

OCTOBER 2010



A positive force
in South African
society

news

LOCAL AND INTERNATIONAL ALCOHOL AWARENESS



*visit our new website:
www.ara.co.za*



A positive force in South African society

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MESSAGE FROM THE CHAIRMAN

It's proving to be another significant year for ARA. We are proud of our numerous achievements and the strategic relationships we have developed.

We have made a difference locally and internationally in generating increased awareness of responsible alcohol use.

Our funding programme and collaborations have enabled our community partners to execute projects that drive behavioural change in core communities in line with our objectives.

Our sizeable contributions enabled the Foundation for Alcohol Related Research (FARR) to establish an academy that trains community and social workers and to set up the successful Healthy Mother Healthy Baby programme that has brought a 30% reduction of Foetal Alcohol Syndrome there.

LifeTalk Forum continues to expand its reach to the youth of our country and works tirelessly to organise workshops and presentations to schoolchildren, their teachers and parents.

Earlier this year, it spread its net wider and opened an office in the Western Cape. May it continue with its valuable work.

Ignite Foundation, working with workers and farm owners in the Stellenbosch area, have also shown that great things can be achieved with commitment, education and awareness training.

The results of their Winner Programme are on Page 8 of this issue.

We are certainly motivated by the involvement and positive response we are getting from the retail industry. They have welcomed the placement of colourful ARA stands and information brochures in their stores.

We continue to receive increased support in the media and have developed strong relationships with radio and TV, in particular. This is evident by the appearances made by and interviews given by Adrian Botha.

Listen for our new radio commercials and the re-flighting of the highly acclaimed television ads during the coming months.

Michael Mokhoru
Chairman

Helping mums beat FAS and protect their babies

The world recognised International Foetal Alcohol Syndrome (FAS) Day on September 9, 2010.

SUPPORT HAS ENABLED FARR IN MANY PROGRAMMES

FARR'S CEO LEANA OLIVIER, SAYS:

ARA's support allows us to develop research and intervention programmes with children.

We've been able to appoint consultants and develop training material and tool kits.

We've made assessments in schools, talked to parents, met community members and trained more social workers and care-givers.

More specifically, we cut the rate of FASD by ascertaining rates of FASD in De Aar and Upington, introducing these programmes to create holistic interventions and then assessing the communities again three years later.

In the FARR Healthy Mother Healthy Baby programme, we monitor high-risk mothers and teach them that abstinence from drinking during and after pregnancy is good for the well-being of their children.



Reducing the harm created by alcohol abuse is a daunting task.

Happily though, the Foundation for Alcohol Related Research (FARR) and the Industry Association for Responsible Alcohol Use (ARA) are doing so in the Northern Cape.

Ask the residents of places like De Aar and Upington.

Money from ARA is helping FARR reach and educate people about Foetal Alcohol Spectrum Disorders (FASD), the permanent birth defects caused by mothers' drinking alcohol during pregnancy.

In 10 years, ARA has provided FARR with more than R10 million for the bid to combat FAS.

It does so by creating awareness and educating; training local care workers and working with young mothers and pregnant women in a Healthy Mother Healthy Baby programme.

FAS rates have dropped 30% in three years

ARA spokesperson, Adrian Botha, says:



Rates of FAS in South Africa are alarming, especially in the Northern and Western Cape.

FARR really uncovered the seriousness of the problem and set up the facilities and programmes to reduce it. Now its efforts are beginning to bear fruit.

So we're really proud to support FARR and its initiatives, and we foresee a long involvement and partnership.

Research shows FAS rates in Northern Cape communities have dropped 30% in the past three years. Clearly, awareness and education bring results.



Theatre shows spread the word

ARA has helped the Committee for Crime Prevention in the Northern Cape to spread the word through local theatre productions that confront audiences in a humorous but direct manner.

Earlier this year, it contributed an additional R250 000 to the committee for its theatre group to make a DVD of its performance for countrywide distribution.

(ARA provided R200 000 in 2008 and R150 000 last year).

The committee also launched a project called 'Knowledge is Power', to train disadvantaged and unemployed people to act and to stage live shows against alcohol and substance abuse.

