



RESPONSIBLE DRINKING INITIATIVES

2019

IMPLEMENTATION REPORT

Driving responsible & sustainable actions,
making a positive contribution to society



drinksinitiatives.eu

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Highlights

CONTRIBUTING TO A RESPONSIBLE DRINKING CULTURE AND ADDRESSING ALCOHOL-RELATED HARM



For over 20 years the European spirits sector has fought to reduce alcohol-related harm, combat alcohol abuse and misuse, and promote responsible alcohol consumption in the EU. responsibledrinking.eu is the umbrella brand that represents our commitment.

Since the launch of the European Alcohol and Health Forum in 2007, we have funded, supported, monitored and evaluated over 400 responsible drinking “actions”. Some actions have been running for over a decade, some are designed to be implemented over several years, while others are more short term. We have produced this overview report of our actions across the EU every year since 2007.

More than 400
actions carried
out since 2007

WORKING TOGETHER TO ACHIEVE OUR GOALS



Contributing to a responsible drinking culture and addressing alcohol-related harm in Europe are worthy and important goals. They cannot be advanced by one single actor alone. To make progress, 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.

People in Europe
are drinking less,
but better

The success of the Responsible Drinking Initiatives (RDIs) that Social Aspects Organisations (SAOs) and National Federations have implemented in recent years across Europe is testimony to the firm commitment and unique contribution that the spirits sector can make in this regard. These approaches are working and contributing to positive change: in Europe, people are drinking better, but not more. In recent years, as detailed in WHO Europe reports, there have been significant reductions in heavy-episodic drinking, alcohol-related mortality and alcohol-attributable deaths^{1 2}. This has been coupled with similar reductions in harmful practices such as underage drinking³ and drink-driving⁴. The positive trends in these areas encourages our work and motivates us to do more.

¹ WHO Europe [Status report on alcohol consumption, harm and policy responses in 30 European countries 2019](#).

² For Heavy Episodic Drinking see also the IARD [Trends Report: Heavy Episodic Drinking](#)

³ IARD [Trends Report: Underage Drinking](#)

⁴ IARD [Trends Report: Drink Driving](#)

SUPPORT AND FUNDING OF 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, spiritsEUROPE members and SAOs are invited to apply for funding. As such, **we are pleased to fund** prevention activities in several European countries that will help to sustain the positive trends.

In 2019,
8 activities
received funding

In 2019, 8 activities in Bulgaria, Croatia, Ireland, Latvia, Malta, and Poland received funding. They focus on educating consumers about responsible drinking, reducing underage drinking, combatting drink-driving and reducing excessive drinking by young adults.



NEW ACTIONS STARTED IN 2019

1. BULGARIA | spiritsBULGARIA: "[The bill you do not want to pay](#)"
2. BULGARIA | spiritsBULGARIA: "[Let's talk about alcohol](#)"
3. CROATIA | Croatian Spirits Association: "[More Dialogue, Less Risky Behaviours](#)"
4. CROATIA | Coordination of producers, importers and distributors of spirits: "[I Serve Responsibly](#)"
5. IRELAND | Drinkaware Ireland "Seed Funding"
6. IRELAND | Drinkaware Ireland "[Workplace Wellness](#)"
7. MALTA | The Sense Group: "[Straight Talk](#)"
8. SLOVAKIA | Forum PSR: "[Pohoda Festival](#)"



The publicly available drinksinitiatives.eu provides a unique overview of selected actions undertaken by the sector in partnership across Europe to 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.

In 2018, drinksinitiatives.eu was updated and given a modern look and feel. It was re-launched at the annual spiritsEUROPE Summit in November of that year. Extra information was collected to enhance our reporting and to more efficiently show results of the projects to the public authorities.

drinksinitiatives.eu:
A unique overview of
selected actions



Moving forward, we will include ongoing initiatives on the new website in order to have the most relevant and recent actions. The exception to this is actions aimed at raising awareness of the risks and adverse consequences of consuming non-commercial and counterfeit products. Nevertheless, we have over 100 actions aimed at supporting responsible drinking in the database.

