TACKLING ALCOHOL-RELATED PROBLEMS TOGETHER

David Poley
Chief Executive, The Portman Group
The Portman Group - Role

- To challenge and encourage the industry to market its products responsibly
- To show leadership on best practice in alcohol social responsibility through the actions of member companies
- To speak on behalf of member companies on social responsibility issues to inform public opinion and policy
Government policy approaches to alcohol

- Population control method
  - Reduce overall consumption
  - Raise taxes
  - Reduce availability

- Targeted measures
  - Problem is alcohol misuse, not alcohol consumption
  - Need to change drinking culture
  - Education is key
What can the drinks industry do to tackle alcohol misuse?

- Market products responsibly
  - TPG’s Code of Practice
- Use brands to inform consumer
  - Unit labelling / drinkaware.co.uk
- Fund third party education
  - Drinkaware Trust
Responsible Marketing

- The Portman Group’s Code of Practice
Background

- 1996 – Code first introduced
- 2002 – Current (third) edition issued
- June 2007 – New (fourth) edition to be issued
The Code applies to …

- Naming & packaging
- Promotions, including:
  - Point of sale material
  - Websites
  - Sponsorship
  - Branded merchandise

[but not to advertising or retailer promotions]
Rules of the Code

- A drink’s naming, packaging and promotion should not:
  - Appeal particularly to under-18s
  - Encourage immoderate consumption
  - Associate with anti-social behaviour
  - Associate with illegal drugs
  - Associate with sexual success
  - Suggest that drinking leads to popularity
Independent Complaints Panel

- Chaired by Sir Richard Tilt
- 8 members
- Companies given chance to respond
- Decisions published
No particular appeal to under 18s
No using alcoholic strength as dominant theme
No encouragement of illegal, irresponsible or immoderate consumption, such as binge-drinking, drunkenness or drink-driving
No association with violent, aggressive, dangerous behaviour
No association with sexual success
“Prevention is better than cure”

- Number of products complained about
- Written requests for advice

Promoting Responsible Drinking
Using brands to inform and educate

Unit labelling / drinkaware.co.uk
Unit labelling

BAILEYS is a natural marriage of fresh Irish cream, the finest of spirits and Irish whiskey. Experience BAILEYS at its best served on ice, straight, or with coffee (avoid citrus or acidic drinks as mixers). Store between (5° to 25° C) / (41° to 77° F) and ideally consume before date below.

(UK) Contact Diageo Great Britain Ltd.
Or call Freephone No.0800 78 78 11
DIAEEO GREAT BRITAIN LTD.,
8 HENRIETTA PLACE,
LONDON W1G 0NB.
(DK) DIAEEO DENMARK A/S
Strandvejen 32 D
DK-2100 København Ø.
Baileys er elsket farve; karamel og emulgator E 471

11.9
UK UNITS

www.baileys.com

5-011013-100156>
Creation of drinkaware.co.uk

- Industry desire to educate consumers about responsible drinking
- Advice on drinking, unlike smoking, is complex & difficult to compress onto label
- Solution – create responsible drinking website and promote this through brands
- drinkaware.co.uk launched November 2004
Respect alcohol, respect yourself.

For most adults, it's fine to enjoy a drink. At the same time, we all need to look after our health and well-being. This is where you can find out more about how to do both.

You'll find all kinds of useful information about alcohol and drinking, from fascinating facts to practical tips, to suit all kinds of people and occasions.

Find the answers to your questions - become more drink aware here.

How many units?
Don't just guess how much you drink - work it out with our quick and accurate unit calculator.

Be aware
Whatever your circumstances - young or old, pregnant or taking medication, find out how alcohol affects you here.

Hints & tips
Top tips for every occasion, from summer holidays to Christmas time.
Be aware

When not to drink
Sometimes it makes sense to keep off the drink completely. Even a small amount of alcohol affects your judgement, reactions and co-ordination so, for safety’s sake, don’t mix drink with any of the following:

- Driving
- Operating machinery
- Working at a height
- Sports or swimming
- Drugs or certain medicines

Different people and occasions
The amount you can drink without increasing risk of harm to your health depends on your age, sex, weight and various other factors.

Just click below to find information that might be useful for specific life-stages and circumstances.

Select a life stage or Select a circumstance

submit

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How many units?

Click on the drinks to add up the units you had last night...

TOTAL UNITS: 8.4

REMEMBER
The UK government recommends a maximum daily drinks allowance of 3-4 units for men. Over the limit? Check out our Hints & tips. Drinking too much? Then why not check your drinking.

Kronenbourg 1664
Pint. 5.0% ABV
2.8 units x 3 = 8.4 units

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www.drinkaware.co.uk – promoted on-pack
www.drinkaware.co.uk – promoted in advertising
Funding third party education

The Drinkaware Trust
Alcohol Harm Reduction Strategy (March 2004)

- Govt proposed a producer fund to tackle misuse
- Govt’s concerns about The Portman Group
  - TPG lacks wide industry representation
  - TPG lacks money
  - TPG lacks independence
- Solution
  - Create charity (Drinkaware Trust) funded by industry but managed by industry / other stakeholders in partnership
How does DrinkawareTrust work?

- Role is education – not policy
- Board of Trustees drawn from all stakeholder backgrounds, with independent Chair
- Voluntary funding from industry (producers and retailers)
- Target is £3 million in year 1 rising to £5 million in year 3
- Portman Group providing over £2 million a year
In summary ...

- Effective self-regulation to ensure marketing is responsible
- Innovative use of brand labels and advertising to educate consumers
- Unique and exciting new partnership to change UK drinking culture
- Let Portman Group know what more you think drinks producers should be doing to tackle problem