CBA Industry Action Report – November 2010

Alcohol Advisory Council of New Zealand (ALAC): Update of Guidelines for the Management of Alcohol at Large-Scale Public Events

In August 2010, in partnership with the New Zealand Police, the Alcohol Advisory Council of New Zealand (ALAC) updated its guidelines for the management of alcohol at large-scale public events. The guidelines provide simple and useful advice, guidance, and recommendations for people planning alcohol management at large gatherings such as sporting events or music and food festivals. Recommendations include: the use of plastic containers, rather than glass or cans; limiting the amount anyone can purchase at one time to two standard drinks; promoting and having available non-alcohol drinks and substantial food; and providing free water.

http://www.alac.org.nz/DBTextworks/PDF/large_events.pdf http://www.alac.org.nz/MediaRelease_20100910.aspx

Country: New Zealand

Alcohol Producers Association (APA): Responsible drinking campaign

In June 2010, spirits producers and importers as well as brewing companies decided to launch a responsible drinking campaign by the end of the year. The campaign will use the consumer information website www.jootargalt.ee, or "drink wisely," as a communication tool. The "drink wisely" website was launched in November 2009 and attracts approximately 350 visits per month.

Country: Estonia

Anheuser-Busch: Help reinforce national "We Don't Serve Teens" campaign

On September 8, 2010, Anheuser-Busch helped reinforce the Federal Trade Commission's "We Don't Serve Teens" campaign which prevents underage drinking and its consequences. Anheuser-Busch's media group developed marketing and communication tools including advertisements in national magazines, on popular websites, and on billboards nationwide. Campaign information is available at www.DontServeTeens.gov.

Country: USA

Anheuser-Busch: Partner with Sedano to launch underage drinking prevention campaign

On September 1, 2010, Sedano, a Florida-based supermarket chain, Anheuser-Busch, and local distributors launched a new campaign to help reduce underage drinking and prevent sales to minors in Sedano's 34 stores. The campaign "We I.D." enhances employee

training with instructional videos on checking I.Ds. The program included posters, drivers' license guides to help employees verify I.D.s, and clocks that show the birth date corresponding to the legal age for purchasing alcohol beverages.

Country: USA

Anheuser-Busch: Donation to the alcohol awareness and education program, Street Smart

On July 21, 2010, Anheuser-Busch donated \$170,000 to Street Smart, a program organized by Stay Alive from Education (S.A.F.E), a non-profit organization created by firefighter paramedics from the state of Florida, dedicated to reducing injuries and fatalities. The paramedics give presentations to students about real-life trauma incidents to make them aware of the dangers of underage drinking, drunk driving, or illegal drug use. (www.safeprogram.com)

Country: USA

AB InBev: "Blaas BOB" at Jupiler League Soccer Clubs

Organisation: AB InBev Country/Region: Netherlands

Time: 2010

Subject: Drink Driving **Category:** Campaigns

Summary: "Blaas BOB" is a game played at Juplier League games on the pitch between periods to highlight the importance of ensuring fans have a safe ride home. Contestants who have pledged to be designated drivers after the game use leaf blowers to compete against each other and score goals. The initiative has drawn attention to the importance of planning ahead to help prevent drink driving.

Keywords: drink driving; designated driver; road safety; misuse prevention

Record date: 2 Dec 2010 CBA reference: XXX

SR-Initiative

AB InBev: Corporate Social Responsibility

Organisation: AB InBev Country/Region: Worldwide

Time: Ongoing **Subject:** Industry

Category: Codes of Practice

Summary: AB InBev has a commitment to corporate responsibility, seeking to ensure that its beer marketing is directed only at those above the legal drinking age and does not encouraging or condoning excessive or irresponsible consumption. To this end, AB

InBev updated its Code of Commercial Communications in 2009 to provide general principles and guidance, including a new annex addressing digital communications. The AB InBev Code is mandatory for AB InBev operations globally.

Keywords: marketing; voluntary advertising restrictions; social responsibility; beer;

misuse prevention

Record date: 2 Dec 2010 **CBA reference:** XXX

SR-Initiative

AB InBev: Promoting Responsible Drinking Digitally

Organisation: AB InBev -- Labatt

Country/Region: Canada

Time: 2010

Subject: Young People **Category:** Campaigns

Summary: Labatt has launched a new responsible drinking campaign on Facebook and a dedicated YouTube branded channel. The innovative campaign uses seasonal contests to encourage discussion around responsible consumption across Canada. For a chance to win prizes, each of the four seasonal contests asks consumers to answer a question which corresponds with seasonal activities. In July, Labatt asks for a "cool tip" for a safe party in the heat of the summer. When young adults head back to school, Labatt asks them to tell their best story about being a designated driver. In October, young adults share the advice they've given a friend who's had too much to drink on Halloween. During the December holiday party season, young adults put the spotlight on their designated driving heroes.

Keywords: designated driver; drink driving; young adults; misuse prevention; internet

Record date: 2 Dec 2010 **CBA reference:** XXXX

SR-Initiative

AB InBev: Global Be(er) Responsible Day

Organisation: AB InBev Country/Region: Worldwide

Time: 2010

Subject: Responsible Drinking

Category: Campaigns

Summary: AB InBev launched the first-ever Global Be(er) Responsible Day on September 15, 2010, in more than 20 markets around the world. More than 16,000 employees promoted responsible drinking by providing tips for retailers on how to ensure their beers are sold only to those of legal drinking age, promoting the use of designated drivers to help prevent drunk driving, and promoting employee responsibility.

Keywords: drink driving; young adults; misuse prevention

Record date: 2 Dec 2010 **CBA reference:** XXXX

SR-Initiative

AB InBev: Will You Let Me Be Your Designated Driver?

Organisation: AB InBev Country/Region: China Time: 2010, ongoing Subject: Drink Driving Category: Campaigns

Summary: In February 2010, AB InBev launched China's first-ever national designated driver campaign, "Will You Let Me Be Your Designated Driver?" The campaign included a television commercial promoting designated drivers. Kicking off in Beijing,

the program has now been introduced in 10 cities nationwide.

Keywords: drink driving; designated drivers

Record date: 2 Dec 2010 **CBA reference:** XXXX

SR-Initiative

AB InBev: Designated Driver Dance

Organisation: AB InBev

Country/Region: China, UK, Bolivia

Time: 2010, ongoing Subject: Drink Driving Category: Campaigns

Summary: The AB InBev designated driver promotion called "DD Dance" featuring Cedric the Entertainer launched in the United States, went global in 2010 and was adapted in China, United Kingdom, and Bolivia. The U.K. version, launched during the World Cup, was rated by consumers in a Nielsen survey as the "most liked" ad of June 2010.

