

PROMOTING RESPONSIBLE CONSUMPTION, TACKLING ALCOHOL-RELATED HARM

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# THE SCOTTISH ALCOHOL Industry partnership

This report has been prepared by the Scottish Alcohol Industry Partnership. The SAIP is a vehicle for industry to work together to support, devise and deliver initiatives that contribute towards the promotion of responsible drinking and tackle alcoholrelated harm in Scotland. The aim of this report is to highlight how SAIP does this.

### The SAIP's remit

The Partnership works on a national and local level with a range of stakeholders including Police Scotland, local authorities, Best Bar None, Community Alcohol Partnerships and Drinkaware. Its activity includes developing and piloting new initiatives as well as funding and promoting existing schemes that seek to promote responsible drinking and reduce alcohol-related harm.

### **SAIP** partners

The Partnership is made up of representatives from leading companies, and their trade associations, involved in the production and sale of alcohol in Scotland:

- Bacardi
- British Institute of Innkeeping Scotland
- Chivas Bros / Pernod Ricard
- Diageo
- Heineken
- Molson Coors Brewing Company



- National Association of Cider Makers
- Scotch Whisky Association
- Scottish Beer and Pub Association
   Scottish Grocers Federation
- Scottish Grocers Federation
- Scottish Licensed Trade Association,
- Scottish Retail Consortium
- The Wine and Spirit Trade Association
- Whyte and Mackay
- And TLT Solicitors who provide advice on licensing issues.

"The Scottish Alcohol Industry Partnership (SAIP) is a vehicle for industry partners to work together to support, devise and deliver initiatives that contribute towards the promotion of responsible drinking and tackle alcohol-related harm in Scotland."



# SAIP RESPONSIBLE DRINKING INITIATIVES

### Current initiatives include:

### 125ml Wine Measure

A campaign to publicise the presence of smaller wine measures, making them more widely available in the on-trade environment.

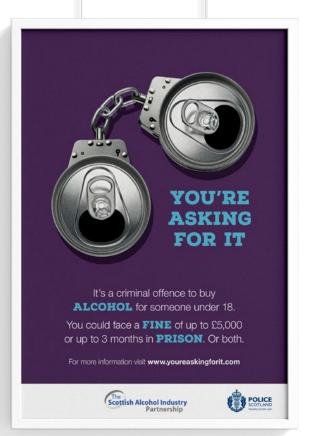
### You're Asking For It

Campaign to reduce under-age drinking by tackling the adults who buy it on their behalf, known as proxypurchasing.

### **Drinkaware At Work**

Partnering with Drinkaware to support rollout of the Drinkaware at Work programme in Scotland. This initiative involves sessions designed to support employees in making better, more informed decisions about their drinking.

### "The Scottish Alcohol Industry Partnership has collaborated to support, devise and deliver a number of responsible drinking initiatives that are currently live and producing positive results across Scotland."





# **125ML WINE MEASURE**

The 125ml campaign makes a smaller wine measure more widely available in on-trade outlets like pubs, clubs, bars, hotels and restaurants. This campaign is designed to generate awareness of the 125ml wine measure as an option alongside the larger measures usually offered. Outlets are encouraged to display 125ml pricing where possible and feature the campaign promotional materials within their venues.



Support and integration with Best Bar None In 2018, the 125ml

Wine Measure Campaign received

the support of the Best Bar None initiative. Best Bar None is a successful award and accreditation programme that promotes responsible alcohol consumption and raises licensing standards in the on-trade environment. The 125ml campaign is now bolstered by inclusion in the Best Bar None Scotland scoring booklets and assessments going forward, as well as featuring in their social media and marketing support.

### **Progress to date**

Managed pubs make up one section of the on trade, in 2012 64% of such pubs offered the 125ml measure by March 2019 this figure had risen to 99%<sup>\*</sup>.

### To find out more



Visit the campaign website at www.125mlwine.org



"This campaign is designed to generate awareness of the 125ml wine measure as an option alongside the larger measures usually offered."

2018 Received the support of the Best Bar None initiative



# DRINKAWARE AT WORK

The Drinkaware Trust is an independent charity working to reduce alcohol misuse and harm in the UK. Drinkaware helps people to make better choices about their alcohol consumption by providing facts, tools and advice to measure and regulate their intake.

### Drinkaware at work

Alcohol can affect every aspect of our lives, from our long-term health to our mindset and safety at work the day after drinking. UK industry loses £7.3 billion a year to alcohol-related absence with some 200,000 people turning up at work with a hangover each day<sup>\*</sup>. To help create happier, healthier workplaces, the Scottish Alcohol Industry Partnership has partnered with Drinkaware to deliver multiple, free 'Everything you need to know about alcohol' sessions across Scotland in 2019. These sessions are designed to support employees in making better, more informed decisions about their drinking.

### The programme content

'Everything you need to know about alcohol' will be available across Scotland in 2019.

The one-hour interactive sessions give the facts about alcohol and provide take-home tools to help make better choices about drinking; enabling attendees to feel healthier and happier both at work and at home.

The fun and engaging sessions include quizzes and challenges and content is delivered in an interactive and non-judgmental way. The programme is also available as an e-learning module – ideal for SMEs in more rural locations where travel is impractical.

There are a number of sessions available across Scotland for SAIP partners and associates, to find out more visit www.drinkaware.co.uk/ drinkaware-at-work-scotland



### Support from industry and local government

**£7.3bn** lost to alcohol-related absence a year

The Scottish Drinkaware At Work initiative, in addition to SAIP members, is supported and promoted by many related bodies and businesses including:

Scottish Town Partnerships
Scottish Wholesale Association

- West Lothian Council
- Edinburgh Chamber of CommerceSPFL Trust
- And Drinkaware continue to garner support from many high-profile organisations.

