



FIFTH EDITION | 2020



Matured to be Enjoyed Responsibly

Promoting Responsible Attitudes to Alcohol Consumption

Contents

- Foreword..... 3**
- Introduction..... 4**
- Consumer Information and Education..... 7**
- Responsible Marketing..... 18**
- Partnership Working 22**
- Tackling Harmful Consumption 32**
 - Underage drinking..... 32
 - Drink driving 38
 - Foetal alcohol syndrome 39
 - COVID-19 Industry’s response 41



Foreword

“Scotch Whisky is carefully crafted over many years, and enjoyed responsibly by millions of people around the world. However, we know that all alcoholic drinks, including Scotch, can be abused and that excessive consumption causes harm to individuals and those close to them and to communities and society. The Scotch Whisky industry is, therefore, committed to playing its part in promoting responsible consumption and in acting to support those who drink too much.

This fifth report gives a snapshot of the activities undertaken by both the Scotch Whisky Association and our member companies. Our industry provides consumer information and education; ensures the responsible marketing and promotion of our brands; and works in partnership with many different organisations to intervene in practical and innovative ways to tackle over-consumption. The Scotch Whisky Action Fund is part of this, and details of the projects it supports can be found in this report.

As an industry, we are determined to play our part in ensuring that Scotch Whisky and alcohol more broadly plays a positive role in consumers’ lives.”

Karen Betts
Chief Executive
The Scotch Whisky Association

“
As an industry, we are determined to play our part in ensuring that Scotch Whisky and alcohol more broadly plays a positive role in consumers’ lives.
”

Introduction

In this fifth edition of 'Matured to be Enjoyed Responsibly', we provide an update on the range of initiatives the Scotch Whisky Association and its members undertake to promote responsible attitudes to alcohol and reduce harmful drinking.

“

Alcohol has a legitimate place in society. For many adults in many cultures, enjoying a Scotch Whisky, beer, or wine is an important part of their social lives.

”

Scotch Whisky is a craft product made by longstanding traditional processes that underpin its reputation for high quality. As a drink created only after many years of quiet maturation, Scotch Whisky should be savoured and enjoyed responsibly. Distillers want to maximise consumer enjoyment of their brands, while minimising harm from irresponsible drinking.

Alcohol has a legitimate place in society. For many adults in many cultures, enjoying a Scotch Whisky, beer, or wine is an important part of their social lives. Many lifestyle choices carry potential risks and benefits. While some people choose not to drink, health authorities in many countries have developed national drinking guidelines to provide guidance on moderate consumption.

We believe that for adults of legal purchase age, moderate alcohol consumption can be part of a well-balanced lifestyle. Various health bodies and medical studies state that moderate consumption of alcohol may be associated with certain health benefits for some adults, including a protective effect against cardiovascular disease and diabetes.

However, studies have also found that heavy drinking has been associated with a number of illnesses, including liver disease, high blood pressure, and an increased risk of certain types of cancer.

Studies have reported an association between light and moderate alcohol consumption and an increased risk of breast cancer.

For adults who do choose to drink, it is important to drink in moderation, never drive while intoxicated, and never drink during pregnancy. If you have specific questions about your own drinking we encourage you to consult your healthcare professionals. Together, you can determine what is best, based on individual risk factors, including family history, genetics, and lifestyle. For some people, the better choice may be to not drink at all.

The Scotch Whisky industry is committed to promoting the moderate consumption and encouraging responsible choices about alcohol. We support the World Health Organisation goal of reducing harmful drinking by 10% by 2025.

Alcohol is Alcohol

The benefits of responsible consumption and the dangers of misuse, and the response of regulators, are consistent on one point – the product we are concerned with is alcohol. There is no difference between spirits, wine and beer in this respect. They can all be misused. There is no such thing as a problem drink, but there are problem drinkers.

If reducing the number of hazardous and harmful drinkers reduces per capita consumption, we have no issue with this outcome. However, per capita consumption on its own is not a useful indicator of harmful consumption.

Mutuality of Benefit

The Scotch Whisky industry recognises the complexity of the issues around tackling alcohol-related harm. Our industry has been around for over 500 years and has brought significant benefits to Scotland and the UK. We want the Scotch Whisky industry to be around for



“
The SWA supports the World Health Organisation’s Global Strategy to Reduce the Harmful Use of Alcohol. It is focussed on harmful consumption, not consumption per se; does not take a ‘one size fits all’ approach; recognises there is a role for the alcohol industry in tackling alcohol-related harm.

”

another 500 years. The long-term sustainability of our industry is based on consumers’ responsible enjoyment of our brands.

Reducing Harmful Drinking

Reducing harmful drinking requires a holistic, multicomponent approach involving a broad range of stakeholders, including government, health, local authorities, police, industry, voluntary organisations and individuals. There needs to be an appropriate balance between whole population and targeted interventions.

The SWA supports the World Health Organisation’s Global Strategy to Reduce the Harmful Use of Alcohol. It is focussed on harmful consumption, not consumption per se; does not take a ‘one size fits all’ approach; recognises there is a role for the alcohol industry in tackling alcohol-related harm.

Reducing alcohol-related harm cannot be delivered through legislation alone. Voluntary and self-regulatory approaches which result in no cost to the taxpayer have a critical role to play. Of course governments should consider the full range of policy options which are available and assess them in the context of the level of harm being experienced. Price, reduced availability and restrictions and/or bans on advertising are sometimes promoted as the prime policy options for tackling harmful consumption. However, such measures unfairly impact the majority who are responsible consumers. Our experience from Scotland, which has higher rates for some health harms compared to England & Wales, shows that reliance on such measures is not the answer.

Through partnership working, strict enforcement of current laws in conjunction with responsible marketing and retailing we believe industry can and is making a contribution to reducing harmful drinking.

Consumer Information and Education

The provision of consumer information and education in its broadest sense are key tools to promote responsible consumption. Consumers should be given appropriate information to allow them to make informed choices about their drinking. They should also be educated on the consequences of misusing alcohol.

The importance of individuals taking responsibility for their own consumption and behaviour is fundamental, particularly when people of the same age in the UK and in other countries can enjoy a night out without indulging in harmful drinking or antisocial behaviour.

Employee Programmes

Employees are also consumers as well as advocates for the industry in promoting responsible attitudes to alcohol.

Companies employ a number of tools to promote understanding of what the industry is doing broadly and what individual companies are doing specifically to promote responsible consumption. These include 'new' employee induction programmes, internal communications tools, such as, newsletters, intranet and events to inform and engage employees.



➔ **Right:** Edrington's Alcohol Responsibility Week: learning about units.

“
Edrington ensures that there is a regular programme of relevant activity across their communication channels at regular points in the year.
 ”



CASE STUDY: Edrington's Alcohol Responsibility Week

This annual week-long campaign reaches 2,300 employees across more than 20 countries. It is designed to give every staff member the information and support they need to make positive choices around alcohol, whether in their work or home life. It grows in scope and scale every year.

To reach such a diverse audience a range of communications channels are used, including intranet, internal social media, animated videos, posters and leaflets, training sessions and guest speakers. In the UK, Edrington worked with Drinkaware to host their 'Drinkaware at Work' training – the first session which had been held in an industry company. In 2020 building on the Drinkaware at Work programme staff were recruited and trained to become in-house trainers allowing the Drinkaware at Work to be a permanent part of the Edrington development programme. Outside the UK, regional managing directors led breakfast sessions to introduce Alcohol Responsibility Week and give a local context.

A popular activity was a 'low- and no-alcohol' cocktail masterclass, where one of the Edrington mixologists helped employees to make a range of mixed drinks that included either one unit of alcohol or none at all. These sessions were so popular that they have now been filmed in order to make it available for an international audience, as well as employees who were unable to attend.