These actions are aimed at combatting harm in 7 different areas. The most common theme for our actions is “Promoting responsible drinking”; this number includes the national consumer information websites.



Responsible-drinking

58 actions



Drink-driving

19 actions



Underage drinking

40 actions



Excessive drinking by
young adults

18 actions



Workplace

3 actions



Non-commercial alcohol

3 actions



Pregnancy

5 actions

More information can be found on drinksinitiatives.eu.

I. Informing Customers About Responsible Drinking



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

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



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

The “Key Facts” section of responsibledrinking.eu was updated in early 2019 to provide consumers with relevant and easily accessible information on the EU’s 47 spirit drinks categories. For each of them, calorie information is provided per 100 ml and per serving size, as is the list of ingredients, the full nutrition declaration, and further information on the production processes. The update is part of the sector’s consistent push to boost the availability of nutrition and ingredient information and deliver on the commitment⁵ to do so to the European Commission in 2018.

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

- “What is in a spirit drink”, a new section on ingredients and nutrition information.
- “Enjoy with Moderation”, offering low-risk drinking guidelines for women and men, as well as advising when alcohol should not be consumed such as when driving or when pregnant.
- “What is a standard drink of alcohol?”, explaining what a “standard drink” is and how it can differ between countries, depending on culture and tradition. Consumers are encouraged to visit their national website to find out more.
- “Do you want to monitor your calorie intake?”, containing information on the calorie content of the main alcoholic beverages we enjoy.

spiritsEUROPE 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.

Although the choice of website is left to the economic operator, responsibledrinking.eu is sometimes used. responsibledrinking.eu had 22,300 unique visitors in 2019.

Besides driving consumers to the national, European or company specific responsible drinking websites, some of the spiritsEUROPE membership carry out campaigns to promote responsible drinking, which range from dedicated events to largescale media campaigns.

⁵ [spiritsEUROPE commitment on consumer information on our spirit drinks](#) and [European producers unveil new webportal as part of consistent push to deliver on last year's commitment](#).

ACTIONS TO PROMOTE RESPONSIBLE DRINKING WITH ADULT CONSUMERS



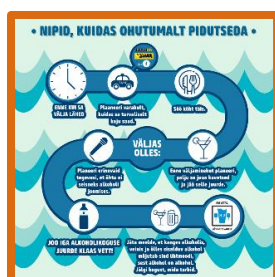
The information provided on websites and in campaigns aims to provide our adult consumers with a reliable base knowledge with which informed decisions regarding alcohol can be made: information on our products, when not to drink, and how much is too much. A wide range of actions can be found depending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

The following actions are a selection of the actions in the [drinksinitiatives.eu](#) database aimed at promoting responsible drinking with adult consumers. There are 58 such actions in the database.

58

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



#AwarenessRaising

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

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

The campaign was devised following the 2014 publication of a “Green Paper on Alcohol Policy” by the Estonian Ministry of Social Affairs in collaboration with the private sector and health organisations. The document recommended establishing practices in the private sector which would lead to decreases in excessive alcohol consumption and help prevent intoxication.

One practice recommended in this publication was the provision of water along with alcoholic beverages. It is not commonplace in Estonia for water to be served free of charge; the campaign aims to change this practice. The campaign recommends one glass of water for every alcoholic drink, and also looks to explain the dehydrating effect alcohol consumption has on the body, and shows that drinking water with alcohol slows down the tempo of consumption and thus reduces the overall amount of consumed alcohol.

The message is spread through:

- Campaign products (like water pitchers with the campaign logo; bottleneck ads; and stickers),
- Social media and information campaigns with notable personalities.
- A dedicated Facebook page and a section on the Drink Wisely website
- Dedicated lectures at the EBA Training Centre, where all bartender students are taught on responsible alcohol consumption, with the serving of water recommended, ensuring that the message is spread in bars all over Estonia

In November 2019, retail chains COOP, Maxima, Prisma and Aldar and CityAlko and SuperAlko stores broadcast a recording emphasising this message on internal radios of their stores. In the same month, the taxi companies Tulika Takso, Takso24 and VÄlk Takso joined the campaign and provided bottles of free water to passengers at weekends. Water was handed out at the Eesti Joogifestival 2019 (11 November). Participants were also entered into a draw to win a breathalyser.

