Public Health Responsibility Deal Alcohol Network:
Discussion on future direction

Purpose:
1. This paper maps out the future direction of travel for the Alcohol Network between now and 2015.

Discussion points:
2. How is the profile of the Responsibility Deal best raised within the alcohol industry, both within partner companies and to garner potential new signatories?
3. What incentives and safeguards might be required to encourage companies to sustain progress on an on-going basis?
4. How might we best best engage alcohol NGOs and other partners moving forwards to deliver on any new work?
5. Do actions proposed to strengthen existing pledges feel like the right ones?
6. When feels like the right time to launch the new pledges emerging from existing work streams?
7. What are the priorities, recognising that we can’t do this all at once?

Background
8. The Responsibility Deal sets a framework of trust and expectation between the Government and industry, giving the alcohol industry the opportunity to demonstrate that they can promote, name, market, advertise and sell alcohol in a way that is recognised by their customers and the public as responsible. In particular, to “foster a culture of responsible drinking, which will help people to drink within guidelines”.

9. The Responsibility Deal was launched in March 2011, with the submission of plans and publication of pledges providing a second opportunity to publicise the commitments to date.

Delivery of current pledges
10. Whilst there has been a good commitment demonstrated (126 companies have signed up to at least one alcohol pledge, including 92 companies signed up to the labelling pledge, and 70 companies signed up to either A2 or A3 to provide more information in the on- or off-trade) there are two areas of the sector from which greater engagement would be beneficial:

- The on-trade, where coverage in terms of signatories is more patchy;
- Alcohol NGOs, some of whom walked away from the Responsibility Deal prior to launch, but whose re-engagement might help more signatories.
11. For current signatories, three issues (common across the entire Responsibility Deal) for consideration are:

   (i) maximising awareness of the commitments and opportunities that come with the Responsibility Deal within partner organisations, as well as feeding back on risks and barriers to delivery;

   (ii) what incentives, if any, are required to ensure ongoing commitment and action beyond the initial flurry of activity (for example, publicity, awards, an annual refresh of pledges).

   (iii) balancing the reporting burden with proper transparency

**Strengthening existing pledges:**

12. Looking ahead to the medium term, there are a number of actions that could be taken to strengthen existing pledges:

- **Pledges A1, A2, A3:** Take into account any revised drinking guidelines.

- **Pledge A4:** Age verification pages online and social networking protections; use of digital solutions (eg digital cinema advertising); in store product placement (e.g. planograms for convenience stores to ensure alcohol not sold alongside products appealing to children); and encouraging the on-trade to adopt challenge 25 as a universal standard.

- **Pledge A5:** Use strategic review of Drinkaware to secure: long-term commitment (through to 2020); increased scope and funding; and targeted interventions at appropriate market segments.

- **Pledge A6:** Encourage the industry’s own advertising to link responsible behaviour to decisions on the consumption of alcohol, and highlight any regulatory barriers that currently discourage this from happening.

- **Pledge A7:** Encourage co-ordinated and targeted industry backed local interventions/pilots in areas where high risk drinking is particularly prevalent, making links as appropriate with Local Authorities as they assume their new Public Health responsibilities in April 2013, and also local Crime Reduction Partnerships.

- **Pledge A8:** Widen the emphasis from launch of new lower strength products/reformulation of existing ones to incentivising smaller servings, and encouraging non-traditional partners (such as restaurant chains and universities) to sign up to alcohol pledges, supported by behavioural change pilots as appropriate.
Launch of new pledges

13. Looking ahead, outputs from existing work streams are reaching a point where the launch of additional new pledges is a realistic possibility:

   i) **Early years education** - delivery of evidence-based programmes to reduce risk taking (including drinking) by young people;

   ii) **Bar staff training** - aimed at reducing sales to people who are drunk;

   iii) **Workplace alcohol policies** – improving identification and management of alcohol related issues in the workplace.

