

SLOVAK BEER AND MALT ASSOCIATION



Prevention and Awareness project –
“The Day of Responsibility“
May 2015

Slovak Beer and Malt Association as respected organisation representing beer and malt industry

- ✓ creating partnerships with experts, e.g. projects in partnership with the Public Health Authority of the Slovak Republic, Presidium of the Police Force, Ministry of Transport (BECEP) , local authorities, etc.
- ✓ member of the Brewers of Europe. SBMA in 2012 signed up to the commitment of the European brewers (Beer Pledge) - a response to the call of the European Commissioner for Health to reduce the harmful effects of alcohol.
- ✓ Code for commercial communication of breweries and SBMA public awareness projects (amended in March 2015)
- ✓ Self-regulation and prevention activities of breweries aimed at raising awareness about irresponsible alcohol consumption
- ✓ ***The problem of irresponsible alcohol consumption does not have a simple solution, but some activities may stimulate positive change. Real change requires joint effort of all and is most effective when prepared and introduced locally.***

When people consume alcohol excessively and in situations and conditions where they shouldn't, they end up harming themselves and other people around them. They have impact on other consumers as well as the on the reputation of our industry.



Why Responsibility Day?

➤ Spring 2012:

- SBMA presented initiative aimed at establishing cooperation with the Public Health Authority through the common prevention project introduced under name “The Day of Responsibility”
- July 2012: press conference in Kosice in the presence of the Chairman of the Parliamentary Committee on Health and the Mayor of Košice R. Raši and **launch of the project in 36 regional centers**

➤ **Why Early July?** beginning of the holiday season, more drivers on the roads, more young drivers (festivals, parties, etc.), shortly after International Day of the fight against drugs

➤ **Objectives:**

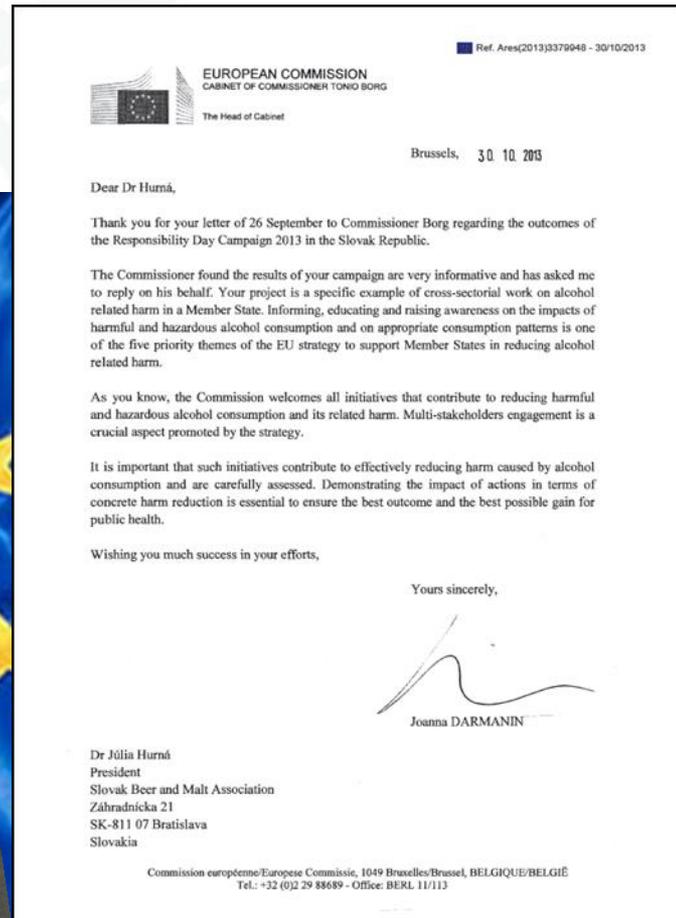
- Raising awareness/Preventing irresponsible alcohol consumption
- Minimizing the use of alcohol when driving