Keywords: designated driver; television; advertisements

Record date: 2 Dec 2010 **CBA reference:** XXXX

SR-Initiative

AB InBev: 18+ = **Responsible Sale Organisation:** AB InBev- Quilmes

Country/Region: Argentina

Time: 2010, ongoing **Subject:** Young People **Category:** Campaigns

Summary: In Argentina, AB InBev - Quilmes is helping prevent the sale of alcohol to underage people by educating local wholesalers, retailers, and bars through their"+18 = Responsible Sale" initiative. A corresponding Facebook fan page engages consumers on ways to prevent underage drinking.

Keywords: children; teenagers; sensible drinking advice; misuse prevention; parenting

Record date: 2 Dec 2010 **CBA reference:** XXXX

SR-Initiative

AB InBev: Are You 18? Prove It! Organisation: AB InBev -- SUN InBev

Country/Region: Russia Time: 2009, ongoing Subject: Young People Category: Campaigns

Summary: SunInBev and the largest retail chains in the Irkutsk region of Russia launched a public campaign with local celebrities called "Are you already 18? Prove it!" In Irkutsk, Angarsk, Ulan-Ude, and Chita, 9,000 stickers with the project logo were placed in more than 1,500 retail locations. In addition, the company organized a roundtable discussion with legislators, retailers, and community members to discuss how to effectively work together to prevent sales to minors.

Keywords: children; teenagers; sensible drinking advice; misuse prevention; parenting

Record date: 2 Dec 2010 **CBA reference:** XXXX

SR-Initiative

AB InBev-Anheuser-Busch: Social Norms Marketing (archived)

Organisation: AB InBev -- Anheuser-Busch

Country/Region: UK, Ireland Time: 2003-2005, 2009, 2010 Subject: Misuse Prevention

Category: Events

Summary: Anheuser-Busch hosted social norms seminars in Dublin, London, and Edinburgh (2003-2005) that were attended by government officials, members of the public health community, law enforcement officials, and the media. The social norms approach educates adults about the actual behavior of the majority of the population, focusing on the fact that most adults are responsible. As part of its commitment to the European Alcohol and Health Forum, Anheuser-Busch hosted a social norms forum in Brussels in March 2009. More information is available at http://www.socialnorm.org. In 2010, the company hosted another forum in London for to highlight this proven, datadriven approach to reducing high-risk drinking.

Keywords: social norms; behaviour

Record date: 2 Dec 2010 CBA reference: 1382

SR-Initiative

AB InBev-Anheuser-Busch: Wanna Go Home With Me Tonight?

Organisation: AB InBev -- Anheuser-Busch, Labatt

Country/Region: USA, Canada

Time: 2009

Subject: Drink Driving **Category:** Campaigns

Summary: "Wanna Go Home" is a television segment featuring a clever play on words

that highlights the importance of using a designated driver. **Keywords:** designated driver; television; advertisements

Record date: 2 Dec 2010 **CBA reference:** XXXX

SR-Initiative

AB InBev-Anheuser-Busch: Global Citizenship Report

Organisation: AB InBev Country/Region: Worldwide

Time: 2010 Subject: Industry Category: Publications

Summary: On May 12, 2010, Anheuser-Busch InBev published its 2009 Global Citizenship Report which documents AB InBev achievements including initiatives dealing with responsible drinking, the environment, and global communities. AB InBev invested more than \$830 million in national advertising campaigns and community campaigns to promote responsible drinking and prevent underage drinking and drink driving over the past three decades. The report is available at http://www.ab-

inbev.com/go/social_responsibility/global_citizenship_report.

Country: USA

Keywords: social responsibility **Record date:** 2 Dec 2010 **CBA reference:** XXXX

SR-Initiative

AB InBev-Anheuser-Busch: WRAP Award

Organisation: AB InBev -- Anheuser-Busch

Country/Region: USA Time: 1984, ongoing Subject: Drink Driving Category: Campaigns

Summary: Anheuser-Busch and its Washington, D.C.-area wholesalers received the 2010 Corporate Partnership Award from the Washington Regional Alcohol Program (WRAP) for the company's ongoing commitment to helping to prevent drink driving and underage drinking in the Washington-metropolitan area. Since 1993, WRAP has provided more than 48,500 safe rides home through its SoberRide program. In addition to financial support, Anheuser-Busch wholesalers distribute posters and cards about SoberRide to retailers to promote the program and encourage participation.

Keywords: safe ride programmes; drink driving

Record date: 2 Dec 2010

CBA reference: XXXX

SR-Initiative

AB InBev-Anheuser-Busch: 'Family Talk About Drinking' moves to Facebook

Organisation: AB InBev -- Anheuser-Busch

Country/Region: USA Time: 1990, ongoing Subject: Young People Category: Campaign

Summary: Developed by an advisory panel of education, family counseling, child psychology, and alcohol treatment professionals, "Family Talk" is a long-running resource, available free of charge from Anheuser-Busch to help parents talk with their children about drinking. In 2010, the company launched a Facebook page featuring the program, as well as other underage-drinking prevention initiatives. More information is available at http://www.facebook.com/#!/AnheuserBuschFamilyTalkAboutDrinking.

Keywords: underage drinking; prevention; parenting

Record date: 2 Dec 2010 CBA reference: XXXX

SR-Initiative

Association of Alcoholic Drinks Distributors (ENEAP): Consumer information website

In 2010, ENEAP launched a consumer information website, www.apolafste.ypefthina.eneap.gr, which provides information and tips for responsible drinking. Since the launch, the website has attracted approximately 3,000 visits per month. By the end of 2010, a single web address will be used to promote their commercial communications.

Country: Greece

The Association of Finish Alcoholic Beverage Suppliers (SAJK): Consumer information program

In May 2010, SAJK launched a consumer information program on the website www.puhutaanalkoholista.fi (We talk about alcohol) to open discussion about the dangers of alcohol with young people and encourage them to delay their first alcohol drink. The website targets students between 13 and 17 years old and provides awareness programs on alcohol-related risks with classroom activities and exercises. The program has also sent books with a collection of tools for alcohol education to 780 schools.

Country: Finland

Association of Latvian Spirits producers and Distributors (LADRIA): Consumer information website

On June 30, 2010, LADRIA launched a consumer information website www.dzeratbildigi.lv to promote responsible drinking. The website was developed with help of experts on drug consumption and some data from the Latvian Alcoholics Anonymous. The website promotes responsible drinking for different target groups: men, women, pregnant women, and young people and their parents. The topics covered include how alcohol affects health, drink driving, and personal relationships. Online medical assistance has also been added, allowing consumers to ask doctors questions anonymously.

In autumn 2010, LADRIA organized a website presentation for senior students in Latvian schools. LADRIA also has plans to launch a campaign on the legal purchasing age to help to reduce the underage drinking.

Country: Latvia

AS Latvijas balsams and the Association of Alcohol producers and Traders (ARTA): "Know the limit" campaign

In 2010, As latvijas balsams and ARTA launched the campaign "Know the limit," on excessive consumption of alcohol. They organized several exhibitions of caricatures in supermarkets in six cities in Latvia.

