

# REDUCING UNDERAGE DRINKING

*Robust partnerships between private and public sectors and civil society are essential for improving global health and delivering sustainable change. For this reason, we work with NGOs, intergovernmental organizations (IGOs), and other interested stakeholders – including police, retailers, parents, and educators – to fight underage drinking through educational programs.*

Since 2013, we have reached over half a billion people to reinforce the message that underage drinking is both harmful and socially unacceptable.

Lack of historical and recent data means that we cannot report on worldwide trends, however underage drinking has been declining in much of the developed world, especially in Europe and the United States.

Findings from European countries are encouraging: past month drinking by underage youths decreased in most European countries between 2011 and 2015 and it was not found to increase during this time in any of the countries included in the [European School Survey Project on Alcohol and Other Drugs \(ESPAD\)](#)<sup>1</sup>.

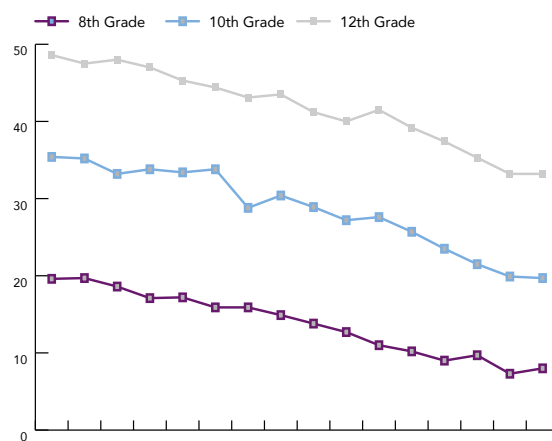
Underage drinking rates have also decreased in the

[United States](#)<sup>2</sup>, with the prevalence of drinking in the past year at a historic low, and those of drinking in the past month and binge drinking declining in the past five years.

We support age-verification schemes in our countries of commercial activity around the world that have legal purchase age (LPA) legislation. While most countries have this legislation, a small minority do not, and external factors have often posed a challenge in those countries: for example, in Haiti, the legislative committee has drafted LPA regulations, but the Haitian Parliament has not yet adopted them. We will continue to champion and support the establishment

of enabling regulatory frameworks in our countries of commercial activity without an LPA.

PERCENTAGE OF STUDENTS CONSUMING ANY ALCOHOL DURING THE PAST 30 DAYS IN THE UNITED STATES 2002-2017<sup>2</sup>



<sup>1</sup> <http://www.espad.org/report/figure-21b-use-any-alcoholic-beverage-during-past-30-days-country-1995-2015-percentages>

<sup>2</sup> <https://www.drugabuse.gov/publications/drugfacts/monitoring-future-survey-high-school-youth-trends>

COMMITMENT  
**1**

Key to KPI infographics: **P** Progressive **C** Cumulative **O** Only 2017 data **L** Limited data set, figures for 2013–2017 were not available

**ACTION 1: STRENGTHENING LEGAL PURCHASE AGE (LPA) REGULATIONS**



**1.5m<sup>C</sup>**

engagements, such as meetings, workshops, and partnerships, in support of LPA regulations between 2013 and 2017.



**9-11<sup>P</sup>**

The number of countries reported as not having an LPA regulation in place has varied from nine to 11 countries between 2013 and 2017.\* We are commercially active in only three of the 11 countries that currently don't have an LPA.\*\*

**3**



Only three of the 108 countries that we are commercially active in don't have an LPA: Cambodia, Haiti, and Sierra Leone.

**ACTION 2: UNDERAGE EDUCATIONAL INITIATIVES**

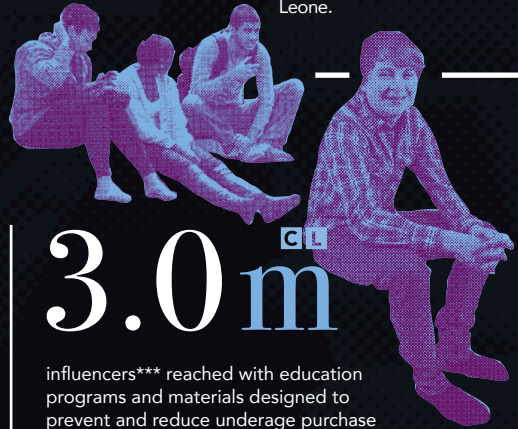
**546m<sup>CL</sup>**

We collectively reached over half a billion people between 2014 and 2017 through channels including websites, social media, TV and radio broadcasts, and newspapers.