➤ **Due to the content and way of involving stakeholders we succeeded that “The Day of Responsibility” has been accepted as national project to promote responsible alcohol consumption and was listed among the tasks/projects of the National Action Plan for Problems with Alcohol (NAPPA) for 2013-2020**



2012: The Responsibility Day project – presented in Brussels

- ✓ Representatives of the European Parliament and the European Commission were informed about the campaign and appreciated its contribution to the solving of the problem – November 2012



2013: The Day of Responsibility

The Day of responsibility: with subtitle “Don't Drink and Drive”

- **Partners for the second year (2.7.2013):**
 - Public Health Authority (PHA) and the
 - **new partner** Presidium of the Police Forces (PPF SR)
- **The sequence of activities:**
 - Press Conference: 2 July 2013 at the Presidium of the Police Force
 - parallel activities in the field - measurement in 36 cities in shopping centers and Police patrols on the road (Angel/policewoman patrol – leaflets and nonalcoholic beer)
- **Supporting materials:**
 - T-shirts with the logo of Responsibility Day,
 - Flyer: reprint of the existing leaflet from 2012, **new flyer with content that delivered PPF SR**
 - Non-alcoholic beers produced by SBMA members
 - Facts and statistics: the PPF SR
 - Survey results from 2012 and other: PHA SR
- **In Media:** 58 (web 40, TV 8, Radio 2, print 5)



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Flyer and materials

- Public Health Authority in cooperation with the SBMA prepared and reprinted flyer that was available in regional centers and will be used to educate the public on the topic of prevention throughout the year.
 - **Distributed: 3 500 pcs**
- In cooperation with the Police Forces SBMA prepared specific flyer on „Don´t drink and Drive“ topic, containing statistics and preventive information
 - **Distributed: 3 600 pcs**



Non alcoholic Beer

- Non-alcoholic beers were carefully wrapped in the paper bags with the following inscription: *Don't Drink and Drive. This drink should not be consumed while driving. It tastes the best when chilled.*
 - ✓ Nr of distributed non alco beers : **1542**
 - ✓ **Interesting info:** No driver was detected with alcohol in breath



2014: The Day of Responsibility

Responsibility Day: „Every day can be your responsibility day. Even when riding a bike“ (new)

- **Partners of the 3rd year:**
 - Presidium of the Police Forces of the Slovak Republic
 - **New Partner:** Ministry of Transport, Posts and Telecommunications - Department of Road Traffic (BECEP) + National bicycle coordinator
- **Sequence of the activities:**
 - Press Conference: 2 July - at the premises of the Presidium of the Police Force and in the field
 - Activities in 8 regional capitals: Bratislava (4), Zilina (2), Banská Bystrica (2), Košice (2), Prešov (2), Trnava (2), Nitra (2), Trenčín (2); overall 18 patrols
 - Civilian patrols: questionnaire, giving out the non-alcoholic beer + flyer / Code of the cyclist
 - **(NEW)** Outdoor event: Presentation of the Code of cyclist and launch of the first pub branded as OpriBike („leave your bike“ – in case you drunk alcohol)
- **Supporting materials:** Code of the cyclist, questionnaire for cyclists / drivers, non-alcoholic beers produced by the SBMA members, facts and statistics by the police forces
- **In Media:** 47 (web 35, **TV 4 - nationwide**, Radio 3, Print 5)



2014: The Day of Responsibility

2014: focused also on bikers (July – September 2014)

- ✓ Don't Drink and Drive!
- ✓ greater emphasis on the consumption of non-alcoholic beer
- ✓ Topic of responsible behavior of cyclists was introduced to the original concept of the project
- ✓ Involvement of pubs and refreshment operations near biking trails (*U Bosorky Petržalka, Obrátka Čunovo, bufet Lido, Vyza and in Eastern Slovakia - OutdoorPark in Prešov Rope Centre*)
- ✓ We have developed a code of cyclist: distributed by special patrols and are available in selected operations near the busiest biking trails in two Slovak regions
- ✓ Special racks for bicycles installed
- ✓ Special materials placed in facilities (pubs and refreshment operations)



Thank you!

www.slovenskepivo.sk