14. The Government’s alcohol strategy also suggested calorie information on products as a potential consideration for the Network.
Annex A

Public Health Responsibility Deal Alcohol Network core commitment

*We will foster a culture of responsible drinking, which will help people to drink within the guidelines*

**Collective pledges**

**A1** – Alcohol labelling

We will ensure that over 80% of products on shelf (by December 2013) will have labels with clear unit content, NHS guidelines and a warning about drinking when pregnant.

**A2** – Awareness of alcohol units in the on-trade

We will provide simple and consistent information in the on-trade (e.g. pubs and clubs), to raise awareness of the unit content of alcoholic drinks, and we will also explore together with health bodies how messages around drinking guidelines and the associated health harms might be communicated.

**A3** – Awareness of alcohol units etc in the off-trade

We will provide simple and consistent information as appropriate in the off-trade (supermarkets and off-licences) as well as other marketing channels (e.g. in-store magazines), to raise awareness of the units, calorie content of alcoholic drinks, NHS drinking guidelines, and the health harms associated with exceeding guidelines.

**A4** - Tackling under-age alcohol sales

We commit to ensuring effective action is taken in all premises to reduce and prevent under-age sales of alcohol (primarily through rigorous application of Challenge 21 and Challenge 25)

**A5** – Support for Drinkaware

We commit to maintaining the levels of financial support and in-kind funding for Drinkaware and the “Why let the good times go bad?” campaign as set out in the Memoranda of Understanding between industry, Government and Drinkaware.

**A6** – Advertising and marketing alcohol

We commit to further action on advertising and marketing, namely the development of a new sponsorship code requiring the promotion of responsible drinking, not putting alcohol adverts on outdoor poster sites within 100m of schools, and adhering to the Drinkaware brand guidelines to ensure clear and consistent usage.

**A7** – Community actions to tackle alcohol harms
In local communities we will provide support for schemes appropriate for local areas that wish to use them to address issues around social and health harms, and will act together to improve joined up working between such schemes operating in local areas 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 local issues, such as under-age sales and alcohol related crime, are to be extended to work with health and education partners in local Government; and Business Improvement Districts, which can improve the local commercial environment.

A8 – Unit reduction

As part of action to reduce the number of people drinking above the guidelines, we have already signed up to a core commitment to "foster a culture of responsible drinking which will help people drink within guidelines".

To support this we will remove 1bn units of alcohol sold annually from the market by Dec 2015 principally through improving consumer choice of lower alcohol products.

Individual pledges

- **Asda** By 30th April 2011 we will no longer display alcohol in the foyers of any our stores.
- **Asda** We will provide an additional £1m to tackle alcohol misuse by young people.
- **Heineken** We will aim to remove 100 million units of alcohol from the UK market each year through lowering the strength of a major brand by 2013.
- **Heineken** We will distribute 11 million branded glasses into the UK on trade showing alcohol unit information by end of 2011.
- **Diageo** Three year project to extend the NOFAS-UK “What Do You Tell A Pregnant Woman About Alcohol” programme across England & Wales to inform over 1 million pregnant women of what they need to know about alcohol in pregnancy
- **Diageo** Molson Coors, Heineken & Bacards Brown Forman. We; Bacardi Brown-Forman Brands, Diageo, Heineken and Molson Coors commit to working with the BII (British Institute of Innkeeping) and The Home Office to support the continuation and further development of the Best Bar None
scheme for at least the next three years. We will invest at least £500,000 (commencing May 2011) and add a further 20 schemes in that time.

• **WSTA** Community Alcohol Partnerships (WSTA and supporting partners) We will expand the reach of Community Alcohol Partnerships (CAPs) in the UK through an investment of at least £800,000 by alcohol retailers and producers over the next three years. This will allow us to significantly increase the number of CAP schemes in local communities and extend the remit of CAPs beyond tackling under-age sales to wider alcohol-related harm and in particular.