

2023 IMPACT REPORT

# Setting a New Ambition for Alcohol Responsibility



**RESPONSIBILITY.ORG**

# TABLE OF CONTENTS

<b>A Message from the CEO</b>	<b>2</b>
<b>A Message from the Executive Director</b>	<b>3</b>
<b>A Message from the Chair</b>	<b>4</b>
<b>Overview of the 2023 Impact Report</b>	<b>5</b>
<b>Responsibility.org at a Glance</b>	<b>6</b>
<b>Alcohol Responsibility Today: Context and Trends</b>	<b>7</b>
<b>Our Achievements</b>	<b>9</b>
<b>a. Our Impact at a Glance</b>	<b>10</b>
<b>b. Eliminating Underage Drinking</b>	<b>13</b>
<b>c. Eliminating Drunk and Impaired Driving</b>	<b>18</b>
<b>d. Empowering Adults to Make Responsible Alcohol Choices</b>	<b>23</b>
<b>Developing our Five-Year-Strategy</b>	<b>28</b>
<b>Our Partners and Stakeholders</b>	<b>32</b>
<b>Measuring our Impact</b>	<b>34</b>

# A MESSAGE FROM THE CEO

Chris Swonger



## 2023 has been a momentous year for Responsibility.org: a year of action and reflection.

Action, first, as we delivered the final elements of our 2019-2023 strategy. The past five years have seen Responsibility.org spearhead ambitious alcohol responsibility programs, extend its reach through new partnerships, and most importantly, deliver significant and measurable impact on responsible alcohol consumption behaviors in the US. In 2023, we have also welcomed seven new corporate partners, united by a shared purpose of advancing alcohol responsibility, whether they are beverage producers, distributors or technology companies.

It's also been a year of reflection; a year of laying the groundwork for the next five by unleashing a new strategic plan that will propel us into the next chapter of our existence.

We have looked at the strengths we can build upon as well as the opportunities to accelerate our impact in preventing underage drinking, eliminating drunk and impaired driving, and advancing responsible adult consumption. And we have raised the bar higher than ever.

Our dedication to eliminate underage drinking will remain steadfast. For two decades, our program *Ask, Listen, Learn*, has empowered parents and educators to navigate conversations with kids about alcohol. In the same timeframe, alcohol consumption among underage youth has declined 57%.<sup>1</sup>

There is still a lot we need to understand. For instance, why do some youths still consume alcohol in 2024? This is a critical information gap that we will address, which will contribute to shaping Responsibility.org's messages and initiatives for the next five years.

Our commitment to combating drunk and impaired driving is unwavering. Long-term trends continue to show an overall decline in drunk driving fatalities since records began in 1982. However, we are also concerned about the latest statistics showing a 14% upturn in drunk driving fatalities from 2020 to 2021.<sup>2</sup> We will continue to champion holistic solutions involving all those who can drive positive change including policymakers, law enforcement, and the criminal justice system.

We will boost the promotion of responsible alcohol consumption amongst adults. We know that a large majority of adults drink within the government's guidelines.<sup>3</sup> This is encouraging, but new challenges keep appearing. We closely watch the latest trends such as the relationship between alcohol and mental health and the rise of polysubstance consumption so we can better address them in the future.

**Facing new challenges and opportunities in the next five years, we are not alone. We know we can count on the expertise, dedication and enthusiasm of our partners, members and team, who make all our work happen.**

Thank you for joining us on this journey. I am truly energized about the five years ahead, and I hope you are, too. It's only together that we will realize a new ambition for alcohol responsibility and get even closer to fulfilling our missions.

*Chris Swonger*  
President and CEO

<sup>1</sup> Monitoring the Future Survey Results on Drug Use, 1975-2023. | <sup>2</sup> NHTSA, FARS Overview of Motor Vehicle Traffic Crashes in 2021 | <sup>3</sup> APCO, Alcohol Consumption Tracking Study, 2023. Commissioned by Responsibility.org

# A MESSAGE FROM THE EXECUTIVE DIRECTOR

Leslie Kimball



Over the past 12 months, we've been listening and learning. Shaping the contours of our new five-year strategy was much more than a planning exercise; it was an embodiment of our core principles – partnership and collaboration. We've taken the time to dive into the minds of our stakeholders, to understand their views, insights, and proposed solutions to our work in alcohol responsibility and underage drinking prevention. We've used a variety of methods, including:

- Undertaking consumer research to explore the catalysts, barriers, perceptions, and behaviors relating to alcohol consumption.
- Commissioning extensive stakeholder research to gauge the rich insights of our partners and key influencers and decision makers in the alcohol responsibility space.
- Facilitating expert roundtables in relation to alcohol mental health and wellbeing, as well as alcohol e-commerce and home delivery.
- Drawing on the extensive experience of board members through a series of strategy workshops.

This was a collaborative effort, which will guide us for the next five years. It will, as always, be underpinned by robust measurement and evaluation, tracking the impact of our work on audiences' behavior and measuring our engagement with key stakeholders. Our work will set the bar for the messages, initiatives and partnerships we will establish and the ones we will continue.

We're more committed than ever to eliminate underage drinking, drunk and impaired driving, and empower adults to make a lifetime of responsible alcohol choices. We know we have the right team, the right partners, and the right strategy in place to deliver our missions.

A handwritten signature in blue ink that reads "Leslie Kimball". The signature is fluid and cursive.

Executive Director

# A MESSAGE FROM THE CHAIR

Robert Hall



I'm privileged to have been appointed Chair of Responsibility.org and look forward to deepening my contribution to the organization, where I've already served on the Board of Directors for several years.

I take on the role of Chair at a pivotal time for Responsibility.org. I am proud of everything our organization has achieved since it was set up in 1991, but the fact remains, that we must continue to work to prevent underage drinking and impaired driving. We are committed to doing everything we can to ensure that alcohol stays out of the hands of young people and that no one is sharing the roads with drunk and impaired drivers.

Shaping our next five-year strategy was the opportunity to reiterate our commitment to the three core missions that have guided our work so far:

- Eliminating drunk driving and working with others to end all impaired driving
- Eliminating underage drinking
- Empowering adults to make responsible alcohol choices

Our missions remain, but we're not standing still. We will be more ambitious in scope, reach and impact than ever before.

## In the next five years, there are four major shifts we want to achieve:

- **Change consumer behaviors.** By understanding the catalysts for and barriers to responsible alcohol consumption amongst specific audiences we can better articulate clear definitions of responsible adult consumption and provide education to address alcohol harm and alcohol irresponsibility.
- **Enhance industry collaborations,** such as with the hospitality sector, retailers, retail entities, and delivery partners to ensure responsible access and education about alcohol.

- **Increase industry representation and broaden our reach.** Many organizations share our goals. Joining forces will strengthen our resources, build a shared understanding of evidence-based approaches, broaden our diversity of thinking and experiences, deepen our consumer insights, and enhance our reach.
- **Share our learnings at an international level.** While our core geography remains the US, we have committed to share our experiences with stakeholders tackling the same issues in other markets. We believe this will strengthen our national approach and help other markets elevate their own standards.

The challenges ahead of us are immense, but the rewards of success are greater. I'm excited about the positive difference we can make together to eliminate drunk driving on our roadways, to prevent alcohol access and consumption among underage individuals and to ensure alcohol is only consumed by adults responsibly.



CEO, Ole Smoky Distillery

# OVERVIEW

## of the 2023 Impact Report

This Impact Report tells the story of our work to eliminate underage drinking, drunk and impaired driving, and empower adults to make a lifetime of responsible alcohol choices in the last 12 months.

### In this report, you will find:

- The latest insights, research, and trends about alcohol consumption.
- Deep dives into the programs and initiatives we support, highlighting progress and areas requiring further focus.
- Case studies, where we shine a light on the work of some of our partners in education, transportation, law enforcement, regulation, and other sectors.
- An overview of our new strategic plan, highlighting our key priorities for the next five years.



## What are our core missions?

See *Responsibility.org at a Glance*

PAGE 6



## What is our track record?

See *Our Impact at a Glance*

PAGE 10



## What will we focus on in the next 5 years?

See *Developing Our Five-Year Strategy*

PAGE 28



## Who supports our work on the ground?

See *Our Partners and Stakeholders*

PAGE 32



## How can we quantify our impact?

See *How We Measure Impact*

PAGE 34



# Responsibility.org

## AT A GLANCE

As an independent organization funded by the distilled spirits industry, the Foundation for Advancing Alcohol Responsibility, known as Responsibility.org, demonstrates the industry's commitment to actively tackle any misuse or illegal consumption of alcohol.

Established in 1991 as a national not-for-profit organization, Responsibility.org has been clearly focused on three areas to maximize impact on perceptions, attitudes, and behaviors.



## CORE MISSIONS

The team at the Foundation for Advancing Alcohol Responsibility has delivered successful outcomes in all three of our core mission. In approaching each mission, we take evidence-based, partner-driven, outcome-based approaches.

---

### 1 Eliminate Underage Drinking

Working with partners to develop and deliver programs and tools to prevent underage drinking.

---

### 2 Eliminate Drunk Driving and Work with Others to End All Impaired Driving

Working in collaboration with partners in law enforcement and road safety to track trends and advocate for proven effective techniques and tools to eliminate all forms of impaired driving.

---

### 3 Empowering Adults to Make Responsible Alcohol Choices as Part of a Balanced Lifestyle

Collaborating with partners and wider stakeholders to encourage those who choose to drink alcohol to consume responsibly.

