

**IARD**  
INTERNATIONAL ALLIANCE FOR  
RESPONSIBLE DRINKING

# Actions to prevent underage drinking



Under the provisions of the Licensing Act 2003, it is an offence for persons under 18 years to purchase or attempt to purchase alcohol. It is also an offence for anyone to purchase or attempt to purchase alcohol for someone under 18 years.

[www.challenge21.co.uk](http://www.challenge21.co.uk) [www.think21.co.uk](http://www.think21.co.uk)

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**UNDER  
25?**

Please be prepared to show proof of age when buying alcohol



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This document brings together actions from across our sector and around the world, designed to inspire and accelerate further activities to help prevent underage drinking.



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## GLOSSARY

- ▶ **Legal purchase age (LPA):** Government regulation that forbids the sale, service, and supply of alcohol to underage people.
- ▶ **Marketing regulations:** Government regulation that specifies how and where certain products can be marketed. For example, alcohol marketing should not be directed at, or appeal to, an underage audience.
- ▶ **Underage drinking:** When children, or people under the legal purchase age (“those underage”), obtain and consume alcohol.
- ▶ **Whole-of-society approach:** All stakeholders from all parts of society contributing and working together to achieve a shared goal, as outlined by the United Nations in its 2018 [Political Declaration on the prevention and control of noncommunicable diseases](#). For example, these stakeholders could include communities, academia, the media, governments, intergovernmental organizations, and the private sector.

## ABOUT IARD

The International Alliance for Responsible Drinking (IARD) is a not-for-profit organization dedicated to addressing harmful drinking worldwide and promoting understanding of responsible drinking, among those who choose to drink. IARD is supported by its member companies from all sectors of the regulated alcohol industry – beer, wine, and spirits – in their common purpose of being part of the solution to reducing the harmful use of alcohol.

IARD’s member and associate member companies are commercially active in more than 100 countries. They contribute to sustainable growth and embrace a whole-of-society approach to reducing harmful drinking. They are determined to make a real difference and acknowledge that the development and implementation of programs will be more effective as part of a multi-stakeholder approach, informed by the work of WHO and other UN agencies.

# JOIN US IN OUR SHARED AMBITION TO PREVENT UNDERAGE DRINKING

We, the members of the International Alliance for Responsible Drinking (IARD), fundamentally oppose any consumption of alcohol by those underage and take actions collectively, individually, and with others through partnerships, to prevent underage drinking at local, national, and global levels.

As the leading global producers of beer, wine, and spirits, we actively support international goals to reduce harmful drinking, including the United Nations’ Sustainable Development Goals (SDGs). The work highlighted in this document actively supports SDGs 3 and 17, through creating meaningful partnerships that aim to reduce the harmful use of alcohol.

- ▶ **SDGs 3.5** Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol
- ▶ **SDGs 17.16** Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the SDGs in all countries, in particular developing countries

We are committed to continue working as part of a whole-of-society approach

to help achieve these SDGs, and goals set out in the WHO’s Global Alcohol Action Plan 2022-2030, and we are taking concrete steps in full support of the recommendations presented to our sector in the 2018 United Nations Political Declaration on noncommunicable diseases.

We have already committed to include symbols or written age-restriction reminders on our labels – including alcohol-free extensions of our brands – to send a clear message that minors should not consume alcohol. We have also extended our [consumer information commitments](#): our consumers around the world will find energy and alcohol content on labels, and products containing alcohol will carry symbols or a form of words warning against drinking during pregnancy and driving while intoxicated. All three warnings will appear across markets globally.

In the last ten years, our actions alongside our partners have contributed to significant declines in underage drinking in many countries. We are determined to accelerate these trends by broadening and amplifying the scale, scope, and speed of our actions and partnerships.

We support strict enforcement of the legal purchase age (LPA) and regulation that requires age-assurance

mechanisms to be in place for the sale of alcohol beverages, whether in-person or online. Further to this, we support the creation of LPA regulation in those countries where sale of alcohol is permitted but no minimum purchase age has been established.

To help prevent those underage from seeing alcohol advertisements online, we have already formed a global partnership with leading advertising, public relations, and influencer agencies to set robust standards for marketing of alcohol on social channels. We have also partnered with prominent global and regional online retailers, and e-commerce and delivery platforms to launch global standards for the online sale and delivery of alcohol. We believe that if all parts of society – private, public, and civil society sectors – join together, then a collective ambition to prevent underage drinking within a generation is achievable.

Our actions to prevent underage drinking run through our value chain in every market where we do business, with efforts concentrated on four key areas: **responsible sales, preventing marketing to those underage, providing training and educational tools, and creating partnerships to help make underage drinking socially unacceptable.** This document seeks to share best practice and inspire further concrete action to prevent underage drinking.

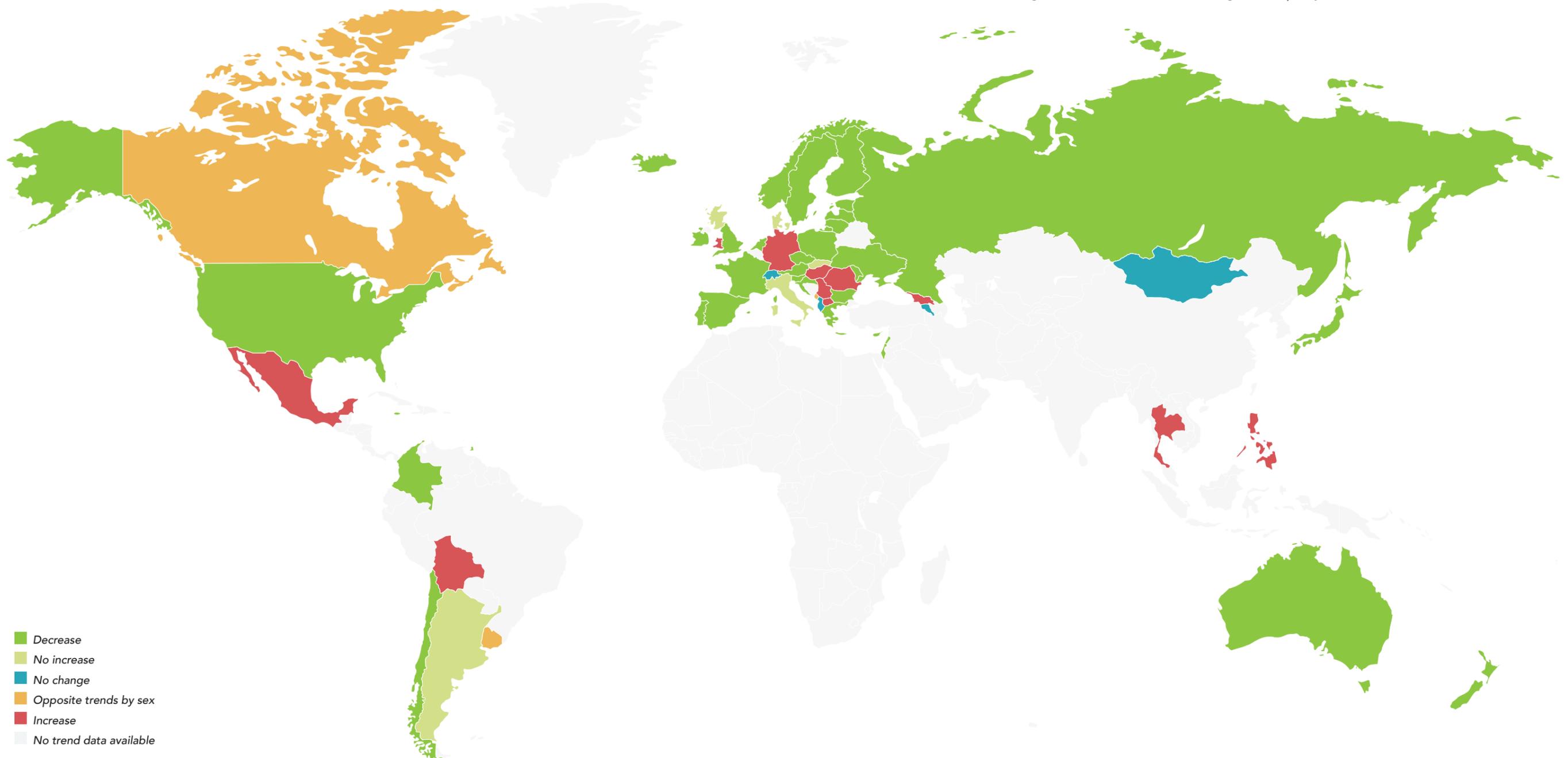
### IARD members



# Trends in underage drinking 2010–2023

Since 2010, underage drinking has fallen or stayed the same in three-quarters of the 62 countries where national data are available. It has fallen in half of these countries.

