knowing much alcohol is in a drink.

The face of the campaign is personified in the character of Pepa Vípil, whose name consists of the first letters of the words VI (Víno: wine) PI (Pivo: Beer), L (Lihovina: spirits) underlining the fact that that all alcohol is equal. Pepa Vípil aims to raise awareness of responsible drinking, facts about alcohol, common mistakes and standard drinks. He underlines that it's not what you drink but how much. It doesn't matter if you drink beer, wine, or spirits, but how much you drink. There is no softer or harder, better or worse, healthier or more harmful, alcohol is simply alcohol. And it's best to drink it responsibly! The campaign was launched in November 2020 and is run on Facebook. Reach will be available after it ends in mid-2021.



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



The campaign was devised following the 2014 publication of a “Green Paper on Alcohol Policy” by the Estonian Ministry of Social Affairs which recommends the provision of water free of charge to reduce intoxication.

The campaign recommends one glass of water for every alcoholic drink, and also explains the dehydrating effect alcohol consumption has on the body. It is supported by a dedicated website, a social media campaign as well as off-trade and on-trade activations with customers. Bars encourage patrons to pace their drinks by serving them water using pitchers with the campaign logo. The logo is also displayed in strategic areas to serve as a reminder, including on the doors of participating venues. Bottleneck ads are placed on products sold in stores and stores play an audio clip emphasising the importance of water consumption on their internal radios. Campaign branded free water is also handed out at events. In addition, training is given at the EBA Training Centre, where all bartender students are taught about responsible alcohol consumption, an integral part of which is the emphasis on the importance of water consumption with alcohol, ensuring that the message is spread in bars all over Estonia.

In May 2020, a fifth wave the campaign was carried out following concerns that the COVID-19 situation would drive some to increase their alcohol consumption. It took place online (web and social media), on the radio and audio was played in stores. Consumers were reminded that, no matter where they are (at home, on holiday or at a friend’s) they should always pace their consumption by having a glass of water between alcoholic drinks. It reached 500,000 radio listeners and the audio clip was played at 91 stores. Facebook posts reached 480,000 and Instagram posts reached more than 7,800. The Delfi.ee and Postimees.ee website content was shown to 1 million users with 5,000 redirects to the campaign website.

In 2020 a post campaign survey was carried out for the first time to measure the impact the five waves. Results showed that 39% of respondents had seen the campaign message. Scaling the representative sample to population level, the message reached around 414,000 adult (18+) Estonians, which is around a third of the adult population. Compared to other age groups, people aged between 18 and 34 had seen it significantly more than others. The campaign will continue with the hope that a solid foundation has been laid for a new, more responsible trend in alcohol consumption.

## MALTA | The Sense Group (TSG): “Moderation Matters” | 2020 > 2020



***The campaign aims to raise awareness of the importance of drinking responsibly and within legal limits.***

Moderation Matters was created to raise awareness of the importance of drinking responsibly and within legal limits. It took place during the Christmas season with the backdrop of the COVID-19 pandemic. While the restrictions put in place because of the pandemic resulted in fewer social gatherings, the risks associated with drinking too much, particularly at home, were still present, if not enhanced. Reminding consumers about moderate alcohol consumption remains very relevant during the COVID-19 pandemic as some are more susceptible to the stresses caused by the crisis and potentially drink more as a result.

Aimed at a very wide audience, the mass media campaign used hard-hitting facts to drive home the message that excessive drinking can lead to life-impacting outcomes. Vivid imagery and videos were paired with the facts to further convey the impact of alcohol abuse and intoxication. Focus was on the benefit of moderation even when personal, family and public situations are stressful and demanding. In addition to reminding people to drink responsibly, information and guidance on the impact of alcohol abuse were also shared. The messages reached more than 1 million people via billboards and social media. The campaign evaluation was done via an online survey with 385 participants and showed that younger age groups were more likely to drink to socialise or to get drunk. Drinking too much, having a hangover, and driving drunk decreased with age. Older age groups were more likely to drink daily, but less likely to drive drunk.

