

SAB Educating our Consumers: Draw the Line Campaign

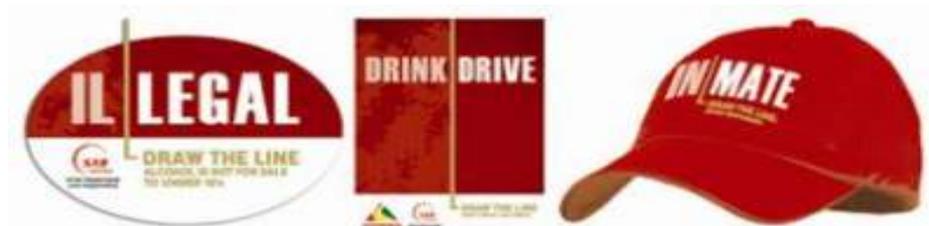


The Draw the Line campaign was launched in 2005. The campaign involves communicating responsible alcohol use messages and 'responsible' decision making.

Key campaign messages:

- Don't Drink During Pregnancy
- Underage Drinking
- Don't Drink and Drive

• The campaign has been activated through the medium of TV, Radio, outdoor advertising as well as tactical and print media.



SAB Draw the Line Outdoor Executions

AB USE

**DRAW THE LINE
DRINK RESPONSIBLY**



MIS USE

**DRAW THE LINE
DRINK RESPONSIBLY**



SAB and Arrive Alive Partnership



SAB also supports provincial Arrive Alive initiatives and awareness campaigns.

SAB Real impact programmes – Drink driving

Drink driving enforcement facts:

Number of drunk drivers stopped by police doubled between 2001 and 2008

Rate of successful prosecution remains extremely low

International studies show improved enforcement is the key to reducing drink driving

•SAB programme includes:

•Building Alcohol Evidence Centres in key metros and all nine provinces

- Equipped with Dräger Intoximeters
- Process designed with NPA assistance
- Increases evidence quality
- Reduces the processing time

•Programme supported by drink driving awareness campaign



The Dräger Intoximeter

Brandhouse campaign





Education

- **7. Awareness campaign in the Western Cape**
- **Department of Economic Development and Tourism**
- **Trains, taxis and taxi ranks**

Western Cape Department of Economic Development and Tourism Commuter Campaign



**KA NGABA UBUKHE WASELA UTYWALA,
HAMBA NGONONOPHELO NGEENYAWO.
ABAHAMBI NGEENYAWO ABANKILILEYO
BATSHAYISWA ZIMOTO EZINDELENI.**

DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM
SUPPORT • ENERGISE • CREATE • STIMULATE • GROW

THIS MESSAGE IS BROUGHT TO YOU BY THE DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM AND THE ARA



**PASOP VIR DAARDIE LOOPDOP.
DRONK VOETGANGERS WORD OMGERY.**

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**UTYWALA BUNCIPHISA ISAKHONO SAKHO
SOKUQHUBA. CINGISISA PHAMBI KOKUBA
USELE UTYWALA UZA KUQHUBA.**

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**ALCOHOL OFTEN LEADS TO VIOLENCE.
DRINK RESPONSIBLY.**

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THIS MESSAGE IS BROUGHT TO YOU BY THE DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM AND THE ARA



**ALCOHOL REDUCES YOUR DRIVING
ABILITY. THINK BEFORE YOU DRINK
BEFORE YOU DRIVE.**



DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM
SUPPORT • ENERGISE • CREATE • STIMULATE • GROW



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Education

- **8. Teenagers & Alcohol guide**
 - **Bishops Support Unit**
 - **Pilot in 22 schools in Cape Town**
 - **Simplified guide**
 - **Translations**





Education

- **9. The Life Talk Forum**
- Aims to trigger positive behaviour changes that will help to create a happy, successful and fulfilled youth guided by sound values
- Direct Funding and In-Store Awareness Project

Teenagers and Alcohol Booklet



Participating Schools:

