



Responsible selling and serving

Campaign to curb minors' access to alcohol
by Union of Brewing Industry Employers in Poland



Brussels , 19 November 2010

Problem definition

- Minors enjoy easy access to alcohol, which is not monitored or controlled by adults
- Social acceptance for sale of alcohol to minors
- Violation of the ban on sale of alcohol to minors under 18 yrs of age and sense of impunity
- The problem is overlooked by adults – non-existing awareness of effects triggered by such practices





Commitment to Alcohol and Health Forum

Goals:

- to make the public sensitive to sale of alcohol to minors
- to boost social disapproval for such practices and law-violating vendors
- to educate vendors about the ban in force on sale of alcohol to minors and consequences of its breach as well as the need to check the age of customers buying alcohol

Commitment to Alcohol and Health Forum

Measures and Tools:

MEDIA

- TV and radio campaign to build awareness of the problem related to sales of alcohol to minors
- 25 episodes of a documentary series produced by Polish Television journalists

IN STORE

- Direct education of vendors - educational materials (posters, flyers, stickers) and a video training distributed to 50,000 stores in Poland

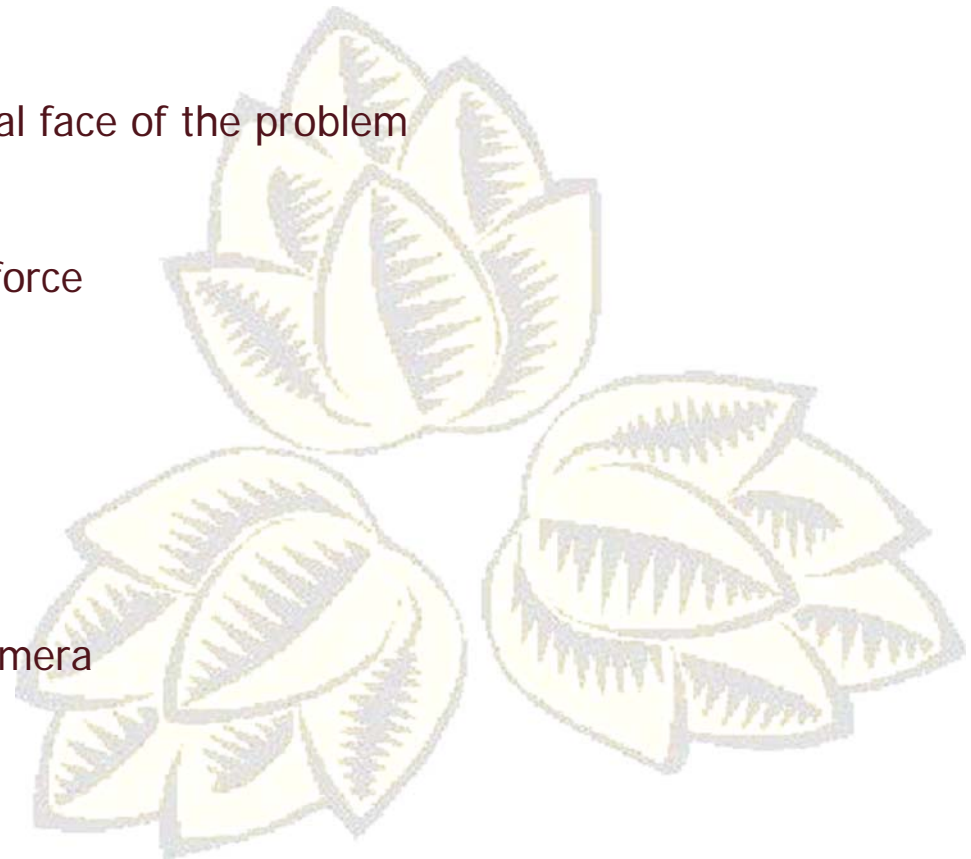
LOCAL

- Cooperation with local police (support of local activities)



Polish Public Television Contribution

- Innovative approach – investigation journalism combined with education
- Mass reach – **12.5 mln audience**
- Goals:
 - to show things as they are – the real face of the problem
 - diagnosis of the problem
 - education / reminder of the law in force
 - guidelines for decision-makers
- Implementation:
 - human stories
 - journalistic provocation – candid camera
 - starring experts and celebrities





[Video](#)



Polish Television Contribution Conclusions

Vendors violate the law,
because:

- The law doesn't force them to check IDs (they have a right not an obligation)
- They don't accurately check IDs
- They have a sense of impunity and neglect the problem
- They do it because of fear and for money

Adult witnesses fail to
react, because:

- They neglect the problem
- They fail to notice the dependency between purchase of alcohol by a minor and potential consequences/ damages
- They fail to realise that by helping minors to buy alcohol, they break the law



Evaluation by research studies*

Attitudes of Poles towards sales to minors are changing:

- Increased social awareness of the problem and disapproval for individuals serving alcohol to the underage:
 - in 2008, 99% of Poles said it is a negative social issue while the figure for 2003 stood at 78%
- People are less often witnessing underage alcohol sale
 - 20% in 2008 vs. 30% in 2003
- People are more eager to react while witnessing underage alcohol sale
 - in 2005 only 24% declared they would react, in 2008 it increased to 42%

* Underage drinking campaigns by Polish Breweries were evaluated 3 times by research studies carried out by independent research companies *(in 2003, 2005 and 2008).

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