During November 2019, 67 bars provided free drinking water with each glass of alcohol. Also, 3 taxi companies jointly provided 10,000 bottles of free water to passengers. By March 2020, the Facebook page had been liked 1,400 times.

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



#AwarenessRaising #Study&Survey

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

The #zTwarzą (#save Face) action reached 2,700,000 people. 276,200 unique users visited the website.

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. The campaign informed 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 2019 the campaign aimed at reducing overconsumption of alcohol was promoted under the hashtag #zTwarzą (#save Face). To deal with irresponsible alcohol consumption and its consequences, actors Michał Mikołajczak and Tomasz Ciachorowski published “Instastories” on the popular social medium Instagram to show how intoxication can be perceived. The clips showed one of the actors drinking too much at a mutual friend’s birthday party, while the other broadcasted from the perspective of a sober friend. This contrast highlights the differences in experience between one who has drunk too much and one who drank responsibly. The campaign showed how easy it is to “lose face” by losing control - speaking too loudly, being bothersome, intrusive or unhappy. The clips were successful on social

media, and received extensive coverage in media and reach on social media. The actors later explained that the clips were part of the “Alcohol. Always responsibly” campaign. Posts related to the campaign can be seen on Instagram and [here](#).

In the second instalment of the #ZTwarzą action, the editor-in-chief of Vogue Poland, Patryk Chilewicz, (on his InstaStories and YouTube) gave tips on how to leave a party #zTwarzą (#save Face), drink responsibly and avoiding being ashamed (Losing Face) of a previous night’s behaviour.

In 2019, the #zTwarzą (#save Face) action reached 2,700,000 people. The social media posts reached 2,175,491 people and were viewed 5,178,668 times.

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

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



#Parents&Teachers #AwarenessRaising
#StaffTraining

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

In 2019, they awarded 6 local initiatives fighting alcohol misuse in Scotland funding from the Scotch Whisky Action Fund for over £50,000.

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 will support projects for a maximum of three years.

As of October 2019, 48 projects have been supported across Scotland. In 2019 eight projects received awards, these projects will be delivering their initiatives in 2020. An Impact Report covering the first five years of operation of the Fund will be published in 2020.

II. 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 18 such actions in the database.

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



#AwarenessRaising

The aim is to encourage young adults to drink responsibly.

The social media campaign reached around 90,000 and was mentioned in 10 internet publications.

Despite declines in the overall consumption of alcohol in Latvia, the figures on heavy-episodic (binge) drinking are of concern. Studies have shown that student parties are often where alcohol is drunk to excess.

The campaign “Party with Style” was launched in 2017 to tackle heavy-episodic drinking, especially among young adults. In 2019, a competition was held in Latvian higher-education institutions (with students aged 18 or over) inviting students to create a social media campaign which would promote the responsible consumption of alcohol.

The winning campaign was “Remember Emotions, Not Films” (this is the slang word for a ‘blackout’ in Latvian), featuring a fictional character published “blacked out” posts on social media alongside photos of typical social settings – reminding users that memories cannot be made if one blacks out.

The major promotion for the campaign was an event for influencers, where Dr Ernests Pūliņš Cinis spoke about alcohol, what can lead to memory loss when drinking, and the importance of drinking in

moderation. The lecture was followed by an Q&A session with the influencers; following this the influencers were encouraged to spread the message on their social media channels, and outdoor advertising for bus-stops, etc., were also employed. Posts were also shared on LANA’s **Facebook** page and **Instagram** account.

5 winners were selected from the competitors, with the social media campaign reaching around 90,000 and mentioned in 10 internet publications. LANA’s Instagram account gained 1,254 followers. The bus stop poster was seen by 54,263 people. 13 influencers attended the promotional event. 9 of them posted or shared content related to the campaign with their networks.