### To find out more

Visit the Drinkaware At Work section of the Drinkaware website: www.drinkaware.co.uk/ work-with-us/drinkaware-at-work "The programme is also available as an e-learning module – ideal for SMEs in more rural locations where travel is impractical."

\*Institute of Alcohol Studies 2014, Alcohol in the Workplace Factsheet, London, IAS

# YOU'RE ASKING FOR IT

This award-winning campaign reduces the risk of harm and vulnerability to under-18s through the reduction of the proxy-purchasing of alcohol.

### The campaign's foundations

The campaign was created by the Scottish Alcohol Industry Partnership in collaboration with Police Scotland, North Lanarkshire Council and the Scottish Government. This coalition of partners worked together to design and deploy a creative campaign to assist retailers eliminate incidences of an adult knowingly purchasing alcohol for a minor to consume. drinking during the campaign Several test campaigns ran initially in Motherwell, Wishaw and Leith - all were fully evaluated and deemed successful, leading to an enhanced trial across the entire local authority area of North Lanarkshire in 2017. More than £70,000 of investment was provided by the SAIP and North Lanarkshire Council to fund the initiative.

#### Innovative campaign design and execution

Campaign packs were developed containing promotional resources and marketing support to explain the initiative and to create awareness instore. These packs were delivered by Trading, Police officers, and Licensing Standards teams, which facilitated retailer buy-in, enabling them to ask guestions and discuss any concerns they may have. Innovative advertising materials in busy-footfall locations maximised the campaign's exposure. Using an eye-catching 3D graphic treatment on floor vinyls and washable street graffiti, the campaign message (and the penalty for offending) was clear to a wide audience. Multiple media channels delivered the message including social media and town-centre activities. The North Lanarkshire rollout also included schools via the 'Kickstart' theatre programme and Motherwell Football Club also got involved.

### Disrupt. detect and deter

Independent evaluation of the North

Lanarkshire pilot reported 38 adults were detected making a proxy purchase during the campaign and two retailers were found selling to minors. During the campaign, year-on-year publicspace assault was reduced by 10% and street drinking was reduced by a remarkable 50%. Independent analysis confirmed increased awareness and comprehension of the proxy-purchase message with high spontaneous recall suggesting that the creative route was very effective.

### 50% reduction in street

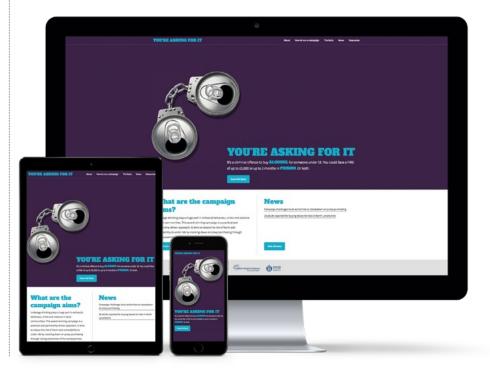
Anecdotal evidence from police confirmed that underage drinking had been disrupted, with youths finding it increasingly difficult to persuade anyone locally to

purchase alcohol for them.

### Sharing learning and online resource to support campaign rollout

In February 2018 SAIP, Police Scotland and North Lanarkshire Council held an event in Motherwell to share the learning gained from delivering this campaign and its impact and to launch the 'You're Asking For It' website (www.youreaskingforit.com) as a tool to support other areas to roll out the campaign. The event was attended by over 100 professionals

### **"Glasgow North West** recorded a 50% reduction in incidents involving youth and alcohol compared to the same period in 2017."





**Left:** You're Asking For It campaign launch, Leith.

from Police Scotland, local authorities and the industry. A key message to the conference participants was that the success of the campaign was very much based on partnership-working. As a result, the following areas subsequently rolled-out the campaign, led by Police Scotland: Kirkintilloch, East Dunbartonshire; Burntisland, Fife, Aberdeen, Moray and parts of Glasgow. Again, the campaign was shown to have a positive impact. Glasgow North West recorded a 50% reduction in incidents involving youth and alcohol compared to the same period in 2017.

In 2018, the SAIP obtained a commitment from the Community Alcohol Partnerships to adopt the 'You're Asking For It' initiative as their official proxy-purchase campaign – consolidating the shared ambition of both organisations.

#### **Future planning**

The SAIP is currently in discussion with Police Scotland about the potential to roll-out the 'You're Asking For It' campaign nationwide.

To find out more Visit the campaign's online resource at www.youreaskingforit.com

# **STREET ASSIST**



Street Assist is a volunteer-run organization providing welfare and first aid to people who have become vulnerable as a result of alcohol

misuse. The Scottish Alcohol Industry Partnership provided £1,000 funding to Street Assist in 2018.

### Providing a safe place when needed

Every Friday and Saturday night between 10pm and 4am, Street Assist helps people on the streets of Edinburgh who have become lost, separated, disorientated or victims of assault/abuse, providing them with a non-judgmental and safe place. Street Assist aim to support Emergency Services, providing minor incident treatment and a safe route home for people.

#### To find out more



# **SAIP PARTNER INITIATIVES**

In addition to the work SAIP undertake jointly, there are many other successful initiatives and programmes being driven by individual companies or trade bodies. These initiatives support our shared aim of reducing alcohol-related harm and supporting a culture of moderate drinking in Scotland. Some of these include:



### **BEST BAR NONE**

An awards and accreditation scheme that encourages responsible management and operation of alcohol licensed premises.