In 2020 messaging around the Scottish Government's count 14 campaign which raises awareness of the Chief Medical Officers' low risk drinking guidelines was incorporated into the programme.

Although Alcohol Responsibility Week is designed to be an

intensive burst of activity at a time of year (January) when many people are thinking about making healthy choices, Edrington ensures that there is a regular programme of relevant activity across their communication channels at regular points in the year.

CASE STUDY: Responsible Hosting Roadshow Christmas 2019

Chivas Brothers took an interactive pop-up event on the road to demonstrate responsible hosting at home to its 1800 employees across 30 sites in Scotland.

A “free-pour” challenge provided the focus for the roadshow which visited staff canteens, meeting rooms and recreational areas. Employees were challenged to honestly pour a home measure of wine or spirits before being shown how many units were being consumed.



Left: A free pour challenge to help Chivas staff understand about home measures and units.

There were also tips on having soft drinks and food available whenever alcohol was being served and guidance on transport to and from parties in the home.

This face to face initiative was complemented by a Safe Hosting guidebook, recipes for mocktails and cocktails and a Drinkaware measuring tumbler contained within the staff Christmas gift reinforce the convivial safe drinking at home messages.

“The feedback from colleagues was amazing with many of them unaware of what a home measure entails,” said Public Affairs Manager Jack Gemmell. “No-one would have known in December that home hosting would be such a mainstay of our culture Post-Covid but hopefully these guidelines will help our staff have safe and happy events at home when lockdown restrictions ease.”

“
Hopefully these guidelines will help our staff have safe and happy events at home when lockdown restrictions ease.
”

“
DRINKiQ is a global resource to help people make responsible choices about drinking – or not drinking.
 ”

Employee Alcohol Policies

Scotch Whisky companies have developed workplace alcohol policies that offer support to colleagues who feel they need help and guidance in dealing with alcohol consumption, rather than treating it as a case for disciplinary action or dismissal.

Consumer Facing Activity

Information and Education Websites

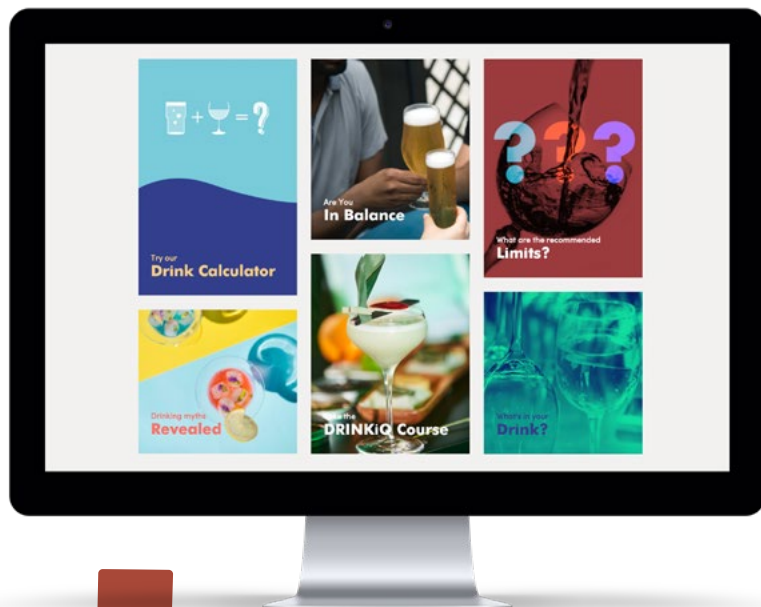
Providing consumers with information promoting responsible drinking and encouraging responsible attitudes to alcohol are delivered in a variety of formats and tools, including information on labels, in advertising and point of sale materials, on line via websites and through dedicated campaigns.

Drink IQ

Diageo’s DRINKiQ programme aims to raise the ‘collective drink IQ’ by increasing public awareness of the effects of alcohol and supporting responsible drinking.

DRINKiQ is a global resource to help people make responsible choices about drinking – or not drinking. The programme is

➔ **Right:** Drink Smart® website.



delivered through training and providing information and practical advice online. The DrinkIQ resource features in a number of Diageo distillery visitor centres across Scotland, encouraging visitors to test their 'Drink IQ'.

DRINKiQ.com is available in 12 languages and 25 country sites. Specific modules have been developed for women, drivers and bartenders. The courses are evaluated to ensure that they raise awareness of key facts about drinking and that participants are confident about sharing this knowledge with colleagues and friends.

DRINKiQ is part of Diageo's wider approach to meeting their 2020 targets to reach one million adults with training materials that will enable them to champion responsible drinking.

Drink Smart

Beam Suntory operate the Drink Smart programme, supported by the Drink Smart® website. The website provides information to those over the legal purchase age to help them make informed choices with regards to alcohol consumption. All employees, as part of their induction, are required to complete the programme and are tested.



Left: DRINKiQ.com website.

Information on Label

In the UK SWA members voluntarily include the following information on label:

- The number of units per bottle
- The pregnancy logo
- The UK Chief Medical officers recommended guidance on low risk drinking
- The Drinkaware website



SWA members also voluntarily provide energy information (kJ and kcal per serving and per 100ml) on the label, in line with the Memorandum of Understanding endorsed by the European Commission on 4 June (see link <https://spirits.eu/upload/files/publications/CP.MI-098-2019-MoU-Final%20Version%20on%20website%20without%20signature-%204%20June%202019.pdf>)

➔ **Right:** EU Heather Commissioner Andriukaitis and spiritsEurope President Christian Porta signing the MoU on provision of nutrition information and ingredient listing of spirits sold in the EU.



drinkaware

Drinkaware

Drinkaware is an independent, UK-wide, alcohol education charity which aims to reduce alcohol-related harm by helping people make better choices about their drinking.

It does this by providing information and practical resources, including the Drinkaware app and online calculator; and by raising awareness of alcohol and its harms, through promoting initiatives like **Drink Free Days**¹.

Drinkaware works directly with both the drinks industry and public sector bodies. It offers workplace training as well as programmes for staff in bars and clubs so they can spot and support people at risk from alcohol harm. The charity also provides information resources to healthcare professionals and educators, insight and research to government and alcohol advice sessions in community venues like supermarkets.

➔ ¹To find out more visit: <https://www.drinkaware.co.uk/drinkfreedays/>

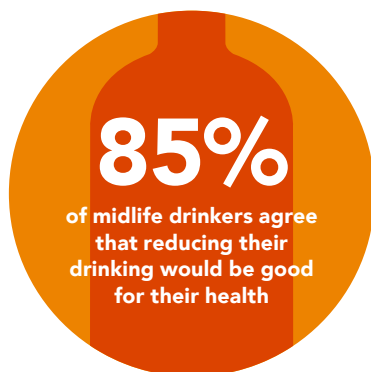
Helping people make better choices

Drinkaware works positively and collaboratively with its partners to provide impartial, evidence-based information and advice to people about their drinking. The charity has a **range of practical resources**³ to help people turn this knowledge into action, including a drink tracking app, unit and calorie-counters and online action plans to help people reduce their alcohol consumption.

➔ ³To find out more visit: <https://www.drinkaware.co.uk/tools/>

“
Drinkaware is an independent, UK-wide, alcohol education charity which aims to reduce alcohol-related harm by helping people make better choices about their drinking.
 ”





Drink Free Days

According to YouGov research for Drinkaware, 85% of midlife drinkers agree that reducing their drinking would be good for their health, but only 49% have tried to cut back. However, one in three midlife drinkers agree they wanted to take more drink-free days as a way of reducing their drinking.

