

Social Responsibility of the Spirits Industry



POLSKI
PRZEMYSŁ
SPIRYTUSOWY

REPORT ON THE ACTIONS OF THE ZP PPS



Social Responsibility
of the Spirits Industry

REPORT FOR THE PERIOD 2009-2010



Polish vodka is produced by combining spirit of the highest quality with water.

The content of alcohol, called alcohol by volume (ABV), in vodka is about 40% on average.

Different kinds of alcoholic beverages vary as to the content of pure alcohol. It can be determined using the concept of a standard drink which is the same for 100 ml or a glass of wine (ABV 12%), 250 ml of beer (ABV 5%) and 30 ml of vodka (ABV 40%).



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Introduction

Alcohol User Guide --- 07

The Spirits Industry's Commitment to Social Responsibility --- 08



Alcohol User Guide

It is common practice among producers of all consumer goods to specify on the label what their content is and how to use them. Food producers inform consumers about raw materials used for making their products. Other examples include warning about substances that can cause an allergic reaction affecting consumers' health, or giving precise instructions for use that describe how to safely use power supplied devices. The aim of such information is to protect the users against such application of the product that could be hazardous to their health or life.

The companies that are members of the of the Spirits Employers Association of the Polish Spirits Industry (Związek Pracodawców Polski Przemysł Spirytusowy – ZP PPS) make similar efforts. Being aware of the hazards of irresponsible alcohol consumption, they have been voluntarily involved in Corporate Social Responsibility for a few years now. The actions they have undertaken have a real effect on the alcohol consumption model in Poland and help solve the most important social problems associated with irresponsible consumption.

There are a lot of myths among Poles concerning the consumption of alcoholic beverages. Ignorance about the effect of alcohol on the human body and irresponsible consumption may lead to numerous social damages.

The most common stereotype relating to the consumption of alcohol and social problems it creates is identifying their causes with drinking hard liquors only. Meanwhile, it does not make a difference what kind of alcoholic beverage is introduced into the body. Vodka, beer and wine all contain alcohol, they just differ in its concentration. The key issue is being



aware of the responsibility associated with drinking alcohol. For many years now, ZP PPS has been successfully carrying out educational and informational campaigns targeted at consumers and vendors of alcoholic beverages. Their goal is to promote a model of responsible alcohol consumption and teetotalism in some cases. Evidence for the effectiveness of our actions is presented in this report, covering social campaigns and educational actions conducted in 2009 and 2010.

I am proud to present our achievements and hope you will enjoy our report

**The President of the Board of the Spirits Employers Association of the Polish Spirits Industry (ZP PPS)
Leszek Wiwala**

The Spirits Industry's Commitment to Social Responsibility

Alcohol has been with humankind since the dawn of time and forms a part of our culture and tradition. The first alcoholic beverages were probably an accidental result of fermentation of fruit and grains. Due to its properties, alcohol has been always used for relaxation purposes as well as for religious and initiation rituals. Nowadays, due to the development of industrial production, alcohol is easily available worldwide. It has become a part of our social life and moderate consumption of alcoholic beverages is socially acceptable. If it is to remain so, production and consumption must be accompanied by education of the society, legal regulations and control.

Numerous alcohol manufacturers, members of organizations all over the world, deal with issues important to the industry: production conditions, concern for the products' quality, promotion and questions related to social responsibility. The largest organization of spirits industry representatives in Poland is the ZP PPS, acting according to a philosophy that assumes that abuse and irresponsible drinking of alcohol may lead to the emergence of social problems.

That is why the key issue for the ZP PPS is to promote a model of responsible alcohol consumption and selling. This means presenting the public with information about the effects of alcohol drinking, warning them against situations where drinking even a small amount of alcohol can be hazardous to one's health and life, and persuading them to abstain from drinking entirely when teetotalism is advisable.

The SR Strategy (Social Responsibility)

The ZP PPS has developed its own SR Strategy that defines its fields of activity in this respect. In order to fulfill the social mission of the industry, our organization has developed a number of actions aiming at educating the public about the effects of excessive and irresponsible alcohol consumption. The most important of these actions include:

- working with authorities at the European Union, national and local government levels and with organizations of alcohol manufacturers and distributors for raising social awareness concerning alcohol and its consumption,
- monitoring current social problems and carrying out relevant social campaigns,
- promoting consumption of alcoholic beverages of the highest quality, coming from legitimate, safe sources.

The aims and principles of the ZP PPS

The social responsibility efforts of the ZP PPS are based on widely available research. Our organization collects data and prepares its own independent analyses concerning the structure of alcohol consumption in Poland and worldwide. They show that the factors increasing the risk of social damages are ignorance and myths related to alcohol. There is a lack of awareness within the society that regardless of the kind of alcoholic beverage consumed, pure alcohol is introduced into the body. Lighter alcoholic drinks are often not regarded as intoxicating substances. In consequence, claims like "Beer is not alcohol" or "One glass of wine will do no harm" still persist in the public mind. Such an attitude may lead to neglecting the effects of drinking light alcoholic beverages. Hence

THE KEY ISSUE FOR THE ZP PPS IS TO PROMOTE A MODEL OF RESPONSIBLE ALCOHOL CONSUMPTION AND SELLING

the ZP PPS spreads information about the consequences of irresponsible consumption of all kinds of alcoholic drinks, regardless of alcohol content. According to the ZP PPS, such a misconception can be especially hazardous for three social groups: drivers, pregnant women and youths (minors). Thus, our organization has chosen to implement Social Responsibility Programs in the following areas:

- alcohol drinking during pregnancy,
- driving under influence of alcohol,
- educating about responsible alcohol drinking and selling.