### CHALLENGE (25

### **CHALLENGE 25**

A retailing strategy to encourage anyone over 18 to carry ID if they wish to purchase alcohol.



### COMMUNITY ALCOHOL Partnership

A grassroots organisation working with local stakeholders to tackle underage drinking and associated issues.



### DRINK DRIVE INITIATIVE: DISTILLERY VISITOR CENTRES

An innovative way for designated drivers to replicate the Whisky tasting experience safely at home, designed by Chivas Brothers/Pernod Ricard.

### drinkaware.co.uk

### THE DRINKAWARE TRUST

An independent alcohol education charity which aims to reduce alcoholrelated harm by helping people make better choices about their drinking.



### **DRINKAWARE AND ASDA**

A retailer initiative to encourage instore discussion about drinking habits and to create an awareness of the benefits of cutting back. "These initiatives support our shared aim of reducing alcohol-related harm and supporting a culture of moderate drinking in Scotland."



### **DRINK POSITIVE**

A Diageo-supported campaign targeting one million Scottish football fans and players with a responsible drinking campaign.



### **GLASGOW CLAN HEALTHY MINDS**

A Chivas Brothers / Pernod Ricard initiative emphasising the importance of a healthy mind, body and lifestyle in young people.

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### LOW AND NO ALCOHOL

Molson Coors and Heineken offer consumers more choice and support in their efforts to drink responsibly.



### MINIMUM UNIT PRICING For Alcohol

Guidance for retailers from the Scottish Grocers Federation on the minimum unit pricing for alcohol.



### MOLSON COORS' MARKETING Compliance committee

Molson Coors are committed the responsible promotion of their brews – from social media to TV to radio – moderation starts with marketing.



### PORTMAN GROUP

A group of leading alcohol producers committed to promoting moderate drinking and the responsible marketing of alcohol.

SOHK

### **SCHOOL OF HARD KNOCKS**

A Heineken-led fundraising initiative that leveraged European Club Rugby sponsorship to raise money for charity.



### SCOTCH WHISKY ACTION FUND

The Scotch Whisky Action Fund aims to support innovative projects which deliver targeted intervention to tackle alcohol-related harm in Scotland.



### **SMASHED**

A Diageo-led interactive theatre experience to educate young people in the effects of alcohol misuse.

## **<sup>7</sup>HEINEKEN**

### WHEN YOU DRIVE, NEVER DRINK

A Heineken initiative that leveraged their F1 sponsorship to help combat drink driving.

# BEST BAR NONE

Best Bar None is a national award and accreditation programme designed to promote responsible alcohol consumption and improve professional licensing standards.

## More than 400 accredited outlets in Scotland

The Best Bar None scheme's specific aims are to:

- To reduce alcohol-related crime and anti-social behaviour
- To reward on-trade excellence
- To raise industry standards

Today, over 400 venues in Scotland have been certified by the scheme, using assessment tools based on the Licensing Scotland Objectives.

## Working to improve the area for everyone

In partnership with the police, trade, private sector and local authorities, Best Bar None provides education to improve the knowledge and skills of enforcement/regulation agencies, licensees and bar staff. This training helps staff manage their venues responsibly which, in turn, improves safety, profitability and can increase the popularity of an area as an appealing night-time destination.

### **Recognition and reward**

Engagement with licensees and their staff is pivotal in improving venue standards. Responsible outlet owners are recognised and celebrated at regular high-profile award events, where good-practice is shared and achievements are rewarded.

## A partnership approach, supported by Government and industry

Within the alcohol industry in Scotland, Best Bar None is sponsored by:

- Diageo
- Heineken
- Tennents
- Edrington-Beam Suntory
- Chivas Brothers-Pernod Ricard

The scheme is administered by the Scottish Business Resilience Centre and supported by multiple local and national Government organisations including:

- Police Scotland
- Scottish Fire & Rescue Service
- Scottish Licensed Trade Association
- Scottish Government.

### To find out more



Visit the website at www.bbnscotland.co.uk



"In partnership with the police, trade, private sector and local authorities, Best Bar None provides education to improve the knowledge and skills of enforcement/ regulation agencies, licensees and bar staff."



# **CHALLENGE 25 FROM THE SBPA**

The Scottish Beer and Pub Association (SBPA) is part of the British Beer and Pub Association and is the leading body representing Scotland's brewing and pub businesses. The body exists to promote and protect this industry which provides almost 60,000 jobs in Scotland. The SBPA is committed to moderate drinking in Scotland and, as such, has created and supported a number of responsible drinking initiatives including Challenge 25.

## A campaign to restrict underage access to alcohol

Challenge 25 was introduced by the SBPA to prevent young people from accessing restricted products, like alcohol and cigarettes. If, in a retailer's opinion, a customer looks to be under 25 years old and is purchasing an agerestricted product, the customer will be asked to prove their age.

## Challenge 25 prompted a change to the law

Such has been the success of the Challenge 25 initiative, that the Licensing Scotland Act 2005 was amended in 2011 to include a mandatory provision for age verification when purchasing alcohol. This effectively enshrines Challenge 25 into law, requiring anyone over 18 (but who looks younger than 25) to carry ID if they wish to purchase alcohol. SBPA continues to support and promote the initiative across Scotland by providing free posters to all premises.