Country: Latvia

Associacao Nacional de Empresas de Bebidas Espirituosas (ANEBE): Server training program

With funding from the European Forum for Responsible Drinking (EFRD), ANEBE plans to launch a server training program (service Responsavel de Bedidas Alcoolicas – SRA) in partnership with INFTUR (National Tourism Training Institute) and ARESP (Association representing the on-trade sector) at the end of 2010. An initial evaluation is planned for June 2011.

Country: Portugal

Association of Producers, Importers and Traders of Spirit Drinks (APITSD): Code of conduct

In April 2010, APITSD adopted a code of conduct, integrating responsible drinking messages in advertising in Cyrillic.

http://www.apitsd.com/index.php?lang=2

Country: Austria

Brewers of Europe: Publication of the Responsible beer advertising through selfregulation report

On May 26, 2010, the Brewers of Europe published its 2010 report on responsible beer advertising through self-regulation. The report covers the progress of implementing their commitment to self-regulation of commercial communication for beer, as submitted to the European Alcohol and Health Forum in 2007. It also includes a listing of the social responsibility initiatives by national brewing associations in Europe. The Report is available

at http://www.brewersofeurope.org/docs/flipping_books/responsible_beer_ad_2010/index.h

tml

Country: Europe

Bundesverband der Deutschen spirituosen-Industrie une -Importeure e.V. (BSI): "Klartext redden!" campaign

In December 2005, the BSI Working Group on Alcohol and Responsibility and the BundesElternRat (Federal Council of Parents) launched the "Klartext redden!" (Tell it straight!) campaign promoting alcohol abuse prevention in families. In March 2010, they added training units for parents on the campaign's website at www.klartext-elterntraining.de. Four units provide age-appropriate guidelines on how to talk about alcohol with children. The website also includes a multiple choice test and downloadable guides. Additionally in 2010, regional workshops with parents and children were launched with the collaboration of local governments in different cities throughout Germany.

Country: Germany

Bundesverband der Deutschen spirituosen-Industrie une –Importeure e.V. (BSI): "Schulungsinitiative Jugendschutz-ShuJu" prevention campaign

In October 2007, the BSI Working Group on Alcohol and Responsibility launched the "Initiative on training in the protection of minors" campaign to ensure more rigorous enforcement of the law concerning the sale of alcohol to minors. In February 2010 at a press conference in Berlin, the BSI, additional cooperating partners, and the German Federal Drug commissioner considered the campaign as successful with over 31,000 "ShuJu" participants since the launch. Elements of the campaign also have been integrated in a guidance booklet, "Retail Industry Guidance to Secure the Protection of Minors" issued by the German Retail Federation in consultation with the Federal Drug Commissioner in 2010.

Country: Germany

Bundesverband der Deutschen spirituosen-Industrie une -Importeure e.V. (BSI): "Verantwortung von Anfang an!" Campaign

In November 2010, the "Verantwortung von Anfang an!" (Responsible from the start – Guidance on abstention from alcohol during pregnancy and nursing) campaign, which provides important information and expert guidance on alcohol and pregnancy, launched a new website www.verantwortung-von-anfang-an.de. The BSI Working Group on Alcohol and Responsibility also reissued approximately 390,000 campaign leaflets, which are distributed to pregnant women when they receive their maternity record books.

Country: Germany

Bundesverband der Deutschen spirituosen-Industrie une –Importeure e.V. (BSI): "Don't drink and drive Party Patrol" Campaign

The "Don't drink and drive" campaign has been running since 1993. In 2010, the Party Patrol was active in eight events in cooperation with regional crime prevention departments in the State of Rhineland-Palatinate. During these events, the Party Patrol provided the opportunity for young drivers to experience an alcohol-level driving simulator, which reproduces the effects of alcohol on driving ability. Young drivers after their experience had to complete an online survey for an evaluation. The results are available at www.ddad.de.

Country: Germany

Bundesverband der Deutschen spirituosen-Industrie une -Importeure e.V. (BSI): Position paper

In August 2010, the Federal Association of the German Spirits Industry and Importers (BSI) published its position paper on alcohol and responsibility which establishes rules for the responsible marketing and sale of spirits. In 2010, BSI completed the self-regulatory principles with the "70/30" rule for advertising. http://www.bsi-bonn.de/

Country: Germany

Bundesverband der Deutschen spirituosen-Industrie une –Importeure e.V. (BSI): "Massvoll-geniessen.de" Campaign

In May 2010, BSI reviewed the "Enjoy in moderation" campaign after its first year. BSI member companies can incorporate the "Massvoll-geniessen.de" logo as a responsible drinking message to inform consumers of the importance of moderate and responsible consumption of alcohol. The logo appeared millions of times in online, television, print, and other advertisements during the first year of the campaign. The website www.massvoll-geniessen.de registered 137,657 pages viewed.

Country: Germany

The Century Council: Research on how to create more effective campaigns targeting overconsumption

On October 25, 2010 at the US Department of Education's National Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education, the Century Council, along with Egg Strategy, presented new research on binge drinking behaviors of young people and how to create more effective campaigns to reduce overconsumption of alcohol by students. The event took place during National Collegiate Alcohol Awareness Week (October 17-23). The research demonstrated that messages should be delivered when students are not drinking through campus newspapers, online media, and social networking websites. The Century Council/Egg Strategy presentation is available at http://www.centurycouncil.org/files/reports/BDP-One-

Pager.pdf?utm_source=tcc&utm_medium=Reports&utm_campaign=BDPPDF.

Country: USA

The Century Council: Research on understanding Teen Drinking Culture

On September 28, 2010, the study "Understanding Teen Drinking Cultures in America" was published. The study was designed to better understand the psychological and sociological factors that influence teenagers to drink. The Century Council commissioned George Mason University to learn more about teen drinking habits directly from the students themselves. Research found that one main reason the students drink alcohol is to reduce stress, and that many students are getting alcohol from older siblings or in their parents' homes. The study shows that alcohol awareness programs in the schools are ineffective.

The research is available at http://teenalcoholcultures.gmu.edu/publications/FinalReport2010.pdf.

Country; USA

http://www.centurycouncil.org/content/new-research-offers-insight-teen-drinking-culture

CEPS, The European Spirits Organisation/EFRD: Video clips on industry initiatives

CEPS and the European Forum for Responsible Drinking (EFRD) have launched five video clips on industry initiatives on YouTube (http://youtube.com/drinksinitiatives). They attracted approximately 400 visitors in the first seven months after the launch. The video clips can also be seen on the homepage of the EFRD website (www.drinksinitiatives.eu), an online database of initiatives to reduce alcohol-related harm, which attracts around 12, 000 visits per month.

