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

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
SAB Draw the Line
Outdoor Executions
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
“It won’t happen to me”
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

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

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

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

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**KA NGAMA UBUKHE WASELA UTYWALA, HAMBA NGONONOPHELO NGEENYAWO, ABAHAMBI NGEENYAWO ABANKLILEYO BATSHAYISWA ZIIMO TO EZINDELENI.**
ALCOHOL REDUCES YOUR DRIVING ABILITY. THINK BEFORE YOU DRINK BEFORE YOU DRIVE.
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
‘Talk to your teen about alcohol’
Parents urged to take control

It can be hard to give your child the go-ahead about alcohol. It's hard to know when to talk about something so serious. When you feel your child is ready or when you feel it's time for them to start drinking. It can be hard to know where to start. As parents, it's important to set the example. If you think your teen is ready to start drinking, then it's important to talk to them about it. It's important to talk to them about the risks and consequences of drinking. It's also important to talk to them about the benefits of not drinking. It's important to talk to them about the importance of making healthy choices. It's important to talk to them about the importance of making healthy choices. It's important to talk to them about the importance of making healthy choices. It's important to talk to them about the importance of making healthy choices.

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

Teenagers and Alcohol Booklet

- 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

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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

ARA
INDUSTRY ASSOCIATION FOR RESPONSIBLE ALCOHOL USE
Not For Sale To Persons Under The Age Of 18
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
Education

• 10. Print advertising
enjoyment is knowing when to say when

Not for sale to persons under the age of 18
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.
Let's improve the quality of our answers with helpful and relevant content. Here's an example of how we could approach this task:

**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