



**PROMOTING
RESPONSIBLE
DRINKING
ACROSS EUROPE**

**THE SPIRITS
SECTOR IN ACTION**

#SpiritOfModeration

**ANNUAL
REPORT
APRIL 2023**



Contents

Foreword by Manu Giró, President of spiritsEUROPE	4
Our Drinks Initiatives in Europe Overview	6
Alcohol-Related Harm in Context	7
Responsible Risk Communication to Promote Responsible Drinking	9
All Drinks Are Equal	9
Pan-European Approach to Promote Responsible Drinking	10
Leading by Example - Selection of Successful Initiatives in 2022	11
1. Promoting Responsible Drinking Among Adults (Estonia, Hungary and Malta)	11
2. Reducing Underage Drinking (Netherlands and Portugal)	15
3. Peer-to-Peer Approaches with Young Adults (Italy and Spain)	18
4. Combatting Drink-Driving (Europe-wide and Poland)	21
5. Promoting Abstinence During Pregnancy & Breastfeeding (France and Germany)	24

Responsible communications to promote responsible drinking

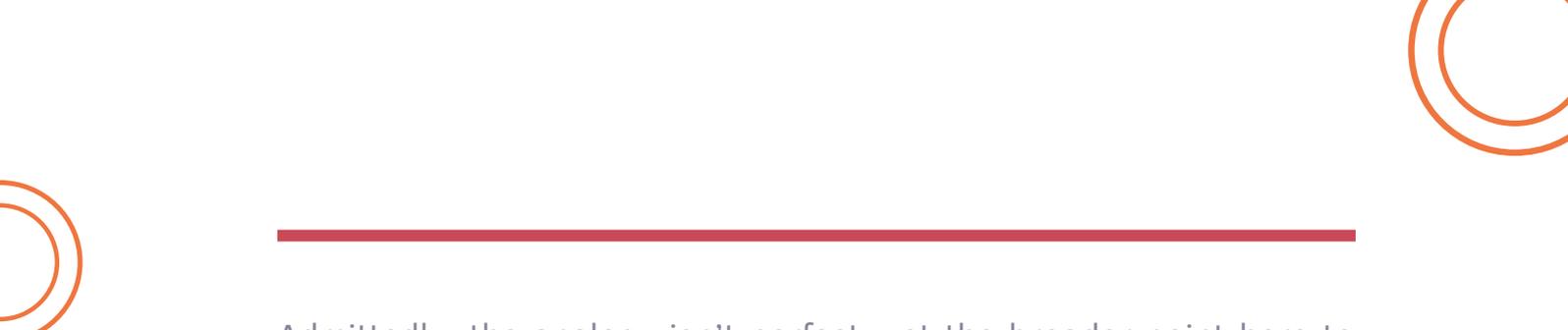
One year has passed since I signed the foreword of last year's Report on Responsible Drinking Initiatives (RDI) in April 2022. During the past months, the way that public recommendations and guidance on alcohol consumption are sometimes framed and conveyed, including in the mainstream media, has evolved. In some of the headlines, articles and papers the rhetoric seem to be moving away from nuanced guidance and advice along the lines of "less is better" towards a more alarmistic tone and blunt form of advice such as "less is better, none is best".



Manu Giró
President of
spiritsEUROPE

This shift in tonality is concerning. Most importantly, it does not seem warranted from a scientific point of view. Quite simply, it is not backed by robust real-life data. Time and again, the body of evidence has shown that moderate alcohol consumption can be part of a balanced lifestyle – and that it is not associated with an increase, but in certain cases even a slight decrease, in overall mortality risk. This being said, it is important to also inform consumers about the fact that the harmful consumption of alcohol carries severe acute and long-term health risks – and that nobody should drink for health reasons or benefits.

The gradual loss of nuance in communications may, in fact, undermine sincere attempts to promote responsible drinking and reducing alcohol-related harm. It is an approach comparable to turning the dominant road safety message for car drivers into something like this: "Be alert, there is no such thing as safe driving; every time you get behind the steering wheel, you risk having an accident, and the more you drive, the more likely you are to break your neck". For a myriad of very valid reasons, this is not how road safety campaigns are designed today.