Since 2004, the ZP PPS has been a member of the European trade association CEPS (The European Spirits Organization). As a representative of Polish spirits manufacturers, it adopted the CEPS Charter in 2010. The document comprising the resolutions of spirits industry companies operating in Europe for the years 2006–2010 obliged alcohol producers and distributors to promote a model of responsible alcohol consumption. Within CEPS another document for the years 2011–2015 has been adopted, entitled "Road Map 2015". It updates the industry's resolutions concerning social issues and designates new directions of efforts in order to increase their effectiveness and adjust them to social changes. The ZP PPS, bearing in mind the specific character of the Polish market, social circumstances and the law, has developed its own Code of Marketing Conduct. It defines good marketing practices in the industry. The organizations that are member of the ZP PPS have thereby committed themselves not to encourage excessive consumption or abuse of alcohol in their marketing and communication efforts and to condemn such encouragement. The document is now known as the Code of Best Marketing Practices.

In 2007, the process of self-regulation of the industry's social responsibility resulted in the ZP PPS's joining the Council for Advertising Union of Associations (Związek Stowarzyszeń Rada Reklamy). The aim of this accession was to raise standards of marketing communication based on the Code of Ethics and Advertising. The Code condemns unethical and unfair advertising messages and supports models that take into account social responsibility and good practices. Work is currently underway to include the Code of Best Marketing Practices of the spirits industry as an appendix to the Code of Ethics and Advertising.

In the years 2009–2010 our organization conducted 16 social campaigns targeted at groups specified in the SR Strategy: drivers, expectant mothers, youths and alcohol vendors. The PR efforts surrounding the campaigns ensured them a maximum reach. The aim was to educate the public in order to change stereotypes concerning the effect alcohol has on one's health and to raise awareness about responsibility related to its consumption.



Social Campaigns of the Spirits Industry

“A Better Start for Your Child” („Lepszy start dla Twojego dziecka”) 2009-2010 --- 13

“Don’t Drink and Drive” („Piłeś? Nie jedź!”) 2009-2010 --- 17



Lepszy start dla Twojego dziecka

POLSKIE TOWARZYSTWO GINEKOLOGICZNE INFORMUJE:

**Każda ilość alkoholu
spożywanego w czasie ciąży
może prowadzić
do uszkodzenia płodu**

“A Better Start for Your Child” 2009-2010”

(„Lepszy start dla Twojego dziecka”)

Nationwide informational and educational campaign

THE AIM OF THE CAMPAIGN:

The basic objective of the second and third edition of the campaign was to battle the stereotype that consuming small amounts of alcohol during pregnancy is permissible and does not have any medical consequences for the life and health of the baby. It was equally important to reduce social permissibility for alcohol drinking by expectant mothers and to educate the medical community.

PROBLEM DESCRIPTION:

Knowing about abstaining totally from alcohol during pregnancy is a key issue for expectant mothers and women planning to get pregnant. Alcohol contained in any beverage penetrates through the placenta connecting the foetus with the mother's body, so drinking even the smallest amount of alcohol by a pregnant woman may be hazardous to the baby's life and health. It is also important to raise the awareness among medical staff and expectant mothers' friends and family. Pregnant women often consume alcohol during social meetings and family gatherings. A social campaign with the message that there is no safe dose of alcohol at this stage of a woman's life will raise awareness of the problem. It may also help avoid future social problems that could arise from drinking alcoholic beverages by pregnant women.

10% OF RESPONDENTS
ADMITTED THEY
HAD DRUNK ALCOHOL
WHILE PREGNANT

ACTIONS WITHIN THE 2009 CAMPAIGN:

During the 2009 campaign the following printed materials were prepared: posters (900 of them), leaflets (21,000) distributed at clinics, hospitals and pharmacies. Additionally, there were leaflets included in pregnancy tests sold in the “Dbam o Zdrowie” chain of pharmacies (90,000). There were also media relations efforts conducted for the campaign and a website of the program was launched: www.lepszystart.com.pl.

ACTIONS WITHIN THE 2010 CAMPAIGN:

The campaign was held in August and September 2010. As part of the 2010 campaign, promotional materials were published: posters (2,500 of them) and leaflets (310,000) distributed at hospitals and clinics, and stands for pharmacies (1000 of them). Due to the high standing that doctors and pharma-

THE DIRECT TARGET GROUP:

Women aged 18 to 35, pregnant or planning to get pregnant, and those in their closest circle. The age group corresponded to the group within which having children is the most common.

THE INDIRECT TARGET GROUP:

Obstetricians, gynecologists and medical staff having frequent interactions with the direct target group. This group has been included in the informational campaign after some shocking data from the second edition showing that as many as 4% of surveyed women heard from a doctor about a possible positive effect of alcohol drinking during pregnancy¹.

cists have with pregnant women, the campaign efforts directed at the medical community were intensified as compared to the 2009 campaign. Extending the scope within this group served an educational role and doubled the odds of reaching the target group. The campaign comprised BTL and PR efforts. Media relations for the 2010 campaign were prepared for the press and the Internet. The campaign was supported once again by the www.lepszystart.com.pl. Furthermore, the campaign's slogan with the dedicated website's address became a permanent feature in leaflets of selected pregnancy tests.

THE 2009 AND 2010 EDITIONS OF THE CAMPAIGN BROUGHT ABOUT AN INCREASE IN THE EXPECTANT MOTHERS' AWARENESS OF HARMFUL EFFECTS OF DRINKING ALCOHOL WHEN PREGNANT.

Apart from standard informational efforts, an attempt was also taken to involve expectant mothers in the execution of the campaign's message. The tool was a contest for a short story or a column "I love my baby – I'm a teetotaler when pregnant". It was supposed to give women some hints how to avoid drinking alcohol when pregnant. The idea for the contest emerged after having analyzed evaluation studies of the 2008 and 2009 campaigns that pointed to unchanging causes of alcohol drinking by expectant mothers: for company and pleasure.

PARTNERS OF THE 2009 AND 2010 CAMPAIGNS:

The campaign "A Better Start for Your Child" owes its success to the partners and media sponsors that had invaluable contribution into the education of pregnant women.

The 2009 campaign: partners – Polish Gynaecological Society (Polskie Towarzystwo Ginekologiczne), Polish Midwives' Association (Polskie Towarzystwo Położnych), European Forum for Responsible Drinking (EFRD), "Dbam o Zdrowie" chain of pharmacies, Fundacja Edukacji Społecznej (Social Education Foundation), Poster Print;

Media sponsors – "Dziecko" magazine, eDziecko.pl website, "Magazyn Pielęgniarki i Położnej" magazine.