Including more alcohol-free days each week is one of the most popular methods that UK drinkers use to moderate their drinking. That's why in 2018, Drinkaware launched **Drink Free Days**⁴, its flagship campaign designed to support midlife drinkers – aged 45 to 64 – who routinely drink more than the Chief Medical Officers' **low risk drinking guidelines**⁵. The campaign, which ran again in 2019, encourages people to include several drink-free days each week to help them reduce their risk of developing serious health problems.

The Drink Free Days campaign message resonated with the public, with hundreds of thousands of people completing the DrinkCompare Calculator, visiting the Drinkaware website for information and downloading the Drinkaware app.

Drink Free Days will run throughout 2020, highlighting how including several drink-free days each week can help people improve their health.

➔^{4,5}**To find out more visit:** <https://www.drinkaware.co.uk/drinkfreedays/> and <https://www.drinkaware.co.uk/alcohol-facts/alcoholic-drinks-units/latest-uk-alcohol-unit-guidance/>



Drinkaware at Work

Drinkaware's 'Everything you need to know about alcohol' is a one-hour interactive training session, delivered in workplace environments – either in person or online – that gives the facts about alcohol to help people make better choices about drinking.

Drinkaware at Work⁶ is designed to support employers' well-being initiatives, giving attendees information to help them 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.

➔ **To find out more visit:** <https://www.drinkaware.co.uk/alcohol-awareness-training>

Scottish Football Association

The Scottish Football Association has partnered with Drinkaware as its 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 gathers vital information from participants on their health and alcohol consumption and monitors participants' drinking habits to try to help improve them. Drinkaware is also distributing information on drinking and its effects on health to participants in order to increase their knowledge of the dangers of excessive drinking – and the benefits of cutting down as well as regular exercise to their long-term health.

Drinkaware research

Drinkaware is led by evidence and is committed to ensuring its information and advice is informed by the latest research on UK drinking attitudes and behaviours. The charity commissions a

“
Drinkaware gathers vital information from participants on their health and alcohol consumption and monitors participants' drinking habits to try to help improve them.
 ”



➔ **Above:** Walking football in action.



“
SWA members support Drinkaware mainly in two ways, either with direct funding or support in-kind by licencing the Drinkaware logo.
 ”



number of independent research briefs each year, such as wide-scale surveys, academic reviews and in-person focus groups in order to support its mission to reduce alcohol harm.

➔ **To find out more visit:** <http://www.drinkaware.co.uk/>

Medical Advisory Panel

Drinkaware holds an Information Standard accreditation and all medical information and guidance for the public is reviewed by an independent Medical Advisory Panel².

➔ ²**To find out more visit:** <https://www.drinkaware.co.uk/about-us/our-people/independent-medical-advisory-panel/>

Funding and support

SWA members support Drinkaware mainly in two ways, either with direct funding or support in-kind by licencing the Drinkaware logo. Funding for Drinkaware enables the charity to continue its work to help reduce alcohol harm.

A snapshot of Drinkaware's impact in 2019

- More than **8 million** people visited the website www.drinkaware.co.uk
- **1,535,433** people used Drinkaware tools to better understand the impact of alcohol on their lives
- **726,259** pledged to reduce their unit intake
- **323,440** used the Drink Free Days calculator
- **71,465** downloaded the Drinkaware app
- **7,478** people received personal alcohol advice through the online service Drinkchat
- **2,669** people were supported by Drinkaware's Nightlife Crew across 19 venues in 21 cities
- **2,665** employees received alcohol training from Drinkaware at Work

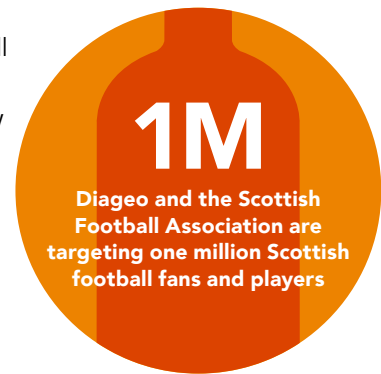
Drink Positive campaign with the Scottish Football Association

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.drinkIQ.com site which delivers engaging alcohol education, including alcohol unit and calorie calculators designed to encourage people to drink in moderation.



Diageo's also engages its 3,500 employees in Scotland, 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.

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



Responsible Marketing

“

Scotch Whisky companies support and adhere to the advertising and marketing codes applicable in the markets where their brands are sold, including in the UK those of the Advertising Standards Authority, OFCOM and the Portman Group.

”

Responsible marketing is a key deliverable for the SWA and its members. The SWA Code of Practice for the Responsible Marketing of Scotch Whisky launched in 2005. It sets out rules to ensure the responsible marketing of Scotch Whisky across all media. It is global in reach. A requirement of the Code is that all advertising must carry a responsible drinking message. All sponsorships undertaken by the industry must include a recognisable commitment to promote responsible drinking and/or support diversionary/community activities. The Code is reviewed at regular intervals to ensure it keeps abreast of marketing innovations, with the fourth edition being published in 2020

Scotch Whisky companies support and adhere to the advertising and marketing codes applicable in the markets where their brands are sold, including in the UK those of the Advertising Standards Authority, OFCOM and the Portman Group.

The principles of the Code cover all commercial activities and communications in relation to Scotch Whisky, such as, but not exclusively:

- Brand advertising and promotional material
- Product labelling and packaging
- Point of sale material
- Tastings
- Sponsorship and press releases

The provisions of the Code also cover advertising activity including digital, social media and product placement. Areas covered by the Code are:

- Responsible consumption
- Protecting those under the legal purchase age
- Alcohol content

- Drinking and driving
- Sexual and social success
- Alcohol and health
- Tastings
- Digital marketing
- Sponsorship

A key part of the Code is the comprehensive complaints procedure backed by a range of sanctions. Complaints are initially investigated by the Executive staff of the Association, prior to review by the Complaints Committee of the Council of the Association. If the complaint is upheld the company concerned may appeal to the Independent Complaints Panel. Where a complaint is upheld, the Complaints Committee/Independent Complaints Panel may:

- Require swift remedial action to be taken to end the conduct which has been found to be in breach of the Code;
- Authorise the communication of the decision through a press release and/or social media channels;
- Impose a fine payable to the Scotch Whisky Association not exceeding £50,000. All funds raised in this way will be allocated to the Scotch Whisky Action Fund.



Failure of a company to take action to remedy conduct found to be in breach of the Code could result in expulsion from the Association.

Independent Complaints Panel

The Independent Complaints Panel is chaired by Rt Hon Anne McGuire, DBE. Anne served as MP for Stirling between 1997 and 2015. She is supported in this task by Catherine Waller, who is a multisector, omnichannel Marketing professional, Board Advisor and Non-Executive Director, and Paul Neep. Paul's career has primarily been in the international drinks industry. He was the CEO of The Glenmorangie Company for 14 years; eight years as Glenmorangie Plc and six as part of the LVMH Group.

Panel members are appointed for a period of three years.