Bergvliet High School
 Bishops
 Groote Schuur High School
 Herschel
 Muizenberg High
 Pinelands High
 Plumstead High
 Reddam
 Rhodes High
 Rondebosch Boys
 Rustenburg Girls
 SACS
 Sans Souci
 Springfield Convent
 St Cyprian's
 St Josephs Marist
 Westerford High
 Wynberg Boys
 Wynberg Girls

TYGBERBURGER (Ravenhoad/Behar)
 Wednesday, 23 October 2008, p. 7

'Talk to your teen about alcohol'

Parents urged to take control

It can be anxiety-provoking for a parent to discover that their children are using alcohol without consent.

When this happens, it is important not to overreact, but it is equally important not to deny the problem or minimise its significance.

These situations require communication and conversations about alcohol. During these conversations, it is recommended that you:

- Keep calm. Research shows that many teens will use alcohol once in a while. Don't assume your child is a alcoholic, but do respond and must certainly discuss the incident with them.
- Don't allow anger and fear to overwhelm your effectiveness to communicate, but be honest with your feelings.
- When confronting the problem, first agree on a course of action with your spouse.
- Talk about the extent of your child's use - how often, with whom, where and why.
- Let your child know that you do not condone this behaviour, although you value him as an individual.
- Explain why you are concerned. Remind your teen of your family expectations and rules about alcohol use and enforce the consequences for breaking them.
- If you have a reason to believe your teen is abusing alcohol or your efforts to

enforce the rules have failed repeatedly, seek help from a health care professional.

● Be wary of denial. There is often an element of shame and inadequacy associated with alcohol abuse.

Parents should be concerned if a teenager is involved in frequent, heavy or very early use of alcohol. Many parents feel helpless and thus do not confront the problem, while others feel they can take care of the problem within the context of the family.

This process assists the teenagers in their own denial and minimisation of their drinking.

Rather confront the problem and reach out for professional assistance. Alcoholics Anonymous can be reached on 021 510 2282 and The Family Centre on 021 762 0216.

● Parents who encourage or allow their own children (under the age of 18) to abuse alcohol or any other drug, can be prosecuted for abusing and/or neglecting their children.

According to the new legislation (Section 41) person under 18 years will not be allowed to enter licensed premises unless accompanied by a parent or guardian or by an adult with the consent of a parent or guardian.

(From Teenagers and Alcohol compiled by the Industry Association for Responsible Alcohol Use)



**WE ARE MEMBERS OF
THE INDUSTRY ASSOCIATION FOR RESPONSIBLE ALCOHOL USE
AND PROUD SPONSORS AND SUPPORTERS
OF THE ASSOCIATION'S PROJECTS
- IN PARTICULAR THE LIFE TALK
AND TEENAGERS & ALCOHOL INITIATIVES TO PREVENT
UNDERAGE DRINKING**



INDUSTRY ASSOCIATION FOR RESPONSIBLE ALCOHOL USE

Not For Sale To Persons Under The Age Of 18



INDUSTRY ASSOCIATION FOR RESPONSIBLE ALCOHOL USE

*Show your kids the way,
don't drink irresponsibly!*

Teenagers & Alcohol Guide

The booklet was produced in an effort to educate parents and teenagers about alcohol use by young people. It is hoped that the information in the booklet will stimulate open and honest conversations within families about alcohol use by teenagers. Research has shown that teens whose parents talk to them regularly about drugs and alcohol are significantly less likely to use these substances than those teens whose parents do not.

In addition to prompting and enabling conversations about alcohol, it is further hoped that the information in the booklet will empower teenagers to set boundaries for themselves as they make the transition to adulthood.

The example parents set for their children is enormously powerful.

Parents can inadvertently influence their children's alcohol use by denying or minimizing their own use or abuse of alcohol. The emotional climate in the home can also precipitate alcohol abuse. Inadequate parental involvement and lack of supervision puts teenagers at risk. Poor family communication can also exacerbate the problem. Teenagers who can't talk to their parents are more likely to feel isolated and unhappy and these feelings can lead them to chemical solutions. Parents' relationships and behaviours send powerful messages to their children about how to cope with problems.