To find out more

Visit the SBPA website at www.scottishbeerandpub.com or the Challenge 25 website www.challenge25.co.uk



"SBPA continues to support and promote the initiative across Scotland by providing free posters to all premises."



## COMMUNITY ALCOHOL Partnerships (Cap)

The mission of Community Alcohol Partnerships (CAP) is to reduce alcohol harm in local communities for the under-25s, with particular emphasis on underage drinking. This is achieved by bringing together community stakeholders to tackle the problem locally using education, enforcement and engagement to reduce both the drinking and the associated antisocial behavior. This leads to reduced crime and safer neighbourhoods for everyone to enjoy.

## Education, enforcement and engagement

A local CAP may partner with local schools to provide age-appropriate alcohol education, teacher training and parental guidance. They will also work with businesses to control the supply and demand of underage drinking, and by sharing information and creating a unified response, the CAP can help ensure businesses are part of the solution, not the problem. CAPs also engage with retailers and licensees providing them with the practical tools and training to tackle underage drinking. These include the use of Challenge 25 and PASS initiatives, conflict resolution training, Fake ID identification and 'raising a challenge'.

### **CAPs in Scotland**

There are four CAPs in Scotland in 2019, with three successful CAPs in Edinburgh and one in Orkney. A number of other areas across Scotland are actively considering creating a CAP. Each CAP is committed to reducing alcohol-related harm in various creative ways, some of which are explored below.

### **Retailer cooperation**

Edinburgh CAPs undertake regular visits to off-licences to ensure responsible retailing is taking place. If poor practice is encountered, the retailer is provided with education, mentoring and the promotional resources to enable them to 'raise their game' before future (unannounced) visits.

### Local school liaison

The CAPs work closely with local schools to host and promote the Smashed project (see page 28) which tackles underage drinking with an educational theatre initiative. They also provide resources to schools including engaging videos, informative lunch-tray liners, alcohol testing strips (to identify drink 'spiking') and awardwinning teacher workbooks containing lesson plans and supplementary information. Feedback has been very positive, with teachers and students confirming they gain major benefits from the CAPs work.

### **Education and reward**

The North West Edinburgh CAP funded an initiative for young people involved in gang culture where alcohol misuse was prevalent. An alcohol education session was created by health professionals and a reward was offered to attendees in the form of a go-kart experience. As a result, barriers were broken down between the police and gang members to such an extent that they were able to provide guidance to the CAP in how to engage with gang members more effectively in the future.

### **CAP success in Orkney**

The Orkney CAP will launch an Ask For Angela scheme in 2019, a simple

**5,000** 'spikeys' funded

codeword campaign targeting people who feel unsafe on a 'date'. The CAP has also provided the Orkney Alcohol and Advisory Service with educational resources to assist in alcohol misuse awareness

coaching in schools and youth centres and funded the supply of 5,000 'spikeys' (a device to prevent alcohol being slipped into drinks without consent).

### To find out more





## DISTILLERY VISITOR CENTRE Scheme to combat drink driving

Chivas Brothers/Pernod Ricard are committed to the promotion of a convivial and responsible drinking lifestyle. These principles drove the creation of the Distillery Visitor Centre initiative to assist drivers who wanted to sample whiskies during a distillery tour.

### Enjoying product tastings safely

A distillery supervisor, keen to support the responsible-drinking ethos of the brand, created a re-usable kit which includes six bottles, a funnel and a carry-bag for drivers to fill with the products being tasted, to take them away to enjoy at home. Drivers now have the opportunity to participate in the 'nosing' experience and then sample the iconic drinks once they are safely at home.

This successful initiative was introduced at The Glenlivet, Strathisla, Aberlour and Scapa distillery visitor centres where there are also bold antidrink-drive sign posts in all car parks.

To find out more Visit the distillery website at www.aberlour.com or www.chivasbrothers.com

"This successful initiative was introduced at The Glenlivet, Strathisla, Aberlour and Scapa distillery visitor centres where there are also bold anti-drink-drive sign posts in all car parks."





**Above:** Anti-drink drive signage at Strathisla distillery.

**Left:** Rikki Scott at Ablerlour Distillery who devised the drivers kit.

# THE DRINKAWARE TRUST

The Drinkaware Trust is an independent alcohol education charity which aims to reduce alcohol-related harm by helping people to make better choices about their alcohol consumption. Drinkaware do this by providing people with the facts.

### **Funding and support**

All members of the SAIP either fund Drinkaware directly or support it in kind. The initiative is evidenceled and governed independently. Drinkaware holds an Information Standard accreditation and all medical information and guidance for the public is reviewed by an independent Medical Advisory Panel.

### Making better choices

The Drinkaware Trust works positively and collaboratively with their partners to provide impartial, evidence-based information and advice to people about their drinking. The trust also develops practical resources to help people turn this knowledge into action, including drink trackers, unit/ calorie-counters, measurement apps and action plans for reducing alcohol consumption.

### To find out more





#### Right: Walking football in action.

### **Drinkaware research**

Drinkaware is committed to ensuring work is informed by up-to-date evidence on UK drinking attitudes and behaviours and commissions an annual UK representative survey to find out who's drinking how much and why; informing understanding of general patterns of drinking among UK adults, people's experiences with cutting back and the drinking habits of young people and their parents.

### To find out more



www.drinkaware.co.uk/ research/drinkaware-monitor

### **Drinkaware in Scotland**

The Scottish Football Association are partnered with Drinkaware as their headline partner of Walking Football Scotland.