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



***The campaign aims to teach Poles that alcohol is “alcohol is alcohol” and no matter what the drink, it should be consumed responsibly.***

In May 2016, a pre-campaign study surveyed Polish attitudes to and trends in alcohol consumption. Following publication of the research findings, the “Alcohol. Always Responsibility” campaign was launched to tackle certain misconceptions around the different types of alcohol and promote responsible alcohol consumption. It informs consumers on the different alcoholic beverages, showing that a serving of each contains the same amount of pure alcohol. It also emphasises that ethyl alcohol, regardless of the beverage, has the same effect on the body. All beverages should therefore be handled responsibly.

In 2020 “Alcohol. Always responsibly” messages were communicated through:

- Billboards using the “Simple equation. Same alcohol, same treatment. Always responsibly” slogan.
- Social media (Facebook and Instagram posts which included quizzes using #zTwarzą (#saveFace). The questions included, standard alcohol units, amount of alcohol in particular beverages and rules of responsible consumption. Communication related to the COVID19 pandemic in support of the hospitality sector was also shared.
- Online workshops for alcohol beverage sellers and servers.

The campaign reached more than 4.8 million people in 2020. CAWI research was carried out with 1,000 respondents in October 2020. Results show that: 58% agree that beer, wine and vodka contain the same alcohol (ethanol). Most agree that alcohol should not be drunk by drivers, regardless of the type of drink. This awareness correlates with official statistics which show that the number of road accidents with users under the influence of alcohol is systematically dropping year after year. Also, around 70% of quiz takers gave the correct answers the quizzes about the amount of alcohol in particular beverages and the rules of drinking responsibly.

#### UK | The Scotch Whisky Association (SWA): “Scotch Whisky Action Fund: Tackling alcohol-related harms” | 2013 > Ongoing



***Scotch Whisky Action Fund invests in groups and organisations that wish to reduce the impact of alcohol-related harm in Scotland's communities.***

The Scotch Whisky industry is and has been involved for many years in a range of initiatives to promote responsible attitudes to alcohol and tackle alcohol-related harm. The establishment of this fund is a further development of that commitment. The Fund aims to invest in groups and organisations that have innovative plans to reduce the impact of alcohol-related harm in Scotland's communities. Launched in 2013, it was a five-year commitment to provide £100,000 per annum. In 2018 the decision was taken to extend the Fund until 2023 delivering £1 million of funding over 10 years. The Fund is looking to support and develop a range of projects/initiatives which deliver targeted interventions designed to tackle alcohol-related harms in Scotland's communities. The Fund focuses on applications from new/innovative or pilot initiatives which aim to test fresh approaches and which will offer an opportunity for learning that others can use. Awards of up to a maximum of £25,000 for a one-year period can be made through this Fund. Whilst applicants can apply for up to £25,000, an award of this level is only granted in exceptional circumstances. In practice, most awards are in the region of £10,000. Applicants must also explain how they plan to evaluate the project.

Projects which secure funding under this Fund and can demonstrate an impact can receive further funding of up to £25,000 per annum to support their initiative. The Fund supports projects for a maximum of three years.

As of October 2020, 67 awards have been made to 49 separate organisations across Scotland. In 2020 nine projects received awards, these projects will be delivering their initiatives in 2021. Although the impact of COVID has meant a delay in the delivery of some projects. An Impact Report covering the first five years of operation of the Fund was published in 2020. In that time £660,000 of funding was provided. The projects supported have worked with almost 48,000 people during that time.

## 2. Excessive Drinking by Young Adults



These actions aim to discourage harmful drinking among young adults. These projects aim to empower 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 serve intoxicated people. Recent data from IARD ([Trends Report: Heavy Episodic Drinking](#)) shows a positive trend towards reducing underage drinking.

The following actions are a selection of the actions in the [drinksinitiatives.eu](#) database aimed at educating young adults about responsible drinking. There are 20 such actions in the database.

### LATVIA | Latvian Alcohol Industry Association: “Party with style” | 2017 > Ongoing



***Mass media campaign to encourage young adults to drink responsibly.***

Although the consumption of alcohol in Latvia is decreasing, Latvians are still one of the biggest binge drinkers in Europe, with student parties one of the occasions where many can drink to excess. It is, therefore, necessary to show the social impact of binge drinking and to educate young people on the dangers associated with the over-consumption of alcohol. The initiative uses social media aimed at the target group to show the social impact of binge drinking and to educate them on the dangers associated with the over-consumption of alcohol. Emphasis is placed on the loss of social status, an issue which is important to them. The message is promoted on the responsible drinking [website](#), LANA's [Facebook](#) page and on [Instagram](#) and outdoor advertising for bus-stops.