Member Companies

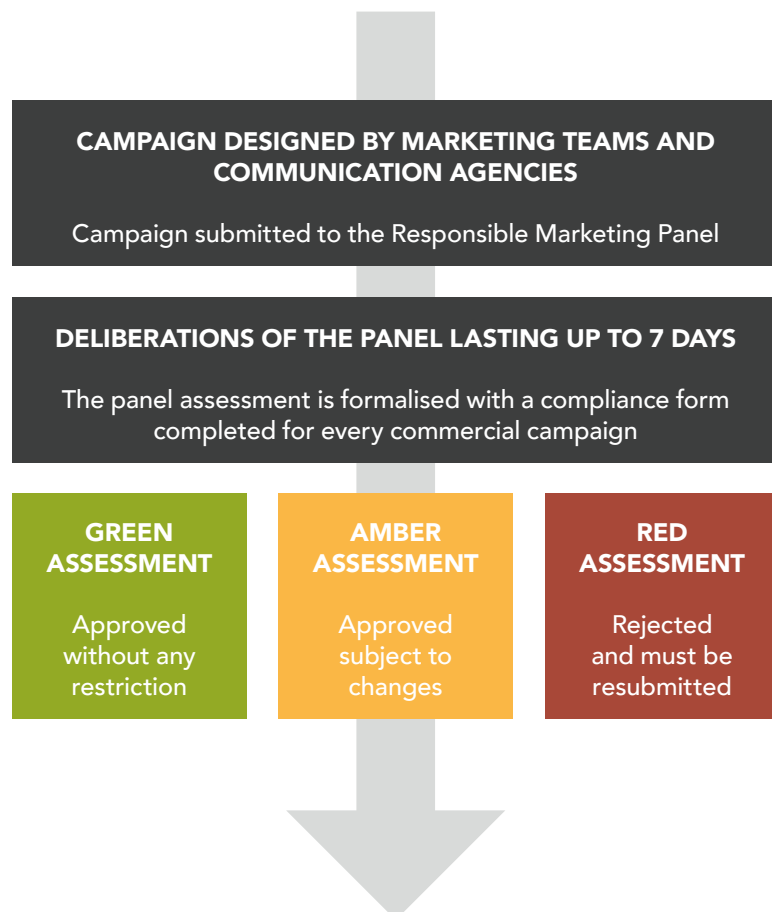
Several companies have developed their own codes of practice governing marketing and promotions that require the promotion

of their brands, either by in-house staff or through the companies to which they sell, to be undertaken in a responsible manner. Companies invest significant effort in ensuring their marketing teams, brand managers and advertising agencies are trained in the requirements of the Code(s) and the necessary sign-off procedures.

“
Pernod Ricard operates a pre-publication internal review procedure, which is mandatory for its 15 strategic brands.
 ”

CASE STUDY: Chivas

Pernod Ricard operates a pre-publication internal review procedure, which is mandatory for its 15 strategic brands. Chivas Brothers, which is responsible for producing and marketing Pernod Ricard’s Scotch Whisky brands, applies this procedure to all of its advertising campaigns. All campaigns must be submitted to the Review Committee prior to release. The Committee is available to give advice at any step of the development of a campaign. The primary role of the Committee is to ensure compliance with Pernod Ricard’s self-regulatory code. The Review Committee will issue one of three decisions: Green (approved), Amber (approved subject to modification) and Red (rejected, will require re-submission).



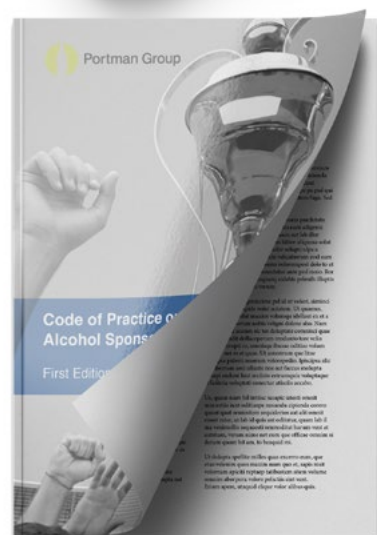
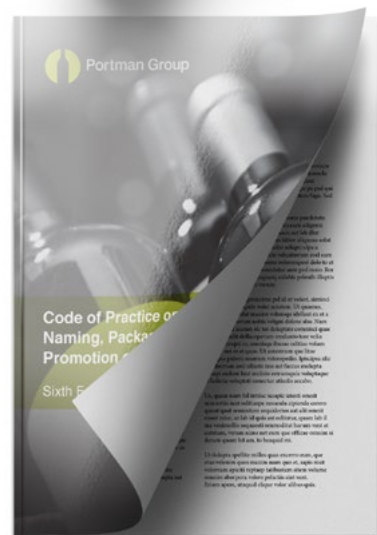
CASE STUDY: William Grant & Sons

William Grant & Sons' Code of Marketing Practice is at the heart of the company's commitment to the highest standards of socially responsible brand marketing around the world.

The mandatory Code covers all activities and communications in relation to the marketing and sales of William Grant's own and agency brands, including product labelling and packaging, brand advertising in all formats, digital communications, sponsorships, and experiential marketing, such as tastings.

Global in its application, the Code creates a minimum standard for all brand activities, whilst also setting out detailed provisions on issues such as promoting responsible alcohol consumption, discouraging underage drinking, and ensuring no link is made between consumption and social or sexual success.

All employees are trained on the Code's provisions, with new staff receiving this as a core part of their induction. Refresher training is also provided through annual mandatory e-learning and the in-house Legal Team running regular interactive workshops to highlight compliance best practice across the company.



The Portman Group

The Portman Group is an organisation funded by 11 alcoholic beverage producers. Its aim is to lead on best-practice social responsibility in the industry.

The Portman Group strongly believes the alcohol industry has 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 promotes best practice in alcohol social responsibility. It encourages and challenges the industry to promote its products responsibly through its Codes of Practice:

- Naming, Packaging and Promotion of Alcoholic Drinks, now in its sixth edition
- Sponsorship which came into force on 31 January 2014.



Partnership Working

“
The SWA works with a range of organisations both governmental and non-governmental at Scottish, UK and international level to promote responsible alcohol consumption.
 ”

The SWA and its member companies believe that partnership working is fundamental to tackling alcohol-related harm and promoting responsible drinking. The SWA works with a range of organisations both governmental and non-governmental at Scottish, UK and international level to promote responsible alcohol consumption. Whilst almost all our activity on this issue involves working with partners, several key partnerships are highlighted below:

Scotch Whisky Action Fund

The Scotch Whisky Action Fund was launched in December 2013 as part of the industry’s continuing commitment to promote responsible drinking and tackle alcohol-related harm, providing £100,000 of funding annually. The key aim of the Fund is to invest in groups and organisations that have innovative plans to reduce the impact of alcohol-related harm in Scotland’s communities.

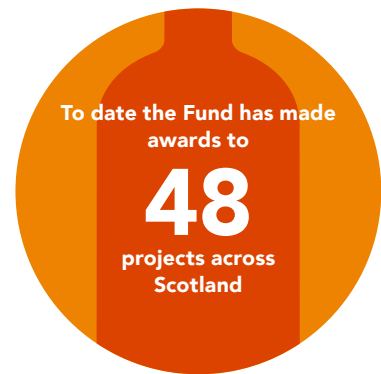
The Fund is managed by an independent charity, Foundation Scotland, on behalf of the SWA. Applications for funding are assessed by an independent Awards Panel, chaired by Dame Joan Stringer. The maximum award that can be granted is £25,000. A project can be supported for a maximum of three years.

Full details on the Fund’s criteria, how to apply and application deadlines can be found on our webpage www.foundationscotland.org.uk/programmes/scotch-whisky-action-fund/

To date the Fund has made awards to 48 projects across Scotland working with national (including Barnardos and Waverley Care) and local charities and community groups. The projects supported come from across Scotland, from Orkney in the North, the Highlands the central belt (including Edinburgh and Glasgow), Islay in the west to Dumfries and Galloway in the South. Projects have included



**SCOTCH WHISKY
 ACTION FUND**



delivering alcohol education in schools and beyond the school setting, including diversionary activities, peer-to-peer education and through theatre and interactive workshops. In addition to the education projects working with U18s, the Fund has also been supporting projects working with carers, parents, supporting children and young people affected by problematic parental alcohol use, families where a parent is in recovery and alcohol awareness for older age groups. Each project produces a report setting out what was achieved against the aims set.

