



# Multi-stakeholder approach to fight excessive drinking in night life

**Carole Brigaudeau, Director Communications**  
Eurocare Conference - 19 March 2019 - Brussels



# drinksinitiatives.eu

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



13 drink driving campaigns

34 responsible drinking initiatives

33 underage campaigns

15 responsible serving and selling campaigns



## We support...



Strict enforcement of Legal Purchase **Age limits**



Strict enforcement **Blood Alcohol Content limit:**



Raising **consumer awareness**



**Promoting responsible behaviour** in society

## ResponsibleDrinking.eu



Moderation by numbers - **low risk drinking guidelines**



Tips to make sure your **drinking experience is one to remember**



**What is in your drink?**  
Learn about ingredients, calories, production process...



**27 national consumer information websites**



# Local Alcohol Partnerships



The industry has developed and funded new & innovative partnership with Licensing authorities, Police Forces and Local Authorities to address night time economy issues, including:

- Tackling crime & anti-social behaviour,
- Creating safer streets,
- Ensuring responsible marketing,
- Improving the local commercial environment,
- Preventing underage drinking,
- Providing alcohol education and information.



# The programmes in the « tool box »



“ Aviation Minister, Liz Sugg, said: “Everyone should be able to enjoy their journeys through airports, which is why drunk and disruptive behaviour will not be tolerated and offenders face up to two years in prison or an unlimited fine.

“We continue to work with airports and airlines to tackle disorderly passengers and I am pleased to see Manchester Airport Group and Best Bar None working together to help make sure air travel is a positive experience for everyone.” ”



# Positive impact for the wider social and economic fabric of the cities



“It’s all about working together - we want people to be able to go out in the evening and have a good time but we want them to do it safely. It’s great to bring people together and learn from each other about how we can all continue to keep our communities safe.”

*Alison Hernandez, Police and Crime Commissioner for Devon, Cornwall and the Isles of Scilly,*

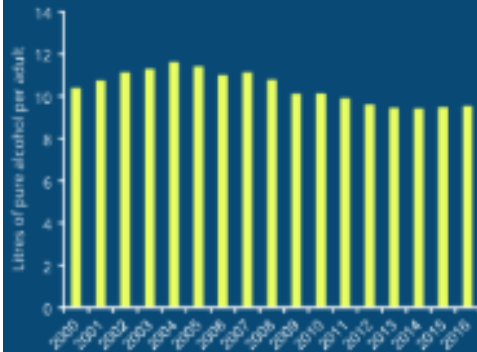


## Partnerships are needed:

Dialogue between different groups and local government is needed to facilitate a successful NTE

- In Durham for example, Best Bar None was first launched in 2008. In 2008, incidents of violent crime dropped by 35%. In 2009, by 52%. In 2010 and 2011, the drop was 87%.
- **ALCOHOL-RELATED CRIME DECREASED BY 34% SINCE 2005**
- **NO DOUBTS THESE PROGRAMMES ARE CONTRIBUTING TO AN IMPROVED PICTURE IN THE UK.**





Alcohol consumption in the UK has declined

**18%**

since its 2004 peak

Source: British Beer and Pub Association / HMRC



Today we drink the same amount of alcohol in the UK as we did 30 years ago, and a third less than in 1899

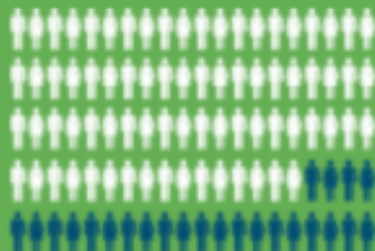
Source: British Beer and Pub Association / HMRC



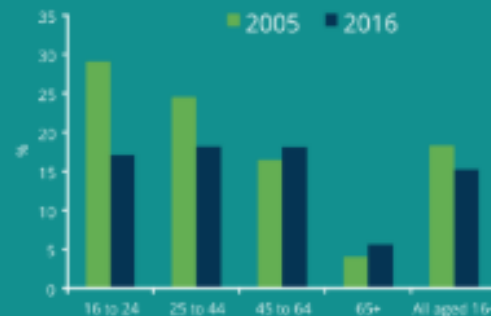
**77%**

of adults do not exceed 14 units per week

(Equivalent to about 6 pints of beer/cider or 6 glasses of wine or 7 double measures of spirits)