The illustrated measure is reported prevalence of having had one or more alcohol beverages in the past month, except in Australia, and New Zealand (having had one or more alcohol beverages in the past year).



- Decrease
- No increase
- No change
- Opposite trends by sex
- Increase
- No trend data available

**Map notes:** The trend is illustrated as decrease, no increase (a decrease in one sex and no change in the other), no change, opposite trends by sex, or increase, based on the direction of change of at least two percentage points between the first value available from 2010 onward and the most recent value available, without assessment of statistical significance. See [IARD's Trends Report: Measures of harmful drinking 2010–2021](#) and the [update appendix](#) (2023) that accompanies this document for details and data sources.

There is still much more work that needs to be done worldwide to help combat underage drinking. IARD and its members recognize this and are committed to harnessing their resources and expertise, as part of a whole-of-society approach to accelerate action against underage drinking and to build on the positive trends we are seeing, so they become global.

Whole-of-society actions, including legal purchase age (LPA)

regulation, are the foundation of tackling underage drinking. The effectiveness of regulation is maximized when all parts of society – public and private sectors and communities – unite to deliver the message that underage drinking is harmful and socially unacceptable.

- ▶ As of June 2023, LPA regulations were not in place in the following 10 countries where sale is legal or permitted:

Cambodia, the Central African Republic, Djibouti, Guinea, Guinea-Bissau, Haiti, São Tomé and Príncipe, Sierra Leone, Syria, and Timor-Leste. In June 2023, Cambodia's government was finalizing draft regulations to set a legal minimum age limit for purchase and consumption.

- ▶ As of June 2023, age-verification requirements for LPAs could not be found for 102 countries.\*

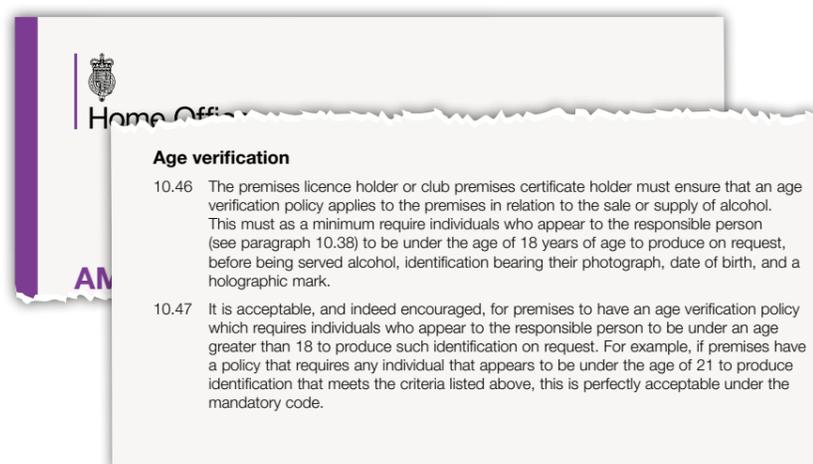
\*For details, see IARD Policy Table: [Minimum legal age limits](#).

# Partnerships with retailers, licensees, and regulators to prevent sales and service to those underage

## Responsible sales practices in action

### RETAILERS SUPPORTING LEGAL PURCHASE AGE REGULATIONS IN THE U.K.

*Challenge 25* and *Challenge 21* are U.K. retailing strategies, developed by the Retail of Alcohol Standards Group (RASG), that encourage and facilitate retail and hospitality staff to request identification from individuals who appear to be under 25 or 21 years of age, respectively, before selling or serving alcohol. The schemes demonstrate a cultural shift within organizations where staff are supported when requests to verify a person's age are made. These strategies are in line with the U.K. government's requirements for age verification in "The Licensing Act 2003":



The development of the strategies began in 2005, when the U.K. government's then-Home Secretary bought together major retailers after poor test-purchasing results. These retailers then formed the RASG with the intention of eradicating underage alcohol sales.

Research into these sales revealed that retail workers found it difficult to guess the age of a person, and so often made mistakes when selling alcohol. Additionally, some staff were wary of confrontation and found it hard to challenge people about their age, particularly as some customers can get aggressive or violent when questioned. RASG therefore developed and

adopted *Challenge 21* to support staff where they could not accurately guess the age of a customer. Staff were also given detailed training on the scheme and support with additional training like conflict resolution. This was an important cultural change for organizations. In addition to signage and training, managers were trained not to overrule staff who had made challenges, to ensure that staff felt supported.

*Challenge 21* launched in 2006, and proved to be an effective tool in tackling underage purchases. Retailer employees

then requested a program to give them even greater support; it was also felt that the impact would be even greater with a higher age limit. Therefore, national retailers – coordinated by RASG – voluntarily moved up to 25, while the hospitality sector continued to operate *Challenge 21*.

The British Beer and Pub Association (BBPA) and RASG have both developed point-of-sale materials to reinforce the campaign's message across all businesses that sell alcohol, including pubs, restaurants, and supermarkets. RASG also works to encourage cultural change, by making it unacceptable for underage people to attempt to buy alcohol or to have adults buy it for them (proxy purchasing). Therefore, the range of materials also includes

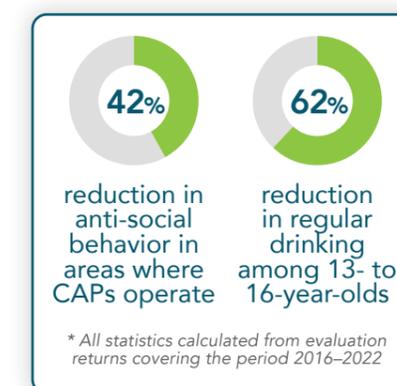
*Since the launch of Challenge 25 (previously Challenge 21), the test-purchase rate has risen from 55% in 2007 to 76% in 2019.*

posters that discourage underage and proxy purchasing. BBPA and RASG are committed to sharing best practice throughout the entire trade and have made their *Challenge 21* and *Challenge 25* signage freely available for download.

### POLICE, RETAILERS, COUNCILS, SCHOOLS: LOCAL COMMUNITIES WORKING TOGETHER

Community Alcohol Partnerships (CAP) is a U.K. Community Interest Company (CIC) that supports local partnerships of councils, police, retailers, schools, health providers, and other community groups in reducing alcohol harm among children and young people, improving their health and wellbeing, and enhancing their communities.

In 2007, the U.K. Retail of Alcohol Standards Group (RASG, also see *Challenge 21/25* opposite), piloted the first CAP in a small market town, bringing together local partners to tackle underage drinking. Further pilots took place, and the CAP model was refined to develop the three-pillar approach – alcohol education, retail best practice, and provision of positive activities – that is now the trademark of all CAP partnerships. In 15 years, around 250 schemes have been set up with over 100 currently operational and a further 30 being planned.



Each CAP scheme operates in a clearly delineated local community and is established and run by people from a variety of organizations within that community, including retailers, to identify and tackle the problems associated with alcohol consumption by children and young people. The national CAP organization offers support from a team of five regional advisers who identify local need, facilitate the assembly of the local team, provide a toolkit of interventions, share best practice gathered across the national CAP network, and supply a rigorous evaluation system. CAP also provides startup funding especially for positive activities for children and young people.

Alongside RASG members, CAP is supported by companies including IARD members Beam Suntory, Brown-Forman, Diageo, Heineken, and the Scotch Whisky Association. SAIP is supported by companies including IARD members Bacardi, Diageo, Heineken, Molson Coors Beverage Company, Pernod Ricard, and Partnership Council members the Portman Group, the Scotch Whisky Association, and the Wine and Spirit Trade Association (WSTA).

\*Source: CAP: Progress Through Partnership 2023

*"The Community Alcohol Partnership in Airedale has been really successful. They've helped to reduce anti-social behaviour in the area by 20% this year and done a great job of engaging students too."*

Yvette Cooper, Member of Parliament for Normanton, Pontefract, and Castleford, U.K.