The 2009 campaign: partners – Polish Midwives' Association (Polskie Towarzystwo Położnych), Polish Gynaecological Society (Polskie Towarzystwo Ginekologiczne), Domowe Laboratorium, Złota Farmacja, Poster Print

Media sponsors – "Dziecko" magazine, eDziecko.pl website, "Magazyn Pielęgniarki i Położnej" magazine, Wydawnictwo Lekarskie PZWL publishing house.

CAMPAIGN RESULTS:

As shown by the results of the surveys done by TNS OBOP for ZP PPS, the 2009 and 2010 editions of the campaign brought about an increase in the expectant mothers' awareness of harmful effects of drinking alcohol when pregnant.

2009 r.:

- The campaign reached 40% of the respondents from the target group.
- 10% of those polled admitted they had drunk alcohol when pregnant (11% in the first phase of surveys in 2008).
- 20% of respondents exposed to the campaign changed their attitude towards alcohol use during pregnancy, denying drinking it (this is 100% better than in the 2008 campaign, which is a big success).
- 87% of women drinking alcohol when pregnant had chosen beer and wine, and 8% vodka.
- 81% of those polled thought there was no acceptable dosage of alcohol to be consumed when pregnant (as compared to 72% in the second phase of surveys in 2008).

10% INCREASE IN THE NUMBER OF DOCTORS MAKING PREGNANT WOMEN AWARE OF HARMFUL EFFECTS OF ALCOHOL DURING PREGNANCY

2010 r.:

- The campaign reached 48% of respondents of the target group.
- 2% of those polled refused to answer when asked if they had drunk alcohol during their pregnancy. It can point

towards the increasing social disapproval and shame related to such behaviour (in three phases of the surveys: 1st in 2008, 2nd and 3rd in 2009 all the women polled agreed to answer this question).

- Almost half of all those consuming alcohol when pregnant gave up drinking wine. It can indicate that the conviction about "one glass of wine being good for the expectant mother and the baby" is slowly disappearing from the minds of pregnant women.
- Expectant mothers more often turned to beer (at wine's expense) – the percentage increased by 1%.
- As many as 19% of those polled who admit to consuming alcoholic beverages (in 2009 it was 8%) cannot say or do not remember what kind of alcohol they consumed. It shows an increased awareness of the fact that drinking any alcohol when pregnant has a harmful effect and points to feelings of shame related to its consumption.
- The success of the campaign is that as many as 90% of women polled think any amount of alcohol consumed when pregnant is impermissible.
- 40% of doctors talked to pregnant women about harmfulness of drinking alcohol when pregnant which is a significant improvement when compared to the 20% in 2008 and 28% in 2009.

90% OF WOMEN POLLED THINK ANY AMOUNT OF ALCOHOL CONSUMED WHEN PREGNANT IS IMPERMISSIBLE.

¹ Evaluation of the campaign "A Better Start for Your Child" 2009, TNS OBOP for ZP PPS.

² Evaluation of the campaign "A Better Start for Your Child" 2010, TNS OBOP for ZP PPS.

Wszystkie napoje alkoholowe zawierają tę samą substancję chemiczną – alkohol etylowy. Nie ma znaczenia, czy pijesz drinka, lampkę wina, czy małe piwo. Twoje dziecko pije razem z Tobą.

Cząsteczki alkoholu są bardzo małe i przenikają przez łożysko. Rozwijający się płód nie ma jeszcze wykształconych enzymów, które umożliwiłyby eliminację alkoholu.

Choć tego nie odczuwasz, nawet niewielka ilość alkoholu może mieć bardzo negatywny wpływ na dalszy rozwój Twojego dziecka.

Picie alkoholu w czasie ciąży przyczynia się do zwiększenia ryzyka poronienia, przedwczesnego porodu, wystąpienia wad wrodzonych i zahamowania wzrostu płodu. Zostało naukowo udowodnione, że picie alkoholu przez ciężarną może być przyczyną niedorozwoju fizycznego i umysłowego u dzieci.



Szczególnie narażony na szkodliwe działanie alkoholu jest rozwijający się mózg. Alkohol może spowodować obumarcia części komórek mózgowych u płodu. Kobieta, która pije alkohol w ciąży naraża swoje dziecko na negatywne konsekwencje przez całe jego życie. Alkohol może bowiem przyczynić się do wystąpienia zaburzeń pamięci i zachowania, problemów z koncentracją i trudności w nauce.

Negatywnych skutków zdrowotnych u dzieci wywołanych pićem alkoholu przez kobiety w ciąży można uniknąć! Każda z was chce mieć zdrowe dziecko. Nie pij alkoholu bezpośrednio przed i w trakcie ciąży. Nie wiadomo dokładnie, jaka dawka alkoholu może zaszkodzić dziecku. Pamiętaj, że zupełna rezygnacja z picia alkoholu, w jakiegokolwiek ilości i postaci, całkowicie eliminuje zagrożenie!

Zapewnij lepszy start swojemu dziecku

Więcej informacji znajdziesz na stronie www.lepszystart.com.pl



**STO LAT!
STO LAT!**

**NAWET TYLE NIE WYSTARCZY,
ŻEBY ZAPŁACIĆ ZA ŻYCIE INNYCH.**

PIŁEŚ? NIE JEDŹ!

„Don't Drink and Drive! Switch Your Thinking On” 2009

(„Piłeś? Nie jedź! Włącz myślenie!”) A nationwide campaign

„Don't Drink and Drive!” 2010

(„Piłeś? Nie jedź!”) A local campaign in Warsaw

THE AIM OF THE CAMPAIGNS:

Raising social awareness of risks concerning driving under the influence of alcohol and the effect alcohol has on the driver's motor skills.

TARGET GROUP:

Drivers aged 18 to 30 who according to police statistics cause the most traffic accidents. As shown by the research report of the sociology department at the University of Gdańsk, 36% of young men under 24 declare they drive after having drunk large amount of alcohol the previous day; which supports the choice of the target group.

