

ALCOHOL IN SOCIETY: DIAGEO'S APPROACH TO PARTNERSHIP

MARK BAIRD

HEAD OF ALCOHOL POLICY & INDUSTRY AFFAIRS



NEGATIVE MEDIA COVERAGE OF ALCOHOL

DIAGEO

Daily Mail FREE TREE FOR A LOVED ONE

A corrupt cop and how political correctness is ruining Britain's police

Cameron signals new crackdown in battle against binge drinking

CHEAP BOOZE TO BE OUTLAWED

Valentine's Day hug as Kate wins children's hearts

Children go FREE to Flamingo Land Resort

SUNDAY EXPRESS

FREE MOSHI MONSTERS ACTIVITY PACK £9.97

THE DEVIL WEARS PRADA BOOK FOR £1 AT WHSMITH

CANCER RISK OF TWO BEERS A YEAR

Call to copy cigarettes with tough warnings on all alcohol

Attraction wins Britain's Got Talent

Daily Mail

IN RESPONSE TO OVERWHELMING DEMAND COLLECT ANOTHER ALL-TIME CLASSIC ELVIS FILM TODAY

LEGACY OF THE LADETTE

Women's binge drinking is linked to alarming rise in teenage promiscuity and abortions, finds major UK study

FREE KINDLE FIRE HD £119 When you buy a 12-month subscription to NAUPLUS

Daily Mail

Nigella 'swigged anti-depressants from a bottle'

OLDER WOMEN DRINK MOST FREQUENTLY

Women over 65 are drinking more often than the under 40s

PERU DRUG MULES GET SIX YEARS

EXPRESS

HOME NEWS SPORT COMMENT FINANCE ENTERTAINMENT

UK WORLD SHOWBIZ ROYAL WEIRD HEALTH PROPERTY SCIENCE & TECH

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Middle class 'drink more than teens'

BRITAIN'S biggest alcohol abusers are middle-class professionals who think they know better than health experts, according to a new study

Daily Mail Female magazine

Offensive, yes, but Mr Bongo Bongo spoke for Britain on foreign aid

STEPHEN CLOVER

Doctors call for alcohol safety levels to be halved for pensioners

OVER-65 DRINKERS IN HEALTH ALERT

As she kicks out cheating rugby star, will Kelly

Three years of pain for savers

Daily Mail

Hospital alcohol cases jump by 10% in a year

DOCTORS at hospitals across the country are alarmed at a 10% rise in alcohol-related cases over the past year, according to a new study.

By Sophie Woodward

Alcoholics: Some 10,000 people were treated for alcohol-related conditions in the past year, which are said to be rising sharply because of drinking more than they should.

It is up to 10% compared to the previous year, says the research, which is said to be the first time it has been reported by the NHS.

Dr. James Watson, of the charity Alcoholics Anonymous, said: 'It is a worrying sign that a large number of people are drinking more than they should and that the health service is being put under increasing pressure.'

That means we need the government to take action across a whole range of policy areas such as advertising, pricing, enforcement and treatment to help bring the number going to hospital because of alcohol down.

- Alcohol consumption is **down** a further 4.5% on last year and down **16%** since 2004
- 79.5% of people are drinking within recommended weekly guidelines....i.e. **drinking responsibly**
- Drinking by school pupils has **fallen** again from 13% last year to 12% this year – a fall of more than 50% since 2003.
- 7% of pupils said they usually drank at least once a week, compared with 20% in 2001.
- Average consumption is 15.6 units for men and 9.5 units for women...well within **weekly guidelines**
- The number of people who have heard of units has **increased** from 79% in 1997 to 90%
- The number of people who understand how many units are in their drink has **increased** from 61% in 2007 to 65%

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Too many people
are drinking
too much
too often

ALCOHOL IN SOCIETY

DIAGEO GB APPROACH



Our **STRATEGY** is to focus our attention on the three major alcohol related issues in the UK:

1. Underage drinking
2. Binge drinking and alcohol related anti-social behaviour.
3. Longer term health harms

Our **TACTICS** are to fund, support and/or deliver campaigns and programmes which address the above, namely:

1. Alcohol awareness and education for under 16s
2. Initiatives focussed on the Night Time Economy (NTE)
3. Working with our customers and others to raise awareness of alcohol issues with over 25s

The **OUTCOMES** we want to contribute to are:

1. A reduction in under 16's drinking and later onset of first unsupervised drink
2. A reduction in binge drinking and related anti-social behaviour in the NTE
3. A reduction in alcohol related hospital admissions and alcohol related deaths.

