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# Promoting Responsible Drinking

External Resources 2

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# External Resources

The following external resources give detailed information on responsible drinking, health issues and moderate consumption. InBev is not responsible for the content of external websites.

- Alcohol in moderation (AIM): [www.aim-digest.com](http://www.aim-digest.com).
- [www.beerandhealth.com](http://www.beerandhealth.com) (compiled by the Belgian Brewers).
- Center for Information on Health and Alcohol (CISA, Brazil): [www.cisa.org.br/home.php?Fslidioma=en](http://www.cisa.org.br/home.php?Fslidioma=en).
- International Center for Alcohol Policies: [www.icap.org](http://www.icap.org).
- The Portman Group (U.K.): [www.portman-group.org.uk](http://www.portman-group.org.uk). The Portman Group has also created the U.K. site [www.drinkaware.co.uk](http://www.drinkaware.co.uk).

## Promoting Responsible Drinking

### Case study Raising Awareness : Let's agree who drinks and who drives (Czech Republic)



The responsible drinking initiative *Let's agree who drinks and who drives* will be continued and extended following its successful launch in the Czech Republic in 2007. The campaign was promoted at 15 concerts in 2007 to a combined audience of 75,000 young people. The campaign's don't drink and drive message was delivered direct from the stage by the frontmen of two popular bands and was reinforced by video projections during the concerts, gifts for designated drivers and the distribution of information leaflets. This campaign will continue through 2008 and will be presented during concert tours of four popular bands.

In addition to this, we are partners in another underage drinking campaign that will be delivered through the Czech Beer Association. The campaign slogan of *Are you allowed to? Be responsible to yourself and to others* focuses on young people and will be promoted via posters in restaurants and clubs.

## Case study Labatt: A history of promoting responsible drinking (Canada)

Labatt is committed to the responsible enjoyment of its brands. Through public education programs, advertising campaigns and support materials, Labatt continues to collaborate with government, NGOs and industry partners to combat risks ranging from fetal alcohol syndrome to drinking and driving. Initiatives include:

- *Know When to Draw the Line*: the longest running responsible use program in Canada
- *Make a Plan*: a program that helps people to consider planning ahead when attending events where they might drink alcohol
- Partnerships with various health organizations which have lead to 98% awareness amongst Canadian women of childbearing age of the link between alcohol consumption and Fetal Alcohol Syndrome
- Campus educational programs
- Partnerships with major urban transportation systems on "ride free on New Year's" programs.

Today, Labatt is a leader in the fight against drinking and driving, and partly due to Labatt's efforts, the incidence of driving while impaired in Canada has fallen markedly over the past two decades.

## Case study An innovative campaign: Labatt's Make a Plan (Canada)



For the second year running *Make a Plan*, one of Labatt's responsible drinking campaigns, produced print ads featuring children as spokespeople. For the campaign, Labatt asked employees across Canada to submit pictures of their five to eight year old children to use in the campaign. *Make a Plan* is an innovative responsible drinking program that promotes the designated driver concept as well as promoting other options for responsible drinking. The child spokesperson ads were designed to reach adults over the age of 25 and proved highly effective. Featuring young children has helped draw attention to an important issue - literally bringing the responsible drinking message home.

## Case study Promoting responsible drinking at Brussels Airport (Belgium)

In November 2007, a responsible use billboard campaign was launched at Brussels Airport, Belgium. Seven billboards were revealed carrying the message "Welcome to Belgium, the home of great beer - brewed passionately, enjoyed responsibly". The visuals were shown for all arrivals from Schengen agreement countries<sup>1</sup> until April 2008.

"InBev is very proud of its Belgian beers and we want all visitors to try them while visiting Belgium but to do so in a responsible manner," says James Villeneuve, VP Global Corporate Affairs.

<sup>1</sup> As of December 21, 2007, the following countries are signatory to the Schengen agreement: Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden.

## Case study AmBev: A history of promoting responsible drinking

The AmBev responsible drinking program has been running since 2001 and focuses on two main themes: awareness of the risk of drinking and driving, and avoiding the sale of alcoholic beverages to minors.

AmBev plays an active role in tackling drink driving, not only through responsible drinking campaigns but also by providing direct assistance to authorities. During 2007 AmBev donated 19,200 breath analyzers to traffic authorities and federal, state and municipal government agencies in Brazil, including the Federal Highway Police (Ministry of Justice) and Denatran (Ministry of the Cities). In total, since the start of the program, we have donated more than 50,000 breath analyzers.

AmBev has maintained a consistent presence at key events in Brazil delivering the responsible drinking message with a focus on preventing drinking and driving. In 2007 AmBev celebrated Carnival in São Paulo, Rio de Janeiro, Salvador and Olinda and Recife delivering messages about responsible consumption to carnival goers. In our own events such as Skol Beats, Skol Spirit, Brahma Box and Boteco Bohemia, we also promoted activities to raise public awareness of responsible drinking.

AmBev's responsible drinking program is not only active in Brazil. In Venezuela responsible drinking messages are contained in adverts and on products labels. The information stresses the dangers of drinking and driving and that only those over 18 should drink alcohol. In 2007 brochures and stickers for cash registers were distributed to point of sale establishments emphasizing that beer is a drink for over-18s only.

## Case study Supporting the legal drinking age : Ask for ID campaign (Brazil)

Points of sale for AmBev products are another channel used to spread the message about drinking responsibly. For this channel we have developed the *Ask for ID* program to encourage retailers to adhere to laws prohibiting the sale of alcohol to minors. Retailers receive information about the need to follow the law and the part they have to play in ensuring alcohol is not sold to minors. Since its establishment, the *Ask for ID* Program has reached more than one million point of sale establishments throughout Brazil.

AmBev has also recently introduced the *Responsible Bar* program which distributes posters and educational materials to bar owners spreading the message that alcoholic beverages are only for those who are old enough and for those who are not going to drive. This program was aimed at bars in São Paulo, Brasília and Porto Alegre.