The total reach of the event was 35,000 young adults, with the influencer videos receiving over 100,000 views.

In 2019, pre- and post-campaign questionnaires on Instagram were aimed at young adults to learn more about their drinking habits.

The post-campaign results showed that 39% drink alcohol 2-3 times a month (47% pre-campaign), 25% less than once a month (compared to 16%).

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



#AwarenessRaising

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

Over 1,200 young adults have been trained.

This 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 initiative includes an hour-long discussion with university students on the basic concepts of alcohol – the importance of a healthy relationship with alcohol; the damage that heavy consumption can do; what exactly responsible consumption is; how to estimate BAC levels and standard units and how to uncover myths and false beliefs about the consumption of alcohol.

This campaign is based on the peer influence model. A small group is trained with the idea, and later, they inform the others, ensuring communication is made by peers to peers, and the message is therefore suitably tailored to the audience. So far, more than 1,200 young adults in different universities and municipalities have been trained, 245 of which in 2019.

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



#AwarenessRaising

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

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

The ESN student association receives support from Pernod Ricard to host “responsible” student parties. To qualify for sponsorship from this network, the parties must meet a certain criteria - no open bars, no free alcoholic drinks and no advertising of the party based on alcohol and its price. Workshops and training are also delivered to ESN volunteers during national, regional and international events to help volunteers to initiate conversations with partygoers on the importance of responsible consumption, etc

The programme includes the following elements:

- Responsible Party Ambassadors , peers of the partygoers, easily identifiable with designated t-shirts and caps. These Ambassadors provide information and free water to partygoers;
- A designated driver system where designated drivers are asked to submit to a breathalyser test before leaving the party, with those under the limit receiving a reward;
- A communication campaign with posters and information flyers, a dedicated [website](#) and Facebook [page](#) as well as a smartphone app

More than 500 Responsible Parties have been held, as of January 2019, reaching 367,000 students in 32 countries.

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

III. Tackling Underage Drinking



While minor's access to our products 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 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.



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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.

The following actions are a selection of the actions in the [drinksinitiatives.eu](#) database aimed at tackling underage drinking. There are 40 such actions in the database.

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



#AwarenessRaising #OffTrade

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

113 shops took part in 2018. In 2019, police stations in 8 cities took part.

spiritsBulgaria encourages managers of retail stores to sign the Bulgarian Charter for Responsible Sale and Consumption of Alcohol, sending confirmation of their participation to spiritsBulgaria. In 2019, these print materials were distributed to the Ministry of Internal Affairs, with the campaign became fully integrated into the “Children Police Academy” portfolio. Police Stations in 8 cities organised sessions in local schools about the risks of drinking at a younger age and about the dangers associated with the harmful consumption of alcohol. Students (10-12-year-olds) watch an educational video, then

along with a police officer distribute educational materials in the neighbourhood. They also give away educational leaflets to their schoolmates.

BULGARIA | spiritsBulgaria: “Let's talk about alcohol” | 2019 > Ongoing



#Parents&Teachers #AwarenessRaising

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

There has been a delay in the pilot roll-out because of the COVID-19 pandemic.

spiritsBULGARIA established this action 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, despite recent declines. 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 Plovdiv University, regional health inspectorates and the Ministry of Internal Affairs.

This programme is employed in schools, with teachers sharing the message to 12-15-year-old pupils in schools. This age-group was chosen as studies show this age-group is the most vulnerable to peer-pressure etc. to start drinking. The programme follows the school year, which for the secondary grades (12-14 years) starts on 15 September and ends on 15 June.

The aim is to raise knowledge and awareness of the risks associated with early alcohol intake risks, with a view to delay as much as possible the age of first consumption of alcohol. The programme will consist of workshops for teachers to train them to lead the dialogue and become programme ambassadors; lessons for pupils; and a special module for secondary school teachers posted on the “Parental Meetings” [website](#).