**3.0m<sup>CL</sup>**

influencers\*\*\* reached with education programs and materials designed to prevent and reduce underage purchase and consumption of alcohol via face-to-face interactions between 2015 and 2017.

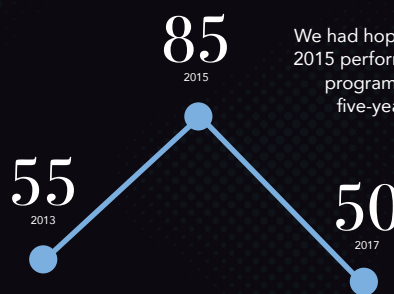


**6.0m<sup>CL</sup>**

underage individuals reached with education programs and materials via face-to-face interactions such as lectures and seminars between 2015 and 2017.

**64<sup>P</sup>**

Education programs have operated in an average of 64 countries per year (between 2013 and 2017).



We had hoped to continue to build on the 2015 performance and expand education programs into more countries over the five-year period, but we encountered challenges both in sustaining multi-market programs and building capacity of local partnerships with NGOs and IGOs in many countries of commercial activity.

\*Our initial research identified a higher number of countries where alcohol sales are permitted but without LPA regulation. Over the five years, we have undertaken further legal research to determine that Greece and Comoros have LPA regulations, and that the National Assembly of Vietnam adopted an alcohol policy incorporating LPA in 2014. We added South Sudan to our list of countries without an LPA in 2015, and Guinea-Bissau and Togo in 2016.

\*\*The countries without LPA are Bangladesh, Cambodia, the Democratic Peoples' Republic of Korea, the Democratic Republic of Timor-Leste, Djibouti, Guinea-Bissau, Haiti, Sao Tome and Principe, Sierra Leone, South Sudan, and Togo.

\*\*\*An influencer is an individual who affects or changes the opinions or behavior of other people, for example parents, teachers, other adults, and community leaders.

# COMMITMENT 1 IN ACTION

The following case studies are selected from our regional and national programs, highlighting a diverse set of actions, priorities, geographies, and challenges. They reflect the many ways we work around the world, and represent programs implemented by individual companies as well

as through partnerships. Our secretariat, the International Alliance for Responsible Drinking (IARD) recorded good practices from these and other programs and identified tools for practitioners, to create our [Alcohol Education Guide](#)<sup>1</sup> to help combat underage drinking.

## BEST PRACTICE: "ČLOVĚČE, NEZLOB SE" ("STAY COOL")

Researchers found that 90% of underage youths in the Czech Republic had consumed alcohol, and that 70% had never been stopped from buying it. Molson Coors launched "Stay Cool" in 2014 to help fight underage drinking by giving retailers the tools to deal calmly and effectively with underage youths trying to buy alcohol.

Dealing with these situations can be stressful, so the campaign taught retailers how to recognize and effectively manage common scenarios where underage youths may try to buy beverage alcohol. For example, when a shop is busy, the cashier is under pressure to serve customers quickly and may

be less likely to check for ID. The guide explained how to handle the situation professionally and calmly, and reminded staff of their legal responsibilities. The guide also reminded staff of the wide range of beverages that can contain alcohol and prompted them to ask for age-verification ID when serving younger customers.

Many of the Czech Republic's largest supermarket groups supported the scheme, including COOP, Tesco, and Kaufland, and training was also freely available to the public; since the project's launch approximately 16,990 people have completed the training.



## SHAPING SOCIETY: AGAINST UNDERAGE DRINKING IN JAPAN



Asahi's "小学生に対する飲酒防止啓発ツール「どうする? どうなる? お酒のこと」" ("What would you do? What could happen? Learn about alcoholic beverages")<sup>2</sup> campaign teaches pupils, from primary school up to high school, about the harms of underage drinking. The program empowers children to refuse alcohol by roleplaying scenarios where it's offered to them; the campaign also tells adults not to give alcohol to children, and reminds them of the legal consequences for doing so.

Approximately 35,000 copies of the guide are distributed every year, with 720,000 given out in total (as of December 2017) since its launch in 2007. The campaign was revised and updated in 2017, with an accompanying interactive, animated website, and Asahi distributed 72,000 copies of the guide in that year.