Admittedly, the analogy isn't perfect, yet the broader point here to consider is the following: to promote responsibility, you need responsible communications. So when it comes to guidance on alcohol consumption the rule of thumb is: If you want to raise health awareness and understanding among consumers and empower them to make informed, responsible choices, do provide fact-based, actionable guidance about low-risk levels and patterns of drinking. And do provide comprehensive information, in context, about the risks associated with harmful consumption levels and patterns, yet do not resort to blunt advice triggering fear, uncertainty or doubt.

Fortunately, this is exactly what is happening in many countries around the world which communicate on low-risk drinking guidelines accompanied by nuanced prevention messages. And this is the source of motivation and inspiration for us with regards to our long-standing commitment to responsibility-enhancing actions across Europe. In this Report you can read about different campaigns and initiatives all of which aim to provide actionable, meaningful and evidence-based advice to consumers to help them make informed choices and adopt a balanced lifestyle which may (or may not) include the moderate consumption of alcoholic beverages.

We hope you will find the information in this Report helpful and inspiring – **stay safe, stay moderate!**

Our Drinks Initiatives in Europe Overview



In 2022

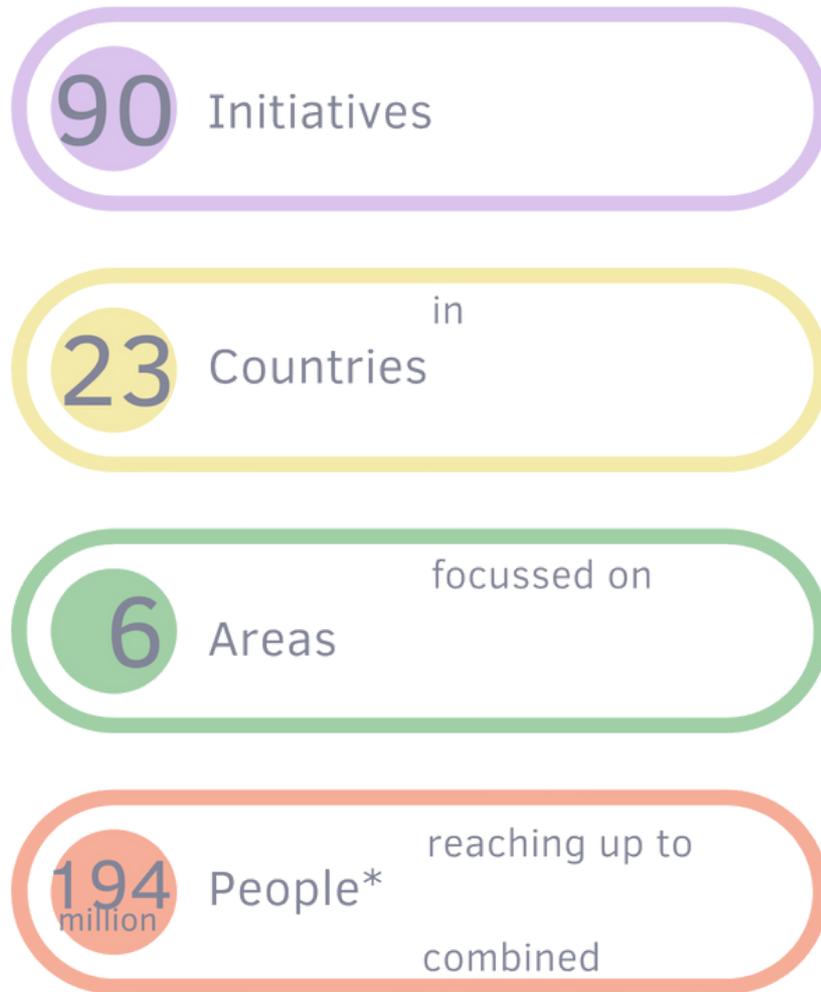


Fig 1. *People may have been reached by more than one initiative

2022 number of initiatives per focus area*



Fig 2.