Two versions of the booklet are available on the website www.ara.co.za

www.ara.co.za

Education

- 10. Print advertising



*enjoyment
is knowing when
to say when*



INDUSTRY ASSOCIATION FOR RESPONSIBLE ALCOHOL USE

www.ara.co.za

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Education

- **11. NEW National Awareness Campaign**



Who says one more drink won't hurt?

- **ARA Campaign**
- **The objective:**
- Not just to shift attitudes, but actually to attempt to change behaviour.
- **The brief:**
- To find an effective way to speak to teenagers and adults, to get them to drink responsibly by addressing parents' excessive drinking patterns and their impact on their children
- **The issue:**
- From research that we commissioned which included 8 focus groups and 10 in-depth interviews, we realized that whilst teenagers don't like to admit it, they really do care what their parents think and are influenced by their parents' behaviour. There has also a lot of international research that demonstrates the impact the parents have on whether or not their children drink before reaching the legal age and their drinking patterns after reaching the legal drinking age
- **The strategy:**
- Show parents' irresponsible behaviour to influence both their children and themselves. At the same time demonstrating that the hurt caused by excessive drinking is not simply the obvious (car crashes, domestic abuse etc). This is a unique strategy which should have a positive impact
- **The insight:**
- Your drinking behaviour shapes your children's behaviour, long before they have even started drinking.
- **Campaign:**
- **Who says one more drink won't hurt? Be responsible**
- **Media:**
- TV primarily but will be investigating how to use print and outdoor to enhance the message

ARA view on Drinking and Driving

- The ARA fully endorses the concerns about road safety and drunk driving in particular which it finds totally unacceptable
- The ARA believes that education and the enforcement of existing laws, including appropriate punishment for transgressors, are key to preventing drinking and driving
- The ARA has worked with the Global Road Safety Partnership to create awareness about the dangers associated with drinking and driving in South Africa
- ARA members have funded television, radio and outdoor advertising campaigns individually and in partnership with the government's Arrive Alive campaign to create awareness about the problem and these must continue

ARA view on Advertising

- The goal of advertising is simply to capture the largest possible proportion of the business of those over the legal drinking age and not at risk, who have already made the choice to consume alcohol beverages
- Advertising has a measurable effect on market share for brands and substitution between brands
- There is a lack of conclusive evidence that alcohol beverage advertising increases levels of aggregate consumption
- The literature demonstrates no causal link between alcohol beverage advertising and particular drinking patterns resulting in problems
- Banning advertising removes consumer choice and is likely to entrench market shares of existing brands thereby reducing competition and new entrants into the market

ARA view on Underage drinking

- Youth drinking is a multi-faceted, complex societal issue.
- The literature suggests that the primary influences on youths' decisions about illegal underage drinking are parents and peers.
- Addressing the problems caused by illegal underage drinking requires a concerted effort by many different parts of society, including parents and other adults, schools, the public health and medical communities, law enforcement, and the beverage alcohol industry.
- There is no single strategy that will eliminate illegal underage drinking. The most effective strategies are restricting youth access to alcohol and targeted interventions that are specifically aimed at particular young people at risk.
- We fully support enforcement of the legal purchase age and have campaigns in place to create awareness and to support that enforcement.

“WORKING TOGETHER TO REDUCE HARMFUL DRINKING”

- This book provides helpful insights into how alcohol producers can and do constructively contribute to reducing alcohol-related problems and lays out areas where that contribution can be maximised.
- Further Information at www.icap.org

In conclusion

- The ARA believes that it is extremely important to resist the temptation to try and find simple solutions to the complex problems of alcohol misuse and abuse
- In our view, no single action is likely to reduce alcohol problems and a mix of self-regulation, enforcement of existing laws governing sale and consumption, and targeted interventions, combined with individuals taking personal

Thank you