Since 2019, a fictional character called “The Filmmaker” was created. This character typifies a person who has drunk too much alcohol. They publish “blacked out” posts on social media alongside photos of typical social settings – reminding users that memories cannot be made if one blacks out. In 2020, in addition to the Filmmaker, influencers created short videos to amplify the message and responsible drinking guidelines and tips were shared on social networks.

In 2020 the campaign reached a total of 284,000 people of which 60,000 were young adults. More than 90,000 who were reached use social media on a daily basis. The Filmmaker's Instagram page now has 1,272 followers. Although the media was very focused on COVID-19 news during the activation the campaign messages and survey outcomes were taken up by 5 internet publications which reached 140,000 people.

In 2020, research company Norstat and LANA carried out a pre-campaign survey in September and a post-campaign survey in November (Respondents aged 18 to 35: 301 pre and 302 post). Results show:

- The number of respondents that drink alcohol daily dropped from 3% in September to 1% in November, the number that drink 2-4 times a month dropped from 37% to 32% and the number who drink alcohol 2-3 times a week dropped from 14% to 12%.

- The number of respondents who drink 3-4 units per occasion dropped from 33% in September to 29% in November. The number who drink more than five units per occasion once a week dropped from 8% to 6% and the number who drink more than five units per occasion once a month dropped from 17% to 14%.

#### SPAIN | Espirituosos España: “University training in responsible consumption” | 2011 > Ongoing



***University students are taught about responsible consumption before taking part in a competition to design their very own campaign to promote responsible drinking.***

The campaign aims to raise awareness about the moderate consumption of alcohol and change behaviour among university students, who have been shown to be more prone to heavy-episodic drinking. The idea is to use communication between equals as peer-to-peer communication is very effective. Students first receive training on responsible consumption. Following this they work in groups over a six-month period to design a responsible drinking campaign targeting young people. They are supported by teachers during the process. When finalised, the teams chosen by the university present their proposal to Espirituosos España’s marketing committee. The winning team receives two prizes, a voucher and the pride of seeing their campaign launched!



In 2019-2020, a total of 245 students from Rey Juan Carlos University in Madrid and the University of Granada took part. The winning entry to the competition is “Historias y puntitos”, which is a play on punctuation and alcohol consumption that gives a double meaning. The protagonist is “punto” (full stop) but in Spanish has the double meaning of “get a buzz”. The campaign is promoted through social media and through dedicated campaigns organised at local level with the support of a network of cities engaged in prevention.

### 3. Tackling Underage Drinking



While minor's access to alcoholic beverages must be restricted, this only goes some way towards preventing underage drinking. A change in attitudes is also necessary. The aim of these initiatives is therefore fourfold:

- To delay the 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.

Recent data from HBSC ([Health Behaviour in School-aged Children](#)) and ESPAD ([European School Survey Project on Alcohol and Other Drugs](#)) and IARD ([Trends Report: Underage Drinking](#)) 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 43 such actions in the database.

#### BULGARIA | spiritsBulgaria: "Let's talk about alcohol" | 2019 > Ongoing



#AwarenessRaising #Parents&Teachers

***The programme aims to prevent early alcohol consumption among minors, by opening the dialogue between teachers and pupils in schools.***

This programme was created in response to studies which show that underage drinking persists in Bulgaria, with some starting to drink at the age of 11. In addition, the prevalence of lifetime use of alcohol is very high when compared to other European countries. By raising knowledge and awareness of the risks related to underage drinking and focusing on having a healthy social lifestyle it is hoped to delay as much as possible the age of the first drink and to provide pupils with the tools to make an informative and confident decision on whether to drink alcohol. A pilot phase took place from October 2020 to January 2021 and the programme was updated to include resulting recommendations.

The programme is designed to integrate prevention into the regular school curriculum during the "Hour of the Class" by class teachers who are specially trained and certified for the purpose. Programme elements are:

- Workshops for teachers to train them to lead the dialogue and become programme ambassadors. Each workshop is run over 2 days, 6 hours per day and includes practical exercises to reinforce the information.