Supported by the Scottish FA, Walking Football Scotland aims to improve, maintain and promote the physical, mental and social wellbeing of older adults. Through the partnership, Drinkaware are gathering vital information from participants on their health and alcohol consumption and are monitoring participants' drinking habits to try to improve them. Drinkaware are also distributing information on drinking and its effects on health to participants in order to educate them on the dangers of excessive alcohol consumption and the benefits of regular exercise.

"The Drinkaware Trust works positively and collaboratively with their partners to provide impartial, evidence-based information and advice to people about their drinking."



Walking Football participants within the East Region are receiving information from Drinkaware on a regular basis, these areas include: Dundee, Perth & Kinross, Angus and Fife.

### To find out more



www.drinkaware.co.uk

### **Drink Free Days Campaign**

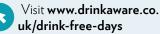
In September 2018 Drinkaware launched a major new UK-wide campaign to encourage those drinking in excess of the Chief Medical Officers' low risk drinking guidelines to take more drink free days to help reduce their risk of developing serious health problems.

The campaign's simple guidance on how to cut back on alcohol clearly resonated with the public; as headline figures showed over a 10-week period:

- 2.4 million people visited the Drinkaware website
- 433,000 of them clicked through to the Drink Free Days campaign page
- More than 56,000 people downloaded the Drinkaware App
- More than 1.2 million sessions recorded

The Drink Free Days campaign will continue in 2019.

### To find out more



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**2.4m** people visited the Drinkaware website "The Drinkaware Trust works positively and collaboratively with their partners to provide impartial, evidence-based information and advice to people about their drinking."



# THE DRINKAWARE TRUST AND ASDA

Asda through its membership of the Scottish Retail Consortium and Wine and Spirit Trade Association is part of the SAIP. Working together, Asda and Drinkaware created a scheme to engage Asda shoppers in conversation in-store about their personal alcohol consumption. The aim was to encourage discussion about drinking habits and to create an awareness of both the effects of alcohol and the benefits of cutting back.

### Drinkaware ambassadors in-store

The in-store activity, which took place in the alcohol aisles in 100 stores, involved Drinkaware-trained staff delivering alcohol awareness messaging (including the alcohol brief intervention AUDIT- C questionnaire) and giveaway resources to help customers cut back such as unit measure cups and calorie wheels. There was also information for parents on how to talk to children about alcohol. The project engaged with nearly 7000 customers on one day. Post-campaign evaluation deemed the activity a great success and will roll-out in 2019 on a wider scale.

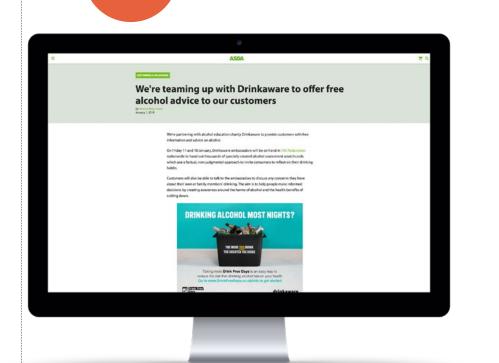
To find out more



Visit **www.asda.com** and **www.drinkaware.co.uk** 

"The aim was to encourage discussion about drinking habits and to create an awareness of both the effects of alcohol and the benefits of cutting back." **Right:** Humza Yousaf, MSP supporting the initiative with ASDA and Drinkaware colleagues.





# DRINK POSITIVE FROM DIAGEO

Diageo is a global leader in the alcoholic beverages industry with a wide portfolio of globally recognised brands across the beers, wines and spirits categories. Diageo are committed to reducing alcohol-related harm through their own initiatives as well as partnerships with other like-minded projects.

### Drink Positive campaign with the Scottish Football Association

Diageo and the Scottish Football Association are targeting one million Scottish football fans and players with a responsible drinking campaign. Using the William Hill Scottish Cup as a platform, the Drink Positive campaign targets football fans, coaches and players to promote more moderate drinking as part of a healthy balanced lifestyle.

### Targeting football coaches and fans

To maximise the impact of the campaign, Diageo targeted both football coaches and football fans. Amateur football coaches across Scotland were given alcohol awareness training, including information about how alcohol impacts sporting performance. Coaches would then include responsible drinking messages into every coaching session, thereby reaching tens of thousands of amateur footballers. Scottish football fans were also targeted with media messages, raising awareness of the negative impact of alcohol misuse via the www.drinklQ.com site which delivers engaging alcohol education, including alcohol unit and calorie calculators designed to encourage people to drink in moderation.

Diageo's 3,500 employees in Scotland will also be engaged, as part of the campaign, to build on the work they already do as responsible drinking ambassadors, taking the Drink Positive campaign message to friends and family across the country.

To find out more Visit www.diageo.com and www.drinkIQ.com



"Diageo are committed to reducing alcohol-related harm through their own initiatives as well as partnerships with other like-minded projects."



**Below:** Campaign launch at Hampden stadium with a team of Diageo responsible drinking ambassadors and Scottish footballing hero James McFadden.



## GLASGOW CLAN HEALTHY MINDS INITIATIVE FROM CHIVAS BROTHERS/PERNOD RICARD

Chivas Brothers/Pernod Ricard are committed to the prevention of under-age drinking.

### **Glasgow Clan Professional Ice Hockey**

The Glasgow Clan is a professional ice hockey team who play in the top British League. For the past four years, Chivas Brothers have supported the team's Healthy Minds programme - a player-driven, interactive education session, aimed at primary and secondary school-aged pupils. The initiative highlights just what it takes to become a professional athlete and last year the scheme engaged with more than 4,000 children in the West of Scotland.