Each CAP's activity is always locally determined but will generally encourage and include a focus on education, enforcement, and communication. CAPs also offer local young people a range of alcohol-free activities to enhance their confidence, health, and wellbeing; this also offers an excellent opportunity to deliver alcohol education in an informal session. Activities have included sports, cookery, art, music events, and gardening projects.

Every CAP carries out a baseline evaluation and a further evaluation at the end of the project, as well as surveys of public opinion, using an evaluation framework and method devised by London Metropolitan University to measure the difference that the CAPs are making to their local communities. Evidence from the five independent evaluations commissioned

by CAP and from each scheme's self-evaluation reports indicates that CAPs help to reduce alcohol-related crime and disorder and the acquisition of alcohol by those underage. Very encouragingly, a sustained reduction in regular drinking have been observed among 13- to 16-year-olds in CAP areas.

With the CAP approach now well established and evidenced, the project's priority is to extend the coverage of CAPs to the U.K.'s areas of high harm. CAP is also committed to a long-term strategy of working in partnership nationally and locally to persuade parents of the importance of an alcohol-free childhood for their children.

*In Scotland, CAP, Police Scotland, and the Scottish Alcohol Industry Partnership (SAIP) have created a campaign emphasizing the dangers and penalties of proxy purchase. It'll Cost You has contributed to a 50% reduction in incidents involving youth and alcohol\*.*



## PRIVATE INITIATIVE TO ENCOURAGE ID CHECKS AND PREVENT UNDERAGE SALES IN DENMARK

The Danish Ministry of Health presented a national prevention plan for health in 2014, citing research that indicated that 47% of all Danes had been drunk before they were 15 years old, and that 11% of Danes aged over 16 years regularly exceeded responsible consumption guidelines. The ministry developed seven health targets, including “to reduce the harmful use of alcohol and to postpone the alcohol debut for adolescents”.

The Alkohol Partnerskabet (Danish Alcohol Partnership) was established to help achieve these goals, with a wide range of stakeholders from across society. The Ministry of Health supported the partnership to run two campaigns between 2014 and 2017; the ministry was directly involved throughout, continually monitoring and approving the projects, and providing funding.

The campaigns were *Party Prince*, which supported legal purchase age (LPA) enforcement, and then *Fastland*, which created a TV series about young people’s nightlife and was followed with debates at schools nationally. *Fastland’s* aim was to create a neutral debate forum on safe nightlife for young people, enabling nuanced

and non-moralizing discussions about drinking patterns. The educational material is still used by many schools to facilitate discussions on on underage alcohol consumption.

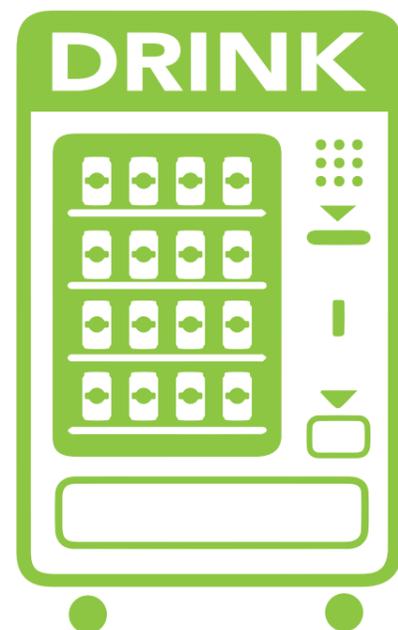
The partnership also promoted cultural acceptance of age-verification mechanisms and encouraged young people to use the “Smart ID” phone app to prove their age. It continues to work in three key areas:

- ▶ Guiding and supporting parents to help positively influence their young people’s future drinking behavior



- ▶ Initiating mandatory alcohol policies at educational institutions
- ▶ Creating campaigns and activities to promote enforcement of LPA and to create a safe nightlife for young people

The Danish Brewers Association’s members include IARD member Carlsberg



JSLMA is a member of IARD’s Partnership Council

## PREVENTING THOSE UNDERAGE ACCESSING ALCOHOL THROUGH OUTDOOR VENDING MACHINES

The Japan Spirits and Liquor Makers Association (JSLMA) has taken several steps to help reduce underage drinking. In 2000, the JSLMA introduced a special symbol on alcohol drinks with an ABV below 10% to prevent confusion with soft drinks and accidental consumption. The JSLMA then updated its self-regulatory code of practice in 2010, extending its ban on marketing alcohol to those underage to include the marketing of no-alcohol brand extension beverages.

Since 1995, JSLMA and other beverage alcohol producers’ associations have supported the Retailers’ Association’s initiative to eliminate older outdoor vending machines, which do not have age-verification mechanisms, to prevent

purchase of alcohol products by those underage. There are still 1,400 of these machines in operation (less than 1% of the total); as they expire, they can only be replaced with a new machine equipped with the age-verification mechanism.

## FIRST-EVER GLOBAL COALITION TO ESTABLISH STANDARDS TO PREVENT ONLINE SALE AND DELIVERY OF ALCOHOL TO THOSE UNDERAGE

Although the COVID-19 pandemic and the closure of hospitality venues in most countries throughout 2020 resulted in global alcohol sales volumes declining by more than 6% year on year in 2020, there has been an acceleration in the shift to e-commerce with the sale and delivery of alcohol online increasing by 33% globally. In the U.S., e-commerce grew by more than 100%, with Brazil and Canada seeing growth rates of more than 300%.

In response to this trend, IARD members formed a global partnership with prominent global and regional online retailers, and e-commerce and delivery platforms; together they identified five key safeguards to help ensure that robust standards are in place throughout the entire supply chain and customer journey to combat harmful drinking and prevent sale to those underage. These [Global Standards for Online Alcohol Sale and Delivery](#) are:

- ▶ Improving safeguards and security measures that aim to prevent those underage from being able to buy alcohol

- ▶ Putting in place mechanisms to prevent beer, wine, and spirits being delivered to those underage, to individuals showing visible signs of intoxication, or where prohibited by law
- ▶ Providing tools, information, and education, or other support to drivers to empower them to deny delivery
- ▶ Enhancing consumer information and control
- ▶ Promoting global standards as a resource to support the development of national level codes and practices for the online sale and delivery of alcohol that build on local and national regulation



### E-commerce partners



India’s HipBar uses digital identity verification to help ensure sales are only made to customers over the legal purchase age. As part of the sign-up process, the customer uses their phone camera to scan their ID and complete a short video capture of

their face; the age data extracted from the ID is digitally converted and systematically recorded. At the time of first delivery, a physical face-match check is performed to ensure that the supplied ID and video capture corresponds to the person receiving the delivery.

These measures are also reinforced at the point of delivery, where the driver will ask to see the recipient’s ID if there is any doubt that recipients are over the legal age of purchase.



Once verified, the agent need only check the recipient’s ID at subsequent deliveries.

**JUMIA** Jumia is the leading e-commerce platform in Africa and has age-gating procedures in place for alcohol beverage purchases on its website and its smartphone app. This requires consumers to confirm that they are of legal purchase age at the beginning of the customer journey.

**mercado libre** Mercado Libre is the most popular e-commerce site in Latin America. It uses digital identity verification to help ensure that only customers over the legal purchase age can buy alcohol.

During the registration process, new customers must first upload a picture of ID that confirms their age. Then, the customer must use their computer camera to capture an image of their face. This image is then checked against the supplied ID, to verify whether the customer can legally buy alcohol.

## CHINA'S MAJOR RETAILERS WORKING TOGETHER TO PREVENT ALCOHOL DELIVERIES TO THOSE UNDERAGE

In 2022, the China Alcohol Drinks Association (CADA) and the Beijing Representative Office of the Foreign Spirits Producers Association (FSPA) worked together to develop their *Code of Conduct on Alcohol Sales and Delivery on E-Commerce Platforms*, bringing IARD's global standards for e-commerce into the local context.

The code promotes responsible drinking, sales, and delivery on major Chinese e-commerce platforms, and its signatories include JD.com (including its subsidiaries Beijing Jingdong Century Trading Co. Ltd., JD Alcohol World, Baoyun Technology Co. Ltd., and Baichuan Famous Products Supply Chain Co. Ltd.), Tmall (including the Zhejiang Tmall Technology Co., Ltd.), Suning.com Group Co. Ltd., Jiuxian Network Technology Co. Ltd., 1919 Wines & Spirits Platform Technology Co. Ltd., Googut Wine & Spirits Co. Ltd.,

and Runjing Information Technology (Jiangsu) Co. Ltd.