- Two hour-long lessons for pupils includes practical exercises, tips on how-to stand-up to peer pressure, living healthily, and ways to enjoy themselves without drinking alcohol.
- Manual for use with pupils which covers a range of exercises based on social values and behavioural perspectives.
- An [internet platform](#) for teachers and pupils to access and use materials online.

Partners of the programme include the Bulgarian Ministry of Education, the Bulgarian Regional Education Inspectorates, “Parents” associations, the National Network for Child Protection, the Pedagogical Faculty of Plodiv University, regional health inspectorates and the Ministry of Internal Affairs.

3 schools took part in the pilot, involving 60 teachers and 189 students either at school remotely due to the COVID-19 situation.

Quantitative & qualitative evaluation of the pilot was carried out by the Teachers in the Cloud Association. Sample: 87 respondents (17 teachers who attended a workshop, 7 teachers gave a lesson and 70 students aged between 12 and 14). Results of the questionnaire for students include:

- 88.6% said they have never drank any alcohol before the lesson. 11.4% admitted to trying alcohol and were aged 11-12 when they first did so. 50% first tried it at a family gathering, while 13% first tried it with their friends (at home or in a pub). 30% got it from older friends.
- Before the lesson, 67.1% felt that underage drinking wasn’t a good idea. 25.7% had no position on it.
- Whether they learned any new and useful information about alcohol: 12.9% learned “a lot” and 42.9% “enough” from the lesson.
- 64.3% would talk with their parents about what they had learnt, 71% would share with their siblings (27.1%) and friends (44.3%).
- 90% learnt why underage alcohol consumption is dangerous.
- 53% said they would postpone alcohol consumption for later as a result of the lesson.

#### CROATIA | Croatian Spirits Association: “More dialogue, less risky behaviours!” | 2019 > Ongoing



**To educate parents and school professionals about how to help pre-teens and teens develop a healthy life style, especially with regards to alcohol.**

The programme aims to combat widespread alcohol consumption and misuse among pre-teens and teens (high school students) in Croatia. Research shows that teen behaviour can be significantly influenced by the adults in their life and when they share good quality relationships with them, teens are less likely to engage in risky behaviours. It is hoped that after the workshop that adults would be inspired to share experience and meaningful advice on the issues raised, thus providing teens with an adult perspective. The 2-hour long workshop provides information such as:

- The need for building quality relationships with teens.
- Mental health issues, addiction issues, and risky behaviours common among teens and how to approach these issues.
- How to relate to and approach situations over which adults have no direct insight or control.
- Why some teens drink alcohol and the risks related to underage consumption, such as the effects of alcohol on the brain and body, and the short-term and long-term consequences.
- Ideas about how to prevent underage alcohol consumption and promote mental health among teens.



In 2020, the programme was adapted to take place online because of the COVID-19 situation. In December 2020, 2 workshops reached a total of 119 participants in 2 cities (11 December workshop in Vinkovci and surrounding areas reached 40 and 15 December workshop in Zagreb and surrounding areas, with some participants from Šibenik, Zadar, Vinkovci, Rijeka, Split, Pula and Primošten, reached 79).

Evaluation took place in December 2020 via online questionnaire with 105 people of which 21 were parents). 20% of respondents were parents. It found that they:

- Think that the topic is very important but that there is not enough societal awareness of it. More workshops of this type should be held for the good of society.
- Found the content very useful, especially the section on young people's self-esteem. They appreciated learning how important it is, especially in relation to experimenting with drinking alcohol and dealing with other challenges. Most gained new insights to help them deal with the topic of children and alcohol in the future.
- Appreciated the connection between practice and theory. Concrete examples on how to manage difficult situations relating to children and alcohol were very useful such as how to build relationship with teens and teach them responsibility and how to deal with the issue with younger children.
- Found that sharing their experiences helped them recognise that many parents have similar doubts and challenges with their children as they do. They felt reassured that they had already been handling the situation with their children well.

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



***The campaign reminds staff that underage children should not be served or sold alcohol by asking them to imagine if it were their child.***

The aim of the campaign is to inform sales staff about the Law on the Circulation of Alcoholic Beverages which states that a person under the age of 25 must show an identity document (ID) when purchasing alcohol. Targeted at small shops, the seller is encouraged to imagine what it would be like to sell alcohol to their own child and what the consequences would be, thus appealing for them to think twice before selling alcohol to young people without checking their age.