Source: Health and Social Care Information Centre

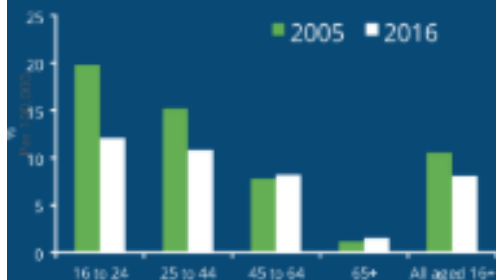


Binge drinking has fallen

**17%**

since 2005

Source: Office of National Statistics

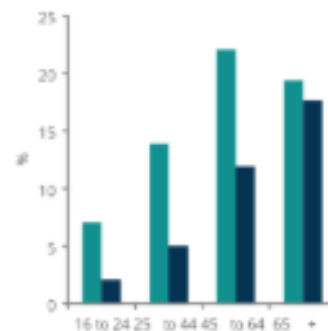


Harmful drinking has fallen

**23%**

since 2005

Source: Office of National Statistics



Proportion of people who consumed alcohol on five or more days in the last week has fallen

**43%**

since 2005

Source: Office of National Statistics





# Connected cities: over 300 cities engaged with the on-trade and spirits producers



Specific agreements with national Hospitality trade associations

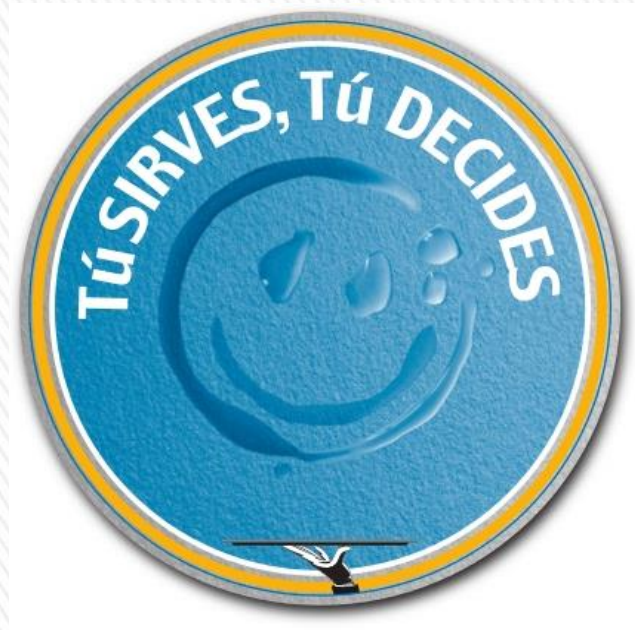
Official support of the Ministry of Health

Over 300 agreements with Regional Governments and Municipalities



# TÚ SIRVES, TÚ DECIDES

(You serve, you decide)



**Responsible Service of Alcohol Programme –  
running since 2008**



- Training for bar owners and hospitality schools
- Information about alcohol, health and law.
- Role-play exercises on binge drinking, underage drinking, drink and driving.
- Case studies on success and failure in promoting RS



# Roll-out of the programme



- Over **11,000 people trained** from schools and barstaff, especially in night business.
- Premises having gone through training show a **sticker** on their door; staff trained receive a **certificate** and premises trained are listed on [www.disfrutadeunconsumoresponsable.com](http://www.disfrutadeunconsumoresponsable.com)
- Professionals and students from 12 out of 18 Spanish regions have taken part



# Evaluation results (2014 -new one for 2019)



Department of Health and Behavioural Methodology of the  
Complutense University of Madrid

- **More House Rules about alcohol** are publicly displayed (40% of premises trained versus 25% in non-trained).
- Improved **knowledge** about alcohol & bad practices are **less likely to happen**.
- **Less binge or inadequate** drinking on premises trained
- **More RS behaviours** put into practice by staff.
- Correlation between RS training and **a good business**.





« If you drink, drink some water in between »



- **Partnership with:**

- Estonian Bartenders Association
- Estonian Sommelier Association
- 5 large retail chains and approximately 100 bars, restaurants and cafes across Estonia

- Campaign in 2017 & 2018



# How to spread the message to the target groups



- **Off-trade:** 5 leading retail chains supported the message with 650 000 neck hangers (vs 946 000 adult inhabitants in Estonia) + Message on the internal radios of 91 stores.
- **On-trade:** Over 100 pubs, bars and restaurants are serving free drinking water and promoting the message of the campaign.
- **Others:** Served free drinking water at 5 major Summer Festivals + A taxi company distributing free water on weekends.
- **Media campaign:** press articles, social media activation, clips messages on popular TV channels for young people.





# Conclusions



- **Working together** at national level is delivering tangible results.
- All these initiatives are contributing to **positive trends** in alcohol-related harm reduction.
- We are **open to develop new programmes** with new partners such as airlines, airside bars, holidays resorts, tourism boards, etc.





Thank you for your attention

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