These standards are based on IARD's *Global Standards for Online Alcohol Sale and Delivery*, *CADA's Guidance on Responsible Publicity and Self-Regulation of China's Liquor Industry*, relevant Chinese laws and standards on social responsibilities, as well as other codes and sector commitments in Australia and Philippines. Signatories to the code also agree to implement training to share these standards.



## SELF-REGULATION HELPS PREVENT SALES TO THE PHILIPPINES' UNDERAGE YOUTH

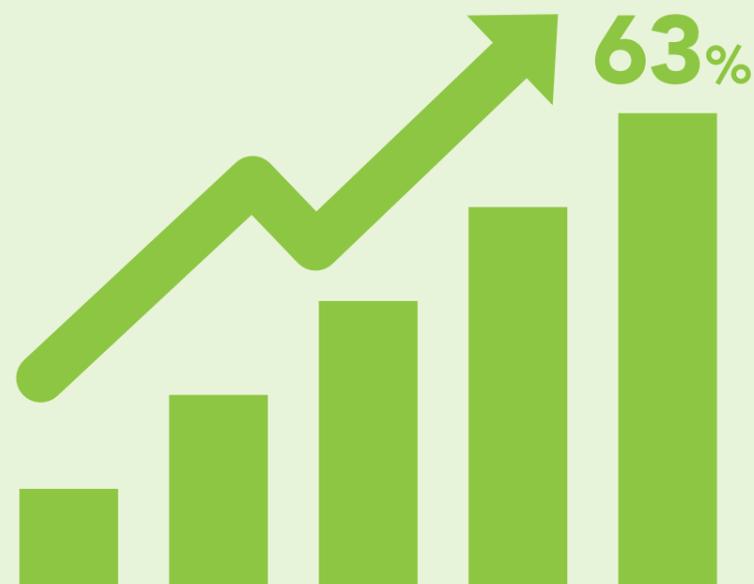
Online sales of alcohol in the Philippines increased by 63% between 2019 and 2022\*, due to quarantine restrictions and reduced operations of bars and restaurants caused by the COVID-19 pandemic. In response, the Alcoholic Beverages Alliance of the Philippines (ABAPI) partnered with leading online retailers, e-commerce platforms, and third-party logistics and delivery companies to enhance safeguards to prevent those underage from purchasing alcohol online.

Signatories to the partnership pledge have agreed to promote responsible practices in the online sale of alcohol, to share best practices, and to provide online retailers with the necessary support, training, and capacity-building for the safe selling and delivery of alcohol. Online platforms have pledged to promote responsible drinking by including warning messages or prompts, and to adopt age-screening processes and other safeguards to prevent those underage purchasing alcohol.

ABAPI's members are IARD members Diageo, Moët Hennessy, and Pernod Ricard

\*Source: Euromonitor International: *Alcoholic Drinks, Industry Edition 2023*

Online sales of alcohol in the Philippines grew by **63%** between 2019 and 2022



## ENSURING COMPLIANCE WITH SALES SAFEGUARDS THROUGH MYSTERY SHOPPER PROGRAMS IN MEXICO

In 2016, the AB InBev took proactive measures to prevent the sale of alcohol to those underage by initiating a Mystery Shopper program in Zacatecas City, Mexico. This program was carried out in collaboration with the statistical research firm Dichter & Neira (D&N). D&N employed those underage, with the consent of their parents, to visit Modeloramas (AB InBev retailers in Mexico) and attempt to purchase beer, along with another item, using a predetermined amount of cash.

Following each Mystery Shopper excursion, D&N provided detailed reports including the time, location, and name of the Modelorama, as well as the results of the visit. These results encompassed various aspects such as whether identification was requested, whether alcohol was sold, whether the point of purchase (POP) displayed materials regarding underage sales, and other characteristics of the POP and the seller.

The Mystery Shopper program was implemented and evaluated in six cities across Mexico: Zacatecas, Mexico City, Guadalajara, Merida, Monterrey, and Puebla. In Zacatecas, each Modelorama was assessed monthly, while in the other cities, a representative sample of 400 Modeloramas was tested at least three times per year.

Between May 2016 and March 2018, the occurrence of underage alcohol sales decreased by 48% in Modeloramas in Zacatecas. Moreover, across the 450 sampled stores, the percentage of Modeloramas failing the Mystery Shopper test dropped from an average of 72% to an average of 38% by November 2018.

As a direct outcome of the Mystery Shopper program and expert

**A**cross the 450 stores sampled, the number of Modeloramas that failed the Mystery Shopper test dropped from an average of 72% in March 2018 to an average of 38% in November 2018.

recommendations, the initiative evolved into an intervention based on the Responsible Beverage Service (RBS) model led by AB InBev Foundation. This comprehensive approach includes several components:

- ▶ Training programs for alcohol sellers and servers to educate them on the legal and public health consequences of selling alcohol to those underage.
- ▶ Mystery shopper visits providing feedback and constant incentives, and recognition to establishments.
- ▶ Collaboration with local authorities for effective law enforcement.
- ▶ Consistent communication campaigns through various media channels, such as TV, radio, press, and digital platforms. Additionally, materials explicitly discouraging underage sales are distributed.

The RBS program was initiated in 2019, beginning with in-person training

sessions provided to 100% of the establishments in Zacatecas (both on and off-premise). Subsequently, the program underwent digital transformation, and efforts were made to distribute signage materials to discourage the sale of alcohol to those underage. Moreover, compliance with the law was reinforced through the involvement of local authorities. Since October 2021, an enhanced model of the Mystery Shopper program has been implemented in collaboration with HS Brands and later TG Consultoria (a local NGO specialized in addiction prevention programs), and over 6,200 mystery shopper visits have been conducted.

In October 2021, the rate of alcohol sales to those underage stood at 72%, gradually decreasing to 37% by June 2023. Notably, Modeloramas experienced a significant reduction in underage sales, declining from 48% in October 2021 to 14% in June 2023. Similarly, grocery stores witnessed a substantial decrease from 87% to 41% during the same period.

## PILOTING NEW TECHNOLOGY TO VERIFY ID AT CONVENIENCE STORES ACROSS THE USA

The Molson Coors Beverage Company is part of a pilot for a digital identification solution that enhances current age-verification systems at all retail points of sale and delivery, including online, and protects user privacy. The TruAge system was developed by the global convenience store association National Association of Convenience Stores (NACS) and its

standards-setting partner Connexus. TruAge makes it easier and more accurate to verify a customer's age when purchasing age-restricted products, and at point of delivery or pickup, and at the same time makes identity theft difficult. A customer's date of birth and photo are used to verify identity. When confirming age and identity, one-time-use tokens



are placed on the customer's mobile device to confirm legal age to purchase age-restricted products.

## TRAINING SERVERS AND RETAILERS TO PREVENT UNDERAGE SALES

In 2021, Chinese Taipei's Taiwan Beverage Alcohol Forum (TBAF) established its Responsible Beverage Server (RBS) Seminar to combat

harmful drinking, including drink driving, drinking in pregnancy, and underage drinking. So far, 40 retailers participated in the program

in 2021, rising to 50 in 2022. Over 1,300 hospitality-majored university students attended an RBS training program in 2022.

TBAF is a member of IARD's Partnership Council

## WORKING IN PARTNERSHIP WITH RETAILERS TO STOP! SALES TO THOSE UNDERAGE IN JAPAN

The latest national statistics indicate that the **drinking rate** among 12<sup>th</sup> grade high school boys was 4%, and 3% for girls, in 2021



In 2000, Japan's Ministry of Health released data that showed high levels of underage drinking: up to 49% of boys and 42% of girls in high schools had consumed alcohol within the last 30 days.

The program was launched in 2005 and its goal is to help reduce underage drinking and, subsequently, alcohol-related injuries and other incidents. STOP! aims to accomplish this through education and awareness campaigns about the dangers and consequences associated with underage consumption, alongside measures to support the government's LPA restrictions.