PROBLEM DESCRIPTION:

The statistics of the General Police Headquarters (Komenda Główna Policji) show what a significant risk drunk drivers pose for road traffic. In 2008 the number of accidents caused by drivers under the influence of alcohol was 3,529. It was 9.2% of total number of accidents caused by drivers. These crashes resulted in 427 people dead and 4,976 injured. Furthermore, there was an increase in the number of people found to be driving under the influence (by 5.8%). Such statistics acted as a spur for the continuation of educational efforts concerning the effect of alcohol on the ability to drive.

There are many misconceptions among drivers about the impact of alcohol on psychomotor ability. One of them is the view that having a strong cup of coffee accelerates the process of removing alcohol from the body. As shown by the evaluation study of the “Don't Drink and Drive” campaign, as many as 12% of drivers are convinced this is the case². Results of the study show the actual level of awareness: 25%

of drivers believe they can drive after having drunk a small amount of alcohol. It should be added here that this group of respondents declared earlier that they knew about the effect of alcohol on the ability to drive.

Another myth lingering on among drivers is the conviction that various kinds of alcoholic beverages differ in how they affect the ability to drive. 20% of drivers surveyed believed it was more dangerous to drink a shot of vodka than to have a glass of wine or beer. In fact blood alcohol content after drinking the above doses of alcoholic beverages is almost identical.

25%

**OF DRIVERS BELIEVE
THEY CAN DRIVE
AFTER HAVING DRUNK
A SMALL AMOUNT
OF ALCOHOL.**

There are other false claims drivers stubbornly cling to, confirming the need for further education in this area:

- “Home is not far away” – the distance a drunk driver has to go does not affect his or her motor skills!
- “I'll have some air, take a cold shower, I'll sober up” – as in the case of coffee, your liver needs time to remove alcohol from your blood!
- “I'll drive slowly, I'll be careful” – even driving more slowly will not restore powers of concentration disabled by the alcohol present in the body!

One of the major issues remains the social response to the intention of driving under the influence of alcohol or persuading a person to do so. As many as 47% of respondents in the evaluation study of the 2009 “Don’t drink and drive” campaign witnessed such a situation³. This group consisted mostly of young people, 20 to 25 years old. The research done at the University of Gdańsk shows similar results: more than a half of those surveyed encountered this problem. While 36% of respondents tried to stop a drunk driver from driving, 20% did not take any action!

The reason behind the decision to carry out the 2010 “Don’t Drink and Drive” campaign in Warsaw were research results⁴ with almost 40% of Warsaw dwellers admitting they had been driving under the influence of alcohol within the previous year. Besides, Warsaw has the greatest number of drivers coming in from outside the city. It was assumed therefore that despite its local character, the campaign would reach a wider audience, not confined just to the people of Warsaw.

ACTIONS WITHIN THE CAMPAIGN:

The 2009 and 2010 “Don’t Drink and Drive” campaigns aimed at making drivers aware of the possible tragic consequences of drunk driving.

The 2009 campaign took place in November and December, during the Christmas season, when traffic is intensified. Social gatherings with friends and family provide an additional opportunity to drink alcohol. During the campaign the police performed more frequent sobriety checks. Visual communication was created for the campaign: television commercials, radio spots, billboards (450 of them) and information leaflets (200,000 of them). TV and radio spots were aired on the following stations: TOK FM, RMF Maxxx, Eska, TVP1, TVP2, TVP Info, Polsat Play, Animal Planet, Discovery Channel, Discovery World, Discovery Science, Discovery Travel&Living. On the Internet, apart from web banners at the websites

Wp.pl, Aktivist.pl and Clubber.pl, the campaign was also present at the social networking site Facebook. An informational and educational website www.pilesniejedz.com.pl was created for the campaign, with detailed data on the effect of alcohol on the ability to drive. The program was an example of cooperation of the Ministry of Infrastructure with the National Road Safety Council, General Police Headquarters, EFRD and ZP PPS in order to increase road traffic safety in Poland.

The 2010 campaign was held in late October and early November. Honorary patronage of the award was taken by the President of Warsaw Hanna Gronkiewicz-Waltz and the Parliamentary Group on Road Traffic Safety, while the media sponsor was the TV station TVN Warszawa. The partners of the campaign were Warsaw Police Headquarters (Komenda Stołeczna Policji) and Motor Transport Institute (Instytut Transportu Samochodowego – ITS) with their joint action of directing speeding drivers to an overturn simulator. Moreover, as part of the “Sober mornings” and “Sober evenings” operations, the police distributed leaflets (145,000) to drivers during road checks, describing hazards of driving under the influence of alcohol. Another partner of the campaign was “KRZYŚ” Foundation which was supported by the ZP PPS in

DURING THE WARSAW EDITION OF THE CAMPAIGN

150 000

LEAFLETS WERE HANDED OUT TO DRIVERS, DESCRIBING THE CONSEQUENCES OF DRIVING UNDER THE INFLUENCE OF ALCOHOL.



Mats in front of the Warsaw clubs



Overturn simulator

carrying out the Polish edition of the “European Night Without Accident” on 16 October 2010. “KRZYŚ” Foundation also handed out campaign leaflets (5000).

A radio spot and a TV spot were created for the campaign. There was an information campaign on TVN Warszawa and RMF Maxxx and advertising spots shown at the cinemas of the Multikino chain in Warsaw (watched by more than 206,000 viewers). During the Halloween weekend, in fifty Warsaw clubs the action “Thinking Persons Club” was carried out. Mats with the campaign slogan were spread outside the clubs and stickers with the slogan “Thinking Persons Club – Don’t Drink and Drive” were placed inside in conspicuous locations. There were 100 buses on the streets of Warsaw with the campaign’s banners.

THE RESULTS OF THE CAMPAIGN:

As many as 92% of those polled⁵ were exposed to at least one of the elements of the 2009 campaign. Nearly half of them (46%) declared they would change their attitude towards driving under the influence of alcohol, while 77% of respondents declared intervening and stopping intoxicated people from driving.