Beginning in 2019, influencers act as mystery shoppers in order to check compliance with the law. Although the influencer is over 18 and can legally buy alcohol, they look under 25 therefore ID must be requested by the sales staff. The influencer video themselves buying alcohol and shares it on social media. In addition to educating sales staff, the videos aim to highlight to minors that they should not buy alcohol and the legal consequences if they try to do so. The 2020 influencers were Roy Roger and Kristiāns Grāmatiņš. In 2020, LANA met with the Latvian Traders' Association (LTA), the State Revenue Service (SRS), the State Police (VP) and the Riga Municipal Police (RPP) to discuss further developing the campaign. It was decided to continue using influencers but also to create an educational video where an undercover police officer catches a minor trying to buy alcohol. The video will then highlight the legal consequences of trying to buy alcohol whilst underage. Because of COVID-19 restrictions, this video will be made when the situation allows.

In 2020, the videos made by the influencers reached more than 100,000 people on YouTube, Instagram and Facebook. In 2020 LANA and research company Norstat carried out an online survey with 300 young people aged 18-25. Results show that 33% had bought an alcoholic beverage without showing their ID. However, 15% stated that they had tried to buy alcohol as a minor but could not since they had been asked to show proof that they



were legally able to do so. 52% had not tried to buy alcohol when underage. Also, police independently organise mystery shopper controls to verify that alcohol or tobacco is not sold to minors. Controls carried out between January – June 2020 resulted in 95 cases where alcohol or tobacco was sold to minors, which is a great improvement compared to the year before with 160 cases.

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



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

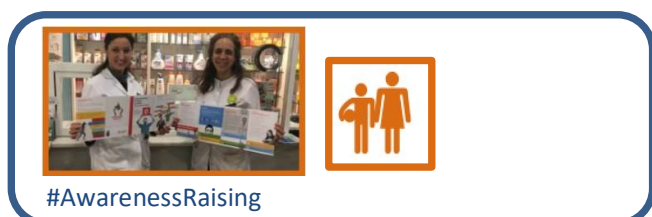
On 16 March 2016, ACIBEV and ViniPortugal signed an agreement to develop a strategy that facilitates responsible sales and helps to reduce the damage caused by excessive and/or early alcohol consumption. Actions include the integration of a section on the Responsible Service of Alcoholic Beverages into 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. It 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 2,017 HORECA professionals since 2016.

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



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

FAS signed an agreement with the national Pharmaceutical Society to run an information campaign with the “Minors, not a drop” motto. The initiative aims motivate pharmaceutical professionals (as health prescribers) to prevent underage consumption by supporting the families of young people and by generating social awareness on the issue.

The Foundation provided an online workshop to pharmacists to instruct how best to carry out the campaign. In addition, they received a guide and an infographic containing information on how best 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. When distributing the flyers to parents, pharmacists ensure parents understand the adverse effects that alcohol intake causes in minors and

offer additional support to what is provided in the flyers. All the materials include a QR code to download the information.

The campaign was launched at national level in partnership with the National Pharmaceutical Society. During 2019, it was promoted in different Autonomous Communities such as Galicia, Balearic Islands, and Extremadura always in collaboration with the public administration.

So far (March 2021) 16,000 posters and over 315,00 flyers have been distributed through the National Pharmaceutical Society in each of the 17 autonomous communities of Spain and 50 provinces. The campaign has a potential network of 22,000 pharmacies and 48,500 pharmacists.

## 4. 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 based on the partnership approach at national and local levels, using a wide range of channels to reach the target group.

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



19

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. Recent data from the ETSC ([EU Road Safety Data](#)) and IARD ([Trends Report: Drink Driving](#)) show a positive trend towards reducing road fatalities, in particular among our target group of young adults (-43 % for 18-23 yrs old between 2010-2018 – [DG TRANSPORT](#))

The following actions are a selection of the actions in the [drinksinitiatives.eu](#) database aimed at fighting drink driving. There are 19 such actions in the database.