# Alcohol Responsibility Today: **CONTEXT AND TRENDS**

The world of alcohol responsibility is constantly evolving. To continue to deliver impact, we need to anticipate and respond to an ever-changing environment. We monitor a range of social trends connected to responsible alcohol consumption, which inform our programs and initiatives on an ongoing basis.



## **HERE ARE SOME OF THE TRENDS THAT WE ARE WATCHING CLOSELY:**

### **Responsible consumption behaviors have progressed, but some misconceptions about alcohol remain**

Our research<sup>4</sup> shows that the vast majority of 21+ adults (83%) are confident that they drink responsibly. This coincides with self-reported consumption levels (on average 6.1 drinks per week for men and 2.8 for women), which fall well within the recommended guidelines.<sup>5</sup> While “my personal safety” and “staying in control of my behavior” remain the strongest motivators of responsible consumption, we are also seeing a significant uptick in adults identifying “my personal health & fitness” as a driver of responsible consumption (+10 points since 2022). Consumers tell us that they adopt a variety of strategies to moderate their consumption. Limiting alcohol intake to 1 (women) or 2 (men) drinks a day, and having drink-free days during the week are the two most common choices.

While we see many encouraging signals, some knowledge gaps and misconceptions about alcohol remain. Only about a third of consumers are able to quote the exact daily recommended guidelines. Less than half (44%) are familiar with the concept of ‘standard drink’ and only a quarter (26%) correctly answer that a standard serving of beer (12oz, 5% alc), wine (5oz, 12% alc) and distilled spirits (1.5 oz, 40% alc) contain the same amount of alcohol. Consumer understanding of responsible drinking guidelines and standard drinks can unlock further positive behavior change. As such, promoting greater awareness in these areas will be a key objective for us over the next five years.

### **The rise of at-home consumption creates new opportunities to advance alcohol responsibility**

Consumer preference for drinking alcohol beverages at home has accentuated in the last 12 months.<sup>6</sup> The legacy of behaviors formed during the pandemic, greater access to alcohol via delivery services,<sup>7</sup> a resurgence in home entertaining and ‘self bartending’<sup>8</sup> have all contributed to this trend. This unlocks new opportunities to advance alcohol responsibility. Amongst them: leveraging technologies used by online delivery platforms for enhanced age verification, continued consumer education on standard drinks and ‘responsible pour,’ and education to ensure parents and caregivers role model positive behavior where alcohol is concerned.

<sup>4</sup> APCO, Alcohol Consumption Tracking Study, 2023. Commissioned by Responsibility.org | <sup>5</sup> In 2023, the US Dietary Guidelines state that adults of legal drinking age can choose not to drink or to drink in moderation by limiting intake to 2 drinks or less in a day for men and 1 drink or less in a day for women when alcohol is consumed. | <sup>6</sup> Kantar, Shopping for Beverage Alcohol, April 2023 | <sup>7</sup> DoorDash, 2023 Alcohol Online Ordering Trends Report, 2023. | <sup>8</sup> Drizly, 2023 Consumer Trend Report

# Alcohol Responsibility Today: **CONTEXT AND TRENDS** *Cont.*

## **Increased polysubstance use calls for greater capability and enforcement against multiple-substance impaired driving**

Research<sup>9</sup> led by Columbia University published in 2023, shows that simultaneous cannabis and alcohol use increased among 21+ adults from 2008 to 2019 following the adoption of recreational cannabis laws (RCLs). This creates a new set of responsibility challenges, particularly in the area of impaired driving. In 2023, nearly 6% of Americans aged 16 and older self-reported driving under the influence of alcohol in the past year, and 9% drove under the influence of alcohol or an illicit drug including marijuana.<sup>10</sup> A report<sup>11</sup> by the National Transport Safety Board (NTSB) published in 2023 shows that cannabis is the second most common substance detected in impaired driving incidents after alcohol. When detected, cannabis is often found to have been consumed in combination with alcohol or other drugs. Among its recommendations, the report calls for improved testing practices and protocols to better detect drug use and accurately report the prevalence of drug-impaired driving.

Building capability in tracking, testing, and prosecuting multiple forms of impairment is part of our goals for the next five years. We'll continue training law enforcement professionals to recognize all forms of impaired driving and convene all stakeholders to address impaired driving holistically.

## **Understanding the link between alcohol and mental health is key to advance responsible consumption**

Mental health and well-being has remained high on the public agenda since the pandemic, and the link between alcohol and mental health is increasingly well-established. Alcohol misuse can exacerbate mental health issues, and conversely, mental health issues can lead to irresponsible alcohol consumption. The 2022 National Survey on Drug Use and Health<sup>12</sup> shows that adults with mental health issues are more likely to take part in binge drinking or heavy alcohol use. Adolescents with mental health issues are also more likely to be underage drinkers, and in some cases binge drinkers. Addressing the link between mental health and alcohol in adults and adolescents therefore remains an ongoing priority for Responsibility.org.

## **Parenting is increasingly recognized as playing a key role in underage drinking prevention**

A survey of parents and kids conducted by Responsibility.org in 2023 showed that kids continue to identify parents as their primary influence on decisions toward alcohol.<sup>13</sup> In the past year, 93% of parents have had at least one conversation with their kids about underage drinking, and most kids (87%) feel they have the information they need to make healthy decisions about underage drinking.<sup>14</sup>

The role of parenting authority, parent-kid conversations, and parental role-modeling on responsible alcohol behaviors all have well-established positive influence on underage drinking prevention,<sup>15</sup> which is why we will continue to leverage parent-kid relationships as a critical enabler of responsible choices for youth under the legal drinking age.

<sup>9</sup> Gonçalves PD, Levy NS, Segura LE, Bruzelius E, Boustead AE, Hasin DS, Mauro PM, Martins SS. Cannabis Recreational Legalization and Prevalence of Simultaneous Cannabis and Alcohol Use in the United States. *J Gen Intern Med.* 2023. | <sup>10</sup> SAMSHA, 2022 National Survey on Drug Use and Health, 11/2023 | <sup>11</sup> NTSB, Alcohol, Other Drug, and Multiple Drug Use Among Drivers, 2023 | <sup>12</sup> SAMSHA, 2022 National Survey on Drug Use and Health, 11/2023 | <sup>13</sup> APCO, Alcohol Consumption Tracking Study, 2023. Commissioned by Responsibility.org. | <sup>14</sup> APCO Parents & Kids Survey, 2023. Commissioned by Responsibility.org. | <sup>15</sup> NIAAA, Parenting To Prevent Childhood Alcohol Use. Accessed December 2023. (<https://www.niaaa.nih.gov/publications/brochures-and-fact-sheets/parenting-prevent-childhood-alcohol-use/>)

# OUR ACHIEVEMENTS



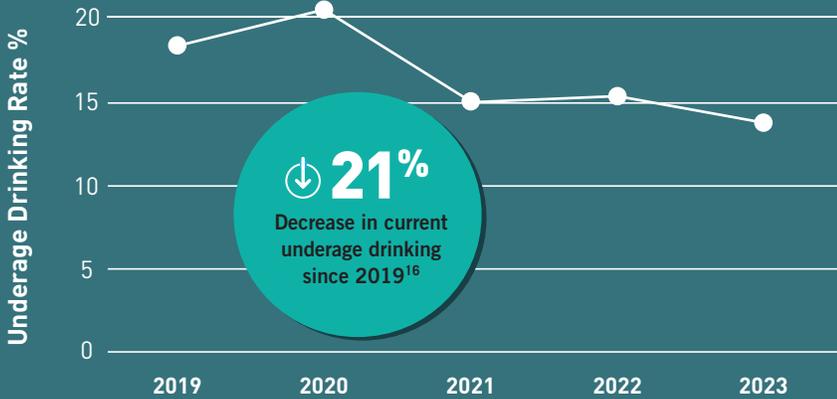


Our Impact at a Glance

# LEADING EFFORTS TO ELIMINATE UNDERAGE DRINKING

## CHANGING BEHAVIORS

Underage Consumption Levels (Past 5 Years)<sup>16</sup>



## Reaching Our Audiences and Stakeholders 2023



**912,600**  
Students Reached



**17,297**  
Educators Reached  
(Teachers & Parents)

### We identified 4 drivers that shape responsible alcohol behaviors.

- DRIVER 1** Feeling positive about adopting responsible behaviors and having access to the right information
- DRIVER 2** Understanding of the risks linked with harmful use of alcohol
- DRIVER 3** Belief that harmful use of alcohol is never acceptable
- DRIVER 4** Intention to engage in responsible behavior

### Changing Attitudes<sup>17</sup>

- 64%** feel positive about people not drinking any alcohol before the age of 21
- 77%** find there are useful and informative resources available about the risks of underage drinking
- 82%** clearly understand the risks of drinking alcohol under the age of 21
- 64%** believe drinking alcohol before the age of 21 is never acceptable
- 83%** of 16-20 year olds intend to say no if offered an alcoholic beverage

### Driving Results Through Partnerships 2023

- 35** New Educational Materials Created or Updated
- 6** New Partnerships Formed

### Enabling Our Work Through Trusted Relationships<sup>18</sup>

- 97%** stakeholders see Responsibility.org as a trusted source of information
- 99%** stakeholders agree Responsibility.org is leading efforts to eliminate underage drinking

<sup>16</sup> Monitoring the Future Survey Results on Drug Use, 1975-2023 | <sup>17</sup> APCO Insight, Survey of 2,005 Americans, 16+ years of age, conducted October–November 2023 for Responsibility.org | <sup>18</sup> Reputation Inc., Annual Reputation Tracker of 74 key stakeholders, conducted in November–December 2023 for Responsibility.org