In 2009, integrating and coordinating the efforts of government institutions, more frequent road checks and social campaigns resulted in the number of traffic fatalities caused by drunk drivers dropping by 22%!

Preliminary data of the General Police Headquarters for 2010 show that the total number of drivers found to be driving under the influence of alcohol decreased by 7,439 as compared to 2009. This can point to a raised awareness of risks in the target group.

46%

NEARLY HALF OF DRIVERS DECLARED THEY WOULD CHANGE THEIR ATTITUDE TOWARDS DRIVING UNDER THE INFLUENCE OF ALCOHOL



The awareness of the gravity of consequences of drunk driving is also on the rise. “Death of others” was chosen as the most serious one by 84% of respondents in the 2010 campaign evaluation study. This is a 15-percent increase since in 2009 this consequence was pointed out by 69% of respondents.



¹ „Alkohol i Kierowca” (“Alcohol and the Driver”), University of Gdańsk 2009.
² TNS OBOP for ZP PPS, evaluation study of the “Don’t Drink and Drive” campaign 2009.
³ TNS OBOP for ZP PPS, evaluation of the “Don’t Drink and Drive” campaign 2009.
⁴ PBS GDA Sp. z o.o. for the city of Warsaw „Nietrzeźwi kierowcy w Warszawie – społeczne postawy wobec zjawiska oraz jego rozpowszechnianie” (“Drunk Drivers in Warsaw: Social Attitudes towards the Phenomenon and its Spreading”).
⁵ Report on the “Don’t Drink and Drive campaign”, Fabryka Komunikacji Społecznej for ZP PPS, 2009.



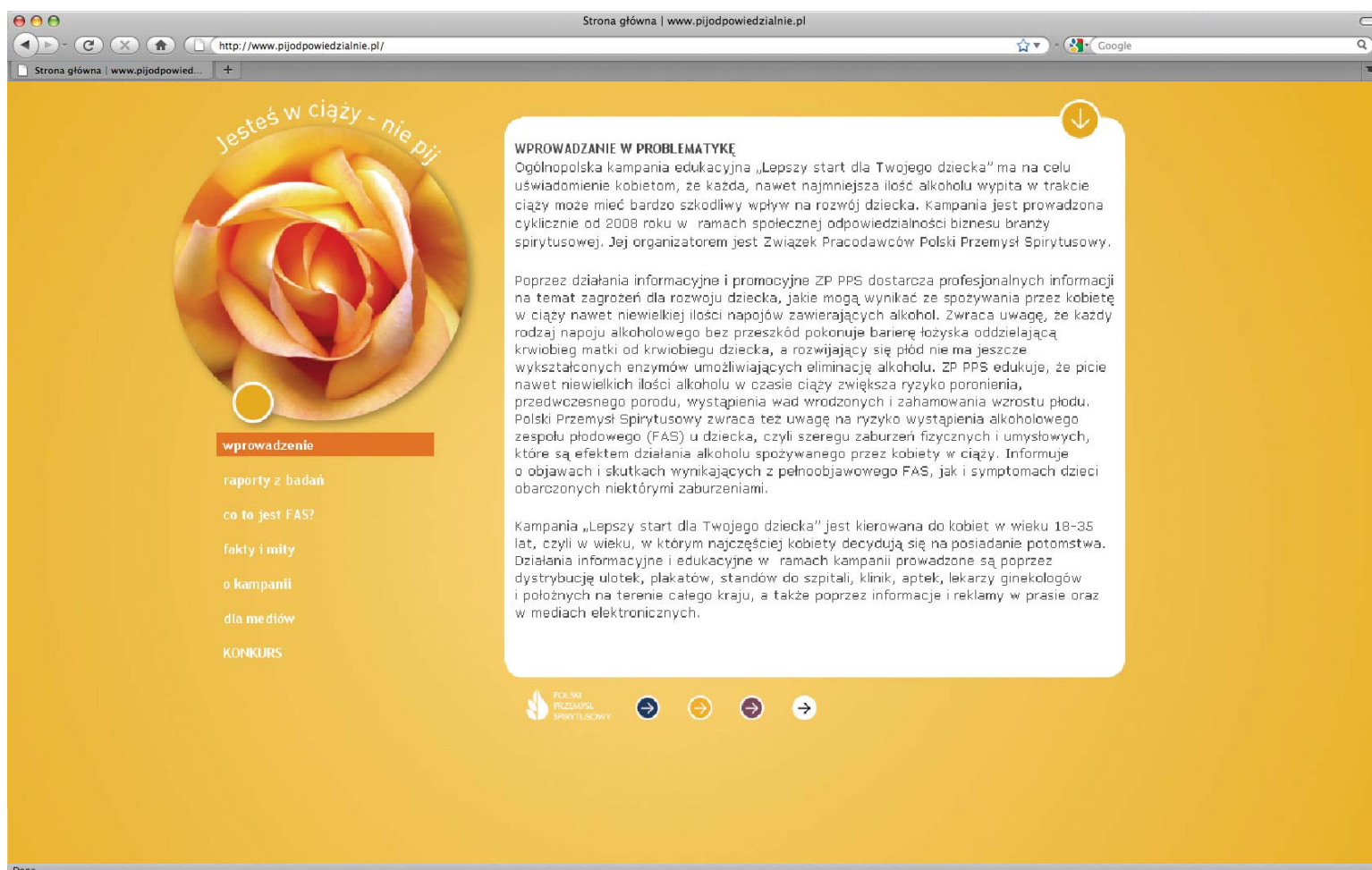
Educational Efforts

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Gdańsk Centre for Substance Abuse Prevention (Gdańskie Centrum Profilaktyki Uzależnień) --- 29
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Website on responsible drinking pijodpowiedzialnie.pl

For over three years, the ZP PPS has been running an educational website. Its aim is to provide information and build social awareness concerning the risks and consequences of irresponsible alcohol use. The website focuses on three social issues that are the most crucial according to the ZP PPS:

- drinking alcohol by pregnant women,
- driving under the influence of alcohol,
- alcohol drinking and its availability among youths (minors).