To date, the drama 'n Nugter Keuse has reached more than 8 000 pupils and teachers in 30 schools in the region.

We have always maintained that it is not a single effort that will ease the issue of alcohol abuse, but one that is collective and multi-faceted.

Communities hoping for even better things to come

ARA spokesman, Adrian Botha says:

Current feedback is that the communities are excited and expecting even better things to come.

As the clinic in De Aar treats pregnant women and new mothers it also becomes a source of great aid to them all.

As the women and families pull together, they put other elements of their lives in place.

ARA is extremely proud of the work the community organisations are doing in the Northern Cape and that its financial contribution is having such a significant and positive impact.

We have always maintained that it is not a single effort that will ease the issue of alcohol abuse, but one that is collective and multi-faceted.

'N NUGTER KEUSE

TOURS NORTHERN CAPE

The anti-alcohol abuse drama, *'n Nugter Keuse*, having reached an audience of 11 772 learners, parents and teachers in 27 schools during a four-month tour of the Northern Cape, has become a major drawcard in the area among police, prisons, schools and churches.

All are asking for a chance to see it.

The production, funded by a R250 000 sponsorship from ARA, was created to foster awareness of the devastating effects of alcohol abuse on families and communities.

To accomplish this, disadvantaged and unemployed people were trained to become actors and to stage live shows against alcohol abuse.

To broaden the show's reach, the theatre group is also working with other stakeholders and community role players like the SAPS, Department of Social Services, Youth Against Crime, Women Against Crime, Community Policing Forums and the Northern Cape Youth Crime Prevention Forum.

The ARA sponsorship enables the group to produce not only live shows but DVDs and videos of them.

Comments from learners and community members after watching the production:

“To not keep a secret, especially if things are going bad at home. Talk to someone you can trust.
— Grade 12, Adamantia High School.”

“This was very hard for me to watch as this happens in my house on a daily basis. Let us make things right. We cannot remain quiet anymore. Our time is short.”
— Community member who ran out during the play.

“This was a great production. This is what many of our children are experiencing. Please keep up with it.
— Teacher from Beacon Primary School.”

“I was very impressed because it was outstanding and it had a great impact on me.
— Parent from Welkom Primary School.”

Although the issue of alcohol abuse and misuse in communities is complex, the biggest challenges, are:

- lack of awareness of the dangers of alcohol abuse;
- insufficient involvement and commitment from schools, pupils and parents;
- absenteeism;
- teenage pregnancy;
- school drop-outs;
- turning to crime when under the influence;
- the addiction cycle;
- sense of hopelessness;
- viewing alcohol as a way to deal with unhappiness, pain, depression and peer pressure;
- limited access to, and knowledge of, alternative ways of coping;
- low self-esteem or boredom; and
- ignorance that alcohol is a gateway drug, often leading to drug experimentation, and claims that 'there is nothing wrong with it ... it's the cool thing to do!'.

LIFE TALK®

and ARA build awareness at schools

Life Talk and ARA have been spreading awareness in Soshanguve of alcohol abuse and its consequences.

With the National Liquor Authority (NLA) and brandhouse, they delivered four talks over two days recently to senior schools in the area.

Learners were also given a copy of the successful Teenagers and Alcohol brochure produced by ARA.

At Amogelang Secondary School alone, more than 1 000 pupils attended the talk given by Sally Thorp of Life Talk.

Upington youth present their own popstars



The young people of Upington have come together to provide teenagers in their communities with opportunities to develop their singing talents and self-esteem, while offering them healthy activity options that keep them away from drugs and alcohol.

With sponsorship from ARA, the Youth Against Alcohol and Drug Abuse (YAADA) in Upington put on a spectacular version of the popular talent show, Popstars.

Response from youngsters from 16 schools in the surrounding area invited to participate was overwhelming.

Auditions at participating schools included practice sessions for learners to prepare for the big evening.

On the night of November 13, 2009, there was a great buzz of excitement

There is no doubt that the evening was a success thanks to the participation of the students, the teachers and the staff of YAADA.



*Winners of the evening (from left):
Ismael Esau, Sunet Berends,
Cynthia Blaauw and Heather Bok.*



Amogelang Secondary School pupils proudly display their Teen & Alcohol Guides.