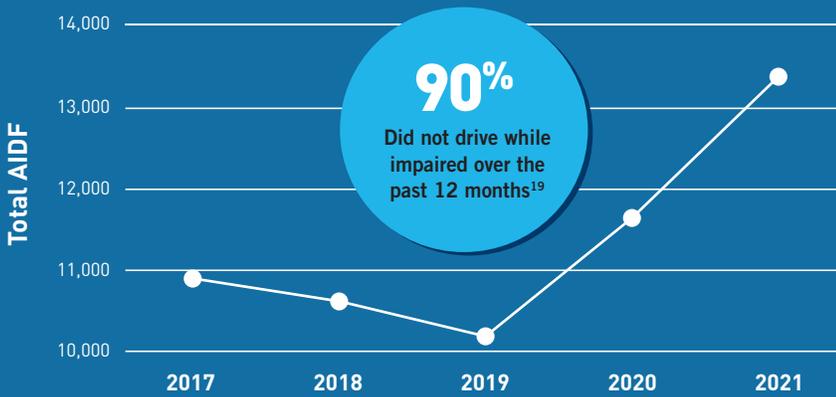
Our Impact at a Glance

# LEADING EFFORTS TO ELIMINATE DRUNK DRIVING

and working with others to end all impaired driving

## CHANGING BEHAVIORS

Alcohol Impaired Driving Fatalities (Past 5 Years)<sup>19</sup>



**SINCE 2016** Strengthened 241 state and federal impaired driving laws.

## Reaching Our Audiences and Stakeholders 2023



**14**  
DWI & Veterans  
Courts Engaged



**220**  
Traffic Safety  
Partners Reached



**4,300**  
Law Enforcement Officers,  
Legislators & Criminal  
Justice Professionals Trained

### We identified 4 drivers that shape responsible alcohol behaviors.

- DRIVER 1** Feeling positive about adopting responsible behaviors and having access to the right information
- DRIVER 2** Understanding of the risks linked with harmful use of alcohol
- DRIVER 3** Belief that harmful use of alcohol is never acceptable
- DRIVER 4** Intention to engage in responsible behavior

### Changing Attitudes<sup>20</sup>

- 74%** feel positive about people not driving when impaired by alcohol or another substance
- 81%** find there are useful and informative resources available about the risks of impaired driving
- 86%** clearly understand the risks of driving impaired
- 87%** believe that driving impaired is never acceptable
- 89%** intend to find alternative solutions if over the legal limit to drive (e.g. using public transport, delaying travel)

### Driving Results Through Partnerships 2023

**\$515,000** In Sponsorships

**36** Partnerships Formed **41** Presentations and Webinars

### Enabling Our Work Through Trusted Relationships<sup>21</sup>

- 96%** stakeholders see Responsibility.org as a partner of choice
- 96%** stakeholders agree that Responsibility.org is leading efforts to eliminate drunk driving

<sup>19</sup> NHTSA/FARS, 4/23 | <sup>20</sup> APCO Insight, Survey of 2,005 Americans, 16+ years of age, conducted October–November 2023 for Responsibility.org | <sup>21</sup> Reputation Inc., Annual Reputation Tracker of 74 key stakeholders, conducted in November–December 2023 for Responsibility.org

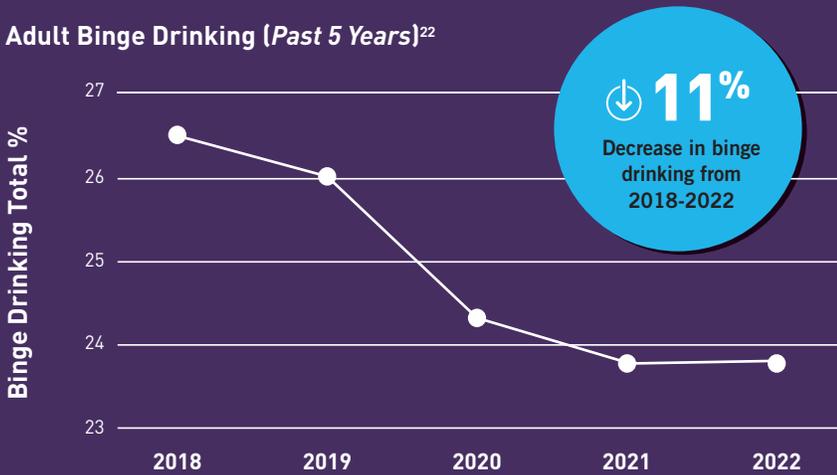
Our Impact at a Glance

# EMPOWERING ADULTS TO MAKE RESPONSIBLE ALCOHOL CHOICES

as part of a balanced lifestyle

## CHANGING BEHAVIORS

Adult Binge Drinking (Past 5 Years)<sup>22</sup>



## Reaching Our Audiences and Stakeholders 2023



**6.78M**

People Reached & Engaged via Digital Channels



**16,787**

Virtual Bar App Downloads

## IN 2022

11% of adults, 21 years of age or older, were diagnosed with alcohol use disorder.<sup>22</sup>

### We identified 4 drivers that shape responsible alcohol behaviors.

- DRIVER 1** Feeling positive about adopting responsible behaviors and having access to the right information
- DRIVER 2** Understanding of the risks linked with harmful use of alcohol
- DRIVER 3** Belief that harmful use of alcohol is never acceptable
- DRIVER 4** Intention to engage in responsible behavior

### Changing Attitudes<sup>23</sup>

- 74%** feel positive about drinking alcohol in moderation if they choose to drink
- 81%** find there are useful and informative resources available about responsible alcohol consumption
- 87%** clearly understand the risks associated with alcohol misuse
- 83%** believe misusing alcohol is never acceptable
- 83%** intend to drink less than 1 alcoholic drink a day (if female) / 2 alcoholic drinks a day (if male)

### Driving Results Through Partnerships 2023

**22** New RSWM<sup>24</sup> Videos Created | **5** New Partnerships Formed

### Enabling Our Work Through Trusted Relationships<sup>25</sup>

- 99%** stakeholders hold a favorable view of Responsibility.org
- 90%** stakeholders agree that Responsibility.org is empowering adults to make responsible alcohol choices as part of a balanced lifestyle

<sup>22</sup> SAMHSA, 2022 National Survey on Drug Use and Health, 2023 | <sup>23</sup> APCO Insight, Survey of 2,005 Americans, 16+ years of age, conducted October–November 2023 for Responsibility.org | <sup>24</sup>

"Responsibility Starts With Me" is a video campaign by Responsibility.org in which personalities share their own perspective on making safe, responsible alcohol choices. | <sup>25</sup> Reputation Inc., Annual Reputation Tracker of 74 key stakeholders, conducted in November–December 2023 for Responsibility.org



IMPACT

# ELIMINATING UNDERAGE DRINKING

## Get the Facts<sup>26</sup>

- In 2023, 64% of American youth report they have never consumed alcohol, an increase of 68% over the past 20 years.
- Kids report their parents as the number one (33%) influence on their decision to drink or not drink alcohol.
- 93% of parents have talked to their kids at least once in the past year about alcohol consumption, up from 85% in 2022.
- 90% of kids have talked with their parents or another caregiver about the dangers of drinking alcohol.
- One in three youth say they are worried about illegal drugs and overdoses (38%), underage drinking (38%), and underage cannabis use (34%).
- Half (51%) of parents are very concerned about their child's emotional well-being and 46% of parents are very concerned about their child's stress and anxiety levels. In comparison, 41% of parents are very concerned about underage alcohol and cannabis use.

<sup>26</sup> Monitoring the Future Survey Results on Drug Use, 1975-2023. APCO, Parents & Kids Survey, 2023. Commissioned by Responsibility.org.

## CASE STUDY

## Ask, Listen, Learn

*Ask, Listen, Learn: Kids and Alcohol Don't Mix* Program Marks 20 Years of Underage Drinking Prevention Progress

### WHAT

*Ask, Listen, Learn* is our free digital underage drinking prevention program targeted at kids ages 9-13 and their parents and educators. A milestone year, 2023, marks the 20th anniversary as the most widely distributed underage drinking prevention program of its kind. With current underage drinking down 57%,<sup>27</sup> proportionally, since 2003, the impact of this extensive program is undeniable.

### HOW

The program provides free materials and resources for families, educators, school counselors, nurses, and caregivers to talk to kids about making responsible choices and saying “NO” to underage drinking and underage cannabis use.

Fun videos, with engaging characters that make information easily digestible, provide a great platform to talk about these issues. In 2023, *Ask, Listen, Learn* expanded its resources to include updated letters that schools can send to parents as they implement the program in classrooms. The letters were translated into Spanish, Mandarin, and Tagalog. *Ask, Listen, Learn* also updated resources for parents to include the most recent data from our survey of parents and kids on their conversations about alcohol and making healthy decisions.

Educators are provided school resources including lesson plans, videos, games, and classroom activities aligned with national education standards including Common Core, Next Generation Science and National Health Education Standards, as well as resources for parents. The curriculum features scientific information in easily digestible form, which looks at the impact of underage drinking and underage cannabis use on kids' physical and mental development.

To extend its reach, *Ask, Listen, Learn* continues to work in partnership with many organizations including Discovery Education, Classroom Champions, the American School Counselor Association (ASCA), Association of Middle Level Educators (AMLE), and SHAPE America, making *Ask, Listen, Learn* the most widely distributed program of its kind.

In 2023, through its continuing partnership with the Discovery Education Social Emotional Learning Coalition, *Ask, Listen, Learn* developed a master class video and educator guide providing strategies and activities for schools to incorporate lessons on responsible decision making into their curriculum. *Ask, Listen, Learn* also worked with partners to have program resources included on educator websites such as Teacher Pay Teachers and WeAreTeachers.