- "Don't Drink and Drive"
- "A Better Start for Your Child"

The website also provides solid information debunking alcohol-related myths. It is presented in the form of a quiz testing the knowledge of Internet users. The questions have been prepared based on the materials recommended by The European Spirits Organization.

The website educates the user about the effect alcohol has on the human body. It also presents legal aspects and explains the concept of responsibility in the context of alcohol consumption. In addition, it points to the harmful effects of alcohol abuse and the possibility of developing a dependency.

„EXPERT KNOWLEDGE AND SOLID INFORMATION DEBUNKING ALCOHOL-RELATED MYTHS: 24/7 ONLINE.”

The guidance part of the website contains basic information summarizing the principles of responsible alcohol consumption. Many alcohol manufacturers voluntarily provide the website's address on their products' labels and in promotional materials. In this way the message about responsible drinking reaches consumers directly with the simple slogan: "Drink responsibly!"

The homepage includes links to the most important campaigns of the ZP PPS:

Training and guidebook for alcohol vendors

AS MANY AS

4500

VENDORS HAVE BEEN TRAINED

Since 2008, the ZP PPS has been carrying out educational programs for alcohol vendors in Poland. The ZP PPS program emphasizes good practices and standards of conduct for the selling of alcohol since the organization's mission, within the right marketing practices, is to build the awareness of consequences of the decision to sell alcohol. In 2009 and 2010 the program was targeted at owners and managers of facilities that sell and serve alcohol and at their employees.

The objective of the workshops was to educate the participants about:

- responsible selling and serving of alcoholic beverages,
- efficient customer service,
- requirements of the Polish law referring to the selling and serving of alcohol.

During training, the greatest emphasis was put on an active response of the vendor (e.g. a refusal to sell) in case of customers intending to drive under the influence of alcohol, intoxicated persons, minors and pregnant women. The coaches explained to the vendors how important it is for them to decide whom to sell or serve alcohol.

Special attention was paid to the minors group. The significance of the problem is confirmed by the Ministry of Health's report¹ which shows that alcohol is the most popular psychoactive substance among youths. More than 90% of junior high third-graders (15 and 16-year-olds) and nearly 95% of secondary school students has already been exposed to alcohol! Almost half of minors make an attempt to buy alcohol; they are rarely refused – only: 12,4% attempts of purchasing beer, 15,5% attempts of purchasing wine, 11,1% attempts of purchasing vodka by minors were refused by the vendor.

The training tool prepared by the ZP PPS was a guidebook for vendors "Responsible Selling and Serving of Alcoholic Beverages." It discusses legal regulations and issues concerning alcohol selling and informs vendors about the risks of irresponsible drinking. Above all, however, it gives practical answers to the questions:

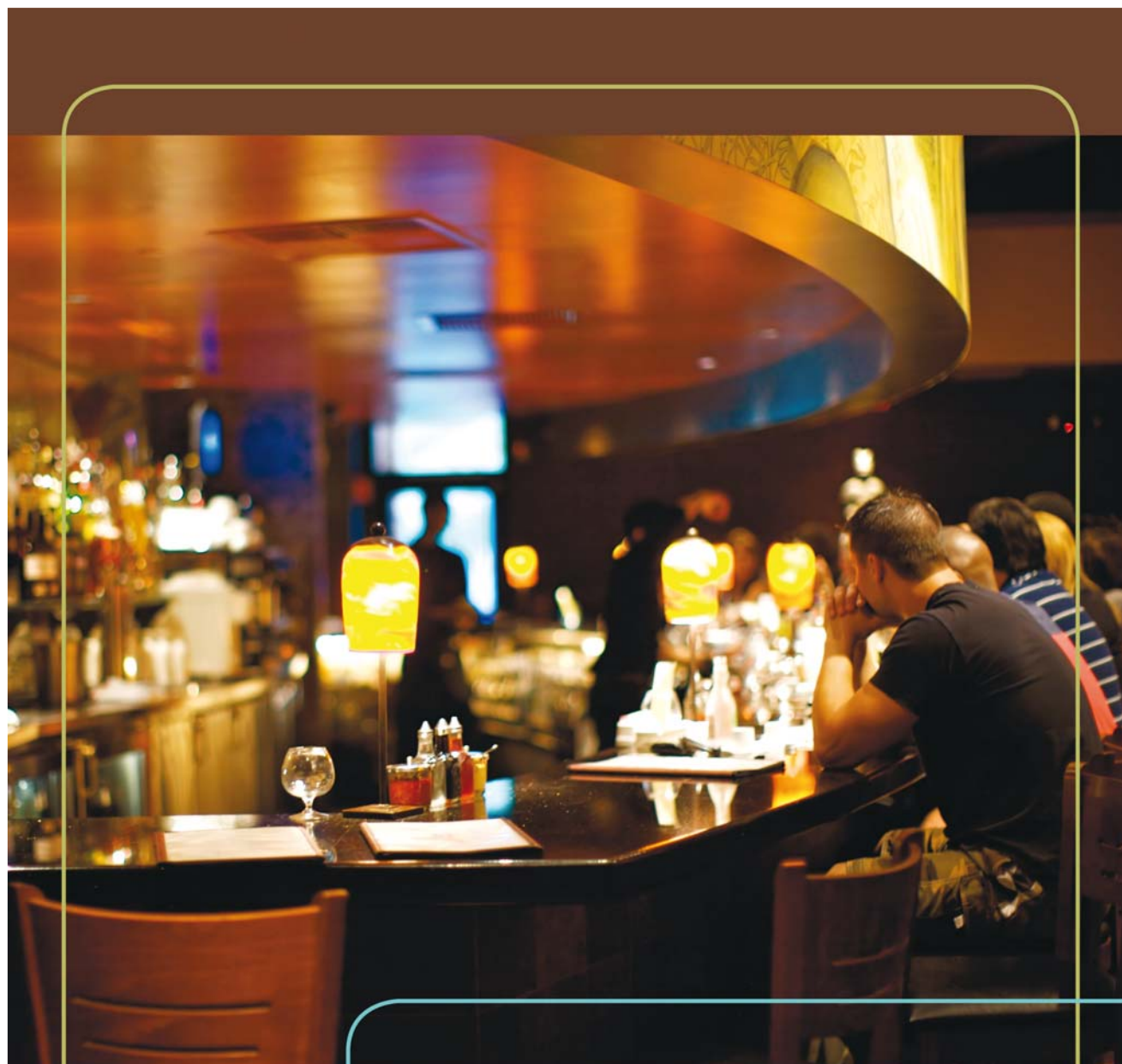
- how to deal with people from high-risk groups,
- how to prepare and deal with an intoxicated consumer,
- how to refuse to serve alcohol.