*Initiatives can have more than one focus area

Introduction

Alcohol-Related Harm in Context

In the EU, the vast majority of consumers of alcoholic beverages consume alcohol in moderation.[1] Citizens across Europe are well aware that excessive consumption of alcohol increases the risk of serious illness: according to surveys, up to 96% of citizens know that excessive alcohol consumption is bad for health. [2] In the past years, alcohol-related-harm caused by underage drinking, heavy episodic drinking and drink-driving has been declining across Europe: heavy episodic drinking fell by -10.7% (between 2010-2016), underage drinking declined by -22% (between 2003-2019) and fatal drink-driving accidents fell by -37% (between 2003-2017). While these trends are encouraging, it is clear that more can and needs to be done to ensure these trends continue, and potentially accelerate, in the years ahead.

We actively support targeted, evidence-based public health approaches which help to reduce risky consumption patterns amongst harmful drinkers on the one hand, whilst encouraging those who drink moderately not to consume more on the other.

For more than 20 years, the spirits sector has been contributing to these efforts by informing and educating consumers through a number of Responsible Drinking Initiatives as outlined in this report.

As the last Eurobarometer survey on drinking trends & patterns dates from 2010, we call on the European Commission to conduct a new European Barometer survey to study and assess changes & developments occurring in the past 12 years.

[1] European Commission: [Eurobarometer Attitudes of Europeans towards Alcohol](#), April 2010.

[2] Appinio: [Consumer survey in five European countries](#), September 2022.

A CONTINUOUS DECLINE IN ...

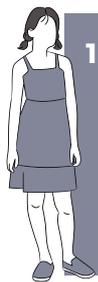
HEAVY EPISODIC DRINKING



Fig 3.

WHO's Global Status report on alcohol & health 2018 defines HED as having consumed 60+ grams of pure alcohol on at least one occasion in the past 30 days.

UNDERAGE DRINKING



15-16 yrs old alcohol consumption in the past month fell by

-22%

on EU-average between 2003 - 2019



Fig 4.

DRINK-DRIVING

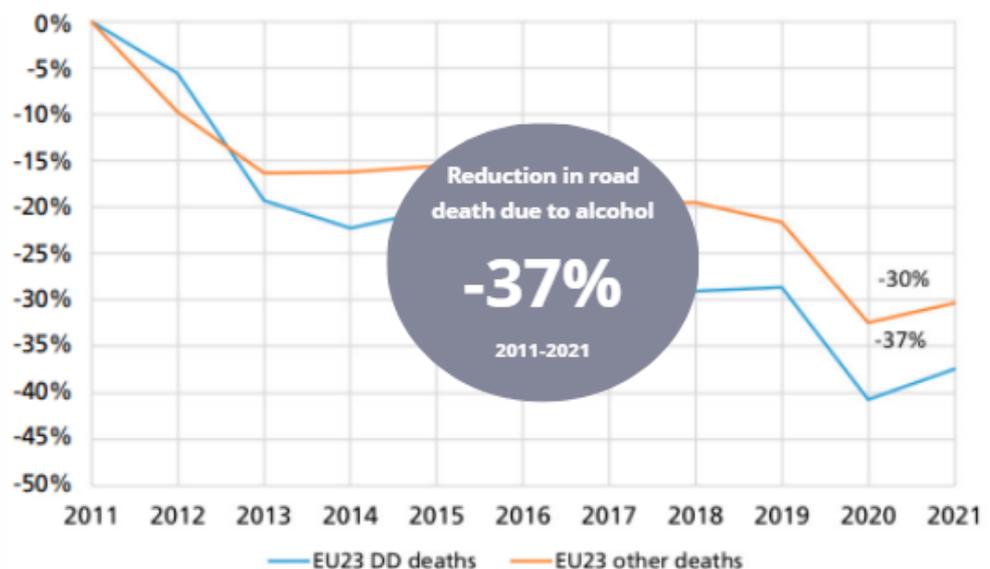


Fig 5. **Other road deaths went down by 30% over the same period.**

Fig 3. Source: WHO Global status report on alcohol and health 2018.

Fig 4. Source: European School Survey Project on Alcohol and Other Drugs (ESPAD) report

Fig 5. Source: ETSC [Progress in reducing drink-driving and other alcohol-related road deaths in Europe.](#)

Responsible Risk Communication to Promote Responsible Drinking

According to the European Food Safety Authority (EFSA), responsible risk communication is about

“providing fair, accurate, and appropriate information, so that consumers are able to choose among a variety of options that can meet their own “risk acceptance” criteria”.