ALCOHOL IN SOCIETY: DIAGEO'S APPROACH TO PARTNERSHIP -

WORKING WITH GOVERNMENT



- **Over 80% of labels with Health Warnings by Dec 2013**
- **Unit information in the on and off trades**
- **Prevention of underage sales**
- **Ongoing support for Drinkaware**
- **Further action on advertising and marketing (sponsorship)**
- **Support for local schemes to tackle alcohol harm**
- **Remove 1 billion units from the market by 2015**
- **Funding of NOFAS for 3 years**
- **Funding of Best Bar None for 3 years**

1. Alcohol Awareness for under 16s



- Mix of drama and workshop
- Delivered to 210,000 pupils aged 12-14 in 1700 schools
- Enables young people to understand the facts, risks, causes and consequences of alcohol misuse



ALCOHOL AWARENESS FOR UNDER 16s - Smashed

DIAGEO



"Better education plays a vital part in tackling binge-drinking and irresponsible attitudes towards alcohol. Programmes like 'Smashed', which engage young people through drama, provide an interesting way to make some of these important issues more relevant, and **I welcome Diageo's support for the project.** It is great to see the students get involved and take the issues discussed seriously."

Home Secretary, Theresa May MP

SHAHRP, In:tuition & SFP 10-14

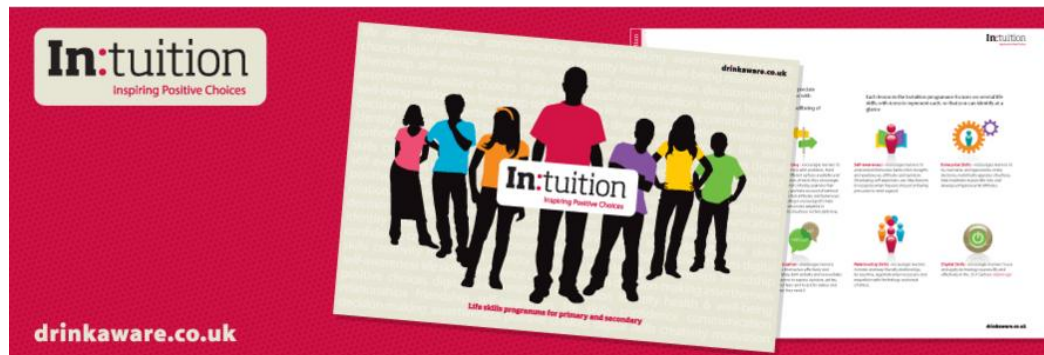
DIAGEO

SHAHRP

School Health and Alcohol Harm Reduction Project



2,200 pupils



4.400 pupils



1,700 children



Don't pass it on!

It is against the law to buy or try to buy alcohol for someone who is under 18 years old.

Anyone caught buying or selling alcohol to young people could face a \$5000 fine and a criminal conviction.

If you know who is doing this – call the independent charity Crimestoppers anonymously on 0800 555 111.

We don't need to know who you are, just what you know.

Crimestoppers, working in partnership with Fife Alcohol Partnership Project and Diageo

DIAGEO



www.crimestoppers-uk.org



- Youth diversionary project for high school students in Angus
- Run by former professional motorcycle rider with Community Police Officers and school staff
- Recondition old motorcycles to make them trackworthy
- Pupils act as pit crew at races all over the country
- Learn trust, confidence, life skills, teamwork, right and wrong, presentation skills.

DIAGEO

GREAT BRITAIN

+

ASDA

+

addaction

The funding for this project will enable us to employ two full time equivalent young people's workers who will run outreach, prevention and education work targeted at young people who are, or who are at risk of developing, alcohol misuse problems.