The guidebook also discusses situations that can possibly cause problems and ways to recognize them, including reading body language.

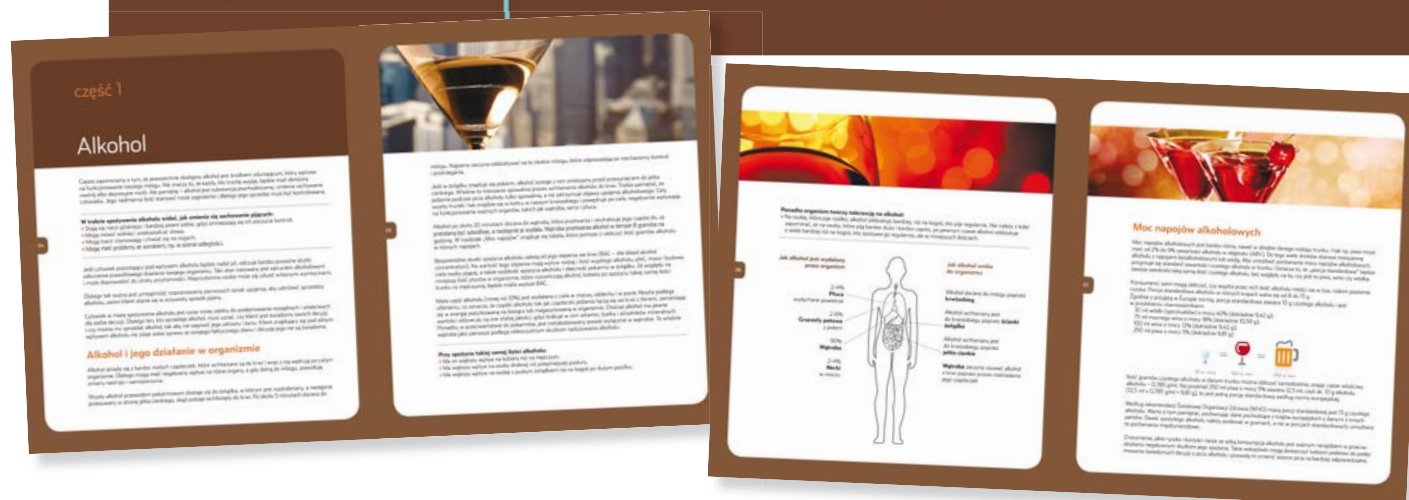
Vendors participating in the training were usually positively surprised by the number of practical hints. During two-hour workshops, they practiced ways to recognize critical situations, deal with intoxicated customers and be assertive. In the experience of the ZP PPS, even if participants initially had a disapproving attitude towards the training (e.g. considered it a waste of time), they left it with the sense of gaining expertise and practical insights.

The partners of the ZP PPS training programs are local authorities: city councils, municipal councils and centers for the prevention of substance abuse. In 2009 and 2010 the training was completed by 3,448 vendors, and since 2008 nearly 4,500 vendors have been trained in total!

¹ Report on the execution of the provisions of the Act on Upbringing in Sobriety and Counteracting Alcoholism for 2008, drawn up by PAPP, presented in Sejm in 2009.



Odpowiedzialna sprzedaż i serwowanie napojów alkoholowych
Przewodnik dla sprzedawców



Symulator

Bezpiecznej Jazdy

Polska 14-19.07.2010

Kampania

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Cooperation with KRZYŚ Foundation

“European Night Without Accident” (Europejska Noc bez Wypadku)

ZP PPS has been a partner to “KRZYŚ” Foundation for several years. Together they organize the “European Night Without Accident” program – a campaign inspired by the Belgian foundation “Responsible Young Drivers”. In 2009-2010 (6th and 7th edition) the action was carried out in 103 clubs across Poland. 360 volunteers were involved in the campaign. Their job was to encourage designated drivers to show they are responsible and will not drink alcohol in order to drive their friends home safely after the party. As a sign of participating in the campaign, designated drivers put on a blue armband and on leaving the club they were tested with a breathalyzer. Those who were sober were rewarded

with a gift. The nationwide campaign covered 26 towns and cities: Warsaw, Rzeszów, Katowice, Opole, Olsztyn, Szczycno, Mrągowo, Nidzica, Gdańsk, Sopot, Kościerzyna, Tczew, Kraków, Bydgoszcz, Kielce, Wrocław, Częstochowa, Mielec, Lublin, Bartoszyce, Szczecin, Gliwice, Zabrze, Bytom, Rybnik and Wałbrzych.

Driving simulator

Since 2007 the ZP PPS, in cooperation with KRZYŚ Foundation and MIVA Polska (Mission Vehicle Association), has been organizing shows with the use of a driving simulator. It is a state-of-the-art educational tool that looks like a real car and has an interactive virtual 3D platform. The simulator demonstrates how important it is to be concentrated while driving. Most importantly for the ZP PPS, it is possible to switch on a special “drunk driving” mode. When this mode is on, participants can see for themselves, in a direct and safe way, that any amount of alcohol consumed delays the driver’s reactions.

In the last two years the joint action was held in Orneta, Olsztyn, Pisz, Radom, Gdańsk, Warsaw and Wrocław.

THERE WERE

26 TOWNS,

103 CLUBS

AND 360 VOLUNTEERS

PARTICIPATING IN THE CAMPAIGN.

THE SIMULATOR OFFERS A SAFE WAY TO
SEE FOR YOURSELF THAT ANY AMOUNT
OF ALCOHOL CONSUMED AFFECTS THE
DRIVER’S REACTIONS.

