



NEW CAMPAIGN CALLS FOR 'SHARED SOLUTIONS' TO COMBAT HARMFUL DRINKING

- IARD launches new campaign to accelerate progress towards reduction in harmful use of alcohol, in support of WHO and UN frameworks
- Most innovative campaigns focused on combatting harmful drinking from across industry, government and civil society have been selected to encourage future change
- Partnership between industry, public sector and civil society is key to promoting a movement of positive change

A selection of the most innovative programs aimed at combating harmful drinking from around the world have been curated to launch the international *Changing Attitudes* campaign, which seeks to accelerate progress towards addressing early deaths and illness from Non-Communicable Diseases and meet the United Nations Sustainable Development Goals.

The new campaign, by the International Alliance for Responsible Drinking (IARD), calls for stakeholders from the public and private sectors, and civil society, to come together to take collective action to tackle the harmful use of alcohol. The campaign is backed by the leading global beer, wine and spirits producers – who fully recognize the role of harmful drinking as a risk factor for some Non-Communicable Diseases and are committed to being active and willing partners in reducing harm.

The exhibition includes:

- **The iconic** Japanese STOP! Underage Drinking campaign, which has been in operation for over a decade, during which time there has been a significant decline in underage drinking in Japan
- **The innovative** Sober Self Bot rolled out in New Zealand. Using Facebook Messenger bot, drinkers receive messaging around responsible drinking, and a discount code if they book an Uber home at a prescheduled time
- **The impactful** TIPs program that was established in 1982 and offers training to equip bartenders, waiters, cashiers and others with the confidence they need to prevent customer intoxication, underage sales, and drinking and driving

The *Changing Attitudes* exhibition, [available to view online](#), brings together best-in-class examples of initiatives that harness the power of partnership. It showcases the success of past and current campaigns and highlights learnings which can be applied to future initiatives.

The programs showcased, alongside the hundreds of other initiatives from beer, wines and spirits producers, public sector and civil society, have helped support positive change in many parts of the world where harmful use of alcohol is declining. Now this campaign calls on all sectors to move from a shared agenda to shared solutions to accelerate progress.

Ivan Menezes, IARD Chair and Chief Executive of Diageo commented: “Changing attitudes is about driving positive change in every part of the world. As leading companies, we are keen to build partnerships at the local, national, and global level to improve health and achieve the UN’s Sustainable Development Goals.”



Henry Ashworth, IARD CEO, added: “We’re seeing positive change in many countries, with clear reductions in underage drinking, harmful drinking and drinking and driving, which should give us courage to go further, helping ensure these positive trends are experienced in every part of the world.

“The Changing Attitudes campaign, showcases what can be achieved when we work together at local, national and regional level towards common global goals. Progress has been made, but we need to accelerate progress if we’re to meet the goals of the SDGs. By shifting our focus from a shared agenda to shared solutions, we can develop a movement of positive change.”

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The Changing Attitudes exhibition can be viewed online here: www.changing-attitudes.org

The International Alliance for Responsible Drinking (IARD) is a not-for-profit organization dedicated to addressing harmful drinking worldwide and promoting responsible drinking, amongst those who choose to drink. IARD is supported by its member companies from all sectors of the regulated alcohol industry – beer, wine, and spirits – in their common purpose of being part of the solution to reducing the harmful use of alcohol. For more information on our membership and what we do, please visit www.iard.org.

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