### A healthy lifestyle with an anti-alcohol emphasis

The initiative covers all aspects of a healthy lifestyle – from the significance of a wholesome, balanced diet, to consistent training and exercise and the importance of rejecting drugs. There is also a strong emphasis on refusing alcohol, empowering teenagers to resist peer pressure. The Glasgow Clan scheme offers pupils a fresh and exciting educational experience, framing the players as positive, healthy role models with a lifestyle to aspire to.

To find out more Visit www.chivasbrothers.com







"The Glasgow Clan scheme offers pupils a fresh and exciting educational experience, framing the players as positive, healthy role models with a lifestyle to aspire to." **Top:** The Glasgow Clan play in a UK professional league and attract home crowds of around 3500 at each home game.

**Above:** Clan players inspire youngsters with interactive games and activities while stressing the importance of avoiding alcohol.

# LOW AND NO-ALCOHOL

There has been an increase in the popularity of low and no-alcohol alternatives in recent times. These low and no-alcohol products are giving consumers more choice and support consumers in their efforts to drink responsibly. A survey commissioned by the Portman Group in 2018 showed that nearly a quarter (24%) of British drinkers have either already switched some of their drinking to low alcohol alternatives, or would consider doing so in the next six months.

### **BAR ZERO BY HEINEKEN UK**

In 2018, Heart of Midlothian FC announced the opening of Bar Zero, a new bar serving food and drink on its Main Stand concourse. Created in conjunction with the club's official beer and cider partner, Heineken UK, it serves Heineken 0.0% and Old Mout Berries & Cherries Alcohol Free cider, both before games and at half time. With Bar Zero, Hearts became the first club in Scotland to offer its fans a dedicated, alcoholfree beer bar. Customers must still be over 18 to buy Heineken 0.0% and bar staff use Challenge 25.

### **DRINK FREE DAYS**

Heineken 0.0, Drink Aware and Tesco collaborated to create the first in-store Drink Free Days promotion in 450 Tesco stores during November and December 2018.

The Drink Free Days initiative from Drinkaware encourages customers to take more days off from drinking, as a way of reducing health risks – a message that customers found particularly motivating ahead of the Christmas period. Supported by in-store promotional materials, digital advertising screens and online banners, the campaign provided customers with a credible alternative to an alcoholic drink - Heineken 0.0 - a great-tasting beer made using only natural ingredients.

Since the launch of Drink Free Days, over 2 million people have visited the



Drinkaware website – an increase of more than a third on the previous year – and more than 20,000 people have downloaded the Drink Free Days app.

### To find out more

Visit www.heineken.com/gb/ heineken00/campaign and www.drinkaware.co.uk/drink-freedays

### LOW AND NO-ALCOHOL PRODUCTS FROM MOLSON COORS

Molson Coors offers customers and consumers in the UK a variety of quality no-alcohol and low-alcohol products. The range currently includes



"These low and no-alcohol products are giving consumers more choice and support consumers in their efforts to drink responsibly."

Rekorderlig Cider alcohol free and three no-alcohol beers: Cobra Zero, Bavaria 0.0% and Bavaria WIT, a noalcohol wheat beer. Low-alcohol drinks include Bavaria Shandy, a Pilsner shandy at 0.9% ABV. By 2025, the company aims to offer low and no-alcohol choices in every country in which they have brewing and selling operations.

To find out more Visit www.molsoncoors.com

## MINIMUM UNIT PRICING ON ALCOHOL -Guidance from the SGF

The Scottish Grocers Federation (SGF) is the national trade organisation for the convenience store industry in Scotland. One of the aims of SGF is to promote responsible community retailing and, to support this, the SGF partnered with the Scottish Government to produce a guide for retailers outlining the new minimum unit pricing for alcohol.

### Minimum pricing enshrined into law

From 1st May 2018, the minimum price for alcohol was set at 50p per unit in Scotland. Anyone with a licence to sell alcohol is no longer permitted to sell alcohol for less than 50p per unit, either on and off-trade.

### A short guide for licensees

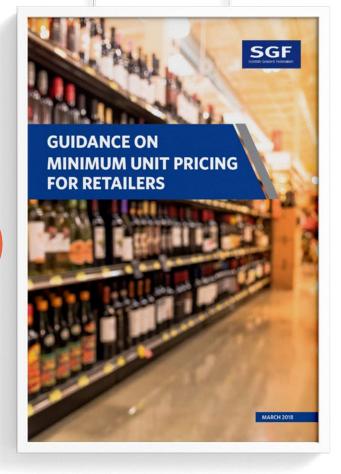
SGF created a short guide to the implementation of minimum unit pricing (MUP) covering the implementation of this policy, including:

- How to calculate MUP across product categories
- How to ready the business for MUP
- Staff training
- Designing price promotions
- Enforcement
- Dos, don'ts and FAQs

To find out more



50p minimum price for alcohol per unit in Scotland



"SGF created a short guide to the implementation of minimum unit pricing (MUP) covering the implementation of this policy."



## MODERATION STARTS WITH MARKETING AT MOLSON COORS

Molson Coors know that, while enjoying a beer is one of life's simple pleasures, it should be enjoyed responsibly. This is why they are committed to adhere to and uphold industry guidelines and regulations.