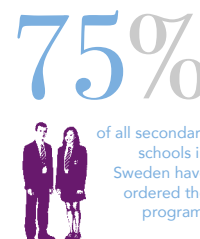
## PARTNERSHIP: PRATA OM ALKOHOL "TALK ABOUT ALCOHOL"<sup>3</sup>

The Swedish Spirits and Wines Suppliers (SVL) partnered with organizations including the Swedish Brewers Association to launch this campaign to change 13- to 17-year-olds' attitudes towards underage drinking.

Pupils learn how to resist social and peer pressure to drink alcohol through class activities including role playing; these exercises can be run at three different levels to match each class's previous experience with alcohol. Children

also get involved through competitions to create responsible drinking messages, and the campaign advises parents on how to discuss underage drinking with their children and helps teachers to draw in and motivate the whole school.

*Bacardi, Diageo, and Pernod Ricard are three of the members of the SVL. The members of the Swedish Brewers Association include Carlsberg.*



<sup>1</sup><http://alcooledguide.org/>

<sup>2</sup><https://www.asahibeer.co.jp/csr/tekisei/kids/>

<sup>3</sup><https://prataomalkohol.se/>

## PARTNERSHIP: WORKING TOGETHER TO COMBAT UNDERAGE DRINKING IN DENMARK

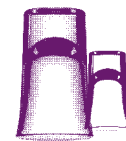
Denmark had a high number of underage drinkers and has had one of the worst records in Europe. In 2014, the Ministry of Health set seven national health goals, including target five: "to reduce the harmful use of alcohol and to postpone the alcohol debut for adolescents."

The Alcohol Partnerskabet was established to help achieve these goals, with partners including the Federation of Retail Grocers in Denmark (DSK), the Danish Chamber of Commerce, hospitality trade association HORESTA, the Danish Restaurants and Cafes Association (DRC), the Wine and Spirits Organization in Denmark (VSOD), and the Danish Brewers Association.

The partnership received support from the Ministry of Health to run a series of campaigns between 2014 and 2017, including the campaign "Fastland" which created a frame of reference for discussions about underage drinking online and at high schools. The "Party prince" campaign gathered 1.5 million impressions and increased employee awareness of responsible retailing practices; tracking software also indicated that staff

cancelled transactions at the point of purchase because the customer could not provide age-verification ID.

The Danish Brewers Association's members include Carlsberg



10.6%

to 6.9% reduction in risky drinking behaviors (2010-2017)

1.5m

million impressions



43%

of staff in store found that the "Party prince" campaign made it easier for them to ask for ID

## IMPACT: PREVENTING UNDERAGE DRINKING IN PARTNERSHIP WITH BRAZIL'S SCHOOLS



Pernod Ricard's "Na medida" ("Just right") program aims to prevent underage drinking by teaching minors, their parents, and their teachers about the effects of alcohol and the reasons that underage youths consume it, including low self-esteem, shyness, and peer pressure. The NGO Associação Singulares leads the sessions, which also encourage responsible consumption. The program has been held in 57 cities in Brazil, reaching more than 141,000 students in 429 schools, since its launch in 2011. In 2017, the

program was refreshed, and in that year taught over 20,100 students, 375 parents, and 118 teachers in 26 schools about the risks of harmful drinking.



## SHAPING SOCIETY: TALKING TO UNDERAGE YOUTH ACROSS THE UNITED STATES

The Foundation for Advancing Alcohol Responsibility's (FAAR) science-based, cross-curricular teaching program "Ask, listen, learn"<sup>1</sup> provides resources for teachers, school counselors, nurses, other educators, and parents. The initiative teaches children aged between nine and 14 years about the dangers and consequences of underage drinking.

"Ask, listen, learn: alcohol and your developing brain" is a digital suite of educational resources that is accessible online and free of charge. It features seven animated videos, as well as lesson plans, interactive classroom activities, a facilitator's guide and "getting started" video, resources for parents, games, and activities. The program's content is aligned to the National Health Education Standards (NHES), the Common Core State Standards Initiative (CCSSI), and the Next Generation Science Standards (NGSS), ensuring that the resources are matched to the curriculum used by teachers.

FAAR is supported by companies including Bacardi, Brown-Forman, Beam Suntory, Diageo, and Pernod Ricard.



An independent, pre- and post-evaluation on "Ask, listen, learn"<sup>1</sup>'s effectiveness, conducted in 2017 from over 1,700 students in 70 schools across the country found that:

86%



of students reported an increased dialogue between themselves and teachers.

"Ask, listen, learn" has reached

132.7m



pupils