2. Initiatives aimed at the Night-time economy

INITIATIVES FOCussed ON THE NIGHT TIME ECONOMY -

DIAGEO



DIAGEO NATIONAL PUBWATCH AWARDS



INITIATIVES FOCussed ON THE NIGHT TIME ECONOMY – Support for Cheltenham Festival

DIAGEO



15,000



INITIATIVES FOCUSSED ON THE NIGHT TIME ECONOMY - Street Pastors

DIAGEO



Street pastors are a feature of our night time streets. They CARE for, LISTEN to and HELP anyone in need. They are a reassuring presence in many towns and cities and are part of a stronger infrastructure for safety.

- **10 years**
- **12,000 volunteers in UK**
- **270 towns and cities in UK**
- **100,000 pairs of flip flops**
- **8 countries**



INITIATIVES FOCussed ON THE NIGHT TIME ECONOMY - Street Pastors

DIAGEO



CABWISE

Unbooked minicabs aren't safe

Download our free Cabwise app to book
a minicab in three easy steps

MAYOR
OF LONDON

DIAGEO
GREAT BRITAIN



TRANSPORT
FOR LONDON
EVERY JOURNEY MATTERS

A **booked** minicab is booked **in advance**
with a licensed minicab firm so your journey,
driver and vehicle can be **traced**.

A booked minicab is not:

- a minicab driver who approaches you
- a minicab you approach on the street
- someone with a clipboard outside a club or bar



The insight

- Young adults want the social acceptance of their friends
- Our target sub-group, 'Irresponsible Shamefuls' drink to build social confidence and do feel ashamed of drinking too much (especially losing control in front of friends), yet blame alcohol (not themselves) for how they act

The brief

- **We want to** show that drinking to excess can lead to shame & embarrassment in front of your friends (a loss of social credit)
- **Because** people don't take personal responsibility for how they act and instead blame alcohol for the consequences of drinking too much

The ONE THING we should do/say

- You don't want to be the person that ruins the evening for your friends by drinking excessively

INITIATIVES FOCUSSED ON THE NIGHT TIME ECONOMY -
THINKHOWYOU DRINK

DIAGEO

1, 164, 383
views

English version – 960, 000

German version – 178, 000

Dutch & Danish versions –
25, 000

5,199,480 views

30” spot shown across all 88
NUS campuses during Sept.

Static ad shown promoting
Ask Dave

Do you **embarrass your friends?**



Maria
Economics Student

NOSEDIVE

Ask Dave **at** www.drinkscalculator.com
Our friendly drinks guru

#THINKHOWYOU DRINK

© Diageo 2013

INITIATIVES FOCussed ON THE NIGHT TIME ECONOMY -

One Two Many

DIAGEO



INITIATIVES FOCUSSED ON THE NIGHT TIME ECONOMY - Free Travel Home on New Year's Eve with TFL

DIAGEO

2011

Why let good times go bad?
Try to make every third drink a soft one
for the facts. drinkaware.co.uk

A New Year you'll never forget

A New Year you can't remember

Enjoy free London travel
this New Year's Eve

Sponsored by Diageo

Don't see a great night wasted



ON TUBE • BUS • TRAMLINK • DLR
FROM 23.45 - 04.30



2012

Some **FREE**
New Year's Eve
travel...

Miss a round, not the whole night

Why let good times go bad?
Visit www.goodtimesgo2night.co.uk for the facts

...is better
than others

Drink responsibly, and enjoy free*
London travel this New Year's Eve

Sponsored by Diageo

On bus, Tube, tram and DLR services from 2345-0430
and London Overground until last train times.
Visit tfl.gov.uk



drinkaware.co.uk for the facts

2013

YOUR MATE'S FACE

WHEN YOU MISS THE
COUNTDOWN BECAUSE YOU
CAN'T STAND UP

Don't overdo it this festive period #ThinkHowYouDrink
Enjoy free travel home this NYE. Sponsored by Diageo.

*On bus, Tube, tram and DLR services from 2345-0430 and London Overground until last train times.



Visit tfl.gov.uk

drinkaware.co.uk for the facts

3. Alcohol Awareness with over 25s

ALCOHOL AWARENESS WITH OVER 25s – Asda in-store Partnership

DIAGEO



ALCOHOL AWARENESS WITH OVER 25s - NOFAS

DIAGEO

Diageo's commitment is to fund Fetal Alcohol Syndrome Training to **10,000 midwives** over **3 years** to enable them to deliver alcohol awareness and FAS sessions to **1million** mums- to- be.