In line with this principle, our activities are focused on promoting the official, national “low-risk drinking guidelines”. These provide actionable guidance to consumers both in terms of quantity (maximum number of standard drinks or units of alcohol per day) and patterns of drinking (e.g. eat before you drink, alternate with water etc). For specific at-risk groups such as minors, pregnant women or adults suffering illness, the message that to convey is that they should not drink at all.

All Drinks are Equal

Part of the information and education effort is to address common misconceptions that consumers may have about the various types of alcoholic beverages and their impact on the human body. When it comes to alcoholic beverages and health outcomes, it is important to remember that “all drinks are

equal”. A standard drink of beer, wine or spirit always contains the same amount of ethanol, regardless of the alcoholic strength (ABV). A definition of a standard drink currently exists in 24 countries across the European region. These standard drink definitions also form the basis for low-risk drinking guidelines that provide the same risk recommendations to consumers, regardless of the type of alcohol they choose to drink.



Moderate consumption thus is a practice, and drinking in moderation has an equal effect on the body no matter which type of alcoholic beverage is being consumed. By the same token, unfortunately, all drinks, regardless of alcoholic strength, can also be abused.

In sum, while alcoholic beverages greatly differ in taste and content, they need to be treated equally in terms of responsible drinking awareness raising activities.

A Pan-European approach to promote responsible drinking

There is no one-size fits all solution to address alcohol-related harm. Messages and activities need to be adapted and tailored to local culture and in specific context in order to be effective. This is a role the secretariat of spiritsEUROPE is taking for two decades to support trade associations and social aspect organisations at local level.

- We design tools which are then adapted and translated to be used at local level.
- We organise regular meetings to exchange best practices but also learn from failures.
- We open annually a call for applications to help kick-start prevention activities where needed.

Stay Safe, Stay Moderate



The video[3] is available in 6 languages and is promoted at national level through social media channels.

Watch the video to find out why a #SpiritOfModeration is key for successful success in harm-reduction approaches!

Moderate drinking: what do you know? Take the #RDQ (Responsible Drinking Quiz)



On 10 May 2022, spiritsEUROPE launched a new educational online quiz for adults in 12 European countries and 13 languages to raise awareness about responsible drinking. The Responsible Drinking Quiz (#RDQ) is a state-of-the-art interactive addition in the broad range of Responsible Drinking Initiatives which are designed to raise awareness about the dos and don'ts of moderate consumption to help shape a social environment supportive of balanced lifestyles.

The quiz provides information, guidance and answers to key questions such as: How to differentiate between moderate and excessive consumption? When to enjoy a drink and when to refrain? What are the differences between alcoholic beverages? Take the quiz [here](#).

The RDQ was promoted at national level through press articles, social media, advertising, prize draws. Google advertising banners garnered 14,563,190 impressions across the 12 countries and 53,761 clicks on links to the respective quizzes. Over a two-week period, the number of completed quizzes ranged from 50 to 1,000 depending on the country. Positive feedback was received describing the quiz as informative and fun to do.

[3] spiritsEUROPE Stay Safe, Stay Moderate [video](#)

Leading by example - Selection of Successful Initiatives in 2022



1. PROMOTING RESPONSIBLE DRINKING AMONG ADULTS

The provision of consumer information and education are key tools to promote responsible consumption. Consumers should be given consistent and persistent delivery of relevant and meaningful messages that allow them to make informed choices about their drinking. 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.

Need for targeted approaches to reduce alcohol-related harm

spiritsEUROPE signed the EU Code of Conduct on Responsible Food Business and Marketing Practices^[4] on behalf of its members in June 2021. As one of the founding signatories we have pledged to coordinate and support the set up and monitoring of Responsible Drinking Initiatives (RDIs) in each Member State of the European Union^[5].



There are currently responsible drinking websites in 26 out of 27 EU Member States. For the list of these websites, please use the QR code. There is also the EU umbrella portal responsibledrinking.eu which functions both as a relay to national websites and also as a resource for responsible drinking information.

^[4] The EU Code of Conduct on Responsible Food Business and Marketing Practices is one of the first deliverables of the EU Farm to Fork Strategy.