The pilot phase was planned to start in January 2020 with post-programme feedback and analysis shaping further programme executions. However, due to the COVID-19 pandemic, this phase has been delayed. A committee of 2 spiritsBULGARIA's members, 1 psychologist, 2 specialists from the Pedagogical Faculty of Plovdiv University and an agency were chosen to execute and lead the project. Also, a qualification for teachers has been added to their bonus programme to provide an incentive for them to take part. However, due to the impact of COVID-19 further results, such as the selection of 4 schools for the pilot launch and the execution of teachers' workshops have been delayed.

CROATIA | Coordination of producers, importers and distributors of spirits: “I serve responsibly!” | 2019 > Ongoing



#AwarenessRaising #OnTrade #StaffTraining

Practical help is given to personnel to help them achieve a more responsible approach regarding the legal purchase age.

The roll-out of the programme has been severely affected by the COVID-19 crisis.

Research shows that work remains to be done in Croatia to combat underage drinking. Worryingly, lifetime use is significantly higher than the average across Europe and the percentage of those who have drunk to excess in the last 30 days is also higher than the European average. On average, Croatians have their first drink at a very young age; 40% had tried their first alcoholic beverage by the age of 13 or younger and every third teenager (15 years old) drinks alcohol once a week. The prevalence of underage consumption led to “I serve responsibly!” campaign, which aims to educate on-trade personnel about responsible serving. Partners include the Croatian Employers Association (HUP), Croatian Chamber of Crafts and Trades (HOK), the Association of Hospitality and Tourism (UUT) at HUP and the Association of Hotel Employers in Croatia (UPPUH).

It centres on training for professional bartenders and waiters about responsible selling and serving of alcohol, with a particular focus on discouraging underage drinking. Support materials for personnel in on-trade establishments include leaflets containing practical guidance and tailored advice, and a badge with the campaign slogan “I serve responsibly!”.

The roll-out of the programme has been severely affected by the COVID-19 crisis. The first two workshops, due to take place on 19 and 31 March, had to be cancelled.

A pilot survey was carried out among HoReCa (Hotel, Restaurant, Café) professionals at the annual congress organised by HOK in November 2019. It was designed to find out the level of knowledge of the legal obligations of the personnel when serving alcohol to minors and current practice. The survey results will be used as a benchmark against which the success of the programme will be evaluated. From 100 valid responses, the survey found that:

- Almost 50% believed that beer and wine are less harmful than spirits.
- 78% felt properly informed about the the Hospitality Service Act defining serving alcohol to minors and that they follow all of the provisions of the law.
- The hospitality sector strongly believed (83%) that joint effort from policy-makers, businesses and other stakeholders is needed to reduce the underage alcohol consumption and alcohol access to minors.
- 81% supported awareness and prevention campaigns by the alcohol industry, hospitality and tourism sector, which signals their readiness for future cooperation.
- Almost 90% said that signs about the prohibition of serving alcohol to minors are prominently displayed in their premises. Almost 50% said that they display taxi numbers and public transportation schedules. However, only 40% engaged in regular staff training in responsible serving.
- 51% were confident that their staff could identify drunk people and minors, and 67% strongly believed that they didn’t serve alcohol to minors.

CZECH REPUBLIC | Union of the Czech Spirits Producers and Importers (UVDL): “Talk about alcohol” | 2006 > Ongoing



#Parents&Teachers #AwarenessRaising

The programme aims to educate pupils about alcohol and to provide their parents with support on the issue.

In 2019, 15,783 pupils were educated.

In order to increase knowledge and awareness of pupils concerning risks of underage consumption, an hour-long interactive lesson is given by the NGO SANANIM. During the lesson pupils are in active discussion and share their opinions on any issues raised and their experiences. Worksheets to help teachers address alcohol in scientific or civic education curricula and information and guidance to help parents discuss alcohol with their children is also provided. A YouTube video was also created to raise awareness. The YouTube video has had over 832,600 views and in 2019, 15,783 pupils were educated.

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



#Parents&Teachers #AwarenessRaising

The programme aims to support parents in talking to their children about alcohol.