LIFE TALK'S SALLY THORP SAYS:

Talks at schools are a great start, but if we are to have any meaningful and long-term impact or sustained behaviour change, we have to foster partnerships, involvement and commitment from all sectors of the community, including government, the private sector and NGOs.

With correct interventions and ongoing support programmes, each person can begin to make steady progress reversing and, in some instances, halting their destructive behaviour.

They can 'take back their lives' and proudly claim responsibility for their futures.

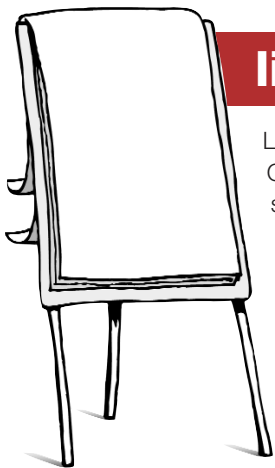
Size of the groups limits interaction, but general response shows that alcohol plays a central role in the lives of many of these young people.

It often leads to promiscuous and other risky behaviour.

As the impact of this ripples through their communities, we need ongoing education and awareness building — particularly focused on practical solutions — at grass roots to have any sort of sustainable, positive impact.

Talks were well received.

It's difficult to gauge their impact, but they gave us a chance to open conversations and make people aware of the dangers and consequences of alcohol abuse.



life talk now in the cape

Life Talk Western Cape, fully operational since July this year, is focusing on getting to know organisations with which it can work and forge partnerships, and on introducing Life Talk to senior and junior schools in the area.

Suzie Lindström of Life Talk has linked with the Western Cape Liquor Board (WCLB) to run an initiative to equip parents with skills to become proactive.

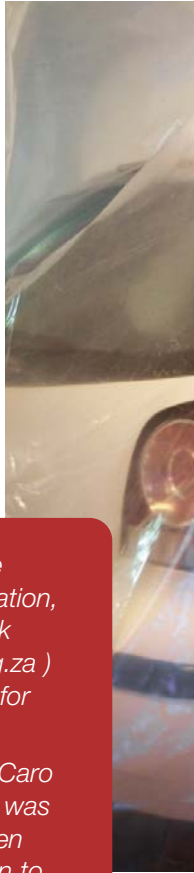
The WCLB's sponsorship of 1 000 'Lewenspraattjies met Ouers', scheduled to begin in February 2011, has enabled Life Talk to team up with several

organisations to run the programme in Atlantis, Elsie's River, Belhar, Mitchell's Plain and Delft.

A second initiative, the Cape Counsellors Forum, is already underway, enabling Life Orientation teachers and school counsellors/psychologists at schools in the Western Cape to meet once a term to discuss issues, share ideas and brainstorm initiatives to tackle the challenges learners face.

Implementation of this forum is planned for the fourth term of 2010.

This is just the start of a very exciting future for Life Talk in the Western Cape. With its high alcohol and drug abuse statistics, the region is in dire need of Life Talk and other organisations to team up to make a measurable difference.



brandhouse has won its first advertising award at the Cannes Lions Awards for its Drive Dry 'It won't happen to me' initiative to raise consumer awareness of drinking and driving.

The award, given this year, recognised a powerful installation at last year's Whisky Festival, that used the true story of a family affected by drunk driving.

brandhouse worked with the non-profit advocacy organisation, South Africans Against Drunk Driving (SADD www.sadd.org.za) to identify the Cosser family for the installation.