ALCOHOL AWARENESS WITH OVER 25s – Partnership with British Liver Trust and Prima Magazine

DIAGEO

SPECIAL REPORT

If you're drinking this much every evening, you're drinking too much...

Last November, we asked you to tell us about your drinking habits. Almost 2000 of you responded and the results make worrying reading. We're drinking much more than we used to, so should we be concerned for our health?

Binge-drinking is never far away from the news, usually accompanied by pictures of young people lying face down in the gutter. But our survey reveals that isn't the only reality of drinking today. We're all drinking more than we should and more than we used to – more than a third of women aged over 35 admitted to drinking more now than in their teens.

Home is where the bar is

While teenagers and twentysomethings may prefer bars and clubs, we found that for older women, home is by far the most popular place to drink. Around half of our respondents drink at home during the whole week, with the pub tempting just eight per cent during week days and 16 per cent at the weekend. Part of this reason is financial – it seems we're lured by the supermarket offers.

"It's much more convenient for us to drink at home," says Dr John Foster, at the University of Greenwich. "There are many reasons, including lack of childcare, the

food&drink
photo

“1 in 5 of us are binge drinkers”

SPECIAL REPORT



5 REASONS WHY WOMEN CAN'T DRINK AS MUCH AS MEN

By Prima's Dr Sarah Brewer

- 1 We tend to weigh less – a petite female can tolerate the same dose of alcohol much less than a tall, stocky male.
- 2 Even small amounts of alcohol can harm a developing foetus – especially around the time of conception or during the first three months of pregnancy.
- 3 Alcohol-dependent drinkers develop their dependence after several years of drinking, while it takes up to ten years of heavy drinking for a susceptible male to become dependent, it only takes three to four years for a susceptible woman.
- 4 Women show significantly more interference with thought processes (cognitive impairment) than males at high-alcohol intakes, even with equivalent blood to alcohol concentrations.
- 5 The risk of injury/accidents increases with the quantity of alcohol consumed and this risk seems to be significantly higher for women than for men.

“34% drink more than twice a week”

TO LOVE YOUR LIVER, take two days off a week from alcohol. Challenge yourself by taking part in the British Liver Trust's Big Detox at www.britishlivertrust.org.uk. If you are concerned about your drinking, call its free helpline on 0800 662 7330.

CASE HISTORY 3 'I worried I was becoming an alcoholic'

Melanie Burgess, 41, a European operations manager for an army supply company, lives in Sarnley, Bedfordshire with her husband, John, 53.

"Over a year, my drinking crept up from a couple of glasses a night to a bottle. It started as a way of unwinding at the end of a busy day and then became a habit. I'd start drinking after work and carry on until the bottle was finished. John would drink with me, but he'd make his glass last."

"Another glass of wine?" he'd sometimes joke at me. He'd say it lightheartedly, but

with an undercurrent of concern. And, deep down, I knew I was drinking too much.

"At first, I'd feel nauseous at night, then wake up with a headache, but the hangovers wore off as my tolerance increased. I also went from 11st to 12st in a year."

"Doing the Prima survey clarified what I already knew. I really was drinking too much. So, in January, I joined a slimming club and I've cut my alcohol intake down to two small glasses of wine mixed with lemonade a night. In my first week, I lost three pounds. I've got much more energy. John's been really supportive. His only comments now are, 'Are you going out again?' as my activity levels have really picked up. I'm even training for a 13-mile charity bike ride."

CASE HISTORY 2

'I was relying on alcohol to wind down'

Linda Mitchell, 50, a health professional, lives in Worthing, West Sussex, with her sons, Tom, 15, and Ben, 12.



"For me, drinking was a way to wind down, and something to look forward to after a hard day. It's been a tough few years emotionally – three people close to me have died – and my drinking crept up to around half a bottle of wine a night, every night. Although I never got drunk, I was beginning to feel a bit scratchy during the day."

"Although I was aware of units, Government guidelines didn't have much impact. Still, I didn't want my sons to see me relying on drink to wind down and I hate feeling like I'm addicted to anything, so I began to wonder if I was relying too much on that glass of red at the end of the day."