Details of the projects currently being supported by the Fund can be found overleaf. We also hold annual learning events which gives members and other stakeholders the opportunity to hear directly from the funded projects. The aim of such events is to find out what works and to support development of best practice. Following an evaluation of the Fund in 2018, the Association announced this important initiative should continue and extended it to 2023. This amounts to £1 million of funding over 10 years.

- 1 U-evolve
- 2 Absafe
- 3 Edinburgh Young Carers
- 4 Paisley YMCA
- 5 MENSELF +
- 6 Govan Youth Information Project
- 7 Addictions Counselling Inverness
- 8 West Dunbartonshire Council for Voluntary Service (CVS)
- 9 Bright Light
- 10 Waverley Care





Projects currently funded are

1 **U-evolve** (Edinburgh) exists to provide direct support to young people aged 11 to 18 who are facing mental health challenges and are disengaged from education. Their project "TALK" will work directly with young people who have experienced a family history of alcohol misuse or are at-risk of alcohol misuse.

2 **Absafe** (Aberdeen) exists to ensure that young people in the North East can lead a healthy life free from unintentional injury and harm. Absafe is building an extension to create a new classroom dedicated to the delivery of alcohol safety education in a bespoke and engaging interactive environment due to the local need identified by both Aberdeenshire and Aberdeen City Community Planning teams.

3 **Edinburgh Young Carers** provide person-centred, individual and group work support to young carers (aged 9-14) who care for a family member with alcohol addiction issues. Edinburgh Young Carers will employ a professional in-house youth counsellor who will deliver a series of early intervention therapeutic group work counselling to young carers. The young people know this as SE+ (Social Education Plus) and it is a specific programme designed to meet the needs of young carers living with a parent who misuses alcohol.

4 **Paisley YMCA** is a digital youth organisation that aims to support young people reach their full potential through digitally based cultural and educational projects. Paisley YMCA will through use of TouchCast technology provide digital based workshops to 700 young people aged 12-15 which will explore issues and themes around alcohol.

5 **MENSELF +** (Men Encouraging and Nurturing Self Efficacy to Live Life Fully) (Glasgow) provides health and wellbeing information sessions to young men and men, using innovate techniques such as 'MOT 4 MEN' health checks. Such techniques enable the group to reach out to men, which can be a harder health demographic to reach. Menself will run an inter-generational DRUMBEAT group to young men and men aged 14-45.

6 **Govan Youth Information Project (GYIP)** is a charitable organisation based in Govan, Glasgow. GYIP offers free support services for children, young people and community members. Govan Youth Information Project will run a series of diversionary activities for young people at risk of alcohol misuse. Diversionary activities will include training young people to deliver interactive diversionary workshops on the dangers of alcohol to their peers and other youth

organisations; young people participating in the group's holiday programme; as well as within secondary schools during their health days.

7 Addictions Counselling Inverness is operating a Family Project that provides one to one counselling sessions to family members, or significant others, of people who have misused alcohol and are in recovery.

8 West Dunbartonshire Council for Voluntary Service (CVS) is supporting a Men's Befriending Group which aims to reduce isolation and alcohol misuse whilst also building resilience in older men. The ultimate aim is for the group to become a self-sufficient organisation.

9 Bright Light's project 'Families in Recovery' was created to provide counselling sessions for children and young people under 18 who are adjusting to living with a parent or guardian recovering from alcohol addiction.

10 Waverley Care's SX initiative provides a variety of sessions and campaigns across Scotland aimed at supporting alcohol awareness and harm reduction among gay and bisexual men. Sessions included alcohol education, counselling and group work, and peer-to-peer research and impact reports, with public-facing campaigns delivered via a variety of mediums.



Addictions Counselling Inverness



The Scottish Alcohol Industry Partnership

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

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 activities include 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.

Current initiatives include:

Proxy Purchase Campaign

The SAIP is working to rollout its successful Proxy Purchase campaign nationally, in partnership with Police Scotland. It is based on small a pilot which ran in Motherwell and Wishaw in 2015 and which has grown from there running in North Lanarkshire, Glasgow, parts of Fife and Aberdeenshire and South Lanarkshire. The campaign has evolved on the basis of feedback and will be rolled out with a new strapline 'Don't Pay For It'. For more details visit www.dontpayforit.scot.



125ml Wine Measure

The Partnership will also continue to work with Best Bar None to promote uptake of the 125ml wine measures in the on-trade – bars, pubs, and restaurants – as part of the Best Bar None awards scheme. This is an important initiative in encouraging moderate consumption when people are out relaxing and enjoying themselves.



Community Alcohol Partnerships (CAP)

Community Alcohol Partnerships are aimed at reducing underage drinking and ensuring the protection of children and young people. The Partnership is supporting the expansion of CAPs across Scotland over the next few years. More details on CAP can be found on page 32.

Drinkaware At Work

SAIP has partnered 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. In particular this work will focus on reaching small and medium sized companies across Scotland.

Street Assist

Street Assist is a volunteer-run organisation providing welfare and first aid to people who have become vulnerable on a night out. The Partnership is also providing funding to help Street Assist purchase IT equipment.

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 visit the website at www.streetassist.co.uk

Club Soda

The Partnership is also sponsoring Club Soda, the mindful drinking movement which supports people to cut down on their drinking, to host a festival in Glasgow later this year promoting the low and no alcohol category.



“
Street Assist aim to support Emergency Services, providing minor incident treatment and a safe route home for people.
 ”

“
Local Alcohol Partnerships provide support for schemes in local areas that wish to address issues around social and health harms.
 ”

Local Alcohol Partnerships Group

Local Alcohol Partnerships provide support for schemes in local areas that wish to address issues around social and health harms. They aim to improve joined up working between such schemes operating in local areas such as: Best Bar None and Pubwatch, which set standards for on-trade premises Purple Flag which make awards to safe, consumer friendly areas Community Alcohol Partnerships, which currently support local partnership working to address issues such as under-age sales and alcohol related crime, are to be extended to work with health and education partners in local Government Business Improvement Districts, which can improve the local commercial environment. A number of Scotch Whisky Association members support these schemes.

Working with the on-trade

Best Bar None

Best Bar None is an accreditation and awards scheme aimed at promoting the responsible management and operation of licensed premises. It 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. Best Bar None is proven to improve standards in the evening and night time economy and



has been adopted by 75 towns and cities in England and Wales.

The purpose of Best Bar None is to:

- Promote social responsibility and duty of care
- Improve knowledge and skills to assist in responsible management
- Reduce alcohol related crime by investing in policies and procedures
- Promote Partnership working to identify good practice and areas for improvement
- Support due diligence, record keeping and training
- Rewarding success through local and national awards
- Operating more responsibly to improve the commercial viability and attractiveness of a venue and locality

Best Bar None Scotland

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

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.

Owners are recognised and celebrated at regular high-profile award events, where good practice is shared and achievements are rewarded. Best Bar None is sponsored by a number of SWA members: Diageo, Edrington-Beam Suntory and Chivas Brothers-Pernod Ricard

➔ **To find out more visit:** www.bbnsotland.co.uk

Pubwatch

Pubwatch is designed to promote a thriving and safe night time economy working closely with local licensees, the Police and licensing officers. We have been proud to support the National Pubwatch Awards for several years which recognise the fantastic work local schemes carry out voluntarily to make our communities safer places in which to socialise and enjoy a great night out.

➔ **To find out more visit:** <http://www.nationalpubwatch.org.uk/>





IARD
INTERNATIONAL ALLIANCE FOR
RESPONSIBLE DRINKING

“
**IARD is working
with leading
digital platforms:
Facebook, Snapchat
and YouTube**
”



International Alliance for Responsible Drinking (IARD)

The International Alliance for Responsible Drinking (IARD) is a not-for-profit organisation dedicated to reducing harmful drinking and promoting understanding of responsible drinking. IARD is funded by the leading global beer, wine, and spirits producers, who have come together for a common purpose: to be part of the solution in combating harmful drinking.