Country: Europe

CEPS, The European Spirits Organisation/EFRD: Charter Report

On November 16, 2010, CEPS launched the CEPS Charter Report 2005 -2010, which reports CEPS's actions to reduce alcohol-related harm during the last five years. In November 2005, CEPS adopted its Charter on Responsible Alcohol Consumption, which aims to demonstrate its commitment to the fight against alcohol misuse. http://www.acapella.be/files/CEPS_report_2010-v7e7%28low%29.pdf.

Country: Europe

CEPS, The European Spirits Organisation/EFRD: Database of Initiatives

CEPS and the European Forum for Responsible Drinking (EFRD) launched an online database of initiatives to reduce alcohol-related harm on February 25, 2010. At the end of October 2010, after eight months, there were 5,242 visits and 17,215 pages viewed on the site. http.

Country: Europe

Diageo: Wheel Watch

In September 2010, Bangalore City Police Commissioner Shangar Bedire and Bangalore Additional Commissioner of Police Praveen Sood, with Delhi and Mumbai Regions, launched the responsible drinking program Wheel Watch. This program is a multi-city initiative created to promote awareness of driving under the influence of alcohol as well as to promote the concept of responsible drinking. The program includes driver training in the unorganized sector with daily, four-hour sessions with 30-40 drivers, which cover defensive driving, road traffic legislation, driver behaviors, vehicle maintenance, dealing with passengers, and accident management. DRINKiQ also contributes to this program on combating alcohol misuse and promoting responsible drinking.

Country: India

Diageo: Delhi 4 Responsible Drinking

In September 2010, Diageo with the Community against Drink Driving (CADD) and the Gurgaon police launched the "Delhi 4 Responsible Drinking" campaign. The campaign aimed to enlighten citizens on the dangers of drinking and driving and the benefits of responsible drinking. Led by actors Gul Panag and Jimmy Shergill and sportspersons Jaspal Rana, Atul Vasan, and Nikhil Chopra, 100 bikers rode in Delhi to distribute leaflets, car stickers, caps, and t-shirts with tips on responsible drinking. Approximately 100 pubs and nightclubs took part in the campaign by displaying posters, leaflets, tent cards, and coasters with safe driving messages. The campaign also ran responsible drinking films.

Country: India

Diageo: Responsible drinking campaign

In February and March 2010, Diageo, with the support of Real (part of the Metro Group), launched a responsible drinking campaign spreading the message "Alcohol is responsibility. Drink responsibly" in 54 of Real's supermarkets. The campaign's messages were distributed online, and in leaflets, posters, displays, shelf liners, cashiers' badges, and neck hangers. Other commercial methods were used, including promotions where every shopper purchasing Diageo products received a free bottle of water, to reinforce the message about alternate drinks. Diageo and Real also organized a contest, where consumers answered the question "What does responsible drinking mean for you?" and had a chance to win a driving course. Real devoted a full page of its magazine sent to consumers with the campaign's messages, and Diageo sales managers distributed elearning responsible drinking information programs to all Real's alcohol cashiers. Consumers were receptive to this campaign with 80% favorably evaluating the campaign, 74% finding it "necessary," 61% finding it "believable," and 58% finding it "informative" to both Diageo, Diageo's brands, and Real.

Country: Poland

The Distilled Spirits Council (DISCUSS): 12th Semi-Annual Code Report publication

DISCUSS published its 12th Semi-Annual Code Report detailing complaints on alcohol advertisements, actions taken by industry, and the response by each advertiser. The 12th report covered actions for the January 2010 through June 2010 time frame. The Board received one complaint during this period and the advertisement was found to be in violation. The advertiser took action to remove the advertisements, following the Board decision. DISCUSS also reported its third "Best Practices" Media Summit, gathering industry, government officials, and media experts to exchange ideas on responsible advertising practices. The summit recorded over 100 attendees, including industry members from all sectors – beer, wine and spirits.

Country: USA

http://www.discus.org/media/press/article.asp?NEWS_ID=609

Drinkaware: Partnership with the National Union of Students to tackle alcohol misuse

On July 23, 2010, Drinkaware announced a partnership with the National Union of Students (NUS) to tackle alcohol misuse within universities and the student population. They planned to develop a training program for bar employees and student organization members and to establish a code of conduct. NUS has been partnering with Drinkaware to promote their "Why Let Good Times Go Bad?" campaign since September 2010.

Country: United Kingdom

Éduc'alcool: a new logo for low-risk drinking

On October 1, 2010, Éduc'alcool launched a campaign to promote low-risk drinking with its own logo. The campaign focuses on drinking in moderation, with two drinks a day recommended for women, and three drinks a day for men. The logo is an easy representation of the recommended limits with a "2" for the female figure's head and a "3" for the male's along with the word "moderation. The logo can be viewed at http://www.educalcool.qc.ca/fr/quoi-de-neuf/educ-alcool-cree-le-logotype-des-niveaux-de-consommation-alcool-faible-risque-288.html.

Country: Canada

Éduc'alcool: Campaign on how alcohol abuse can affect friendship

On August 25, 2010, Éduc'alcool launched a campaign to inform young people about how alcohol abuse can affect their friendships. Posters were distributed in colleges and universities illustrating that excessive drinking and friendship don't mix. Additionally, promotional tools and articles for publication were integrated into student newspapers.

Country: Canada

Éduc'alcool: Summer Campaign

In June 2010, Éduc'alcool launched its summer campaign to avoid abusing alcohol over the summer. With the support of the Lifesaving Society, a series of three free postcards were distributed, illustrating embarrassing situations that might occur when you drink too much: *Te souviens-tu à qui t'as demandé de te mettre de la crème solaire?* (Remember whom you asked to put sunscreen on your back?), *Te souviens-tu à qui t'as promis d'aller en pédalo?* (Remember whom you promised to go pedal-boating with?), *Te souviens-tu qui t'as traitée de baleine?* (Remember whom you called a whale?). Each card shows a caricature of someone under that influence of alcohol who you would never wish to meet. Posters and cards were also displayed in restaurants, bars, and bookstores. The posters can be viewed at: http://www.educalcool.qc.ca/en/what-new/educ-alcohol-abuse-283.html.

Country: Canada

FBVS/EFRD: Responsible drinking flyers during the World Cup

In June 2010, with the support of EFRD, the Fédération Belge des Vins et Spiritueux asbl (FBVS)/ Belgische Federatie van Wijn en Gedistilleerd vzw (BFWG) distributed 50,000 flyers in bars and shops to promote responsible drinking during the World Cup.

Country: Belgium

FBVS: Consumer information website

In September 2010, the Fédération Belge des Vins et Spiritueux asbl (FBVS)/ Belgische Federatie van Wijn en Gedistilleerd vzw (BFWG) launched a consumer information website, www.educalcool.be, to promote responsible drinking and to prevent harmful

drinking.