The campaign has reached over 2.5 million parents in Ireland.

According to independent research commissioned by Drinkaware and carried out by Behaviour & Attitudes, over half (53%) of Irish parents surveyed stated that they believe it is acceptable for their children to drink alcohol at home. This contradicts emerging evidence that parental supply of alcohol is associated with increased risks. Drinkaware responded to the need for support, facts and advice to encourage parents to start a conversation about alcohol with their children.

Drinkaware recognises that parents are key “gatekeepers” of adolescent behaviour and should be an integral part of any campaign aimed at reducing underage drinking. Through the “Parents’ Campaign”, Drinkaware provides research and practical tools to support parents to have timely, informed conversations about alcohol with their children while encouraging them, as role models, to consider their own drinking habits. The programme consists of:

- Research: To understand parents better.
- Website: An evidence-informed, dedicated [information hub provides](#) parents with facts, advice and strategies to start the conversation about alcohol with their young people.
- Workshops: The one-hour interactive workshop features the latest research; strategies parents can use to start the conversation about alcohol; age-appropriate advice for parents to continue to the conversation; and advice for parents on being role models, boundaries, consequences and active communication.
- Resources: Two booklets to support parents.

A Parent Pack can also be ordered on the website. Each pack contains a copy of the two parent booklets in addition to the Standard Drink measure cup, Drinks, Calorie and Sugar Calculator wheel and “Alcohol and You” booklet. A parent workshop can also be booked for schools or parents’ associations. Regular communication of the messages is also carried out and regular communication is issued around the Junior Cert results and Leaving Cert celebrations.

9 parent workshops were delivered in 2019. Since its launch in April 2016, the Drinkaware Parents’ Campaign has reached over 2.5 million parents in Ireland through a dedicated parent website, social media, workshops and resources.

POLAND | Polski Przemysł Spirytusowy (ZP PPS): “Responsible sale and delivery of alcoholic beverages” | 2016 > Ongoing



#AwarenessRaising
#StaffTraining

#OnTrade

#OffTrade

Improve the knowledge and skills of those selling and serving alcohol in the on and off-trade.

In total, almost 6,000 have been trained.

ZP PPS has found that staff training to be one of the most effective ways to reduce alcohol consumption among young people. Direct contact with sellers during the training and sharing best practice gives the opportunity to improve awareness of the issue, and thus change attitudes.

Workshops deal with issues such as compliance with the law - and the consequences of breaking it - and the responsibility of sales staff in ensuring alcohol is not sold to minors, IDs of those purchasing are checked before sales and the importance of preventing adults from buying alcohol on behalf of those underage.

All participants follow a course on the “Responsible sale and serving of alcohol beverages” and a certificate of participation at the end. The workshops are led by Robert Lemański, a qualified preventive specialist, a socially responsible business specialist and a trainer for business control bodies authorised to sell alcoholic beverages.

In addition to the workshops, educational materials are shared with the programme partners and local governments and police departments. In 2019, the program began its cooperation with retail chains Makro Cash and Carry, broadening the reach and impact of the campaign.

In 2019, more than 100 hours of training for sellers and servers of alcoholic beverages was provided. Workshops were held in 41 towns and cities such as Częstochowa, Kraków, Katowice, Sosnowiec, Warszawa, with nearly 1,000 participants.

Questionnaire answers after workshops in 2019 showed 98% of participants found the workshops helpful. The programme was also found to cement knowledge, clarify any doubts and broaden awareness of effective customer service, social problems connected with irresponsible consumption, legal conditions of selling alcohol and more, with appreciation for its interactive formula.

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



#AwarenessRaising

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

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

FAS signed an agreement with the national Pharmaceutical Society to run an information campaign with the “Minors, not a drop” motto. The initiative aims 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 2020) 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.

SPAIN | Espirituosos España: “You Serve, You Decide” | 2005 > Ongoing



#AwarenessRaising #OnTrade #OffTrade
#StaffTraining

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

10,746 have been trained and a further 1,827 have been trained by partners.