FRANCE | Prévention et Modération: “Partnership with Road Prevention Association” | 2020 > Ongoing



#AwarenessRaising

**Two-year partnership in early 2020 to carry out awareness activities aimed at reducing alcohol-related road accidents.**

**Figures** from the National Inter-ministerial Road Safety Observatory (OISR) for 2019, show that alcohol is one of the leading causes of road fatalities and is responsible for 32% of fatal road accidents, rising to 50% at night. In addition, drink-driving accidents are much more serious with 13% resulting in fatalities compared to 5% for those where alcohol is not a factor. Also, 63% of drink-drivers involved in a fatal accident had a blood alcohol (BAC) limit greater than 1.5 g/l (the legal limit is 0.5). Moreover, results of the 2016 study “[Narcotics and Fatal Accidents](#)” (ActuSAM) shows that drink-driving increases the *odd ratio* risk of a fatal accident by an average of 18 with a marked dose effect (6.4 for a BAC of between 0.5 and 0.8 g/l; 8.3 for a BAC of between 0.8 and 1.2 g/l; 24.4 for a BAC between 1.2 and 2 g/l and up to 44.4 for BAC above 2 g/l).

With these statistics in mind, the Prévention Routière and Prévention et Modération associations signed a two-year partnership in early 2020 to carry out awareness activities aimed at reducing alcohol-related road accidents. The first action resulting from this partnership began in October 2020 with the “Prev&Go” awareness kit. The kit is used by the 1,500 Prévention Routière volunteers of the when carrying out their actions. It was created to be

flexible and therefore suitable for all audiences (young drivers, company employees, seniors, etc.) and for all occasions (evening outings, festivals, forums, companies, etc.). The kit has a set of awareness-raising material dedicated to the theme of alcohol and driving which includes:

- The average serving size at home and in a pub
- 2 “Ethyway” breathalysers
- A roll-up showing the legal BAC levels, time it takes to eliminate one unit of alcohol from the body
- A mat where the participant follows a route using “alcohol glasses” (glasses that mimic drunkenness)
- Awareness flyers
- A BAC simulator
- Video testimonies of road-accident victims and drivers responsible for accidents will also be created.

Figures are not yet available for the rollout but Road Prevention Association carries out nearly 700 awareness-raising actions every year, directly affecting more than 75,000 people.

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




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

Launched in 1993, the “DON’T DRINK AND DRIVE” initiative is one of the longest-standing road safety initiatives in Germany. It is supported by the beer, wine, sparkling wine and spirits industry federations as a joint contribution to reducing alcohol-related accidents in Germany. In August 2008, the initiators of the DDAD initiative signed the European Road Safety Charter (ERSC) in support of reducing the annual number of road deaths in Europe to 25,000. The parties’ commitment to the ERSC is ongoing without requiring renewed ratification. By signing the Charter, the federations committed to continuing the DDAD initiative.

DDAD is aimed primarily at young male drivers between the ages of 18 and 24 as they are disproportionately involved (17%) in alcohol-related car accidents. At the core of the campaign is the “DDAD Academy” events in vocational schools to promote the message to a young, car-oriented public who represent a credible multiplier of the message. The events include a driving simulator, VR glasses and “alcohol glasses” to show the effects that drinking can have on driving. The “DDAD Academy” team also addresses the legal consequences such as fines, explain the driving points system and responsible alcohol consumption. In 2020, special precaution began being taken during events to respect social distancing and hygiene requirements relating to the COVID-19 pandemic. When driving in the simulator, participants must disinfect their hands, use gloves and a face mask. In addition, VR glasses and alcohol glasses are not used.

Yearly patronage is also given by a well-known German personality. In 2020 it was Martin Dulig, State Minister for Economic Affairs, Labour and Transport of the Free State of Saxony. The campaign is also shared through a [website](#), on the [YouTube](#) channel, on [Instagram](#) and on [Facebook](#). Between 2014 and 2019, 78 “DDAD Academy” events were held. Since the launch in 2007, the campaign reached close to 7 million of people over traditional and social media, as well as events and website.

## 5. Preventing Drinking During Pregnancy

 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 dedicated awareness programme run in partnership with relevant healthcare professionals (e.g. doctors, midwives).



6

These actions aim 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](https://drinksinitiatives.eu) database aimed at fighting drink driving. There are 6 such actions in the database.