Country: Belgium

FEDERVINI: Consumer information website

Before the end of 2010, Federazione Italiana Industriali Produt tor I Espor tator I ed Importatori di Vini, Acquaviti, Liquori, Sciroppi, Aceti ed Affini (FEDERVINI) will launch a consumer information website www.beresponsabile.it.

Country: Italy

Federation of Greek Distillates and Spirits (SEAOP)/Association of Alcoholic Drinks Distributors (ENEAP): Self-regulatory Code changes

In June 2010, the General Assembly of ENEAP and SEAOP decided to include in the self-regulatory code, which was adopted in 2005, two missing provisions concerning the age of models and the "70/30" rule to align its code with the EFRD Common Standards. The local self-regulatory organization (SEE) takes care of the code enforcement.

Country: Greece

Federacion Espanola de bebidas Espirituosas (FEBE): Consumer information website

In 2010, FEBE launched a consumer information website <u>www.disfrutadeunconsumoresponsable.es</u>, which promotes responsible drinking and includes advice and information on responsible behaviors.

Country: Spain

Forum PSR Slovensko: Code of Ethics

In June 2010, Forum PSR Slovensko was created as an SAO. On June 11, 2010, Forum PSR Slovensko adopted a code of ethics requiring the Responsible Drinking Message

(RDM) on all advertising. In July 2010, Forum PSR Slovensko launched a consumer information website at www.pisrozumom.sk.

Country: Slovak Republic

The Industry Association for Responsible Alcohol Use (ARA): Tips on responsible drinking during the 2010 FIFA World Cup

On June 17, 2010, ARA published guidelines to promote responsible drinking during the World Cup. ARA's tips reminded individuals to avoid drinking alcohol without eating, to drink with moderation, to alternate water and alcohol, to not drive drunk, and to not purchase drinks for those who are underage. All tips are available at http://www.ara.co.za/news/10/72/Tips-To-Drink-Responsibly-During-The-2010-FIFA-World-Cup.

Country: South Africa

Organisation: MEAS (Mature Enjoyment of Alcohol in Society Limited)

Country/Region: Ireland

Time: 2010

Subject: Advertising

Category: Codes of Practice (New)

Summary: The Independent Complaints Panel found a promotion by Burn Beach Club in Stillorgan, which recently changed its name to Tribe Nightclub, to be in breach of the MEAS Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks because the promotion could encourage "illegal, irresponsible or immoderate consumption, such as binge-drinking, drunkenness or drink-driving" and incorporated "images of people who are, or look as if they are, under twenty-five years of age."

Keywords: promotional campaigns; marketing; voluntary advertising restrictions

Record date: 29 November 2010

CBA reference: 2051

SR-Initiative

Organisation: MEAS (Mature Enjoyment of Alcohol in Society Limited)

Country/Region: Ireland

Time: 2010

Subject: Advertising

Category: Codes of Practice (New)

Summary: The Independent Complaints Panel found a promotion by Mason's Sports Bar in Waterford to be in breach of the MEAS Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks because it could encourage "illegal, irresponsible or immoderate consumption, such as binge-drinking, drunkenness or drink-driving."

A member of the public complained that the drinks promotion by Mason's Sports Bar in

Waterford could encourage illegal or irresponsible drinking. The advertisement which appeared on the bar's website stated:

"Bar Stock Exchange Every Wednesday & Friday

Bar Stock Exchange @ Masons Every Wed & Friday!!! Watch the live Bar Stock Exchange on all our screens as selection[s] of your favorite drinks rise and fall in price based on demand throughout the night. Be ready to race to the bar when the Stock Market CRAS...HES and drink prices go through the floor!!! Great fun!!"

Record date: 29 November 2010

CBA reference: 2051

SR-Initiative

Organisation: MEAS (Mature Enjoyment of Alcohol in Society Limited)

Country/Region: Ireland

Time: 2010

Subject: Advertising

Category: Codes of Practice (new)

Summary: The Independent Complaints Panel found a promotion by The Music Factory / Resident's Bar in Ashbourne to be in breach of the MEAS Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks because it could encourage "illegal, irresponsible or immoderate consumption, such as binge-drinking, drunkenness or drink-driving."

Members of the public complained that the drinks promotion advertised by the Music Factory encouraged illegal or irresponsible drinking. The advertisement which appeared on the Music Factory / Residents Bar's Facebook page on February 25, 2010 stated:

"FRIDAY/SATURDAY – access all areas and is the place to be with the Exchange running on Friday with prices crashing as low as 2.50

SUNDAY – Beat the Clock Between 7-11 Drink Prices Start at 2.00 and rise 10c every 10

Minutes until 11 pm."

Record date: 29 November 2010

CBA reference: 2051

SR-Initiative

Organisation: MEAS (Mature Enjoyment of Alcohol in Society Limited)

Country/Region: Ireland

Time: 2010

Subject: Advertising

Category: Codes of Practice (new)

Summary: The Independent Complaints Panel found a promotion by Tribe Nightclub,

formerly Burn Nightclub Stillorgan, to be in breach of the MEAS Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks because it could encourage "illegal, irresponsible or immoderate consumption, such as binge-drinking, drunkenness or drink-driving."

Members of the public complained that the drinks promotion advertised by Tribe Nightclub encouraged illegal or irresponsible drinking. The advertisement which appeared on the Tribe Nightclub's Facebook page on March 26, 2010 stated:

"BUY 1 GET 1 FREE . DRINKS LAUNCH'S THIS FRIDAY AT TRIBE PAYDAY, FRIDAY THE 26TH BUY ANY DRINK AND GET THE 2ND FREE OF CHARGE ALL NIGHT FOR TABLE BOOKINGS OR BIRTHDAY PARTIES CALL 087-0501879 OR EMAIL davy@tribenc.ie DOORS AT 11 PM

TRIBE NIGHT CLUB, 2 VENUES IN 1....GIVING SOUTH DUBLIN A NEW CLUBBING EXPERIENCE...

OVER 20'S "

Record date: 29 November 2010

CBA reference: 2051

SR-Initiative

Rethinking Our Drinking (Updated)

Organisation: MEAS (Mature Enjoyment of Alcohol in Society Limited)

Country/Region: Ireland

Time: 2010

Subject: Responsible Drinking

Category: Campaigns

Summary: The television advertisement features CCTV-style film footage of a young man falling over on the dance floor, a girl falling heavily after emerging from an apartment with her friends, a drunken young woman abusing an innocent by-stander at a bus-stop, and a row in an A&E department disturbing patients and staff.

The "Rethinking Our Drinking" advertisement aims to challenge cultural norms around alcohol misuse and to promote individual re-appraisal leading to more positive behavior. It is hoped it will erode social permission for drunken behavior, discourage tolerance for public drunkenness and anti-social behavior, and prompt consumers who choose to drink to be more aware of the necessity to enjoy alcohol responsibly.