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

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

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

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

In 2019, 871 trainees and professionals took part in the programme. A total of 10,746 have been trained by Espirituosos España and a further 1,827 have been trained by partners. 59 hospitality schools and more than 550 hospitality businesses have taken part (especially night businesses).

Two evaluations have taken place. The second evaluation focused on the programme’s ability to create change in the way professionals serve and/or sell alcohol and was carried out by the Health Department of the Complutense University of Madrid. It set out also to assess whether the economic difficulties affecting Spain had had an impact on the effectiveness of the programme. Results show that house rules about binge drinking are more likely to be enforced on premises where the programme is applied. This resulted in lower levels of alcohol abuse by clients in these premises. Bars also greatly reduced the alcohol consumption of their barmen. Participants valued the programme positively as a tool to help the sustainability of their business, with many feeling it was beneficial to the staff. Both owners and staff showed their willingness to promote responsible drinking and to improve their knowledge about responsible drinking.

Third evaluation of the programme started during 2019 and is expected to finish in 2020 (after the COVID-19 gap).

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



#AwarenessRaising #StaffTraining

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

A total of 1,650 HORECA professionals and managers in the on-trade sector have been trained.

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 1,974 HORECA professionals since 2016 (as of March 2020). Also, 243 Managers in the on-trade sector and 750 TAP Professionals have been trained.

IV. Together Against Drink Driving



Perhaps some of the best known and most established alcohol harm reduction approaches are those that aim to prevent drink-driving. The success of these campaigns is the partnership approach at national and local 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 change so that it is no longer socially acceptable to drink and drive.



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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 underage drinking.

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.

BULGARIA | spiritsBULGARIA: “The bill you do not want to pay” | 2019 > 2019



#AwarenessRaising #OnTrade

To help young drivers understand that drink-driving is dangerous. Not only is there a risk of a fine, but also a risk of material damage.

1,300 young people reached 95% of which said they would leave the venue by taxi, a drink and drive company or public transport.

The initiative was aimed at young drivers in the on-trade (night clubs, bars and discos) who are statistically more likely to drive after drinking alcohol. The initiative aimed to help these young drivers understand the dangers of drink-driving and show examples of damage that could potentially be incurred while driving intoxicated. The programme highlighted the risk of personal damage -injury and death. The Ministry of Internal Affairs and the Bulgarian Association of Victims of Crashes partnered in the project.

This campaign was run during the season of the prom balls when the majority of young people go out to celebrate school graduation. It was held in two parts:

- Presentation: Presentation to on-trade venue by Stefan A. Shterev, a famous Bulgarian actor who is committed to helping to lower the number of drink-drivers.
- Special receipts: In addition to the normal receipt, an additional one was handed out which contained the fictitious cost of an accident due to drink-driving. This shock factor enabled conversations about the risks of harmful use of alcohol and the alternatives for going back home safely. The receipts were distributed both by the promotion team (the first night) and by the outlet staff themselves.

13 on-trade venues in Sofia and 2 in the Bourgas region took part. 95% of those who received the receipt chose to leave the by taxi, a drink and drive company or public transport. There were 14 interviews and publications about the initiative.

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



#AwarenessRaising #OnTrade #DesignatedDrivers

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

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

Launched in 1993, the “DON'T DRINK AND DRIVE” initiative is one of the longest-standing road safety initiatives in Germany. The campaign is shared different ways, such as in vocational schools using the “peer-to-peer” approach), a driving simulator to mimic the impairment that drinking can have, a [website](#) and promotion through YouTube and Facebook. Yearly patronage is also given by a well-known German personality. In 2019 it was Dr Bernd Althusmann, Minister of Economics, Labour, Transport and Digitisation of the State of Lower Saxony. Also, in 2019, a car was used as a driving simulator at events. In addition, the “Passenger car young driver training” took place. The first prize which was drawn afterwards between all participants of the competition was a car for 6 months including tax and insurance.