Six SWA member companies support IARD. The SWA are members of the IARD Partnership Council which brings together Trade Associations (TAs) and Social Aspects Organizations (SAOs) from around the world with IARD members and staff so we can work together to achieve greater impact around our collective goal to reduce the harmful use of alcohol.


➔ **To find out more visit:** <https://www.iard.org/welcome-to-iard>

Working with Social Media Platforms

IARD is working with leading digital platforms: Facebook, Snapchat and YouTube. Its aim is to:

- Ensure the most-up-to-date safeguards are used so that marketing communications relating to alcoholic beverages are directed to those adults who can lawfully buy these products.
- Improve age screening. IARD members are implementing age screening on online channels, complemented by specific and platform appropriate technology to help ensure marketing reaches those over the legal purchase age.
- Give people greater control over whether they see alcohol marketing online.

Actions to accelerate reductions in underage drinking
 In January IARD announced five actions its members would implement to help support further reductions on underage drinking.



Actions to accelerate reductions in underage drinking

We, the members of the International Alliance for Responsible Drinking, today announce a new set of clear and direct actions aimed at accelerating efforts toward eliminating underage drinking.

These steps are an initial response to the challenges made to our sector in the 2018 United Nations Political Declaration on noncommunicable diseases. We want to raise standards across our sector and will continue to use our regular and productive dialogue with the World Health Organization to better understand what more we can do - including building on government regulation to establish co-regulatory frameworks - to further reduce the harmful use of alcohol.


We oppose any consumption of alcohol by minors. Our beer, wine, and spirits should only be consumed by adults of legal drinking age who choose to drink, and we do not produce or market alcohol products that have primary appeal to minors. We fully support regulation to set legal purchase and drinking ages. We have been working with communities to reduce underage drinking for many years, and we proactively support enforcement of regulation according to national and cultural context.

Underage drinking is declining in many countries worldwide. However, this trend is not universal, and it is critical that we do more. Today, we are accelerating action and call on all parts of society to act.

We call on other producers to join us. We call on retailers to work with us to do more to prevent minors from buying alcohol. And, we call on parents and other adults to support us by not buying or sharing alcohol with minors, even if they do this with good intentions. Together, we must ensure everyone enforces the message that underage drinking is socially unacceptable.

OUR ACTIONS

1. We will introduce a clear age-restriction symbol or equivalent words on all of our alcohol brand products – including alcohol-free extensions of alcohol brands – sending a clear message to all communities that our beer, wine, and spirits should not be bought or consumed by minors. We will start to roll this out immediately, where legally permissible, with compliance across all markets by 2024.
2. We do not want minors to drink alcohol. We do not, and will not, market alcohol-free extensions of alcohol brands to minors.
3. The digital sphere is the arena where our consumers increasingly want to engage with us. We will do more to build on the progress we have made, working with leading digital platforms, to implement rigorous online safeguards in our ongoing efforts to prevent minors from seeing or interacting with our brands online. Safeguards will be in place for at least 95% of our online alcohol marketing by 2024, with an objective to reach complete compliance at the earliest opportunity.
4. We will invite retailers, wholesalers, and distributors to intensify their work with us to determine how best-practice initiatives relating to age verification can be implemented globally, while taking account of local differences.
5. Recognizing the growing role of online retail, we will specifically invite online retailers, postal services, and delivery companies to join us in developing global standards for the online sale and delivery of alcohol, where such sales are legal.





Tackling Harmful Drinking

“
CAP has ambitions to establish a further 12 CAPs across Scotland in areas with above averages underage drinking levels across the next three years. The SWA and several its members: Chivas, Edrington, Inver House and Distell are providing funding to support this initiative.

”

Underage Drinking

Community Alcohol Partnerships

The mission of Community Alcohol Partnerships (CAP) is to reduce alcohol harm in local communities for the under-25s, with an 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 behaviour. This leads to reduced crime and safer neighbourhoods for everyone to enjoy. There are currently 200 CAPs across the UK.

Education, enforcement and engagement

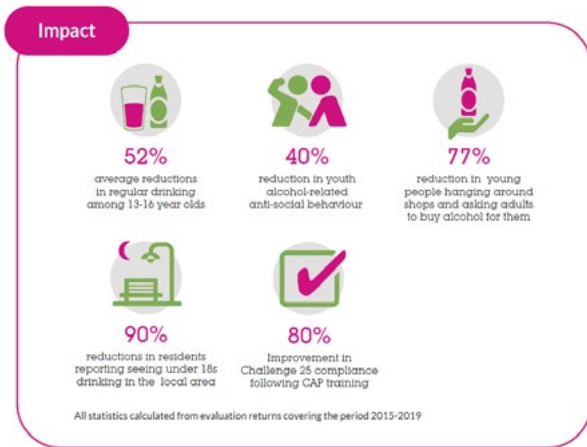
A local CAP may partner with local schools to provide age-appropriate alcohol education, teacher training and parental guidance. They will also work with businesses to control the supply and demand of underage drinking. By sharing information and creating a unified response, the CAP can help ensure businesses 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’.

CAP Scotland

There are currently five CAPs in Scotland: three in Edinburgh, one in Orkney and one in Arran. Several other areas across Scotland are actively considering creating a CAP.

CAP has ambitions to establish a further 12 CAPs across Scotland in areas with above averages underage drinking levels across the next three years. The SWA and several its members: Chivas, Edrington, Inver House and Distell are providing funding to support this initiative.

Each CAP is committed to reducing alcohol-related harm in various creative ways, some of which are explored below.



The North West Edinburgh CAP is known for its strong partnership working – both with community partners, retailers, takeaway outlets, local councillors and MPs – and with other Edinburgh CAPs. In November all CAPs across Edinburgh came together for a community event at Waverley Station to mark the start of Alcohol Awareness Week. This saw a wide range of local partners coming together to show how they were reducing the sale of alcohol to young people, advising them on the dangers of drinking and providing alcohol-free activities to engage them

Above: CAP stand Alcohol Awareness Week, Kirkwall, November 2019.

Below: CAP community event Waverley Station, Edinburgh, November 2019

The Orkney CAP launched the ‘Ask For Angela’ scheme in 2019. This public safety campaign - where any customer in a pub, bar, restaurant or public venue can discreetly ask a member of staff for assistance should they feel uncomfortable - was launched in Orkney by Orkney Rape and Sexual Assault Service (ORSAS) in partnership with the Orkney CAP, Orkney Street Pastors and Police Scotland. Anyone who feels unwell, suspects their drink has been spiked, receives unwanted attention or is being pestered can approach a member of staff and ask if Angela is working. This will be the signal to staff that something is wrong, and the customer requires some assistance.





The Arran CAP launched in December 2019. Surveys among young people and residents on the island of Arran showed that because local retailers operate a strict Challenge 25 policy, buying alcohol is difficult for young teens. However, many are thought to take alcohol from their homes, sometimes with their parents' consent, and use secluded locations on the island to drink.

A key aim of the Arran CAP is to encourage a culture where both adults and young people drink responsibly, young people are only able to access alcohol under responsible and informed supervision and safe consumption limits are known by all. New posters and billboards were produced, some warning that it is illegal to buy alcohol on behalf of someone who is under 18 – others highlighting the potential harm to youngsters by drinking.

In addition, the CAP will provide education and diversionary measures, working with key partners and people in the community.

➔ To find out more visit:

www.communityalcoholpartnerships.co.uk

Smashed

Smashed is an alcohol 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

Engaging with young people

Diageo has supported Smashed initiative since 2005. To date the UK project has reached over 413,000 young people in more than 2,100 UK schools. The global ambition is to reach 2.5 million young people around the world by 2021.