The ad is broadcast on television and shown in cinemas, and is backed up by a series of "tangible actions" on other advertising platforms, including outdoor, radio, and online. The "tangible actions" include advice on what is a standard drink, the need to measure drinks (especially in a home-drinking setting), and to pace one's drinking with water or soft drinks.

MEAS commissioned research in May/June 2010. The research shows that viewers clearly get the message from the CCTV ad that public drunkenness is not desirable and that sober innocents are adversely affected by such behavior. There is clear empathy with the perpetrators and sympathy with the victims, and the scenes depicted in the ad resonate and are relevant to their lives. There is extensive quantitative evidence that the culture of intolerance created in previous campaigns has been successfully consolidated by the latest campaign.

Keywords: misuse prevention; sensible drinking advice; public information

Record date: 29 November 2010

CBA reference: 2052

SR-Initiative

Drink Driving - Campaigns

Organisation: MEAS (Mature Enjoyment of Alcohol in Society Limited)

Country/Region: Ireland

Morning After campaign (Updated)

In conjunction with the Road Safety Authority (RSA), drinkaware.ie is running a public awareness "morning after" campaign designed to highlight the dangers of drink driving in the morning hours. Many people, although finding alternative methods to get home safely the night before, may be at risk being over the drink driving limit the next morning. Radio advertisements and posters displayed in pubs and clubs explain how traditional "stomach liners" or "cures" don't speed up the process by which alcohol is eliminated from the body. A person gets rid of roughly one standard drink per hour. That's half a pint, one glass of wine, or one pub measure of spirits per hour. Therefore, if someone has been drinking the night before the only cure is time, for a driver to be confident of being a safe behind the wheel the next day.

Handy, "ATM" sized information cards detail what a standard drink is, how long it takes your body to get rid of it, as well as providing space to write down a taxi service phone number. The information cards, which are available in English, Irish, and Polish, are distributed through An Garda Síochána, Local Area Safety Offices, petrol stations, retail outlets, taxi drivers, festival organizers, as well as a number of other organizations and companies who are supporting the campaign.

MEAS commissioned qualitative research to measure the impact of its "morning after" campaign in January 2008. The research showed that the pragmatic, practical advice was welcomed and was seen as relevant and appropriate. The radio ad appeals were seen as giving relevant, timely advice in a clear cut and easy to understand manner. Research carried out in February 2009 shows that 29% of the population now know the length of time it takes the body to be rid of one standard drink. This is an increase on the November 2008 research when only 16% of respondents answered correctly. To date, over 2 million "Morning After" cards have been distributed including 63,750 cards in Polish and more than 10,000 cards in Irish. [January 2007, ongoing]

Date added: 26/03/2008 Date updated: 30/11/2010 Batch date: 23/10/2008

CBA Ref: 1650

Organisation: MEAS (Mature Enjoyment of Alcohol in Society Limited)

Country/Region: Ireland

Freshers Week Student Washroom Campaign (New)

The Freshers' Week campaign featured floor vinyls of a young man or woman passed out after having drunk too much. The aim of this campaign is to engage students in an innovative way while helping them to be aware of some of the pitfalls and dangers of drinking to excess.

On a night out a visit to the toilets is inevitable. It's here, far away from the atmosphere of the bar, that students often start to notice the effects of alcohol. Placing temporary vinyls of passed out people in the cubicles show what could happen if you don't "rethink your drinking." The toilet floor is definitely not where you want to end your fun. Feedback from college faculty and students has been positive. The campaign also featured mirror vinyls which read "You're drop dead gorgeous...'til you drop down drunk." The text appears as if written in red lipstick. The "'til you drop down drunk" line is scrawled on a blurred mirror vinyl. The campaign received coverage in the national press and on TV.

Date added: 30/11/2010 Date updated: 30/11/2010 Batch date: 30/11/2010

Christmas Survival Guide (Updated)

Organisation: MEAS (Mature Enjoyment of Alcohol in Society Limited)

Country/Region: Ireland

Time: December 2008, ongoing Subject: Responsible Drinking

Category: Campaigns

Summary: MEAS produced a Christmas Survival Guide in advance of Christmas 2008. The guide was aimed at a general audience with hints and tips for responsible drinking in a variety of festive situations including: the office Christmas party, a night out, and a party at home. In advance of Christmas 2010, a co-branded Christmas Survival Guide has been produced with Hotpress (leading youth music magazine) and Unislim (national slimming clubs). The guide includes details of Christmas events throughout the country as well healthy diet advice from Unislim. The guide can be downloaded at www.drinkaware.ie.

Quantitative and qualitative research carried out in January 2009 indicated that the target audience "liked the facts contained in the guide and the funny approach on initial impact."

Keywords: misuse prevention; sensible drinking advice

Record date: 29 November 2010

CBA reference: 1982

SR-Initiative

Festival Survival Guide (Updated)

Organisation: MEAS (Mature Enjoyment of Alcohol in Society Limited)

Country/Region: Ireland

MEAS has produced a Festival Survival Guide, available free for music fans attending summer festivals in Ireland. The guide contains advice including how to get to the festival safely, how to pitch and find one's tent, what to wear, and how to avoid being the worse for wear. There is also a checklist of practical things to take along. Festival fans are encouraged to use public transport to and from festivals where possible, or to designate a non-drinking driver. The Festival Survival Guide was promoted through outdoor, radio, and internet advertising.

In summer 2009 and 2010, drinkaware.ie teamed up with event promoters to offer people the chance to win festival tickets. A generic edition of the Festival Survival Guide was produced in addition to special editions for the Oasis at Slane concert (2009) and the Oxegen Festival (2009 & 2010). (Summer 2007, ongoing)

Date added: 03/08/2007 Date updated: 29/11/2010 Batch date: 23/10/2008

CBA Ref: 1450

Festival (On the ground) Activity (NEW)

Organisation: MEAS (Mature Enjoyment of Alcohol in Society Limited)

Country/Region: Ireland

MEAS got closer to festival fans at the Oxegen Festival in July 2010 by sharing the Hotpress' (leading youth music magazine) signing-in tent in the main arena. Over the festival weekend more than 5,000 fans passed through the tent. The drinkaware.ie area contained a mobile phone recharging facility, water coolers, and drinkaware.ie materials. A joint Hotpress/drinkaware.ie competition featuring a unique collectable prize ran over the festival weekend. Hotpress issued a special Oxegen edition onsite which advertised drinkaware.ie on its cover. Hotpress also provided goodies bags co-branded with drinkaware.ie to those coming to the signing-in tent.

In September 2010, MEAS partnered with Velvet toilet paper at the Electric Picnic Festival. Velvet toilet paper sponsored luxury loos and a relaxation area at the festival. In this area staff distributed goodie bags containing drinkaware.ie materials and festival essentials. In advance of the festival, a competition to win a Velvet luxury hamper (containing festival essentials) ran on the drinkaware.ie website and Facebook page.