The program also empowers children to refuse alcohol by roleplaying scenarios where it might be offered to them, such as birthday, graduation, or new year celebrations. It also prompts them to think how underage drinking would affect their health and gives other compelling

In 2021, the campaign evaluation indicated that the awareness rate for this campaign reached 69% among youth aged 19 years and below, and 74% among all ages: more than double the recognition rate of 30% from the first campaign in 2005.

reasons to avoid underage consumption. The program also targets parents and teachers.

The campaign logo appears in all television and print ads for alcohol, on marketing materials, beverage containers, and packaging.

### Public Sector

- ▶ Ministry of Health, Labour and Welfare
- ▶ National Tax Agency
- ▶ Ministry of Education, Culture, Sports, Science and Technology (MEXT)
- ▶ Cabinet Office

### Private Sector

- ▶ Japan Spirits & Liqueurs Makers Association (JSLMA)
- ▶ Japan Chain Store Association
- ▶ Karaoke Box Association
- ▶ Japan Franchise Association (JFA)

The Brewers of Japan's members are IARD members Asahi, Kirin, Orion, Sapporo, and Suntory. BAJ and JSLMA are members of IARD's Partnership Council



## ENHANCING CONSUMER INFORMATION

In 2021, the CEO Chair and Vice Chair of IARD, together with IARD's CEO, made a public commitment to include symbols or written age-restriction reminders on all IARD members' labels, including their alcohol-free extensions of brands by 2024 worldwide. This initiative is intended to send a clear message that those underage should not consume alcohol and help discourage underage sales. Additionally, products containing alcohol will carry symbols or a form of words warning against drinking during pregnancy and driving while intoxicated.



All three warnings will appear across markets globally, and IARD's members will focus on providing this information

about harmful drinking to those communities where there is no current regulatory requirement in place.

Additionally, consumers around the world will also find energy and alcohol content on labels.



## USING PRODUCT LABELS TO HELP REDUCE UNDERAGE CONSUMPTION IN THE WEST INDIES

In 2019, the West Indies Rum & Spirits Association (WIRSPA) introduced a new labeling guide for its members, to increase the information provided to consumers. This included incorporating advice logos that warn against underage consumption, drink driving, and drinking during pregnancy, as well as calorie and serving size information.

WIRSPA's guidance stipulated that the information should be "conspicuous, legible, indelible", and gave detailed guidance on how to achieve this.

The guide included advice on how to use graphic elements and design principles to ensure the warning messages were easy to understand and clearly differentiated from other information on the packaging. Members pledged to implement their new labels within 24 months.

WIRSPA is a member of IARD's Partnership Council

"We fully accept that we have a role to play in [reducing underage drinking] and our labelling commitment is one small but important part of that commitment. By providing more information on labels, we educate and empower personal choice."

Komal Samaroo, Chairman of WIRSPA and Executive Chairman of Demerara Distillers

# Training, tools, and education to stop underage drinking

## Responsible practices in action



IARD's online resources can equip anyone delivering alcohol with the skills to do so responsibly and deny delivery where necessary

## USING LESSONS FROM TRADITIONAL SALES ENVIRONMENTS TO SUPPORT DELIVERY DRIVERS

IARD members have been working with retailers and hospitality venues for many years to support safe drinking environments and to help reduce harmful drinking. With consumers increasingly preferring to buy online, the largest beer, wine, and spirits producers are determined to play their part in supporting delivery platforms and online retailers to ensure that their delivery drivers are confident and comfortable when making delivery, and to help prevent delivery to those underage and those intoxicated.

In 2022, IARD launched [online resources](#) to support retailers and delivery platforms in equipping anyone delivering alcohol with the skills to do so responsibly and deny delivery where necessary, including communication techniques for handling tricky situations.

This new resource for frontline delivery agents supports the

implementation of IARD's global standards for online alcohol sale and delivery.

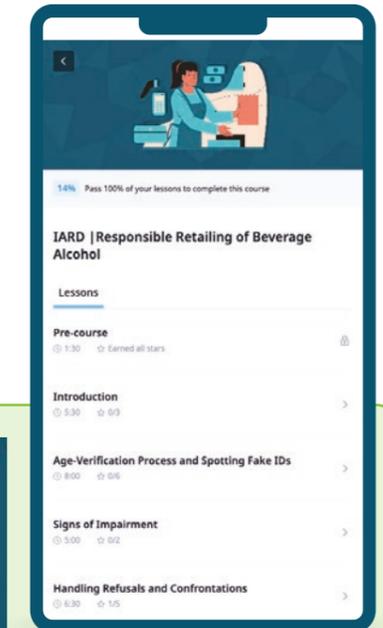
The tools were developed in partnership with online learning providers EdApp and are available in nine languages. Partners have also adapted the global standards and training to their local markets.

## RESOURCES TO SUPPORT IARD'S GLOBAL STANDARDS IN RESPONSIBLE SALES AND SERVICE

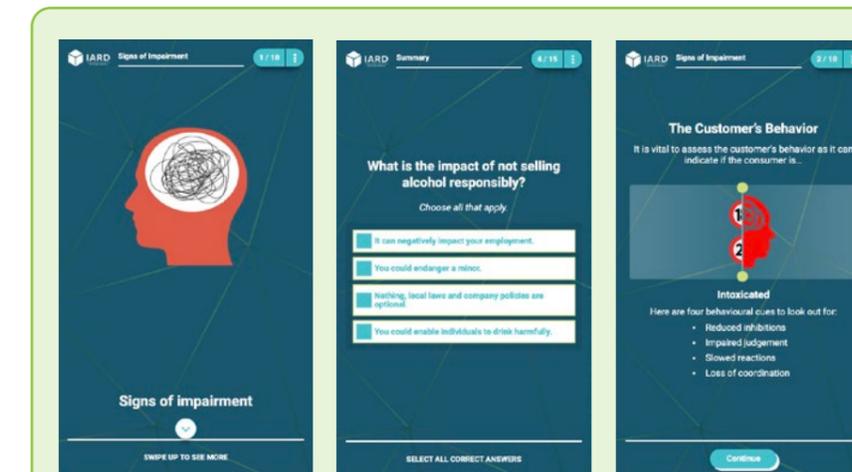
A core element of selling and serving alcohol lawfully and responsibly to adults who choose to drink is ensuring that retail staff are empowered to deny sale and service when necessary. To support this, in September 2023, IARD launched [resources for retail and server staff](#) that highlights the importance of verifying a customer's age and sobriety, plus communication techniques to handle difficult situations.

Responsible retailing of beverage alcohol and Responsible service of beverage alcohol are freely available, and translated into many languages, to help retailers and hospitality venues across the globe ensure their staff sell and serve alcohol in the right way. These resources are part of IARD's growing suite of tools to help

retailers and hospitality venues ensure that alcohol is only bought by people who are legally entitled to do so, and not by underage or intoxicated persons. The resources follow 2022's modules to help online retailers and delivery platforms ensure their agents deliver alcohol responsibly and in accordance with the law.



IARD's Responsible retailing of beverage alcohol and Responsible service of beverage alcohol are freely available to retailers and hospitality venues worldwide.



## CASE STUDIES FROM IARD'S GLOBAL E-COMMERCE PARTNERSHIP DEMONSTRATING LOCAL IMPLEMENTATION



Grab operates transport, food delivery, and payment services across Southeast Asia, with differing guidelines for alcohol delivery for each territory as appropriate. For example, Malaysia's law only allows alcohol delivery to customers who are both aged over 21 years and non-Muslim. Therefore, Grab requires Malaysian merchants to pack alcohol in a separate bag to other items and to inform drivers if the delivery contains alcohol.

Drivers are then encouraged to ask the customer to verify their identity should the driver suspect that they are either aged below 21 years, or are Muslim, or both.



Cornershop by Uber is a platform that allows customers to order groceries for delivery, currently available in the United States, Brazil, Canada, Chile, Colombia, Costa Rica, Mexico, and Peru.

Shoppers (contractors who purchase and deliver orders) that meet the minimum age requirements under local law must opt in to purchase and deliver orders containing alcohol products; they are then given additional educational information before they can accept orders that contain alcohol. Shoppers who do not meet the minimum age requirements cannot purchase or deliver any alcohol products.



India's Hipbar encourages its delivery agents to flag "exception customers" when they encounter problems. This includes people who are found to be under the legal drinking age when ID checks are performed, people who are intoxicated at the time of delivery, or people that are abusive or aggressive towards the driver.