"I decided to limit myself to a bottle a week. The week starts on Friday and when it's gone, I won't open another bottle until the following Friday. I will never have a whole bottle in a night, either. I've stuck to it for three months. I feel pleased that I can control it, rather than it controlling me. It's great to wake up and feel clear-headed, too. Now, wine is something to look forward to as a treat, rather than a stress reliever that I automatically reach for."



AWARDS SPONSORSHIP

DIAGEO

social responsibility award

Social responsibility is an important issue and Diageo Great Britain is looking for Scottish operators of all sizes who lead in this field and provide a model for the entire industry. There are two awards up for grabs, one for businesses with up to 4 stores and one for businesses with 5 stores or more. The winners of the Social Responsibility Award will show an awareness of best practice in alcohol retailing. They will have systems in place to ensure that every part of the operation is run in a socially responsible fashion and that every member of staff understands the business's policies and practice.

Judges will look in particular for:

- Awareness of all requirements under licensing and other laws.
- Awareness of national and local policies and guidelines from drinks industry organisations, local licensing and other authorities.
- A robust system to prevent underage drinks purchase and clear communication of the policy.
- Responsible display and promotion of alcohol.
- A monitoring system for incidents and resolutions.
- Good use, where appropriate, of security technology.
- Training programmes that ensure staff are aware of their responsibilities and use best practice.
- Co-operation with local neighbours to minimise disturbance, litter etc.
- Involvement in local initiatives like Crimestoppers.
- Involvement in positive local programmes which benefit local social life and community health, like local festivals and gala days, sports events etc.

TWO AWARDS:

- Single store business
- More than one store business

Diageo Great Britain is the mainland sales and marketing company of Diageo plc. One of the world's leading consumer goods companies, Diageo operates in more than 200 countries, with a strong array of brands, a long track record of industry leadership in Corporate Social Responsibility and an ambitious growth strategy.

The company invests heavily behind proven advertising, promotion and innovation to ensure its brands - which include Smirnoff, Guinness, Bell's, Gordon's, Morgan's Spiced and Baileys - are in the minds of Scottish consumers all year round. This is combined with strong partnerships with the trade and communities and a long-term focus on responsible marketing and the promotion of responsible drinking.

DIAGEO
PROGRESSING RESPONSIBLE DRINKING



why late good times go bad?
www.diageo.co.uk

Social Responsibility Award

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- Awareness of and adherence to all requirements under licensing and other laws.
- Awareness of national and local policies and guidelines from drinks industry organisations, local licensing and other authorities.
- A robust system to prevent underage drinks purchase and clear communication of the policy.
- Responsible display, pricing and promotion of alcohol.
- A clear system for dealing with difficulties that can arise in licensed premises, including customers who become intoxicated.
- A monitoring system for incidents and resolutions.
- Good use, where appropriate, of security technology.
- Original activities that really drive the social responsibility agenda - what sets you apart from your competitors?
- Training programmes that ensure staff are aware of their responsibilities and use best practice.
- Good relationships with local police and bodies like licensing forums.
- Good controls and systems for exit and dispersal of customers.
- Co-operation with local neighbours to minimise disturbance, litter, etc.
- Involvement in local initiatives like Pubwatch, Crimestoppers and Best Bar None.
- Involvement in positive local programmes which benefit local social and community life.



sltn
awards
2013

Good licensed trade operators have always shown a socially responsible attitude to alcohol retailing. It makes good business sense.

SLTN and Diageo Great Britain are looking for Scottish venues who lead in this field and provide a model for the entire industry.

Sponsored by

DIAGEO
PROGRESSING RESPONSIBLE DRINKING



SO.....ARE WE MAKING A DIFFERENCE?

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The **OUTCOMES** we want to contribute to are:

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The Results

- 1, Drinking amongst 11-15 year olds has reduced from 26% in 2003 to 10% last year. Age of first drink from 13.8 to 14.7 yrs over 3 years.
2. Binge drinking down 18% since 2006. Anti-social behaviour – drunkenness, rowdiness, noise etc. has seen a fall two and a half times larger than that of total crime.
3. Alcohol deaths down by 0.5% and alcohol related hospital admissions down by 3%

DIAGEO

Thank You