Record Date: 30 November 2010

Oxegen Festival iPhone App (NEW)

Organisation: MEAS (Mature Enjoyment of Alcohol in Society Limited)

Country/Region: Ireland

In partnership with MCD (Oxegen Festival Organiser) MEAS produced the official iPhone app for the festival.

The iPhone app proved to be very popular with festival goers; there were 12,929 downloads of the Oxegen app over the festival weekend and it was rated number one in the download app charts for Ireland. MEAS commissioned development of a mobile website version for other mobile phones (apart from iPhones), which also resonated very

well with Oxegen festival goers, with 14,574 downloads. There was significant, positive press coverage of the app in particular.

The Oxegen iPhone app was regarded as "World Class" in terms of its functionality, breaking new ground by utilizing the phone's GPS capabilities to provide interactive mapping of the site (e.g. tagging of your tent) along with a unique "Friends Finder" facility using Facebook. Responsible drinking tips and information were woven through the app and it was possible to "push" time-specific information and alerts over the festival weekend.

Date added: 30/11/2010 Date updated: 30/11/2010 Batch date: 30/11/2010

MEAS (Mature Enjoyment of Alcohol in Society Limited)

Young People - Partnerships

Ireland

DARE2BDRINKAWARE

DARE2BDRINKAWARE film competition was launched in September 2007. Aimed at highlighting and exploring attitudes to alcohol, the competition received a high level and quality of entries in its first year. Targeted at third-level students aged 18 or over, DARE2BDRINKAWARE was a digital film competition sponsored by drinkaware.ie and organized by the Digital Hub Development Agency (DHDA). Aspiring filmmakers and young people interested in social issues were called upon to produce innovative short films challenging the relationship between Irish culture and drinking. Prize money of €5,000 was offered. Winning entries were chosen for their creativity and for the insight they offered into students' attitudes to drink.

Subjects highlighted in the films include: home drinking, drinking culture in Irish families, and memory loss as a result of excessive drinking.

While initially open to students in the greater Dublin area, since 2008-2009 the competition is open to students nationwide. Winning films have been screened at the Oxegen Festival, Festival of World Cultures, and Cinemagic Festival. Films were also show on City Channel and on RTE (the national broadcaster). The winning films can be viewed on www.dare2bdrinkaware.ie.

The deadline for applications to the 2010-2011 competition was November 11. This year a multimedia category was added to the competition. The level of applications is double the amount received last year. Students have until March 18 to submit their final piece.

Date added: 22/11/2007 Date updated: 30/11/2010 Batch date: 30/11/2010

CBA Ref: 1548

Responsible Drinking – Campaigns (Updated)

Organisation: MEAS (Mature Enjoyment of Alcohol in Society Limited)

Country/Region: Ireland

drinkaware.ie

Supported by a website of the same name, drinkaware.ie is a consumer focused initiative aimed at reducing the culture of excessive drinking. The website www.drinkaware.ie provides information on standard drinks, the effects of alcohol on the body, information relating to different life stages and contexts, as well as useful hints and tips. In addition, it provides consumers with the facility to compare their drinking patterns with the Irish Government drinking guidelines, maintain an online personal drinks diary, and participate in an online quiz. All outgoing consumer communications from MEAS are under the drinkaware.ie brand.

The site features tips about responsible drinking in various situations including: Christmas, exam celebrations, holidays abroad, and entertaining at home.

Since its launch in November 2006, the drinkaware.ie website has emerged as the leading portal for consumers on all aspects of alcohol and drinking. The site has received over 54 million hits since its launch.

Research carried out in January 2010 showed that recognition for the drinkaware.ie brand has risen to 93% which is an increase of 11% compared with similar research carried out in 2009.

[November 2006, ongoing]

Date added: 23/11/2006 Date updated: 30/11/2010 Batch date: 30/11/2010

CBA Ref: 1313

Tactical campaigns - Key Events (Updated)

Organisation: MEAS (Mature Enjoyment of Alcohol in Society Limited)

Country/Region: Ireland

Time: Ongoing

Subject: Responsible Drinking

Category: Campaigns

Summary: Practical, relevant hints and tips to help people adopt sensible drinking habits are available on the website http://www.drinkaware.ie in advance of key public holidays and events such as New Year's Eve, Christmas, Halloween, Saint Patrick's Day, and summer holidays. Visitor feedback on drinkaware.ie indicates that people find the hints and tips content to be very useful. Independent research commissioned by MEAS shows that consumers find the hints and tips very practical.

Keywords: sensible drinking advice; moderate drinking; misuse prevention

Record date: 03 Sep 2009 CBA reference: 1903

SR-Initiative

The Portman Group: Free online training for the UK drinks industry

In July 2010, The Portman Group offered free online training to help the UK drinks industry with responsible online marketing of alcohol. The sessions provided information on how the Portman Group's Code of Practice should be applied.

Country: United Kingdom

Romanian Forum for Responsible Drinking (RFRD): Self-regulatory code

In June 2010, RFRD was created as an SAO representing the spirits producers and importers in Romania. On July 22, 2010, RFRD adopted a self-regulatory code on alcohol which includes provisions on naming, labeling, and packaging.

Country: Romania

SABMiller subsidiary – Kompania Piwowarska: 'Underage Access Denied!' program

In Poland, the 'Underage Access Denied!' initiative educates retailers not to serve alcohol to underage people.

The program consists of a comprehensive mix of education and server training at retail outlets and music festivals, as well as a series of 25 television programs, produced in cooperation with National TV, which address the social problem of alcohol sales to minors. The initiative has the support of experts, as well as government and non-governmental institutions.

Country: Poland

SABMiller subsidiary – Dreher Breweries: Alcohol responsibility program

Dreher Breweries launched an Alcohol Responsibility Program to initiate a dialogue on responsible alcohol consumption among Hungarian adults, the government, and NGOs using a dedicated website at **www.alkohol.info.hu**.

Visitors to the website can access relevant information including the expert opinion of scientists, government officials, and others on responsible alcohol consumption.

In its first year the website attracted 131,910 visitors. In an independent survey, 89% of visitors found the website interesting, 79% found it credible, and 64% thought it contained content that met their personal interests.

The program enabled stakeholders to share information and openly state their positions on alcohol. In all, 504 comments on 31 different topics were posted on the website. 68% of visitors argued for moderate consumption, 70% emphasized the importance of personal responsibility, 52% wrote about their personal experience, and 20% of visitors asked for help or advice.

Country: Hungary

SABMiller subsidiary – Plzeňský Prazdroj: Alcohol Behind the Wheels Workshop

In March 2010, Plzeňský Prazdroj, hosted a workshop with SANANIM, one of the largest NGOs in the Czech Republic, focusing on the prevention and treatment of a variety of addictions, and encouraging a variety of organisations to work collaboratively to reduce drink driving across Europe.