#### Moderation Starts with Marketing -Molson Coors' Marketing Compliance Committee (MCC)

We want our products to be enjoyed responsibly, which means advertising and marketing every brand responsibly. At Molson Coors, we have a proud tradition of developing creative and inspiring campaigns that celebrate beer and cider. But no matter how we're promoting our brews - from social media to TV to radio - we do our best to make sure that we follow guidelines established by governments, our industry and our own internal standards. To support this, within Our Beer Print Sustainability Strategy we have a global 2025 target to make certain 100% of our advertising and marketing programs are in compliance with company, industry and applicable governmental standards.

We value the ability to self-regulate our advertising and constantly analyse our business for practices that should be replicated. The Marketing Compliance Committee (MCC) includes a cross-functional group of employees who are responsible for reviewing communication materials against our internal standards and industry standards, including mandatory, voluntary and selfregulatory requirements. In 2018 we implemented this rigorous marketing review process across the UK and Ireland business. Going forward, we continue to develop training for our marketing employees and roll out the Marketing **Compliance** Committee process to the rest of our brands in Europe.



"Molson Coors are committed to adhere to and uphold industry guidelines and regulations wherever the brand appears – from social media to tv to radio."



# THE PORTMAN GROUP

The Portman Group is an organisation funded by eight leading alcoholicbeverage producers and brewers, with the aim of leading best-practice social responsibility in the industry. These businesses include the following SAIP members:

- Chivas Brothers / Pernod Ricard
- Diageo
- Heineken
- Molson Coors Brewing Company
- Bacardi

The Portman Group believes the alcohol industry have an obligation to help combat the misuse of alcohol through the production of responsible products and marketing.

### **Driving and supporting** industry initiatives

The Portman Group supports many existing campaigns like Best Bar None, Pubwatch and the CAPs, but they have also led their own initiatives.

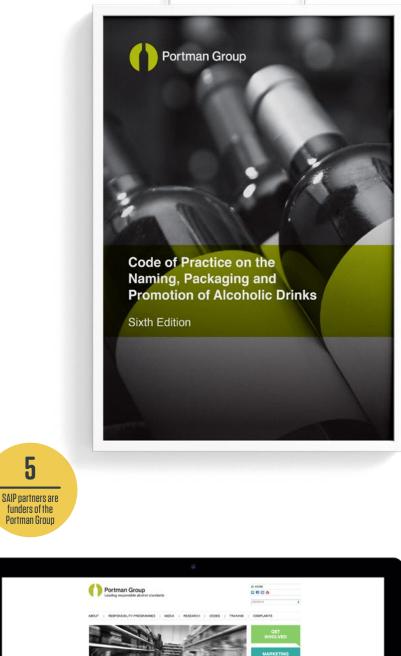
### **Raising standards and creating a** more responsible industry

The Portman Group also regulates the packaging, labelling and promotion of alcoholic drinks through its Code of Practice. This sets minimum standards for the industry and ensures those products marketed or labelled irresponsibly or inappropriately cannot be sold in the UK.

### To find out more



**"The Portman Group** believes the alcohol industry have an obligation to help combat the misuse of alcohol through the production of responsible products and marketing."





5

# THE SCHOOL OF HARD KNOCKS

Heineken is the UK's leading pub, cider and beer business with a group portfolio of more than 300 beer and cider brands. Heineken prides itself in promoting responsible consumption of alcohol, directing 10% of its media spend into the promotion of moderate drinking last year. Brand sponsorship is another area that Heineken leverage as a force for good, including their Grand Prix and the European Professional Club Rugby programmes.

## Heineken raises funds for a charity with a sporting slant

The School of Hard Knocks is a charity that uses sport to tackle unemployment, crime and poor health. Heineken partnered with School of Hard Knocks in a campaign to raise funds in order that the charity could help NEET (not in employment, education or training) adults (18+) to find employment and reach their potential using the discipline of rugby.

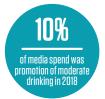
## Leveraging the excitement of the Champions Cup

Heineken created a fundraising initiative, harnessing excitement around the Rugby Champions Cup final to generate donations. Explayer Nick Easter was nominated to bungee-jump from a crane above Murrayfield, with crane raised higher and higher according to the amount of money donated by fans. The jump was streamed live on social media and created significant PR around the charity and their work.

To find out more Visit www. schoolofhardknocks.org.uk



"Heineken partnered with School of Hard Knocks in a campaign to raise funds in order that the charity could help NEET (not in employment, education or training) adults (18+) to find employment and reach their potential using the discipline of rugby.





# THE SCOTCH WHISKY ACTION FUND

The Scotch Whisky Association is the trade body for the Scotch Whisky industry and works to promote the growth of Scotch Whisky as the world's leading high-quality spirit. As part of the SWA's commitment to responsible drinking, in 2013 it launched the Scotch Whisky Action Fund (SWAF). The fund's goal is to tackle alcohol-related harm by investing in ventures that reduce the impact of alcohol misuse in Scotland. The Fund is managed by Foundation Scotland.

The SWAF aims to support pilot schemes and innovative interventions as well as build upon successful initiatives. Every year the fund provides £100,000 to programmes and initiatives working to combat alcohol misuse in young people, families and communities. To date, 50 awards have been granted to initiatives across Scotland, two such initiatives are the SEARCH Carers of West Dunbartonshire project and the Sunflower Garden Project supporting children affected by problematic parental alcohol use.

To find out more

Visit www.foundationscotland. org.uk/programmes/scotchwhisky-action-fund/

### SUPPORT AND EDUCATION FOR Alcohol Related Challenges in The Home (Search)

This project was funded by SWAF to support adult carers affected by alcohol related problems. A need was identified for support after research suggested alcohol was being used by carers as a way of coping with their circumstances, with alcohol dependence being an issue in a number of cases.