^[5] [spiritsEUROPE pledges](https://spiritsEUROPE.com) on the European Commission website.



Estonian Association of Alcohol Producers and Importers (ATML)

If you drink, drink some water in between!



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.



It 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. Bars help consumers to pace their drinks by serving them water using pitchers with the campaign logo, and QR codes on table displays direct consumers to the website where an interactive map of Estonia shows participating venues. Stores play an audio clip emphasizing the importance of water consumption on their internal radios.



In 2022, 17 posts on Facebook reached 640,750 and had 7,071 engagements on Facebook. Ads reached 45,151 on Instagram and Facebook; 202,000 with 398,000 impressions on Youtube; 114,000 with 907,000 impressions on Google.

Ads on the Delfi.ee and Postimees.ee websites had 2.6 million impressions, 918,000 unique shows and 5,371 clicks to the campaign website. 464 water decanters were distributed and door stickers were displayed at 47 HoReCa venues. A post-campaign survey was carried out after the activation. Answers showed that: 33% increased awareness of the campaign and its message; 66% felt this type of campaign is necessary/important and 93% said they would start drinking water when consuming alcohol.

93%
said they would start drinking water when consuming alcohol





Hungarian Spirits Association (HAS) Minimum alcohol, maximum enjoyment



2022 was the first summer without restrictions since the COVID-19 pandemic started. In addition, stress levels had increased due to the economic



and war situations. The 2022 campaign built on the previous year's message. It aimed to spread the "celebrate the summer of 2022" message through the "Minimum alcohol and Maximum enjoyment" tag line. The hashtag for the campaign was #DoMinimumGetMaximum. The campaign aimed to make the target audience more responsible consumers, who understand the importance of appropriate drinking behaviour and who can be credible advocates of the topic.



The campaign was launched during the summer festival season. The message was spread on HAS's social media platforms (Facebook and Instagram) and the responsible drinking website. Also, to bring the topic and the campaign closer to the target audience, three videos were created by two content creators, Márton Miskovits and Dávid Katz. In addition, social media users were encouraged to become ambassadors for the cause by sharing their summer memories. Users commenting the campaign posts on Facebook or using the #minimummaximum hashtag could win festival tickets and vouchers.



12 social media posts reached more than 571,500 views and had more than 1.1 million impressions. Posts also generated more than 900 reactions

across platforms. The campaign and its messages were visible through 56 different mediums, including on radio reaching over 4,396,000. The videos generated more than 40,000 views and reached over 156,000 via the content creators' channels.





The Sense Group

Make it a summer you will remember



At the time that background research for campaign took place, Malta was rapidly easing restrictions related to COVID-19. It became apparent that fun-seeking young people ready to party after the restrictions were being targeted by eager promoters as the perfect audience for a massively packed six months of partying from Easter 2022.



Apart from the harm caused by binge drinking, drink driving was again expected to accelerate, adding to increased fatalities due to faster driving on newly finished road networks. Also, young Maltese drinkers were very much looking forward to this summer especially those who were 17 in 2019 and therefore had not yet been able to attend a large music event. Many of these are also new car drivers, and envious of older peers' tradition of partying at their age. They feel they have missed out and want to make up for it. Therefore, the social media campaign aimed to reach these young drinkers. The posts warned them that they should remember the summer of 2022 for the right reasons; and, above all, live to remember it!



The campaign had 619,031 impressions, 1,403 post engagements and 392,183 reach. New videos were aired between mid-July and the end of

November reaching over 3.9 million people with over 14,000 clicks. 45 press clippings reached 1.2 million and 129 social media posts and stories reached 220,000 with 111 shares and 173,000 engagements. Although the campaign was relatively small, it directly reached the key audience and promoted greater awareness. Post campaign survey results with 493 respondents shows 80% understood the message and 66% related to it.





2. REDUCING UNDERAGE DRINKING

While minor's access to alcoholic beverages must be restricted, this only goes some way towards preventing underage drinking because a change in attitudes is also necessary. Therefore, 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.