## IMPACT

**Since 2003, conversations between parents and kids about alcohol have increased by 31% and during the same time the annual rate of underage drinking among youth has decreased 57%.**

So far, *Ask, Listen, Learn* has reached over 183 million parents, kids, and educators in 50 states and 7 countries.

- Student Instructional Impact<sup>28</sup> for *Ask, Listen, Learn's* web-based underage drinking and underage cannabis use prevention resources increased by 18% over 2022.
- *Ask, Listen, Learn's* underage drinking and underage cannabis use prevention resources were downloaded over 13,000 times.
- Partnership with the Discovery Education Social Emotional Learning Coalition, since June 2022, has reached a Student Instructional Impact of over 1.04 million.
- Back-to-School campaign on healthy choices featuring Olympic and Paralympic athletes resulted in over 18,000 video views, 1,600 teacher engagements, and almost 500 students participating in a live panel.

<sup>27</sup> Monitoring the Future Survey Results on Drug Use, 1975-2023. |

<sup>28</sup> Student Instructional Impact measures the effect of teaching and instructional strategies on student learning and achievement. It is a measure used to evaluate and improve the effectiveness of teaching methods, curricula, and overall educational environments.

OUR ACHIEVEMENTS *CONT.*

HIGHLIGHT



### Ask, Listen, Learn Rolled out in Mexico

Mexico’s Social Research Foundation (FISAC) guided by the principle of promoting zero alcohol consumption among minors, has collaborated with educational institutions since 2000 to prevent underage drinking and encourage healthy lifestyles. The latest available national student data indicates 17% of 10-13 year olds in Mexico report they have tried alcohol. In 2022-23, FISAC decided to explore implementing *Ask, Listen, Learn* in Mexico, considering its compatibility with FISAC’s message and the potential to complement its efforts with a unified voice on the issue.

- In 2022, 67 teachers underwent training in the program, of which 30 implemented sessions with students. A presentation session was held with parents and caregivers, benefiting 300 individuals.
- In 2023, a total of 309 students aged 9-11 benefited from the program.
- Conversations about underage drinking and student understanding of how alcohol affects their developing brain increased between the pre- and post-assessments.

HIGHLIGHT



### Alcohol Responsibility Month Attorney General PSAs

Every year, Responsibility.org works with Attorneys General (AGs) to create Public Service Announcements (PSAs) for Alcohol Responsibility Month. In 2023, for the first time since COVID, PSAs were filmed in person.

Responsibility.org worked with iHeart media to expand into podcasts, streaming services, and radio. The activation saw record results, with AGs from Colorado, Louisiana, Ohio, Maryland, Mississippi, and Montana submitting letters to the editor, op-eds, and partnering with other state-based departments to share the message of alcohol responsibility and to encourage parents to talk to their kids about underage drinking. Over the course of the month, the campaign garnered 3.67 million impressions over social media, streaming audio, podcasts, and streaming services.

HIGHLIGHT



### #Take20withKids

A new campaign launched to coincide with the 20th anniversary of *Ask, Listen, Learn* and Alcohol Responsibility Month in April encouraging people to #Take20withKids to celebrate their achievements and continue building relationships that are vital to preventing underage drinking.

This social media campaign invited parents, teachers and other adults to “Take 20” in the form of minutes, seconds, or even deep breaths. Ideas on how to “Take 20” were shared across Facebook, Instagram, and X with followers asked to share their ideas too, such as “Take 20 minutes to empower your kids to stay alcohol-free” and “Take 20 seconds to celebrate something good that happened during the day.”

In total, the hashtag #Take20 had a total reach of 1.79 million on social media. The campaign was also highlighted on LIVE from FOX in an interview featuring Leticia Barr from Responsibility.org’s Educational Advisory Board, who spoke about Halloween Safety.

**#TAKE20WITHKIDS**

## CASE STUDY

## ALCOHOL101+

## Alcohol101+

## WHAT

Alcohol101+ is a free digital alcohol education program tailored for college students to provide them with engaging information to guide their decisions about alcohol consumption. As students embark on the next chapter of their journey in education, this program is set up to equip them with knowledge and understanding about the impacts of alcohol, to mitigate risks and embrace healthy decision-making.

## HOW

Since, Alcohol101, the original version of the program, was first established in the late 1990s, it has been constantly evolving to use new channels and personalized approaches to discourage underage drinking. The refreshed Alcohol101+ is built on successful evidenced-based approaches to behavior change. It is tailored to students' individual needs linked to their own perceptions and experiences of alcohol. It provides students with real time information on the impact of the choices they make about alcohol.

Alcohol101+ provides leaders and administrators in colleges, universities and organizations such as fraternities and sorority groups across the US with easily accessible information and programs to engage with students.



29 Alcohol101+ evaluation, conducted by Drs. David Anderson and Thomas Hall, 2023. Commissioned by Responsibility.org NDAA research, July 2023

## IMPACT

Since its launch in 2021, more than 14,000 students have completed the course at 120 colleges and universities that have implemented the program, including over 10,000 this year alone.

In 2023 a series of independent evaluations of Alcohol101+ were undertaken and completed to demonstrate the effectiveness and impact of the program among today's college students.

### Highlights from the research findings include:<sup>29</sup>

- Students gained new knowledge on topics such as standard drink size and contents, effects of alcohol on the body, negative consequences, safety and risk reduction strategies, and protective factors.

### After completing the Alcohol101+ program:

- 97% of students felt equipped with information to make responsible choices about alcohol.
- 61% of students reported they were less likely to engage in harmful drinking.
- 56% reported that the program challenged their views or beliefs about drinking alcohol.

In the follow-up assessment, there was a significant increase in the number of risk reduction strategies used by students including actions such as eating before and during drinking, maintaining possession of their drink, making their own drink, and keeping track of how many drinks they consume.

Additionally, one-half of students who self-identified as a high-risk drinker in the Alcohol101+ course, no longer self-identified as a high-risk drinker in the follow-up assessment. Overall, these evaluations demonstrated that Alcohol101+ fills an important and vital gap in knowledge and preparation of students for a healthier and safe college experience.

CASE STUDY

# Crossover Beverages Webinar

## WHAT

“Crossover” beverages are adult beverages that contain alcohol and mimic their legacy non-alcoholic brands. This may include familiar or throwback flavors and brands, and popular mixed drink beverage combinations. In 2023, Responsibility.org hosted a webinar geared toward parents, caregivers, educators, and school administrators to discuss this trend and its implications for underage drinking prevention.

## HOW

### The webinar explored:

- Ways in which parents can identify which products contain alcohol and which do not—and how to keep their kids informed
- Advice for parents to prevent underage drinking – such as having ongoing conversations and modeling responsible consumption
- Marketing responsibilities to keep kids safe and adults informed
- Supplier guidelines and what retailers can do



## IMPACT

More than 160 parents, educators, healthcare, state, and industry stakeholders tuned in to learn more about crossover beverages. The webinar has been viewed an additional 51 times post the live event.



160+

parents, educators, healthcare, state, and industry stakeholders tuned in to learn more about crossover beverages.



51

The webinar has been viewed an additional 51 times post the live event.





## ELIMINATING DRUNK AND IMPAIRED DRIVING

### Get the Facts<sup>30</sup>

- While long-term trends continue to show an overall decline in drunk driving fatalities since record keeping began in 1982, traffic deaths have increased since 2019.
- In 2021, 13,384 people died in alcohol-impaired driving traffic deaths in the US — a 14% increase from 11,718 in 2020.
- 31% of US traffic fatalities were in alcohol-impaired-driving crashes in 2021.
- 36 States saw increases in the number of alcohol impaired-driving fatalities from 2020 to 2021.
- Nearly six percent of Americans 16 and older reported driving under the influence of alcohol.

<sup>30</sup> NHTSA, FARS Overview of Motor Vehicle Traffic Crashes in 2021  
SAMHSA, 2022 National Survey on Drug Use and Health, 11/2023

CASE STUDY

# The National District Attorneys Association partners with Responsibility.org to provide free resources on traffic safety



## WHAT

Responsibility.org and the National Alliance to Stop Impaired Driving (NASID) have a longstanding partnership with the National District Attorneys Association’s National Traffic Law Center. This collaboration focuses on creating a clearinghouse of free resources to address contemporary impaired driving issues, which are made available to criminal justice professionals.

## HOW

The partnership involves the collaboration of subject matter experts and a network of over 50 state Traffic Safety Resource Prosecutors (TSRP) to develop resources for prosecutors, law enforcement, judges, toxicologists, and other criminal justice professionals. The following list of resources have been developed through this partnership and are currently available through the National Traffic Law Center, with several offering continuing legal education credits to participants.

### Prosecuting DUI Cases

- This online training course was created in partnership with the National Center for State Courts to help both new and experienced prosecutors. It uses a hands-on simulation to teach how to handle DUI cases, covering important topics such as why DUI prosecution matters, reviewing cases, getting ready for trial, understanding alcohol toxicology, common defenses, and trial strategies.

### Investigation and Prosecution of Drug-Impaired Driving Cases

- This program focuses on the specific knowledge and skills needed to tackle challenges related to drug-impaired driving. It covers identifying and prosecuting drug-impaired driving cases, including understanding different drugs causing impairment, reading toxicology reports, investigation methods, and the difficulties faced by prosecutors.