The programme's impact

The programme is 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 2019 a total of 8,762 young people took part in the Smashed project across Scotland. There were 53 performances in 45 secondary schools. The evaluation found after taking part in Smashed

- Students' accuracy rate in correctly identifying the key dangers and risk associated with underage drinking increases from 72% to 82%.
- 90% of students say they feel equipped to make the right choices about drinking alcohol.
- 89% said they enjoyed the performance and workshop and 92% thought the programme was a good way to learn about the dangers of underage drinking.
- 96% of students said they are less likely to drink alcohol underage after taking part in Smashed.
- 100% of teachers say the Smashed performance and workshop explore issue relevant to the target age group and 96% say their students have learnt more about the dangers of underage drinking than they know before.

➔ **To find out more visit:** www.diageo.com and <http://smashedproject.org/>

“
Smashed is an alcohol 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.
”



Alcohol Education Trust: Talk About Alcohol

The Alcohol Education Trust is a national charity that over the last decade has worked with schools, parents, carers, health workers, youth outreach teams and children aged 11-18 to prevent underage drinking, reduce drunkenness and its associated harms and help young people learn to stay safe around alcohol.

'Talk About Alcohol' is an evidenced based programme of lessons, films on line resources and activities available to every secondary school across England. With funding from the Scotch Whisky Action Fund and others the Alcohol Education Trust adapted its resources to fit with Scottish law, curriculum and norms and established a Scottish Office to support the delivery of the 'Talk About Alcohol' programme across Scotland. The appointment of a dedicated Scottish Director of Operations was essential to liaise with local authorities, public health and with professionals who lead on alcohol education in schools.

The outcomes for young people will be:

- Increased awareness of risks associated with alcohol and drug misuse;
- Increased emotional resilience and knowledge of life skills and tools to enhance wellbeing
- An expected raise of age in onset of drinking whole drinks from the current age of 13.

In addition, teachers will have a better understanding of alcohol units, guidelines, the law, alcohol and its effects, and effective and engaging teaching methods that are proven to improve health outcomes and deliver behavioural change.

➔ **Right:** Arbroath High School – Pupil Support Teachers.



From the 137 schools directly engaged in year one it is estimated that 41,100 young people will have directly learnt to stay safe around alcohol this year. With The Alcohol Education Trust's 'train the trainer' approach, enabling teachers and youth professionals to deliver the programme ongoing, similar numbers of young people will benefit each year moving forward. If the additional schools and organisations downloading talk about alcohol Scottish resources are included and applying the same principal, an additional 36,600 young people will be benefiting from evidenced, engaging and interactive alcohol education currently, and ongoing.

Feedback from the Principal Teachers of Guidance within the engaged schools have all confirmed the importance of having Parent/Carer information resources available which they can in turn give out to the parents and carers of the children their school teach. Many schools were supplied with the printed guidance 'talking to kids about alcohol' and the supporting online advice, resulting in thousands of parents (parents are the key suppliers of alcohol to those drinking underage) benefitting and gaining additional knowledge with regard to how to keep their children safe around alcohol and prevent underage supply and use.

A number of schools have been identified who are willing to undertake a baseline evaluation and post intervention follow-up exercise with young people within their schools to whom they have delivered the Talk About Alcohol programme.

➔ **To find out more visit:** www.alcoholeducationtrust.org and www.talkaboutalcohol.com

“
Teachers will have a better understanding of alcohol units, guidelines, the law, alcohol and its effects, and effective and engaging teaching methods that are proven to improve health outcomes and deliver behavioural change.
 ”



➔ **Left:** Police Scotland – School Link Officers from Edinburgh.

“

Feedback from the Principal Teachers of Guidance within the engaged schools have all confirmed the importance of having Parent/ Carer information resources available which they can in turn give out to the parents and carers of the children their school teach.

”

👇 **Below:** Rikki Scott at Aberlour Distillery who devised the drivers kit.

➡ **Below right:** Anti-drink drive signage at Strathisla distillery



Drink Driving

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. A distillery supervisor, who was 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 can 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 anti drink-drive sign posts in all car parks.

➡ **To find out more visit:** www.aberlour.com or www.chivasbrothers.com.

Join the Pact

Diageo's Join the Pact is a global mission to reduce accidents and injuries caused by drink driving.

It can take just five minutes for you to feel the effects of an alcoholic drink, and even a small amount will harm your judgement on the road. The tragic outcome is that 1.2 million lives worldwide are lost every year because of drink driving. Every accident caused when someone is under the influence of alcohol is 100% preventable.



Diageo's global #JoinThePact programme aims to encourage 50 million people to never drink and drive through signing a global pact. Partnerships with police, local authorities and other agencies support enforcement, provide education for drivers and law enforcers, and support safe rides and public transportation. The goal is to reduce drink driving accidents by 2025. Already millions of people around the world have taken the pledge to never drink and drive.

➔ **To find out more visit:** www.JoinThePact.com



National Organisation for Foetal Alcohol Syndrome (NOFAS)

Since 2008 Diageo has funded the National Organisation for Foetal Alcohol Syndrome (NOFAS-UK) to educate midwives and student midwives about Foetal Alcohol Spectrum Disorders (FASD). This is an umbrella term describing the range of effects that can occur in an individual whose mother drank alcohol during pregnancy. These effects may include physical, mental, behavioural, and/or learning disabilities with lifelong implications. NOFAS-UK promotes education for professionals and public awareness about the risks of alcohol consumption during pregnancy, in particular raising awareness of the possible impact on the developing brain. To date, the programme has reached over 15,000 midwives, with an estimated reach of more than 1 million expectant mothers.

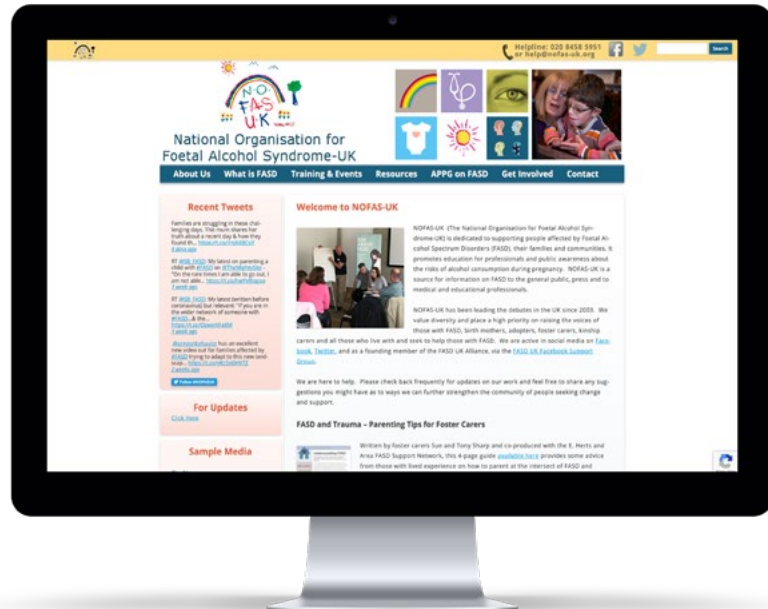
In 2017, NOFAS-UK launched the first phase of a new project to raise General Practitioners' (GP) awareness and understanding of FASD, as they are often the first point of contact for pregnant women. Polls conducted to mark FASD Awareness Day in September, revealed the need for more education and guidance for GPs about the risks associated with alcohol in pregnancy. Among the findings, only 31% of the GPs said they had in-depth education regarding FASD. 47% said it should be more thoroughly taught in medical school. 41% said they have not received clear guidance from their local Clinical Commissioning Group regarding a pathway for diagnosis and support of FASD. Only 23% felt 'strongly confident' that all those with a Foetal Alcohol Spectrum Disorder are being diagnosed

properly. The project is therefore aimed at offering GPs tools required to have these discussions with pregnant women and how to help identify FASD.