These "exception customers" are automatically denied access to Hipbar's delivery services. This can only be reversed by a case-by-case review, which is conducted by a senior executive.

## PROVIDING RESPONSIBLE ALCOHOL SERVICE TRAINING FOR OVER 40 YEARS

TIPS (Training for Intervention ProcedureS) is a dynamic, skills-based training program designed to prevent intoxication, drink driving, and underage drinking by enhancing the skills of alcohol servers and sellers.

Combined with 360training, TIPS has trained over 11.5 million people worldwide since 1979.

11.5M

TIPS' mission is to educate and train all facets of society in the responsible sale, service, and consumption of alcohol. The program gives individuals the knowledge and confidence they need to recognize potential alcohol-related problems and intervene to prevent them.

TIPS sessions can be administered through a certified TIPS Trainer or self-administered through eTIPS, an online training program. At the end of both types of training, participants complete a multiple-

choice exam. Participants who pass the exam receive a certification card, valid for three years in most areas. Exams, grades, and other relevant information are maintained online for review.

TIPS training is conducted in all 50 states, the District of Columbia, and in over 50 different countries.

# Preventing marketing to those underage

*Responsible marketing practices in action*

## IMPLEMENTING AND RAISING STANDARDS IN DIGITAL MARKETING

IARD's members are committed to ensuring that their online alcohol marketing communications meet the same high standards that apply to traditional marketing activities. Therefore, they created a set of Digital Guiding Principles (DGPs) as part of their *Beer, Wine, and Spirits Producers' Commitments to Reduce Harmful Drinking*.

In support of these, IARD worked with the World Federation of Advertisers (WFA) to produce a [series of videos](#) that will help all alcohol producers – whether an IARD member or an independent brand – and their agencies to implement effective safeguards on social media marketing, including Facebook, Instagram, Snapchat, and YouTube, to

prevent those underage from seeing alcohol marketing online. These videos are freely available, making it easier for even the smallest producer or content creator to implement effective safeguards to prevent those underage seeing alcohol marketing online.



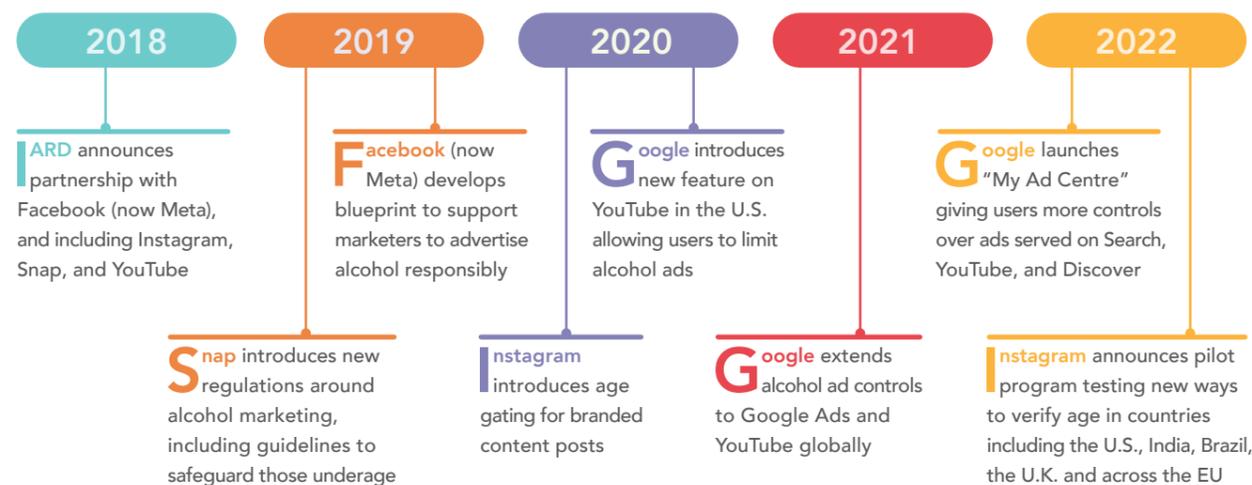
## PUTTING IN PLACE FURTHER SAFEGUARDS TO PREVENT THOSE UNDERAGE SEEING ALCOHOL MARKETING

Since 2018, IARD members have been working with the world's most prominent digital platforms to establish new standards of marketing responsibility.

This unique partnership continues to work together to further limit the potential for underage users to see advertising by beer, wine, and spirits brands – whether or not they have provided an

accurate date of birth – using methods including the latest specific and platform-appropriate technology. The partnership intends to keep improving age screening and

giving users more controls to block marketing from beer, wine, and spirits producers.



## PROVISIONS WITHIN SELF-REGULATORY MARKETING CODES

In the U.K., the Portman Group is the social responsibility body and marketing regulator for the alcohol sector. In 1996, it published its first Code of Practice in response to the market for "alcopops" and a perception that these drinks were fueling underage drinking. Today, the group's ["Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks"](#) and the ["Code of Practice on Alcohol Sponsorship"](#) still set standards to ensure that alcohol is promoted in a socially responsible way, only to those aged 18 and over, and in a way that does not appeal particularly to those who are vulnerable.

The Codes apply to all alcohol marketing, including naming, packaging, sponsorship, point-of-sale and brand merchandising that is primarily UK-targeted and not already subject to other regulation. For over 25 years, this has been done in an effective, responsive, and inexpensive way.

Effectively: over 170 products have been amended or removed from the market. Many hundreds more have been helped to adhere to the Code before appearing on shelves through the support of the Advisory Service.

Responsively: there have been five updates to the Code over 25 years responding to changes in public attitudes and expanding its reach; all without recourse to Government or Parliamentary time.

At no cost to the public: the leading members of the industry are currently funding the model for all to be protected.

There is a three-stage approach to regulatory action:

Proactive engagement: through guidance, online articles, blogs, and speaking at conferences, the Portman Group ensures that the sector is aware of the remit and role of the Group and understands the nature of the work.

Advice and training: the Portman Group provides a free advisory service, which helps producers adhere to the Code before their products reach the public, as well as accredited training. Its members

fund this service and developments to the Codes, which have been updated five times since launch to respond to changes in public attitudes and to expand its reach.

Complaints and enforcement: Complaints under the Code are considered by the Independent Complaints Panel, who examine the evidence and decide whether the complaint is "Not Upheld" or "Upheld". All decisions are transparent and published for the industry to respond and reflect in marketing and packaging decisions. Effective sanctions are in place to ensure that the panel's decisions are enforced, including the ability to issue a Retailer Alert Bulletin which asks retailers to stop stocking the product.

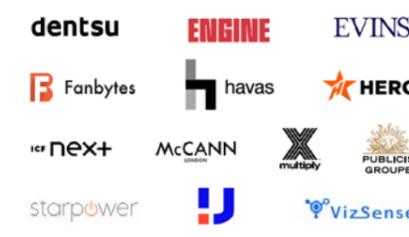
The Portman Group is a member of IARD's Partnership Council, and is supported by companies including IARD members AB InBev (Budweiser), Asahi, Bacardi, Brown-Forman, Diageo, Heineken, Molson Coors, and Pernod Ricard

## FIRST GLOBAL STANDARDS FOR RESPONSIBLE MARKETING OF ALCOHOL BY SOCIAL INFLUENCERS

IARD's members joined with global advertising, public relations, and influencer agencies to establish common standards to prevent influencer marketing reaching those underage. The new standards, which built on producers' existing digital marketing commitments, apply to all influencers working with these leading agencies, delivering positive impact across the wider alcohol sector.

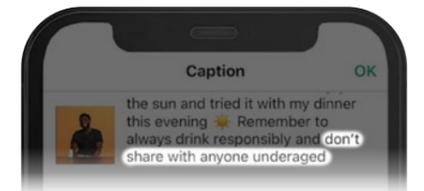
These standards help ensure that alcohol marketing by social influencers is clearly recognized, responsibly advertised, and aimed at an audience over the legal

purchase age. Producers and advertisers pledged to conduct diligence on influencers used, to use age-affirmation technology on platforms where available, and to promote better understanding of responsible alcohol consumption, for those who choose to drink.



In support of this commitment, the partnership has also developed:

A set of [five specific safeguards](#) that apply to any content involving



influencers who work with the leading beer, wine, and spirits producers.