### Hardcore Drunk Drivers – A Prosecutorial Guide and Videos

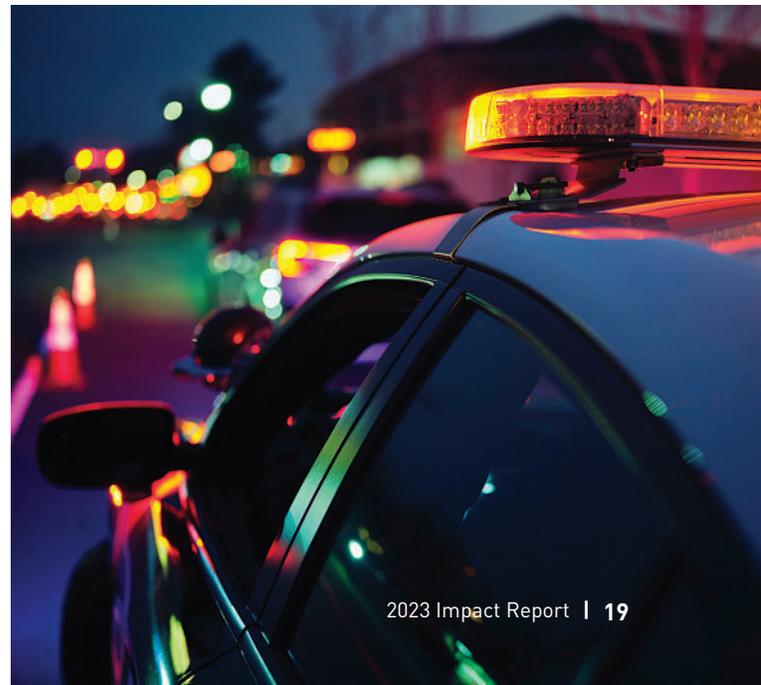
- This tool is designed specifically for addressing hardcore drunk driving cases – those drivers with high blood alcohol levels or repeat offenses. This resource, based on proven experience and research, offers effective strategies, tactics, and programs shown to reduce the problem of hardcore drunk driving. Three supporting videos give an overview of hardcore drunk drivers, considerations for prosecutors, and effective sanctions.

### Cannabis Impairment Detection Workshop Handbook

- Designed to assist law enforcement, the Cannabis Impairment Detection Workshop Handbook helps agencies identify and address issues related to drug-impaired driving, including creating and implementing training labs for detecting cannabis impairment.

### Drug Toxicology for Prosecutors

- This resource provides prosecutors with a basic understanding of drug pharmacology and testing. The report covers various aspects, including new drug threats, how common drugs affect people, testing methods, and ways to present forensic toxicology evidence in court.

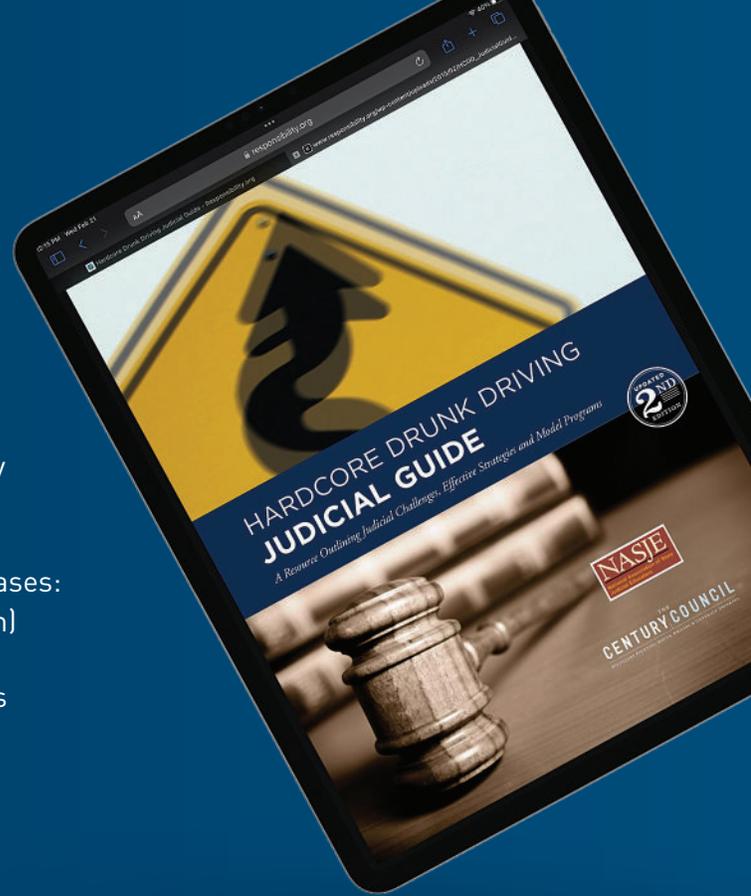


CASE STUDY *CONT.*

# IMPACT

There has been significant interest and uptake of these resources in 2023. Website traffic and access to these resources include:

- Prosecuting DUI Cases: 808 visits (with approximately 10% course registration)
- Investigation & Prosecution Drug-Impaired Driving Cases: 363 visits (with approximately 20% course registration)
- Hardcore Drunk Driving Guide and Videos: 1,071 visits
- Cannabis Impairment Detection Workshop: 318 visits
- Drug Toxicology for Prosecutors: 2,041 visits



HIGHLIGHT

## Responsibility.org and Safe Night Team Up for Proactive Engagement in Traffic Enforcement and Safety

A comprehensive report, Proactive Engagement in Traffic Enforcement and Safety, has been developed in partnership with Safe Night LLC, building on a long-standing collaboration with Responsibility.org.

This report brings together a wealth of evidence-based research, policies and initiatives, as well as recommendations for state and local law enforcement agencies to adopt as they enhance their traffic safety approaches.

Since its release in June 2023, the report delivered 1306 impressions, was read 598 times and downloaded 86 times in the US and nine other countries.



**1,306**

Since its release in June 2023, the report delivered 1,306 impressions



**598**

The report has been read 598 times



**86**

The report has been downloaded 86 times in the US and nine other countries

CASE STUDY

# Sober Rides During Holiday Festivities

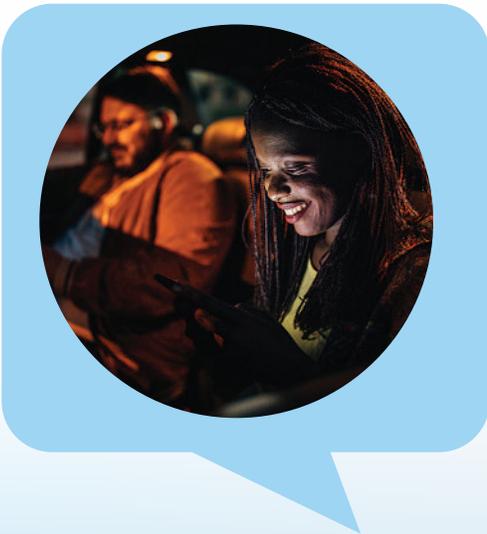
## WHAT

In 2023, a study<sup>31</sup> examining ride-hailing and drunk-driving rates in Boston, Worcester, and Northampton, Massachusetts, revealed a reduction of up to 53% in DUI arrests after the implementation of rideshare services.

With funding from Responsibility.org, the Governors Highway Safety Association (GHSA), and the Washington Regional Alcohol Program (WRAP) collaborated with Lyft to address the surge in impaired driving during peak holiday periods known to see a rise in drunk driving fatalities. The campaigns encourage would-be impaired drivers to opt to utilize a rideshare service for a free ride home as a safe and responsible transportation alternative to driving.

## HOW

Grants of \$20,000 each have been awarded to the State Highway Safety Offices in Maryland and Georgia to promote ride-hailing alternatives. An additional \$10,000 grant was given to WRAP to offer Sober Rides in the Washington, D.C. metropolitan area. These initiatives aim to discourage impaired driving, offering discounted Lyft rides and emphasizing responsible choices.



## IMPACT

**SoberRide® removed 4,546 potential drunk drivers from the greater Washington D.C. area roadways — the third highest level of annual ridership in the program’s 32-year history. The award-winning free ride service to prevent drunk driving had 21 sponsoring organizations in 2023.**



**4,546**

potential drivers removed from the greater Washington D.C. area roadways



**21**

sponsoring organizations



31 NDAA research, July 2023

HIGHLIGHT



### CARS Rolled out in Nevada

In 2023, Responsibility.org again partnered with the Governors Highway Safety Association (GHSA) to support State Highway Safety Offices’ (SHSO) efforts to address driving under the influence of drugs (DUID) and/or high-risk impaired driving. A total of \$126,123 in unrestricted funding was awarded to five SHSOs – Connecticut, Illinois, Louisiana, Maryland and Nevada.

Nevada introduced the Zero Fatalities program in 2011 to inform and educate motorists about dangerous driving behaviors. Zero Fatalities has embraced a comprehensive educational approach including early intervention and the implementation of the Computerized Assessment and Referral System (CARS). CARS is a computer-based tool designed to assess and identify substance use disorders and mental health issues among DUI offenders and provides a personalized assessment with treatment and referral recommendations to reduce future and repeat DUIs.

The Nevada Office of Traffic Safety used Responsibility.org funding to train judges and case managers to use CARS to aid in developing personalized treatment recommendations and more individualized sentencing decisions for DUI offenders, thereby reducing their chances of reoffending.

Using their grant funding, Nevada also hosted a webinar, “One Million DUIs”, attended by 100 court and criminal justice officials. This was complemented by an in-person CARS education session where individuals were trained in the mechanics of the software as well as how to utilize and implement the assessment results. Seven courts have continued to use the CARS tool, and Nevada has continued to promote its usage including at their 2023 Traffic Safety Summit.