20,000 posters were also produced for distribution to various surgeries and partners including the Aberdeenshire Alcohol and Drug Partnership. It is expected that these posters and the booklet will reach thousands of GPs nationwide. As an example, the RCGP Conference in Liverpool, where the materials were also trialled, reached more than 1,600 GPs and healthcare professionals. NOFAS-UK is also targeting Clinical Commissioning Groups, tasked by Government with providing FASD services. As with the midwives' materials, NOFAS-UK also considers its materials useful resources for patients to discuss concerns with their medical professionals.

➔ **To find out more visit:** www.nofas-uk.org/

“
To date, the programme has reached over 15,000 midwives, with an estimated reach of more than 1 million expectant mothers.
”



COVID-19 Industry's response

There have been concerns that during the COVID-19 crisis people would drink more when confined to their homes. A survey on drinking patterns, commissioned by the Portman Group, found that people were drinking moderately under lockdown. The majority continued to observe Chief Medical Officers' (CMO) guidelines.

CASE STUDY: YouGov Survey

A YouGov survey (2,070 UK adults – 22-26 May) conducted for the Portman Group found:

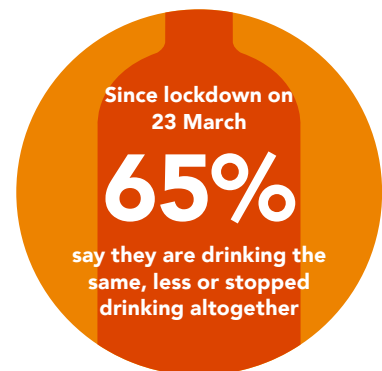
Prior to lockdown, 75% of UK adults said they either did not drink or drank within the CMO's guidelines of 14 units per week. This equates to 6 pints of 4% ABV beer, 6 glasses of 13% ABV wine or 14 25ml pub measures of 40% Scotch Whisky a week.

Since lockdown on 23 March, two thirds of those who drank alcohol before the lockdown (65% of UK drinkers) say they are drinking the same, less or stopped drinking altogether (38%, 22% and 5% respectively).

Of the 35% of drinkers who say that they are drinking more, 28% say a little more and 7% say a lot more.

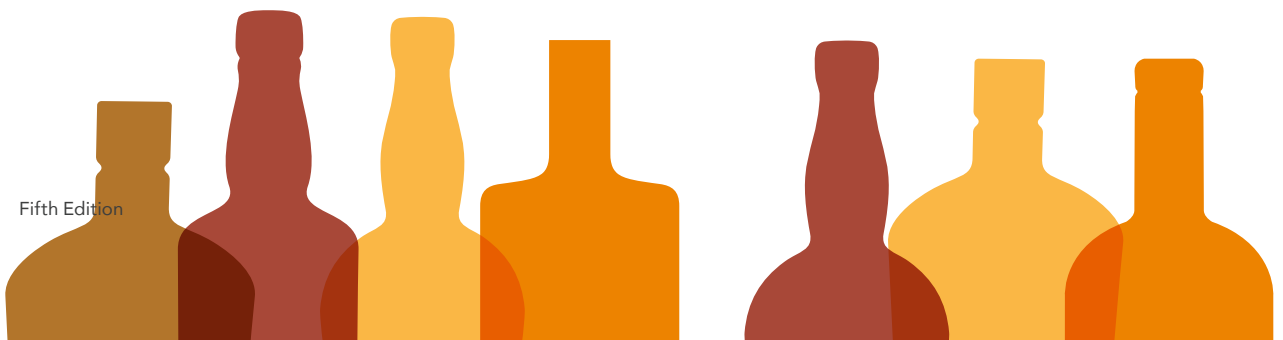
However, the majority of drinkers remain within 14 units: 81% of those drinking less and 72% of those drinking thereabouts the same are within the guidelines.

Of those drinking more, 44% are drinking within the CMO guidelines, whilst a further 22% are drinking just over the guidelines up to 21 units a week. A further 13% are consuming 22 – 28 units; 8% consuming 29 – 35 units; 6% consuming 36 – 49 units; and a final 4% consuming at a harmful or high-risk level of more than 50 units.

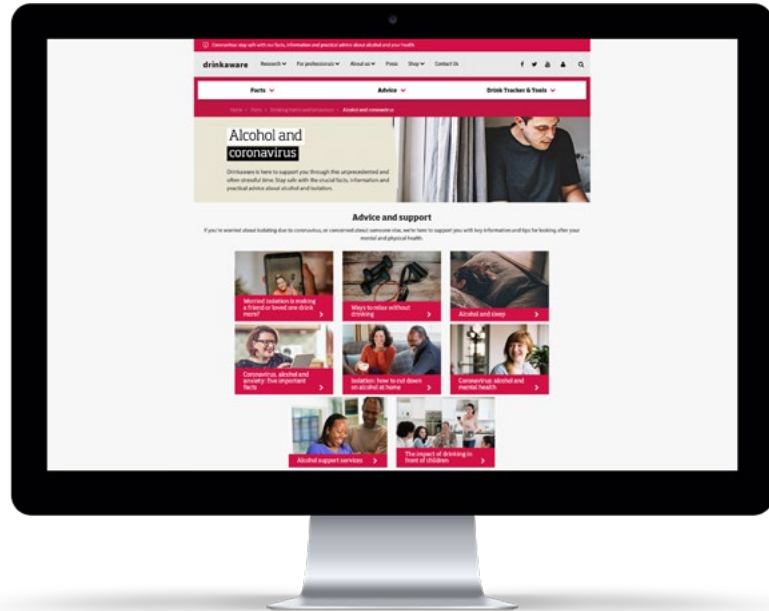


Throughout the crisis the Association has continued to promote responsible drinking via its social media channels.

We have also been promoting the Drinkaware COVID-19 and alcohol: Information hub. Drinkaware has, with the support of their independent Medical Advisory Panel, developed a range of



“
In March, the SWA established an online portal to help connect distillers producing ethanol and hand sanitiser with those who needed it.
 ”



information and resources relating to alcohol-related risk during the coronavirus pandemic. This includes specific content on the CMO low risk drinking guidelines; information on alcohol and isolation, anxiety and mental health; alcohol and sleep; alcohol and the immune system and alcohol and medication. Details of the hub can be found here at the link below.

➔ **To find out more visit:** <https://www.drinkaware.co.uk/alcohol-facts/drinking-habits-and-behaviours/alcohol-and-coronavirus/>

The COVID-19 crisis has seen many Scotch Whisky producers pivoting to support frontline services, providing ethanol for both hand sanitiser and sterilisation. Large and small distillers responded quickly to calls for support from the NHS, Councils, care homes, charities, and other local service providers. Many community organisations have also been supported locally with hand sanitiser being supplied direct to them by Scotch Whisky producers.

In March, the SWA established an online portal to help connect distillers producing ethanol and hand sanitiser with those who needed it. In its first two months, the portal saw more than 150 submissions from companies and organisations registering their need for support, or their ability to help. By May, distillers across Scotland had pledged over 14.1 million litres of ethanol to support the production of more than 56 million bottles of hand sanitiser.

📍 **Below:** Hand sanitiser production at Glasgow Distillery.







THE SCOTCH WHISKY ASSOCIATION
enquiries@swa.org.uk
www.scotch-whisky.org.uk
[@scotchwhiskySWA](https://twitter.com/scotchwhiskySWA)