### FRANCE | Prévention et Modération: “Partnership with FAS France” | 2020 > Ongoing



**Partnership to raise awareness of the risks related to consuming alcohol during pregnancy and to promote the “zero alcohol during pregnancy”**

A recent [study](#) shows that 8,000 infants (1%) are born every year in France with Foetal alcohol spectrum disorders (FASDs) of which 800 infants have the severest form (Foetal Alcohol Disorder: FAS). 500,000 people live with some degree of FASD nationwide. The annual cost linked to this is estimated at 10 billion euros. In addition, a recent [survey](#) by SAF (FAS) France shows that fewer than one in two (42%) of those surveyed said they know about FASD disorders and only 11% know precisely what FASD is. Women (57%) are more aware than men. The consequences of drinking alcohol during pregnancy were largely unknown although 61% guessed that it could cause miscarriage and 51% guessed it can cause learning difficulties for the foetus. Only 53% felt they were properly informed about the risks associated with alcohol consumption during pregnancy and 61% cited this lack of information as the main reason women drink during pregnancy. 61% felt that the risks should be taught at school.

With this in mind, Prévention et Moderation entered into a multi-year financial partnership with the SAF (FAS) France association in 2019 to support its mission which includes:

- Carry out prevention and awareness raising activities and to create support resource centres
- Provide better training for health professionals, police, social workers etc so that they are better equipped to recognise FASD and to provide support for those affected by the disorders.

As part of its mission, SAF France runs the yearly month-long SAFTHON (FASTHON). The SAFTHON is a collective of events aimed at raising awareness of the risks of drinking during pregnancy and to remind women that it is better to not drink any alcohol at all when pregnant. The SAFATHON not only takes place nationally but internationally (France, Ivory Coast, Congo, Brasil and Spain).

On 4 September 2020, ahead of the international FASD day (9 September) Prévention et Moderation and the UMIH (Hotel Industry Trade Union) signed an agreement to work together in raising awareness about the risks of drinking during pregnancy and to take part in the yearly SAFTHON. As part of this commitment Prévention et

Moderation mobilises its members (beer, wine and spirits sectors) to amplify the “Zero alcohol during pregnancy” message.

Despite the situation with COVID-19, the 2020 SAFATHON saw more than 200 events throughout 14 French regions engaging with 120 bars and cafes). 5 countries took part. Prévention et Moderation supported 11 press breakfasts in 11 French regions generating an estimated 170 million people. Also, Prévention et Moderation companies engaged directly with the campaign by sharing 600 posters and flyers of the campaign .

#### **POLAND | Polski Przemysł Spirytusowy (ZP PPS): “Better start for your child” | 2008 > Ongoing**



***To educate pregnant women and those close to them that pregnant woman should not to consume any alcohol during their pregnancy.***

The campaign was launched in 2008 in response to research findings (carried out by TNS on behalf of ZP PPS) that some 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. The campaign aims to raise awareness of the fact that even a small amount of alcohol can harm the developing baby. Drinking alcohol whilst pregnant increases the risk of miscarriage, premature birth and may cause foetal alcohol syndrome (FAS).

Dissemination of the message to pregnant women is achieved through:

- The distribution of brochures, posters, leaflets and a pregnancy card through various channels (such as doctor's surgeries and clinics, doctors' associations and NGOs). Also, posters are displayed in doctor's waiting rooms and reception areas, clinics, child hospitals and by foundations connected with women's and children's health.
- Information articles are placed in various media (magazines, online, tv and press).
- A dedicated [website](#) and a [Facebook](#) and [Instagram](#) page to inform women how to take care of their health during pregnancy. Regular posts on social media are published.

In addition, leaflets and brochures are sent to personnel and distributed during conferences and seminars.

**In 2020**, 125,000 pregnancy cards with campaign messages were delivered to 2,400 gynaecological practices. 2,400 leaflets on how to talk with patients about alcohol during pregnancy were sent to gynaecologists (1/3 gynaecologists in Poland). 110,000 copies of the magazine “Mamy Czas”, a free magazine for pregnant women and parents of toddlers featuring the campaign on the inside cover were distributed. The Facebook page had 70,426 “likes” and the Instagram page 898 subscribers.

For more information visit:



<https://drinksinitiatives.eu>



<https://responsibledrinking.eu/>

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