HIGHLIGHT



### Monitoring and Influencing State Legislative Activity Related to Impaired Driving

In 2023, the Responsibility.org Government Relations team undertook an extensive analysis of over 900 pieces of legislation from all 50 states and Washington, D.C. They advocated for the organization’s priority issues of impaired driving and underage drinking prevention.

Fourteen pieces of legislation supported by Responsibility.org were passed and made into law, ranging from expanding drunk driving enforcement programs (Colorado), to authorizing the use of oral fluid testing for drugs (Montana), and supporting all-offender ignition interlock legislation (South Carolina).

In Florida, Responsibility.org advocated alongside Mothers Against Drunk Driving (MADD) and Students Against Destructive Decisions (SADD) to advance legislation that would require individuals arrested for drunk driving, but who refuse a Blood Alcohol Concentration (BAC) test, to receive an ignition interlock on their vehicle for a period of time. Florida has a high rate of BAC test refusal, with drunk drivers circumventing the ignition interlock that is required for high-BAC offenders. Responsibility.org has actively engaged with members of the Florida Legislature on the need to address BAC test refusal and ensure that suspected drunk drivers must use an interlock.



IMPACT

## EMPOWERING ADULTS TO MAKE RESPONSIBLE ALCOHOL CHOICES

### Get the Facts<sup>32</sup>

- In 2023, 74% of 21+ adults have had at least one alcoholic beverage in the past year, a 17 percentage point decrease compared to 2022.
- 83% of adults are confident that they drink responsibly.
- 48% of adults mention health and fitness as a motivation to consume alcohol responsibly.
- 61% of adults say that having drink-free days during the week is one way to make responsible alcohol choices.
- 44% of adults are familiar with the concept of a 'standard drink'.
- 87% of adults understand the risks associated with alcohol misuse.

<sup>32</sup> APCO, Alcohol Consumption Tracking Study, 2023. Commissioned by Responsibility.org

CASE STUDY

# Responsibility #StartsWithMe with elected representatives

## WHAT

Responsibility has different meanings and takes on different roles for each person. Our Responsibility #StartsWithMe movement encourages everyone to talk about what responsibility means to them.

## HOW

The latest iteration of Responsibility #StartsWithMe profiles some of our elected officials.

US Senator Marsha Blackburn (R-TN) and Representative Robin Kelly (D-IL) reflect on the importance of talking to kids early and often about the dangers of underage drinking and practice saying no. They also remind people that drunk and drugged driving deaths are 100% preventable and encourage people to make sure they have a safe ride home if they choose to drink.

HIGHLIGHT



### Talking About Alcohol Responsibility With Capitol Hill Staff

Responsibility.org hosted a widely attended lunch and learn session during Alcohol Responsibility Month to educate Capitol Hill staff on the principles of responsible alcohol consumption and what to consider when facing decisions about alcohol in their personal and professional lives.

Responsibility.org Executive Director, Leslie Kimball, moderated the event with Responsibility.org National Advisory Board member Dr. Katie Friedman and author, entrepreneur, and bartender Derek Brown. Together they educated attendees about alcohol moderation guidelines and the importance of mindfulness as it relates to both concocting and sipping alcohol beverages. The panel encouraged attendees to “find their why” if and when they choose to drink. The event also featured remarks about the importance of alcohol responsibility by Representative Chuck Fleischmann (R-TN).

# IMPACT

Conveying our message through videos featuring elected officials like US Senator Marsha Blackburn and Representative Robin Kelly significantly advances the progress of our organization’s mission. By having elected officials actively participate and endorse our cause, we not only tap into their authority but also amplify our advocacy at a national level.

The engagement of Senator Blackburn and Representative Kelly in discussing early education on the dangers of underage drinking and promoting responsible consumption and driving practices contributes to building a broader awareness and commitment to our mission. Their involvement strengthens our organizational impact by fostering a collective understanding and commitment to responsible behavior surrounding alcohol consumption.

Additionally, 18 Members of Congress received the 2023 Responsibility.org Legislator Award, recognizing their support and commitment to our mission to eliminate impaired driving.

### Media Impressions/Video Views



Representative Kelly: 1,700 impressions



Senator Blackburn: 1,800 impressions



# Roundtables on mental health and responsible alcohol consumption in a hybrid world

## WHAT

In 2023, Responsibility.org convened digital roundtables on two pertinent topics relating to alcohol responsibility.

The first explored mental health and well-being and the “hidden pandemic” of mental health issues exacerbated by COVID lockdowns with the positive development that younger generations are more comfortable talking about mental health issues.

The second explored responsible alcohol consumption in a hybrid world. With working, shopping, consuming, entertaining, and meeting up with friends and family all happening through a mix of digital and physical experiences, the roundtable examined the new opportunities and challenges this presents in encouraging responsible access and consumption of alcohol.

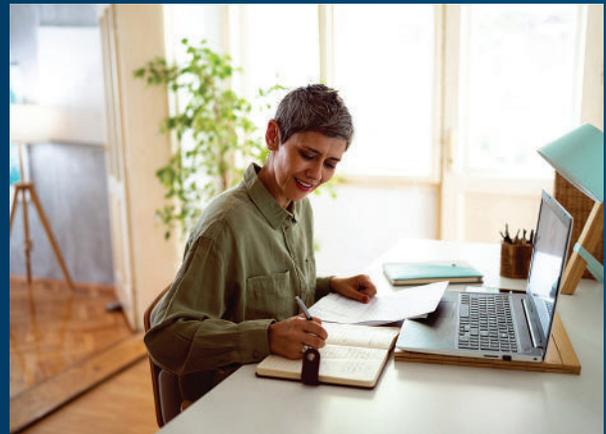
## HOW

The first roundtable brought together experts in the field of mental health and well-being and provided a platform to discuss the current trends in the area of mental and physical wellness, how they can be harnessed to advance responsible and mindful alcohol consumption and address mental health risk factors in alcohol-related harm.

The second roundtable gathered representatives from delivery platforms, retail, community and youth organizations to explore responsible alcohol consumption at home and out-of-home. This was an opportunity to discuss how best to create the right experiences and environment for responsible consumption, both in and outside of the home and how to use face-to-face as well as digital interactions to drive important conversations on alcohol responsibility, for example between parents and children.

## IMPACT

**Both roundtables allowed Responsibility.org to gain insights from a range of experts to inform how these important issues will be addressed in our 2024-2028 five-year strategy.**



## CASE STUDY

## Shaping our role in supporting the hospitality sector

### WHAT

As part of the new 5-year strategic plan, we made a commitment to explore our future role and initiatives in partnership with the hospitality sector, to advance our mission of eliminating underage drinking, eliminating drunk and impaired driving, and empowering adults to make a lifetime of responsible alcohol choices.

With this research, our aim is to develop insights from hospitality industry stakeholders and workers to inform a co-created approach on driving alcohol responsibility in the sector and define Responsibility.org's specific role in supporting the hospitality industry in advancing alcohol responsibility.

### HOW

We commissioned a consultation of the hospitality sector with 30 senior stakeholders, including trade associations, industry influencers, and executives in bar, restaurant, and hotel companies. During these in-depth conversations, we explored the current needs of the hospitality sector in terms of alcohol responsibility, as well as current challenges, opportunities, and best practices.

This outreach was complemented by a survey of frontline hospitality workers, with the intention of gaining first-hand experiences of the challenges and opportunities they face with regards to responsible serving of alcohol.



## IMPACT

**The research strengthened our understanding of the hospitality sector's needs and expectations on alcohol responsibility and allowed us to start framing a future role for Responsibility.org. Our plans to further collaborate with the hospitality industry are still being developed, but we can already share some of the perspectives provided by stakeholders as part of this research.**

- Stakeholders highlighted the need for practical responsible server training based on real-life scenarios.
- They flagged the importance of hospitality business owners in fostering a responsible consumption culture in their venues, and the need for hospitality staff to have access to resources to help them manage their own alcohol use.
- Stakeholders see an opportunity to leverage technologies like ID-checking and breathalyzers more extensively and to use hospitality venues to promote responsibility messages towards consumers.
- Finally, they would like to raise and harmonize standards of alcohol responsibility in the sector, with more hospitality businesses adopting clear alcohol responsibility policies and more consistent server training and certification standards nationwide.

HIGHLIGHT

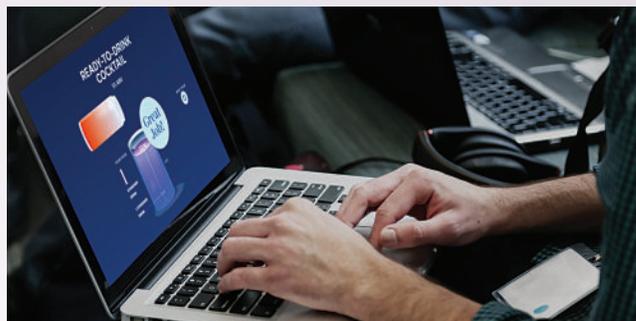


### Walking for Responsibility.org

Responsibility.org was delighted to be nominated as the beneficiary of the Opici Family Distributing of Connecticut's annual fundraising walk-a-thon on September 30, 2023 with \$8,125 raised.

Every year, Opici holds a three-day walk, run, or bike event to promote employee wellness and donate to a cause that they hold dear. The Connecticut team braved the weather to walk a cumulative 38 miles on a rainy Saturday morning as part of its continued community and industry commitment. Thank you to everyone who participated and helped raise money for Responsibility.org.