Bacardi, Diageo, Pernod Ricard
Kikid-Booze



Spirits, beer and soft drinks companies partnered with Kikid who ran the programme. The Kikid project aims to provide real dialogue for young people about themes that are important to them, such as alcohol. The “Booze” programme aims to raise awareness of drinks, drugs, peer pressure and choices. Trained peer educators offer a 90-minute programme for children in the 1st, 2nd and 3rd years of secondary education. Kikid also offers training projects to parents, teachers or other professionals so they can broaden and deepen their knowledge. A video explaining the project is available on Youtube and Kikid also has a website containing more information.



In 2021/2022 Kikid hosted 117 live shows and reached 5,074 pupils. Online shows reached 3,768 pupils. The social media presence had 6,635,291 impressions, 10,349 link clicks and 11,583 interactions on the content.

Results of an evaluation in 2021 showed that 89% of respondents enjoyed the programme, 89% think it is a good way to learn more about the risks of alcohol consumption and 40% say the chance that they will drink soon has decreased after seeing the show.

89%
enjoyed the
programme

89%
think it is a good way
to learn more about
the risks of alcohol
consumption



Associação Nacional de Bebidas Espirituosas (ANEBE) Minors not a drop



The "Minors not a drop" programme was originally conceived and launched in Spain by Espirituosos España, where it has been running for twenty years. Espirituosos España allowed ANEBE to carry out activities in Portugal under this banner.

The programme aims to be a national movement which mobilises Portuguese society around the national goals and objectives described in the 2020 National Plan for the Reduction of Addictive Behaviours aimed at reducing underage drinking. The plan stimulates compliance with the legal requirements of

Decree-Law No. 106/2015, which prohibits the sale and consumption of alcoholic beverages in public for under 18's. Using the whole of society approach to underage drinking, celebrities, social organisations,





public and private institutions are mobilised in working together to reinforce the message that minors should not drink any alcohol.

The initiative is composed of a school programme for 12-18-year old's, training for adults, a website and a social network presence. In 2022, "Menores Nem Uma Gota" activities were combined with "Beba com Cabeça" activities at the summer festivals (Rock In Rio Lisbon and MEO Kalorama). Volunteers distributed 18+ wristbands to festival goers to be

easily recognised by bar staff who were trained accordingly. In the absence of an 18+ wristband, the staff was trained to ask for proof of age. Every bar also had a law-campaign/warning sign: "Here, alcohol is not sold to underage people".

In June, 70 volunteers gave out around 20,000 "18+" wristbands. 5,000 people received a wristband, and 100 bar-tenders took part in the training in September. Also, out of the 20,000 people at the Gin and Street Food Sessions, 5,000 participants were reached and more than 1,000 "18+" wristbands were distributed.

Bar staff were thrilled with the "18+" action stating that it is was a very important action to ensure that there were no alcohol sales to minors. The "18+" bracelet was an easy way to guarantee that the person could buy alcohol.

João Paulo Rebelo, Secretary of State for Youth and Sports, said that he welcomed the campaign.

It is "in fact a campaign that we can only salute and applaud". [6]



João Paulo Rebelo
Secretário de Estado da Juventude e do Desporto

[6] [Interview](#) with João Paulo Rebelo, Secretary of State for Youth and Sports, January 2019

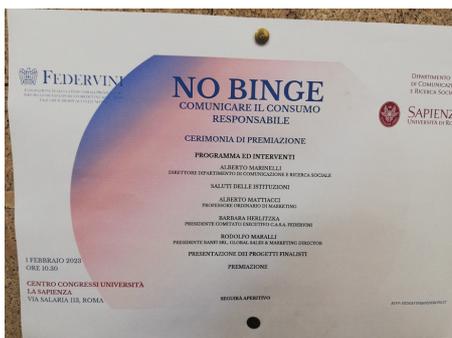


3. PEER-TO-PEER APPROACHES WITH YOUNG ADULTS

These actions aim to discourage harmful drinking among young adults. They 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. As part of these actions, we partner with bars, shops, and night premises to train staff so as not to serve intoxicated people.



Federazione Italiana Industriali Produttori
Esportatori e importatori di Vini, Acquaviti, Liquori,
Sciropi, Aceti et Affini (Federvini)
No Binge: Responsible Consumption
Communication



Federvini launched the programme in 2022 in partnership with La Sapienza University. Students taking the second year of the “Economics and Business Management” master’s degree, led by Professor Mattiacci, take part in the programme which contributes to their final grade.