Under the title "Alcohol Behind the Wheels," the workshop was attended by representatives of national and international legislations, members of the executive branch, beer makers, and non-governmental bodies, and was the first event of its kind in the Czech Republic. Experts came from a number of different European countries including Poland, Hungary, Slovakia, and Romania, as well as the Czech Republic.

The meeting began with trying to find a common platform, which would effectively lead partners to cooperation on larger programs with various focuses. An example of such cooperation is the Promile INFO service, which is run by the civic association SANANIM in association with Plzeňský Prazdroj. This service informs drivers of the approximate level of alcohol remaining in their bloodstreams. Thanks to contributions by breweries from the SABMiller Group for this initiative, it has also been launched in Slovakia and in Poland.

Country: Czech Republic

SABMiller subsidiary – Ursus Breweries: Alcohol responsibility program

As part of their ongoing alcohol responsibility programs, Ursus Breweries has launched the www.desprealcool.ro website. This Romanian version of www.talkingalcohol.com, provides consumers with accurate and balanced information about alcohol consumption. The business has also launched "Find your equilibrium," a long-term campaign to present information on various aspects of alcohol consumption. The first stage of the program, launched in July 2010, was aimed at young people above the legal drinking age and provides information on alcohol consumption in social situations, aiming to demonstrate that beer adds to the enjoyment of life for the overwhelming majority of people when it is drunk responsibly. The campaign seeks to engage stakeholders groups in debates covering the physical and social implications of alcohol consumption.

Country: Romania

SABMiller subsidiary - Cerveceria Nacional (CN): Nominated Driver campaign

In Ecuador, studies have shown that one of the biggest problems relating to the irresponsible consumption of alcohol is drinking and driving. Cuenca, one of the cities with the highest statistical rates of drink driving, is the location of Cervecería Nacional's "Nominated Driver" campaign.

The campaign was run in partnership with two local NGOs, Foundation "Justicia Vial" (Road Justice) and Covial, both of which have expertise in driving laws and road safety. The campaign also has been supported by the Local Government of the Province.

The campaign "Nominated Driver" visits bars and discos of the city with a group of "Agents 005" who invite groups of friends to participate and designate a driver for the night. This driver is then identified with a bracelet and registered in the program.

At the end of the night before leaving the bar, the "Nominated Driver" goes to the stand for a breathalyser test to measure their alcohol level. If the result is zero, he or she will win a prize and continue participating through the campaign website. The campaign was held in phases, and every phase had winners with different prizes for who had participated as the "Nominated Driver" and passed the test more times.

So far, over 57 bars and discos have participated in the program, and over 4,000 individuals have registered themselves as designated drivers. Cervecería Nacional hopes to build on upon this success and is considering expanding the initiative to other cities in Ecuador.

Country: Ecuador

SABMiller subsidiary - Compañía Cervecera de Canarias, S.A.: Supporting parents

In the Canary Islands, SABMiller launched a supporting parents program helping parents of children between 6 and 13 years old to be good role models when it comes to drinking alcohol.

In "Los Padres Tienen la Plabra" ("It's over to the Parents"), Petra Maria Pérez, Professor of Education at the University of Valencia, gives advice on how parents can talk to their children to discourage them from drinking alcohol.

The guide has been distributed at educational centers and in collaboration with parents' federations, including the National Catholic Federation of Family Parents and the Spanish Confederation of Associations of Parents of Pupils, with support from the Ministry of Agriculture.

Country: The Canary Islands

SABMiller subsidiary – SABMiller India: Getting party-goers home safely campaign

SABMiller India has launched a campaign that goes beyond spreading awareness of responsible consumption to offering a safe solution.

The campaign, under the brand Foster's, was designed in association with Party Hard Drivers (PHD). The company provides drivers on an hourly basis and can be reached by a phone call. Consumers driving to pubs and bars can call the drivers who safely give them a lift home.

This campaign has proved a success. In December 2009, over 1500 people used the service to transport them home safely.

Country: India

SABMiller subsidiary - Chibuku Products Limited: Sponsoring a radio show in Malawi

SABMiller promotes responsible alcohol consumption in Malawi by sponsoring a weekly radio show that discourages underage drinking, pregnant women from drinking alcohol,

and antisocial behavior. The show also includes responsible messages on all of SABMiller's advertising.

Country: Malawi

SABMiller subsidiary – South African breweries: 'Reality Check in South Africa'

The new program addresses drinking and driving, Fetal Alcohol Syndrome and underage drinking – issues identified as needing targeted action beyond communication and education.

SAB has invested ZAR R6.5 million rand (over US\$0.8 million) to set up five Alcohol Evidence Centres (AECs) across the country in conjunction with local and provincial law enforcement agencies.

Located in the major centers around the country, the AECs, with their sophisticated equipment, can accurately detect a driver's blood alcohol level from a single breath sample, and help to increase the prosecution rates of those arrested for driving under the influence of alcohol.

The Soweto AEC, opened in December 2009, tested 302 drivers who were suspected of drink driving in its first month of operation and found 211 to be over the legal drink-drive limit. In Cape Town, 473 drivers were tested in January 2010 and 401 were found to be over the limit. The highest reading recorded was seven times the legal limit.

In addition to the AECs, SAB has launched a hard-hitting advertising campaign called Reality Check to raise awareness of the antisocial and life-threatening effects of drinking and driving.

Country: South Africa

The Sense Group (TSG): Responsible Drinking Message (RDM) on advertising

In May 2010, the Spirits Industry in Malta agreed on introducing a Responsible Drinking Message (RDM) on advertising. TSG launched a consumer information website www.drinkawaremalta.com, in November 2009. In 2010, they are leading an awareness campaign to attract a larger audience to the site. Currently more than 2,000 people have visited the website.

Country: Malta

The Self-Regulatory Organisation (IAP): The IAP code for Marketing Communication, $50^{\rm th}$ Edition

In 2010, the IAP adopted its self-regulatory code for Marketing Communication, 50th Edition which covers all media and includes specific provisions on beverage alcohol. Additional rules had been adopted by the spirits industry in June 2010 within the Charter of Ethics to include missing provisions such as the age of models and "70/30" rules for minors, and confirm the inclusion of the Responsible Drinking Message (RDM) on all advertising.

Country: Italy

The Swedish Spirits & Wine Suppliers (SSWS): Don't Drink and Drive contest

In 2010 the Spirits industry, with the support of the Swedish Road Administration, launched a contest among students asking them to create a campaign based on "Don't Drink and Drive." The contest included web advertisements, newsletters, films and books sent to schools, posters, YouTube clips, and leaflets. The campaign reached more than 600,000 people in Sweden and more than 250 proposals by 500 students have been received. The tools used for this campaign can be seen online at www.berattafor100andra.se.

Country: Sweden