HIGHLIGHT



### Responsibility Works

*Responsibility Works*, launched in 2023, is an eLearning training tool developed by Responsibility.org designed to provide fundamental knowledge about alcohol to assist employers and employees in training and maintaining safe and responsible workplaces, specifically with beverage alcohol industry employees in mind. The tool aims to assist employees in making well-informed and responsible choices regarding alcohol consumption. *Responsibility Works* educates employees so they, as ambassadors for their company or organization, can model and promote responsible alcohol consumption. *Responsibility Works* empowers individuals to make mindful and responsible choices about alcohol in their professional and personal lives.

The training program contains four units comprised of learning objectives, interactive content, a summative assessment, and one unit applying what they have learned to real-life scenarios. *Responsibility Works* emphasizes adherence to low-risking drinking guidelines referencing U.S. dietary guidelines on alcohol consumption, drink standards, and alcohol-related traffic laws.

In 2023, nearly 500 alcohol industry employees completed at least one unit of the program. Over half of the unit assessments have been completed with a perfect score.





IMPACT

## DEVELOPING OUR 5-YEAR STRATEGY

Our new forward-looking strategy was developed after extensive consultation with a range of stakeholders. It provides a framework to strengthen our commitment across our three core missions and set a new ambition for alcohol responsibility.

Developing our

# FIVE-YEAR STRATEGY (2024 - 2028)

Our new forward-looking strategy was developed after extensive consultation with a range of stakeholders. It provides a framework to strengthen our commitment across our three core missions and set a new ambition for alcohol responsibility.

## CONSUMER RESEARCH



**2,000+**

- 2,000+ consumers
- Track attitudes toward alcohol and responsible consumption

## DEVELOPING OUR 2024-2028 STRATEGY

# A ROADMAP

## “CRITICAL FRIENDS” RESEARCH



**200+**

- 200+ informed public and opinion leaders
- Understand key priorities and expectations on alcohol responsibility

## REPUTATION RESEARCH



**75+**

- 75+ stakeholders and partners
- Gather feedback on Responsibility.org’s approach and identify future opportunities

## CONSULTATION OF THE BOARD AND EXECUTIVE COMMITTEE MEMBERS



**20+**

- 20+ Board and Executive Committee members
- Identify key strategic priorities for the next five years

## EXPERT ROUNDTABLES



**10+**

- 10+ experts and influencers
- Identify gaps and opportunities in two specific areas: alcohol and mental well-being and responsible at-home consumption

## BOARD WORKSHOPS



**15+**

- 2 sessions with 15+ Board and National Advisory Board members
- Refine and agree on key strategic priorities

## STRATEGY TASKFORCES



**10+**

- 8 sessions with 10+ Board, Executive and National Advisory Board members
- Identify key initiatives to implement in underage drinking prevention, drunk and impaired driving prevention, and responsible consumption; develop key enablers of success for the next 5 years

# INSPIRING A LIFETIME OF RESPONSIBLE ALCOHOL CHOICES

## OUR 3 MISSIONS

Eliminate  
**UNDERAGE DRINKING**

Eliminate  
**DRUNK DRIVING**  
and work with others to end all impaired driving

Empower adults to make  
**RESPONSIBLE ALCOHOL CHOICES**  
as part of a balanced lifestyle

## OUR 5-YEAR GOALS AND TOPLINE INITIATIVES

1. Equip young people with skills to make responsible decisions towards alcohol
2. Equip parents & educators to have meaningful conversations about alcohol to prevent underage drinking
3. Partner across the industry to prevent alcohol access & appeal to underage people

1. Work in partnership to raise standards in addressing all impaired driving
2. Leverage relationships with the hospitality sector to extend consumer reach and impact
3. Develop targeted messages and resources to address specific drivers of impaired driving

1. Educate adult consumers on what responsible consumption means
2. Define, pilot and scale up Responsibility.org's role in addressing specific forms of alcohol harm and alcohol irresponsibility
3. Address the mental health drivers of alcohol misuse and the effects of alcohol misuse on mental health

## OUR GROWTH DRIVERS



**Increase industry representation**



**Extend influence internationally**

## OUR 5-YEAR GOALS AND TOPLINE INITIATIVES

1. Define governance and membership principles to underpin broader sector representation
2. Conduct targeted outreach to prospective members across tiers and categories

1. Establish foundations for wider reach through engagement with diverse communities in the US
2. Develop and launch an international pilot initiative and drive global collaboration on alcohol responsibility

# Delivering our new Five-Year strategy (2024-2028)

– 3 questions to Lisa Keegan,  
Chair, National Advisory Board



## 1 Can you briefly describe the role the National Advisory Board plays within Responsibility.org?

“The National Advisory Board brings their invaluable expertise in law enforcement, judiciary, and other relevant areas to help with Responsibility.org’s missions such as drunk driving prevention. We look at the data, the insights we have access to but also at the real lived experiences, as it’s important for us that our recommendations are grounded in evidence. We share these insights and research findings with the Board and beyond. We seek to deepen our understanding of Responsibility.org’s impact through partnerships, looking at how partners measure their impact to inform our own approach. This has been incredibly helpful.”

## 2 You’ve been involved in developing the new strategy. What aspects are you most excited about?

“I am excited about our new strategy, especially about the organization’s ambition to significantly broaden its reach. We are confident in our reputation, and we know we are able to create successful partnerships. This expansion isn’t just about reaching beyond distilled spirits; we’re aiming for international expansion too. I believe this reflects the growing recognition of the impact and value of our work. It’s a challenge, but everyone in the organization is embracing this challenge with dedication.”

## 3 Given your background and expertise in the education sector, what do you think Responsibility.org needs to be mindful of in delivering its mission to eliminate underage drinking?

“In this post-pandemic period, we cannot underestimate the profound impact this time has had on children’s and their parents’ mental health as well as security, their social and academic confidence. Supporting parents and children in building their emotional well-being will continue to be crucial in our work. There is a critical link between mental health and responsible behavior, so instilling confidence and resilience in parents will have a real impact on mitigating the risks of maladaptive drinking behavior.”

## Our partners and stakeholders

*Partnership and collaboration are central to who we are at Responsibility.org. By leveraging the expertise and networks of our partners, we accomplish far more together than we ever could alone.*

### ELIMINATING UNDERAGE DRINKING

- American School Counselor Association (ASCA)
- Association of Fraternity and Sorority Advisors
- Association of Middle Level Educators (AMLE)
- Association for Student Conduct Administration (ASCA)
- City Girl Gone Mom
- Classroom Champions
- Discovery Education
- Inside Higher Education
- NASPA – Student Affairs Administrators in Higher Education
- National Association of Elementary School Principals (NAESP)
- National Institute on Alcohol Abuse and Alcoholism (NIAAA)
- NODA (Association for Orientation, Transition and Retention in Higher Education)
- Society of Health and Physical Educators (SHAPE America)
- Students Against Destructive Decisions (SADD)
- Teachers Pay Teachers
- Tech Savvy Mama
- The Curie Group, LLC
- University of Virginia's Gordie Center
- WeAreTeachers

### RESPONSIBLE ALCOHOL CONSUMPTION

- Amazon
- Coca-Cola
- Direct Wines, Inc.
- DoorDash
- Gopuff
- Grubhub
- Instacart
- Intellicheck
- Shipt
- Uber
- Yoti

### ELIMINATING DRUNK DRIVING

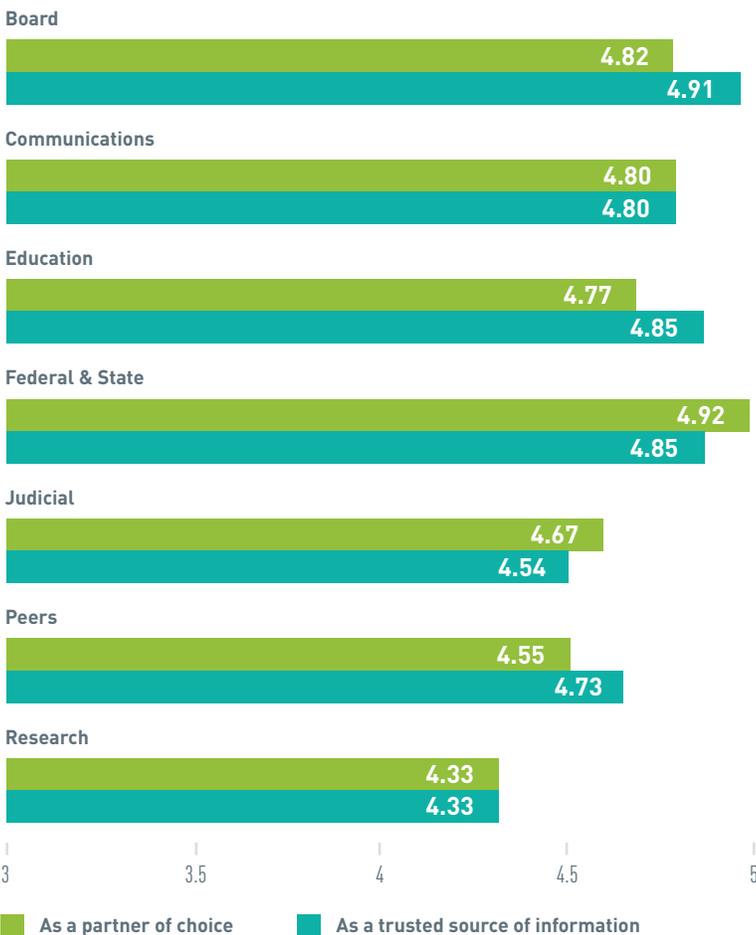
- Abbott Laboratories
- Advocates for Justice
- American Association of Motor Vehicle Administrators (AAMVA)
- American Automobile Association (AAA)
- Association of Transportation Safety Information Professionals (ATSIP)
- Cambridge Health Alliance Division on Addiction
- Colorado Department of Transportation • Ford Driving Skills for Life
- Driven by Safety
- Governors' Highway Safety Association (GHSA)
- Independent Restaurant Association
- Institute for Traffic Safety Management and Research
- International Association of Chiefs of Police (IACP)
- Kerry Anne DeMott Foundation
- Louisiana State Highway Safety Office
- Lyft
- Mothers Against Drunk Driving (MADD)
- National Association of Mutual Insurance companies
- National Center for DWI Courts
- National Coalition for Safer Roads
- National District Attorneys Association
- National Highway Traffic Safety Administration (NHTSA)
- National Restaurant Association
- National Safety Council
- National Sheriffs Association
- National Transportation Safety Board (NTSB)
- Smart Start
- Substance Abuse and Mental Health Services (SAMHSA)
- The Coalition of Ignition Interlock Manufacturers
- Washington Traffic Safety Commission
- We Save Lives
- Wisconsin State Laboratory of Hygiene (WSLH) at the University of Wisconsin-Madison

## How Our Partners and Stakeholders See Us

Understanding what our partners and stakeholders think of our role and our record helps identify areas where we can recalibrate and improve. Every year, we ask an independent consultancy to assess the perceptions of our key stakeholders on the work we do and how they see us as a partner. These stakeholders include education partners, judicial, federal and state representatives, and our board and advisory boards, as well as peer organizations, research, and communications partners.