They are first taught about responsible consumption then work in teams over a three-month period to create a communication campaign aimed at combatting alcohol misuse and abuse among their peers.





The students enthusiastically accepted the challenge and presented numerous highly serious, sensitive, and creative projects, demonstrating a conscious approach to the issue. 58 projects were produced, and the best 20 teams received an award. The best 5 teams received a special prize.

In February 2023 the top 20 projects took part in a public awards ceremony at La Sapienza University. The judging process included the public in attendance's opinion which weighed 20% against the final mark. The winner was the "Draw the insight" team, composed of Anna Fornaro, Angela Gorgoglione, and Giulia Zeoli.

Alberto Mattiacci, Professor of Economics and Business Management at the Sapienza University of Rome said when the project was launched nobody could imagine that its conclusion would coincide with a moment of great attention on the issue of alcohol education (referring to the Irish draft legislation on health warning labels). For the professor "it seems evident that the alternative to a paternalistic or, even worse, prohibitionist approach to alcohol consumption can only be information and education, especially among young people." He concluded, "we are pleased to have opened up this avenue in Italy and we hope, as of the next academic year, to be able to involve other universities in this civic exercise". [7]



[7] [Interview](#) with Alberto Mattiacci, Professor of Economics and Business Management at the Sapienza University, February 2023



Espirituosos España Responsibility on campus



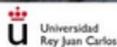
  #YTúCuálRecuerdas

University Rey Juan Carlos in Madrid and Espirituosos España have been organising a creative competition among university students since 2018.

Students first receive training on responsible consumption before working in groups over a six-month period to fully design a responsible drinking campaign targeting either young adults or minors. When finalised, the teams selected by the university present their proposal to Espirituosos España. The winning team receives two prizes, a voucher and the pride of seeing their campaign launched!

To date, more than 900 university students have taken part in the programme. In 2022 the winners developed a campaign to address responsible drinking and change young people's mindset by recalling that "The best toasts are the ones we remember". It highlights that you should not drink alcohol as a means of escape or to try to become more extraverted. It should be consumed to accompany the best moments in life such as a celebration or a toast. The campaign has a happy tone and shows young adults drinking all categories of alcoholic beverages. Two catch-phrases encourage people to reconsider the value of drinking alcohol and above all to do it responsibly.



  #YTúCuálRecuerdas

Espirituosos España used visuals from the campaign to promote responsible drinking during the 2022 Christmas festivities.





4. COMBATING DRINK DRIVING

Perhaps some of the best known and most established alcohol-related 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 (ERSC), the sustained prevention campaigns carried out by our members over the past years have strengthened road safety across Europe and has helped to create behaviour change so that it is no longer socially acceptable to drink and drive.



Diageo
Wrong side of the road



The United Nations Institute for Training and Research (UNITAR) and Diageo launched the anti-drink-driving learning experience ahead of the UN Global Road Safety Week in May 2021.

The interactive experience allows people to have a conversation with a real drink driver to help them understand the effects of alcohol, and the shame and stigma that comes with drink driving.

It presents a series of real-life scenarios with three pre-recorded drink drivers in the format of a video call, including drink driving after a party, and the morning



after consuming alcohol.

As each story unfolds, the resource invites the participant to ask increasingly raw questions such as “Did you feel pressure to drive?”, “What was going through your head?” and “How did your family react?”. At the end of the module, participants are shown a summary of learnings

and directed towards other online resources that can offer additional advice and support.

It is hoped that they have learned how to overcome social stigmas associated with drink driving, including the social consequences and its impact on their professional and personal relationships.

The project has been launched globally in 24 countries including in Europe, reaching over 500,000 people.

As of the end of 2022, the project has been launched globally in 24 countries including in Europe (Greece, Hungary, Ireland, Italy, Portugal, Spain and the UK) reaching over 500,000 people. In Southern Europe over 20,000 people took part through online, off-trade and on-trade activations. Also, the Hungarian project was covered 86 times in media reaching 9 million people.

Over half million people were reached through partnerships. More than 6,500 individuals have been educated by the project. In 2022, a survey of Hungarian respondents showed that 91% stated that they are less likely to drink and drive after taking part.