Between 2014 and 2019, 72 “DDAD Academy” events were held. From August 2007 to December 2019 the “DDAD” website had about 2.0 million visitors with about 4.5 million page views. In 2019, events took place on 10 days during June and August with a regional focus on Lower Saxony. The Facebook page was “liked” over 12,690 times and the YouTube videos were viewed about 40,240 times (until December 2019).

MALTA | The Sense Group: “Straight Talk” | 2019 > 2019



#AwarenessRaising

The campaign was a call-to-action inviting everyone who intended to enjoy the festive season with alcohol to keep their minds focused on what really makes a happy festive season: health, family and friends.

On Facebook, the best performing video posts reached between 94,651 and 137,223 people. The campaign was also covered by 14 print and online press articles and visible on billboards across Malta

The Drinkawaremalta 2019 campaign was a call-to-action inviting revellers of the festive season to keep their minds focused on what really makes a happy festive season: health, family and friends. It was run in partnership with the Ministry for Social Affairs and the Foundation for Social Welfare Services.

The campaign was centred around hard-hitting messages aimed at prompting the reader to stop and think about the possible consequences of alcohol abuse. Through a play on words, the reader was invited to reflect on not only their situation but also about those around them, and how this could drastically change through thoughtless alcohol abuse. The idea was to have a campaign with hard-hitting messages designed in a way to make the reader stop to read the message twice. Beyond urging people to avoid drink-driving, the campaign also encouraged those who abuse alcohol and their loved ones to sit down and have a “straight talk” on how to tackle the problem in a positive and supportive way. It also encouraged people to keep an eye on family and friends who might not realise their alcohol habits could be dangerous.

The messages were shared on digital and social media and on outdoor billboards. On Facebook, the best performing video posts reached between 94,651 and 137,223 people. The campaign was also covered by 14 print and online press articles and visible on billboards across Malta. A total of over 9,000 minutes of campaign videos were viewed over the course of the campaign.

An online quantitative research study of 350 respondents took place to assess the awareness of the campaign, drinkware portals and issues of alcohol abuse. Findings show:

- The Drinkaware campaign was seen the most by the 25 - 34 and the 35 - 44 age groups. Of those who had seen the ads:
 - 70,5% found that they encourage responsible drinking. 70,5% found that they encourage not drinking and driving. Of those who felt encouraged not to drink and drive, the least affected group was that of the 25-34, while the most affected group was that of 18-24-year olds.
 - The adverts were overall equally liked. No significant differences in preference were found for age, gender, or education.
 - The most successful medium of the campaign were billboards (63.5%) followed by Facebook (44.4%) and Instagram (14.3%). Billboards were seen the most by the 45 - 54-year-old group, while adverts on Instagram were seen the most by the 18 - 24 group.
 - The adverts were overall scored higher by the older age groups, especially the 55+ group, despite being the group which had the least percentage of respondents who came across the adverts.

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



#AwarenessRaising

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

A total of over 6,000 participants reached.

Since 2016, ACIBEV has attended two of Portugal’s leading consumer wine fairs “Encontro com o Vinho e Sabores” e “Grandes Escolhas - Vinhos & Sabores” to encourage the responsible consumption of wine through its drink and drive campaign. ACIBEV carries out free breathalyser tests and hands out brochures to visitors. The brochures contain guidelines for low risk consumption, units of measurement and the legal Blood Alcohol Concentration (BAC) limits for driving in Portugal, as well as public transport alternatives.

Over 7,000 participants have been reached since 2016: 6,832 free breathalyser tests were carried out and more than 6,800 brochures were handed out.

SLOVAKIA | Fórum PSR: “Pohoda Festival” | 2019 > 2019



#AwarenessRaising

To raise awareness of the risks related to underage alcohol consumption and to minimise the number of drink-driving situations.

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

Pohoda Festival has 30,000 visitors per day (90,000) / 127 artists on 12 stages. Forum PSR partnered with the Festival to deliver the prevention and educational programme which consists of:

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

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

For more information visit:

<https://drinksinitiatives.eu>

<https://responsibledrinking.eu/>



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