**Nearly all our stakeholders consider Responsibility.org as a trusted source of information and a partner of choice.**

**Q: How likely are you to recommend Responsibility.org?**



Mean scores on a 5-point scale.

<sup>33</sup> Reputation Inc., Annual Reputation Tracker of 74 key stakeholders, conducted in November-December 2023 for Responsibility.org

## Why Stakeholders Value Our Work<sup>33</sup>

### 1 Critical Mission & Track Record of Positive Impact

- Responsibility.org seen as playing an important role in the sector and its operations are making a real difference in promoting responsible alcohol behaviors.
- Seen as being on the pulse of the alcohol-beverage sector and addressing the right topics at the right time.
- Demonstrated impact in the mission areas and trusted to continue to have an impact in the future.

### 2 Partnerships and Collaboration

- Responsibility.org recognized for collaborative approach, bringing diverse stakeholders together to address shared concerns around responsibility, underage drinking, and impaired driving.
- Openness and willingness to embrace information from a variety of sectors and perspectives.
- Praised for collaboration with scientists and other organizations — a key driver of trust in the organization.

### 3 Research-Based & Dynamic Resources

- Responsibility.org seen as being research-centric and well-trusted to provide transparent and reliable data.
- Applauded for keeping information and resources up-to-date and keeping up with current trends in responsibility, underage drinking, and impaired driving.

### 4 Thought Leadership in Emerging Areas

- Responsibility.org seen as having a key role to play in advancing alcohol responsibility in partnership with hospitality and retail sectors.
- Responsibility.org seen to have significant potential to expand the scope of current responsibility focus areas by including topics such as polysubstance use and mental health.

# How we measure impact

Responsibility.org has set out an ambition to enhance our approach to measurement and evaluation in order to better demonstrate our impact. We have taken a series of steps to develop this approach in collaboration with our members.

Each of our missions has a defined set of Key Performance Indicators (KPIs) that measure the output, outreach, and outcomes needed to achieve our goals. For example, in the underage drinking mission, we track the number of educational materials created or updated (output), the student population we are able to reach (outreach), attitudes and behavior intentions toward underage consumption from program participants and the general public (outcome), and overall levels of underage consumption across the country (outcome). This helps us understand the impact of our work in the context of the broader trends that we are observing.



**Our overall measurement approach will continue to explore the relationship between four complementary elements:**



## OUTCOME

The impact of our work on audiences' behavior intent and actual behavior.



## OUTREACH

The reach and engagement we have with our stakeholders and audiences.



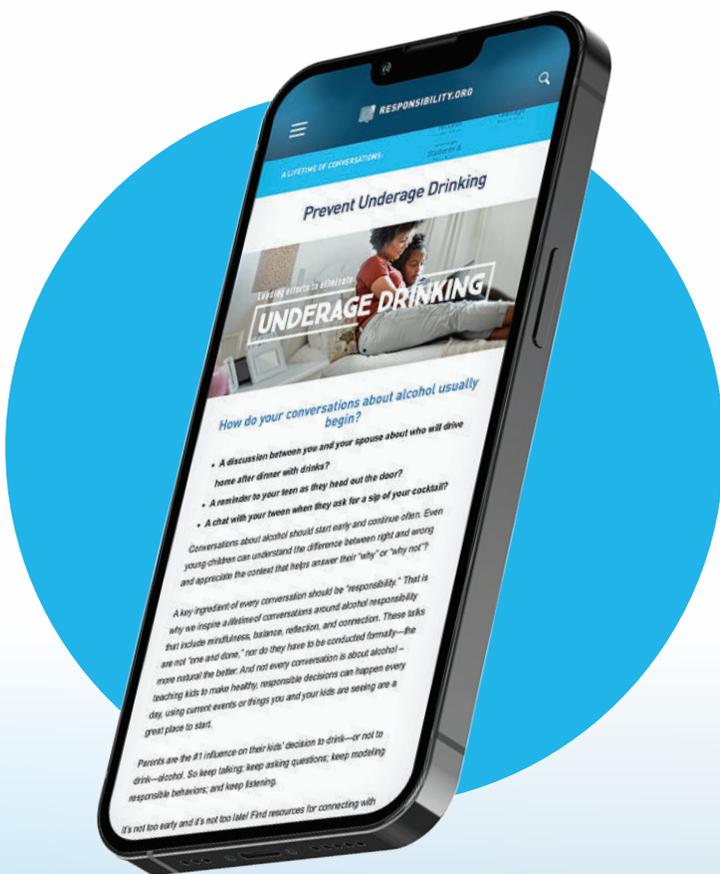
## OUTPUT

Our own actions – the content we create, the initiatives we take, the partnerships we set up.



## ENABLERS

The key drivers that will help us achieve our goals.



# THANK YOU TO OUR MEMBERS

We wish to thank all our partners and stakeholders, most especially our National Advisory Board and our Board of Directors. Their guidance, support, and leadership has enabled Responsibility.org to be a convener for change through the development and implementation of innovative programs, public awareness campaigns, advocacy, and research.

Responsibility.org remains committed to working alongside a wide range of partners to advance policies and programs to inspire a lifetime of responsible alcohol choices.

 BACARDI U.S.A., INC.	 Beam SUNTORY	 BROWN-FORMAN	 CAMPARI GROUP
 Constellation Brands	 DIAGEO	 EDRINGTON	 Jägermeister MAST-JÄGERMEISTER US
 Moët Hennessy USA	 Ole Smoky Moonshine	 Pernod Ricard USA	 WILLIAM GRANT & SONS

## 2023 CORPORATE PARTNERS

Abbott, Amazon, American Distilling Institute, Blue Cloud Distribution, Breakthru Beverage, Canopy Growth, Direct Wines, DoorDash, Driven By Safety, Eye3, Gopuff, Grubhub, Intellicheck, Intoxalock, M.S. Walker, Martignetti Companies, Ohio Liquor, Opici Family Distributing, Republic National Distributing Company, Shipt, Smart Start, Southern Glazers, The Coca-Cola Company, Uber, Waymo

## 2023 CRAFT SUPPORTERS

21 Seeds, Barrell Craft Spirits, Brother's Bond, BuzzBallz Cocktails, Chattanooga Whiskey, Chemist Spirits, Copper & Kings, Crowded Barrel Whiskey, Dancing Goat Distillery, Dark Door Spirits, Dented Brick Distillery, Devils River Whiskey, Firestone & Robertson Distilling, Ford's Gin, Golden Moon Distillery, Great Lakes Distillery, High West Distillery, Lone River, Manifest Distilling, Marble Distilling, Meili Vodka, Middle West Spirits, Nelson's Greenbrier Distillery, Old Dominick Distillery, One Eight Distilling, Rabbit Hole, Ransom Spirits, Sagamore Spirits, Seven Three Distilling, Sommaroy Spirits, Southern Distilling, Sugarfield Spirits, Swilled Dog, Tom's Town, Tuthill Town Spirits, Watershed Distillery, Westward Whiskey, Woodinville Whiskey, Wyoming Whiskey

# GET INVOLVED

## Thank you for taking the time to read our 2023 Impact Report.

As Helen Keller famously said, 'alone we can do so little, together we can do so much.' It's this spirit of partnership and collaboration that underpins who we are and how we work at Responsibility.org.

## As we look to deliver our next five-year strategy, there are many ways to get involved:

- Continue to share your views, insights, and expertise to keep us on the right track.
- Share partnership ideas to enhance our program delivery and impact.
- Challenge us to try innovative ways to tackle the issues of alcohol misuse.
- Share our work with your network to extend the community tackling alcohol misuse and encouraging responsible choices about alcohol consumption.

---

Thank you for being part of our journey.



 [x.com/goFAAR](https://x.com/goFAAR)

 [instagram.com/go\\_FAAR](https://www.instagram.com/go_FAAR)

 [facebook.com/goFAAR](https://www.facebook.com/goFAAR)

 [pinterest.com/goFAAR](https://www.pinterest.com/goFAAR)

 [youtube.com/goFAAR](https://www.youtube.com/goFAAR)

 **RESPONSIBILITY.ORG**

101 Constitution Ave, NW  
Suite 375 East  
Washington, DC 20001  
202-637-0077  
RESPONSIBILITY.ORG