Polski Przemysł Spirytusowy (PPS) Alcohol. Always responsibly



The “Alcohol. Always Responsibility” campaign was launched in 2016 to tackle misconceptions around the different types of alcohol and to promote responsible alcohol consumption.

In 2022, the campaign focussed on drink-driving due to an increase in the number of drivers under the influence of alcohol recorded in police data published in 2020.

Between 2017-2022 nearly 26,000 people were charged with drink-driving. In the same period, the share of drunk drivers in the total number of blood alcohol content tests more than doubled.



Messages against drink-driving were promoted between January and December 2022 on Facebook and Instagram. Also, Ewa Woydyło-Osiatyńska (Psychologist) was interviewed on the TV programme "7 metres below ground" in support of the message over the Easter break.



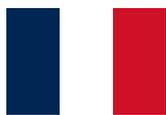
Campaign messages were also shared at various events, like meetings with decision makers (MPs, ministry officials), at the Economic Forum in Karpacz (short video at the spirits stand), at the meeting of the National Development Council to the President of Poland and at various events with PPS representatives as speakers. Information on the campaign was published in the Responsible Business Forum Report.

The interview had 168,358 views. Around 100 meetings with MPs, ministry officials took place. The Facebook video had 132,571 impressions and posts reached 79,149 people. The posts on Instagram had 35,349 views and Instagram stories reached 93,772 people.



5. PROMOTING ABSTINENCE DURING PREGNANCY & BREASTFEEDING

Harm associated with maternal drinking is preventable and can be successfully addressed through dedicated prevention, education and awareness building programmes. The aim is to raise awareness of the dangers of drinking during pregnancy among women of child-bearing age and in the general population and reduce the number of women consuming alcohol while pregnant.



FRANCE | Prévention et Modération
“Zero alcohol” whilst pregnant



Prévention et Moderation began a multi-year financial partnership with the SAF (FAS) France association in 2019 to support its mission which includes carrying out prevention and awareness raising activities and to provide training for professionals to recognise FASD. 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. As well as the financial partnership, Prévention et Moderation mobilises its members (beer, wine and spirits sectors) to amplify the “Zero alcohol during pregnancy” message. In 2022, the campaign was launched during the international Day for Children’s Rights (20 November). The idea was to get restaurants use the yellow FAS table sets. 270 local events throughout the country took place with local MPs, health and public authorities and medias participating. Also, 88 million media contacts were reached.



Bundesverband der Deutschen Spirituosen-
Industrie und -Importeure e.V. (BSI)
Responsible from the Start!



The campaign was launched in 2009 to promote abstinence from alcohol during pregnancy and to reduce the number of children born with alcohol-related disabilities (Foetal Alcohol Syndrome - FAS). The campaign toolbox is composed of a women's leaflet, a girl's flyer, a Foetal Alcohol Syndrome leaflet, packs for gynaecological practices, posters, a website, an Instagram page, press and distribution channels. Until December 2022

over 5,4 million women's leaflets and over 755,000 girls' leaflets have been distributed. A total of 344,000 copies of the German version and 12,000 copies of the English version of the FAS leaflet have been distributed. Also, 64,500 practice packs (posters and leaflets) have been sent to gynaecological practices.

90% of pregnant women who received the leaflet also went on to read it. Of these, 52% said they learned something new. 80% found out how alcohol affects the unborn child, and 72% stated that they learnt about abstaining during pregnancy.

Former Federal Drug Commissioners Sabine Bätzing-Lichtenthäler, Mechthild Dyckmans, Marlene Mortler and Daniela Ludwig welcomed the initiative and have supported the leaflet with a foreword addressed directly to pregnant and nursing mothers. The following Parliamentary State Secretaries in the Federal Ministry of Food and Agriculture (BMEL) have supported the initiative with a letter to expecting parents: Ursula Heinen-Esser, Julia Klöckner, Peter Bleser and Hans-Joachim Fuchtel.



For more information visit:



<https://drinksinitiatives.eu>



<https://responsibledrinking.eu/>

Rue Belliard 12, bte 5 B-1040 Bruxelles
T. +32 2 779 24 23 / F. +32 2 772 98 20

E-mail info@spirits.eu

<https://spirits.eu/>



[@spiritsEUROPE](https://twitter.com/spiritsEUROPE)