FULL CONTROL

BĄDŹ W KONTAKCIE

ZE
SOBĄ

Z INNYMI
LUDŹMI

PLANUJ
SWOJE ŻYCIE

CZUJ
I MYŚL

WYBIERAJ
ŚWIADOMIE

BĄDŹ ODPOWIEDZIALNY
NA IMPREZIE

NIE PRZEGINAJ
Z ALKOHOLEM

ZADBAJ O SWOJE
BEZPIECZEŃSTWO

CHROŃ
UMYSŁ

KONTROLUJ SWOJE
ZACHOWANIA

www.full-control.pl

Gdańsk Centre for Substance Abuse Prevention

(Gdańskie Centrum Profilaktyki Uzależnień - GCPU)

“Alcohol-Free Youth” 2009-2010

(„Młodość bez procentów”)

The ZP PPS decided to participate in the “Alcohol-free youth 2009-2010” campaign because it touches upon one of the most significant problems: availability of alcohol to minors. The campaign focuses on raising awareness about legal regulations prohibiting vendors from selling alcohol to those under 18. The campaign was carried out in cooperation with the District Committee for Solving Alcohol-Related Problems, Municipal Police Headquarters in Gdańsk and City Wardens, under the auspices of the President of Gdańsk. Media sponsors for the campaign were Radio Gdańsk and Dziennik Bałtycki (local daily).

As part of the campaign, training for owners and employees of alcohol-selling shops was provided. Apart from legal aspects of the ban on selling alcohol to minors, the training included practicing assertiveness, i.e. the ability to refuse to sell alcohol. Since 2002, GCPU has trained 1,400 people. The “Responsible Selling and Serving of Alcoholic Beverages” guidebooks published by the ZP PPS were distributed among vendors.

SINCE 2002

1400 VENDORS

HAVE BEEN TRAINED IN TRÓJMIASTO

“Full Control 2010”

Educational and prevention efforts of the “Full Control” campaign reflect the issue of raising awareness about alcohol consumption, which is of key importance to the ZP PPS. In this case the campaign concerns behaviours related to the models of resting, relaxation and having fun that in our culture are often associated with drinking alcohol.

The campaign was directed at young people, mostly students. It touched upon the problem of responsible consumption of alcoholic beverages and included insights on how to cope with stressful situations and social occasions where young people usually resort to alcohol.

STRESS, PARTIES = ALCOHOL?

**NOT NECESSARILY! THERE ARE OTHER
OPTIONS./ EDUCATION FOR STUDENTS.**

**HOW TO PARTY AND FIGHT STRESS
WITHOUT ALCOHOL.**

The campaign also promoted a healthy lifestyle. It included the following events:

- discussions with experts about the culture of alcohol drinking among young people,
- consultations concerning substance abuse and dependency,
- free of charge counselling,
- information campaigns at students' clubs and universities.



All the major universities of Gdańsk were involved in the campaign: University of Gdańsk, Gdańsk University of Technology, Medical University of Gdańsk, Academy of Fine Arts in Gdańsk, Academy of Physical Education and Sport and the Ateneum University. A website was set up for communication purposes, with information about the campaign and the content it promoted: Full-control.pl.

“Drive Without Alcohol” 2010

(„Kieruj bez procentów”)

The GCPU campaign for absolute teetotalism behind the wheel echoes one of the most important aspects of the ZP PPS’s social responsibility efforts. The campaign under the auspices of the President of Gdańsk took a form of alcohol-

free mass events: family festivities and picnics, motorcycle shows, fairs and marathons. Fun events with concerts, exhibitions and happenings provided many opportunities to educate the participants. The objective was to make the public aware of the consequences of drunk driving. One of the most important prevention elements of the campaign was to include driving schools under its scope, where special workshops for participants – future drivers – were held. The campaign was especially supported by the Provincial and Municipal Police Headquarters, City Wardens in Gdańsk and the Pomeranian Council for Road Safety.

Two radio spots were created for the campaign: “Drive without alcohol” and “Had one. Too many” („Był. Po jednym”) broadcasted on radio stations in the north of Poland. The campaign had the support of local media: Dziennik Bałtycki, Echo Miasta, Radio Gdańsk, Radio Plus, TVP3 Gdańsk, Pomorska TV.



Plans for the Future

Plans for the Future --- 35

Plans for the Future

The ZP PPS has several years of experience in carrying out social educational campaigns. Their aim is to popularize knowledge about the consequences and risks of excessive and irresponsible alcohol consumption. The success of ZP PPS's programs confirms us in our belief that only long-term efforts can be effective.

With standardized activities and the Code of Best Marketing Practices for the ZP PPS members, we succeeded in executing and supporting the most valuable social initiatives aiming at a lasting change of social attitudes and curbing of irresponsible drinking.

Irresponsible consumption of alcohol is one of the main causes of social damages in Poland. It brings about significant financial costs and inestimable mental and health losses for people affected by the consequences this problem. Being aware of the lasting presence of alcohol in our culture, we are and will be providing the public with information about what alcohol is and what responsible drinking means. Social awareness building will be supported with the latest research and insights and a more and more appealing message. We are also planning to introduce techniques of social involvement into our campaigns to improve the effects of marketing efforts. The result we are working on is a lasting change of social attitudes.

In the subsequent years we are going to fulfill the commitments resulting from the signing of the "Road Map 2015" in the European industry structures. These commitments largely determine our plans for the future in the context of educational campaigns concerning the following groups:

- pregnant women,
- drivers,
- minors,
- alcohol vendors.

IN ORDER FOR PREVENTION EFFORTS TO BE EFFECTIVE, A COOPERATION OF GOVERNMENT INSTITUTIONS, POLITICIANS, MEDIA AND NGOS IS NECESSARY.

We are aware that besides consistency of efforts and long-term plans it is also necessary to coordinate actions and cooperate with government institutions and politicians, non-governmental organizations and the media. Therefore, we will spare no effort to encourage all organizations whose aim is to fight irresponsible drinking and its consequences to join forces and work together towards this goal.

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