### The SEARCH Carers project objectives

- Improve identification of carers affected by alcohol misuse.
- Ensure this group are offered support with alcohol-related problems.
- Provide alternative coping strategies



**50** awards have been granted to initiatives across Scotland

### "The SWAF aims to support pilot schemes and innovative interventions to tackle alcohol-related harm in Scotland."

to reduce the instances of carers using alcohol

- Create safer communities through education and support.
- Positively influence policy and practice

### The need for support was greater than anticipated

More than twice the target number of predicted referrals were received during the 2-year project period. These carers received information and advice, emotional and practical support including group work sessions, short break grants and replacement care facilities.

### Improved wellbeing among participants

Independent post-project evaluation confirmed that the objectives SEARCH set were successfully delivered with the development of education programes, emotional support systems and significant impact on policy and practice. Amongst attendees, carers reported increased knowledge and skills, new insight and perspective and an awareness of 'healthier alternatives' to alcohol in terms of coping strategies, self-care and stress-relief.

Visit www.carerswd.org/

### To find out more







### SUNFLOWER GARDEN PROJECT

This project designed and delivered therapeutic support groups and oneto-one sessions for children affected by problematic parental alcohol use. The initiative aimed to improve selfesteem and resilience, improve the child's safety and improve behaviour and their attainment at school.

### Using creativity to educate, explore and heal

The groups ran for 12 weeks at the Sunflower Garden Service in Edinburgh and covered subjects including understanding addiction, expressing emotion and developing coping strategies. Groups used creative resources including stories, art and play to explore these subjects.

### Esteem and behaviour was much improved

Post-project evaluation confirms that 91% of attendees had higher levels of self-esteem, 100% were safer as a result of the support and 73% showed improved behaviour and attainment at school.

To find out more Visit www.simpson-house.org/ sunflowergarden.htm "The initiative aimed to improve self-esteem and resilience, improve the child's safety and improve behaviour and their attainment at school."



# **SMASHED INITIATIVE FROM DIAGEO**

As part of their commitment to tackling alcohol-related harm, Diageo are expanding their efforts to reduce underage drinking. Evidence of this commitment can be seen in their sponsorship of the Smashed theatre project.

## Challenging the culture of underage drinking

Smashed is an alcohol voungpe education and awareness programme that educates students on the facts about alcohol, exploring the causes and consequences of alcohol misuse and helping students to tackle peer pressure and make informed choices. Smashed uses live theatre and interactive workshops to powerfully demonstrate the danger of underage drinking.

www.youtube.com/ watch?v=lbxzGCOYsuU

### **Engaging with young people**

Diageo has supported Smashed initiative since 2005. In 2019, Smashed will be performed in 210 UK schools, reaching 45,000 students. The project has reached over 380,000 young people in more than 1,600 UK schools. Smashed will visit 21 countries this year and the global ambition is to reach five million people by 2025.

### The programme's impact

The programme was delivered by Collingwood Learning and developed in consultation with young people, and has made a proven positive impact:

- 95% of participants said they understood more about the dangers of underage drinking
- Students who knew the legal age for buying alcohol (in their country) increased from 78% to 94%
- 86% of pupils demonstrated confidence in where to get help with alcohol related issues after the programme (an increase of 33%)
- 15% said the most important thing they learnt from the session was how to challenge peer pressure



### **Smashed in Scotland**

In Scotland during the Autumn of 2018, a total of 48 Smashed performances were delivered in 37 schools over a five-week touring period, reaching a total of 9,121 pupils in Scotland. "Diageo has supported Smashed initiative since 2005. In 2019, Smashed will be performed in 210 UK schools, reaching 45,000 students."

### To find out more





## WHEN YOU DRIVE, NEVER DRINK – Heineken's F1 Sponsorship initiative

Heineken recently leveraged their prestigious Formula 1 sponsorship to create awareness of a driver safety message.

## F1 icon Jackie Stewart supports the message

Formula 1 champion and road safety campaigner, Jackie Stewart, was selected to lead Heineken's When You Drive Never Drink campaign. A commercial was developed showing Mr Stewart winning races throughout his glittering career, and across the decades – but always refusing to drink Heineken because he was driving. The message conveyed being "when you drive, never drink".

## Innovative on-trade support for the campaign

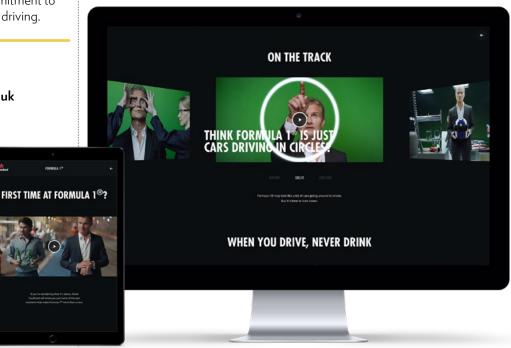
To support this sponsorship initiative, Heineken also equipped a number of UK bars with interventions to change the psychology of drink-drivers and empower them to make more responsible decisions. This campaign was also supported by other Formula 1 personalities, a TV commercial that addresses peer-pressure and a digital "designated drivers pledge" to assist people with a public commitment to staying alcohol free when driving.

### To find out more





"Heineken also equipped a number of UK bars with interventions to change the psychology of drink-drivers and empower them to make more responsible decisions."



## **Contact SAIP**

For more information regarding the Scottish Alcohol Industry Partnership, please contact Douglas Meikle, SAIP Secretariat

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