Tools and videos that support all alcohol brands and influencers to follow robust responsible marketing practices when creating content

Clear commitments to market responsibly, including not making health claims, promoting illegal or excessive consumption, or positioning abstinence negatively

# Forming partnerships to help change social norms and make underage drinking socially unacceptable

*Responsible partnership practices in action*

## SUPPORTING GOVERNMENT EFFORTS TO ESTABLISH LEGAL PURCHASE AND CONSUMPTION AGES IN CAMBODIA

In May 2022, Cambodia’s government announced its intention to set a legal minimum age limit for consumption and, in January 2023, a multi-stakeholder dialogue attended by government, public, and private sector representatives agreed the need to also introduce an LPA.



Multi-Stakeholder Dialogue Held to Discuss a Legal Purchase Age (LPA) in Cambodia



Cambodia’s alcohol producers, distributors, and retailers, along with the hospitality, food, and beverage sectors, are united in their desire see these minimum age limits established and, in February 2023, released a statement confirming their support for government efforts to do so. The signatories were AB InBev Cambodia

and Laos, Attwood Import Export Co. Ltd., APISWA, the Cambodia Restaurant Association, Cambrew

(Carlsberg), Heineken Cambodia, Pernod Ricard Cambodia, and S-Liquor.

### Participants in the January 2023 dialogue:

- ▶ Government representatives: National Road Safety Committee (NRSC), Ministry of Public Works and Transport (MPWT), Ministry

of Education, Youth and Sport (MOEYS), Ministry of Information (MOIn), Ministry of Commerce (MOC), Ministry of Health (MOH), Ministry of Industry, Science, Technology, and Innovation (MISTI), Ministry of Women’s Affairs (MWA), Ministry of Economy and Finance (MEF), Ministry of Labour and Vocational Training (MLVT), Ministry of Interior (MOI)

- ▶ International organizations, NGOs, academics, and associations:

CamSafe, Asian Vision Institute (AVI), Union of Youth Federations of Cambodia (UYFC), Royal University of Phnom Penh (RUPP), INCOFIN, ASEAN Youth Advocate Network (AYAN), NGO Forum, MM4A D.A.T CO., LTD, Institute of Standard of Cambodia (ISC), British Embassy

- ▶ Private sector: EuroCham, AmCham, IBC, The Asia Pacific International Spirits and Wines Alliance (APISWA), Wine Spirits Beer International Distributors Association (WSBIDA), Heineken, Carlsberg, Pernod Ricard, Attwood Import Export

We support the adoption of an LPA set at 18 years old, which is consistent with most jurisdictions in the region and globally. We stand ready to support and work with the responsible line ministries and civil society to realize this important regulation.

As a responsible industry, we have a role to play in contributing towards reducing the harmful use of alcohol and changing harmful consumption behaviours, acknowledging the value a whole-of-society approach can bring in this regard. Specifically, we stand ready to support in raising awareness around an LPA with the general population and ensuring those serving or selling alcoholic beverages are trained to identify and deny service to underage who attempt alcohol purchases.

APISWA’s members include IARD members Bacardi, Beam Suntory, Brown-Forman, Diageo, Moët Hennessy, Pernod Ricard, and William Grant & Sons

## GROWING PARTNERSHIPS TO ACCELERATE CHANGE

IARD members are active and willing partners in meeting the United Nations’ Sustainable Development Goals (SDGs), already supporting these goals through a wide range of initiatives, many of which are delivered in partnerships across society. SDG 17 encourages partnership to achieve the goals. IARD members’ work in partnership has already positively impacted thousands of communities – and these leading producers are determined to do more.

IARD’s CEO and President Henry Ashworth: *“A whole-of-society approach is critical in delivering sustainable development locally, nationally and globally and our collective efforts can go much further if we move from a shared agenda to shared solutions. “By developing a united and collaborative response, that includes the beer, wine, and spirits producers as equal partners, we can tackle NCDs and help meet the targets laid out within the SDGs.”*

Businesses can enable bolder ideas and greater impact through their investment, unique expertise, technology, reach, and data; IARD

members are committed to their part in this movement of positive change to promote sustainable development for all. They are

actively growing the diverse range of partners – across many sectors – to contribute to the ambitions of the SDGs.

## EMPOWERING EDUCATORS AND PARENTS TO TALK TO THOSE UNDERAGE



The Foundation for Advancing Alcohol Responsibility (Responsibility.org) launched *Ask, Listen, Learn: Kids and Alcohol Don’t Mix* in the United States in 2003 to help tackle underage drinking; the program encourages parents and educators to talk with children about alcohol and its effects on the developing brain. Since its launch in 2003, conversations between parents and kids are up 38% and underage drinking is down 59%.

The initiative provides evidence-based resources for teachers, school counselors, nurses, other educators, and parents, informing children aged between nine and 13 years about the dangers and consequences of underage drinking. The suite of educational resources is free, accessible online, and includes animated videos, lesson plans, interactive classroom activities, and parent resources.

The program’s content is aligned with the USA’s 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.

The program was refreshed in 2016; since then, it has created a community of over 16,000 educators and parents and has an annual student impact of

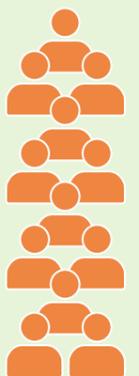
more than 900,000 children. A version of the program has run in Cameroon, Mexico, St. Lucia, Grenada, Dominica, and the Dominican Republic.

Through analyzing pre- and post-test student surveys, researchers learned:

**86%** of students agreed that “this class has given me enough information to help me make good decisions in high school about drinking alcohol.”

Students reported an increase from **44%** to **95%** of dialogue between themselves and their teachers.

**74%** of students agreed that they could effectively explain to a friend how drinking alcohol affects the brain



Responsibility.org is supported by companies including IARD members Bacardi, Beam Suntory, Brown-Forman, Diageo, Moët Hennessy, Pernod Ricard, and William Grant & Sons

## HELPING PARENTS BRING ABOUT GENERATIONAL CHANGE IN ATTITUDES TO ALCOHOL

Australia's DrinkWise launched its *Kids Absorb Your Drinking* campaign in 2008, highlighting the strong positive correlation between the way parents drink and how their children grow up to drink. The campaign increases parents' awareness of the effects of role modelling, encouraging them to positively influence their children's future drinking behavior.

DrinkWise recognized that many parents found that talking to their kids about alcohol and setting clear boundaries to keep them safe was a daunting task. In response, DrinkWise developed its *DELAY 5 Point Plan* to provide practical advice on being a positive influence and delaying children's introduction to alcohol.

The multifaceted campaign included a major television commercial supported by outdoor, digital, and consumer information.

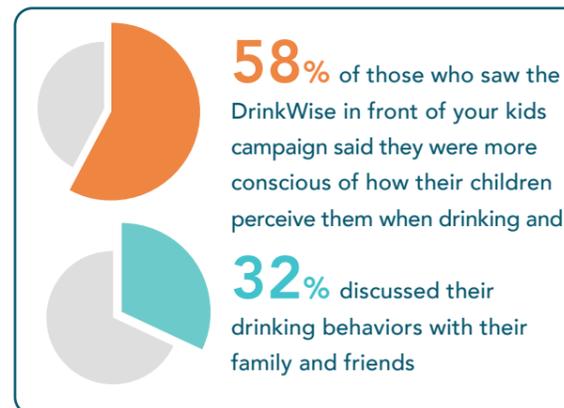
attitudes from their parents' behavior, which then has a resulting generational impact. DrinkWise partnered with the Outdoor Media Association (OMA) and with parents' social site Mamamia to spread campaign messages.

With underage abstinence increasing in Australia from 39% in 2007 to 73% in 2019, the norm has clearly shifted; the Australian Government's alcohol guidelines were recently revised to be more specific that underage teenagers should not consume alcohol. However, government research showed that when 14- to 17-year-olds consumed alcohol, the predominant source of the alcohol was their parents.

In response to this research, DrinkWise commenced a significant research project to better understand attitudes, behaviors, and social norms around underage consumption among parents and teenagers. DrinkWise found that the overwhelming majority (87%) of parents did not supply their teenage children with alcohol and that the overwhelming majority of teenagers (73%) didn't drink. These compelling social norming statistics were the basis of a new campaign for DrinkWise in 2022: **It's okay to say nay**. The campaign messaging provided confidence and reassurance

for parents that promoting abstinence is the best option to reduce the chance of future alcohol-related harm for their underage teenagers. The campaign highlights the decisions many parents face when talking to their teens about alcohol and reassures them that they can be confident that the overwhelming majority of parents don't supply their underage teens with alcohol, and that setting strong boundaries helps their kids to make smart choices.

Campaign tracking research indicates that the campaign is resonating with parents. Some of the attitudinal and behavioral changes found included: 86% not giving their teens alcohol to allow them to have a better start in adult life, compared to 77% previously; 66% agreeing that if they supply alcohol at home it will appear as though they are giving their teenagers permission to drink elsewhere, compared to 44% previously; 41% talking about the effects of drinking with their teenagers; 39% sharing the campaign with their kids; and importantly, 33% that had intended to supply their teenagers underage decided they would no longer do that – and 22% of parents that had already supplied alcohol to their teenagers wouldn't do so again after having seen the campaign.



Nearly three in ten parents reported that they reduced the amount of alcohol consumed in front of their children



DrinkWise followed up that campaign with *Kids and alcohol don't mix* from 2009 to 2012 to encourage parents to talk to their kids about the reasons why they should abstain from alcohol, highlighting the effects of alcohol on the developing adolescent brain.

The next iteration of the campaign – *DrinkWise in front of your kids* – focused on role modelling and responsible consumption in the home, conveying how impressionable children can be, and how children can form

Over half of parents that saw “*Kids and alcohol don't mix*” spoke to their teenage children about alcohol and 30% set firm family guidelines around alcohol.

DrinkWise is supported by companies including IARD members Asahi (Carlton & United Breweries), Bacardi-Martini Australia, Beam Suntory, Brown-Forman Australia, Diageo, Lion Australia, Pernod Ricard winemakers, also Coca-Cola Australia and Coca-Cola Europacific Partners Australia

## MAKING ALCOHOL EDUCATION TOOLS AVAILABLE TO SCHOOLS

*Smashed* is a global program that empowers young people by equipping them with the knowledge, awareness, and confidence to make responsible choices around alcohol.

*Smashed* is delivered in schools as either a live theatre experience or an online learning experience. Live, the program is presented by professional actors and is accompanied by interactive workshops; online, it is presented as an immersive cinematic story, with interactive learning tools. Both forms of the program include student assessment and support tools for teachers. The program has been independently led by Collingwood Leaning and sponsored by Diageo since its launch in 2005.

Of the 29,000+ young people surveyed in 2021/22, 81% of them said that they are less likely to drink underage as a result of experiencing *Smashed*.

Through *Smashed*, students are invited to observe and reflect on vital underage drinking themes, including the social and emotional causes of

drinking, alcohol's impact on young lives, social influence and decision making, and where and how they can help themselves and others.

### SMASHED IS ACTIVE IN

**36** countries **5** continents **17** languages



## SUPPORTING CROATIA'S TEACHERS AND PARENTS TO TALK TO TEENAGERS ABOUT DRINKING

Since 2013, Heineken Hrvatska has worked with the TESA Psychological Centre in Karlovac to implement its *For Responsible Youth* program, originally in high schools in Karlovac and now nationally, with the support of the Ministry of Science and Education.

TESA's psychologists train other psychologists and teachers, and provide them with interactive lectures for parents of first-grade high school students to help reduce underage drinking.

Elsewhere in Europe, Heineken's Grupa Żywiec has been working to support Polish parents with the *How to talk to your child about alcohol* guide and website, which was created in partnership with the Association for Development and Aid Towards Changes (Stowarzyszenie na Rzecz Rozwoju i Pomocy Q Zmianom) and other experts who work with young people. Heineken partnered with well-known Polish parenting bloggers, Natalia Tur (Nishka), Bożena Jędral (Mama Trójki), Izabela Urbaniak-Marut (Nianio), and Monika Pryško (Tekstualna) and their followers to launch and promote the guide.

Heineken's Red Stripe is also working

160+ workshops in 60+ schools for 3760 parents



to help prevent underage drinking in Jamaica. Its philanthropic Desnoes & Geddes (D&G) Foundation has partnered with RISE Life Management Services to relaunch *The Movement* program, which builds awareness about the risks and consequences of underage drinking through theatre and other creative sessions in schools and at summer camps.

## SUPPORTING PARENTS TO UNDERSTAND THE DANGERS OF UNDERAGE DRINKING

In March 2023, Diageo launched a new campaign in the U.K. to support parents in preventing underage drinking, collaborating with online influencers. The campaign featured social media content from five parenting bloggers and influencers, outlining the risks of alcohol consumption among young people, and providing parents with an engaging source of advice and information around how they can best support their children. This feeds into Diageo's 10-year Environmental, Social, and Governance (ESG) action plan, which aims to educate 10 million young

*"We welcome this innovative campaign and hope that it encourages parents and carers to think about the dangers of underage drinking."*  
 Kate Winstanley, director of Community Alcohol Partnerships (CAP)

people, parents, and teachers on the dangers of underage drinking.

*"I'm delighted to see Diageo continue their work in tackling underage drinking, too few parents understand that government advice is that children should have a mainly alcohol-free childhood."*

Kate Winstanley, director of Community Alcohol Partnerships (CAP)



## USING SOCIAL MEDIA TO AMPLIFY MESSAGES AGAINST UNDERAGE DRINKING ACROSS BRAZIL

**7M followers engage with Sem Excesso through 12 influencer partnerships.**

Trade association ABRABE launched the platform *Sem Excesso* in 2010 to

help fight harmful drinking. Today, the platform partners with federal, state, and municipal government, other beverage and hospitality sector associations (such as the bar and restaurant association ABRASEL), and the popular Rádio Capital 1040 AM to share key messages across outlets including Instagram,

Facebook, and LinkedIn about responsible drinking, including a campaign against underage drinking.

*Sem Excesso* does not communicate

directly to those underage, instead amplifying information to promote awareness among the adult population that it is illegal to sell and serve alcohol to those underage.

**Sem Excesso has made 3.1M impressions across social media**

## ENCOURAGING PARENTS TO HELP PREVENT UNDERAGE ALCOHOL CONSUMPTION



Mexico's Social Research Foundation (FISAC) has been working for several years to spread the message that those underage should not drink alcohol. They have implemented school-based programs, training sessions, a guide for parents, educational campaigns, videos, and infographics to encourage parents to advise their children about the risks of drinking alcohol in an informed way, and to promote healthy behaviors and relationships.

FISAC is a member of IARD's Partnership Council



## WORKING WITH COMMUNITY-BASED PARTNERS IN SOUTH AFRICA

The factors contributing to underage drinking in South Africa are complex: its children grapple with a range of issues including the lack of appropriate recreational facilities, peer pressure, and lack of positive role models in many communities. This exposes them to unsupervised free time during which they are at risk of engaging in negative behaviors. Including drinking alcohol. AWARE.ORG is working to help eliminate underage drinking and all activities that enable it.

AWARE.ORG's *Foundation* is a five-year strategy to drive behavioral change. It uses local data to inform its flagship programs, as well as behavioral science and global learnings to inform interventions that help to realize a culture of responsible drinking. This strategy involves a whole-of-society approach that entails educating youth and building life skills to help children make positive choices. Working with retailers and industry bodies, AWARE.ORG supports the enforcement of regulations including no sales to under 18-year-olds.

To implement its flagship *#NoToUnder18* campaign, AWARE.ORG has partnered with community-based implementing partners who understand their local environments and have established relationships and credibility with stakeholders and government departments. The partners are assisting AWARE.ORG to reach schools around South Africa, to:

- Spread educational and motivational messages.
- Contribute to building positive norms and skills that enable youth to make positive life choices.

Facilitate interventions and components that advance children's access to diverse recreational options and equipment so they can engage in sport, reading, board games, and gardening.

Understanding that this issue requires a shift in societal norms, AWARE.ORG has embarked on a large-scale campaign that seeks to mobilize all relevant community members including parents, families, peers, and teachers by empowering them with the education and tools to eradicate underage drinking.

AWARE.ORG is supported by companies including IARD members Diageo, Heineken, Pernod Ricard, Vinpro, and SALBA



**IARD**  
INTERNATIONAL ALLIANCE FOR  
RESPONSIBLE DRINKING

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