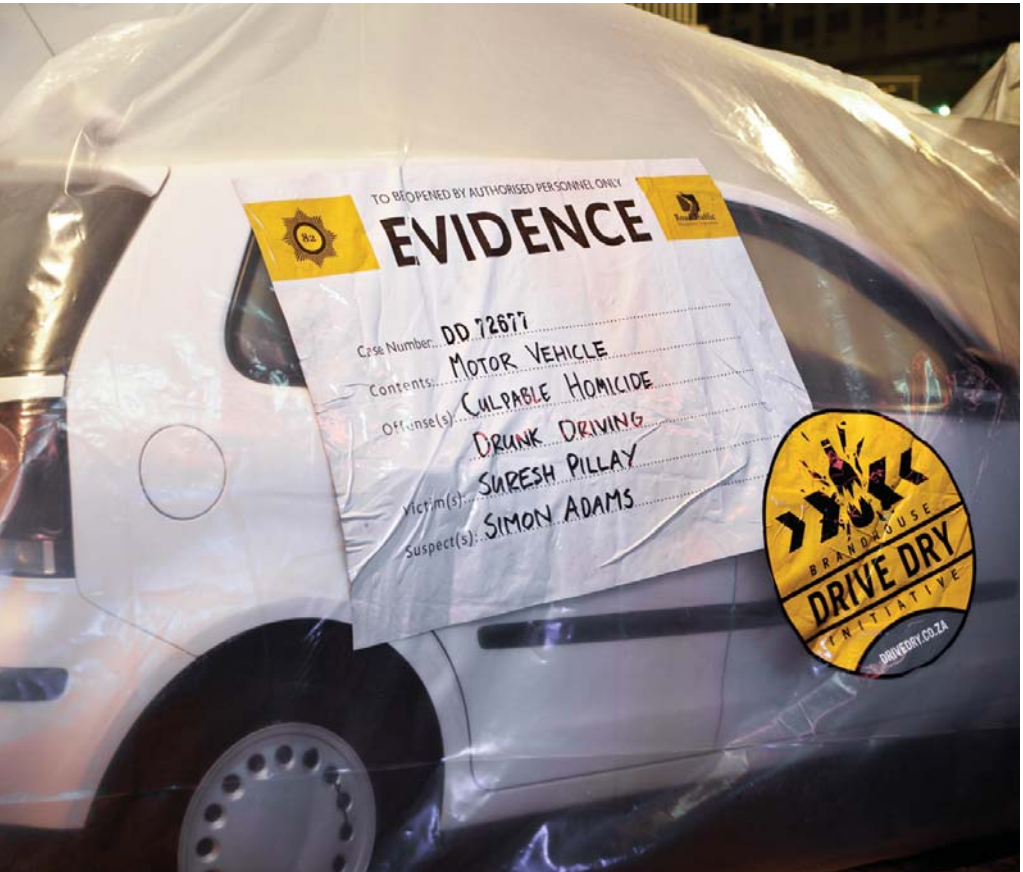
SADD founder and Director Caro Smit, whose own child Chas was killed by a driver who had been drinking, says she was drawn to the campaign by its message that Heather Cosser, like 9000 others killed each year in South Africa by drunk drivers, was not simply a statistic.

"The lives of families like Heather's are irrevocably altered by such a tragedy. People need to know that drunk driving is not an accident. It is a choice."



**wins
Cannes
Lions**





The campaign

Tragically, Heather Cosser was run over by a drunk driver.

Her family allowed brandhouse's agency, Foxp2, to take her personal belongings to a scrap-yard where they were crushed with an entire car in a heavy duty compressor.

The result – which told a powerful personal story of how drunk driving wrecks lives - was on show for the whole of the Whisky Festival.

The campaign was a direct response to brandhouse consumer research that showed South African consumers believe alcohol-related accidents will never happen to them.

The research also showed that drunk driving is considered 'socially acceptable' behaviour and that consumers underestimate its devastating consequences.

The campaign aimed to personalise the issue of drunk driving by evoking a strong emotional response in consumers.

The agency

Foxp2 won the Bronze Lion award in the Outdoor Ambient Special Build category.

FoxP2 Creative Director, Andrew Whitehouse, says:

"Alcohol abuse is a complex physiological, psychological, social and cultural issue.

"Most experts acknowledge that to reduce it requires multiple approaches including effective awareness campaigns and individual interventions.

"The good news is that long-term integrated programmes such as brandhouse's Drive Dry can change people's attitudes and persuade them that drunk driving is not socially acceptable.

"The passion and commitment of the entire Drive Dry team bear testimony to the life of Heather Cosser.

"When her family allowed us to tell their story for Drive Dry, we knew we had to handle the project with dignity and respect. I believe the creative team of Reijer Vlugt and Justin Osburn managed to do so admirably."

When a message for one can reach 16



Vernon de Vries says:

Distell's general manager: corporate affairs Vernon de Vries, says: "Distell, as a supporter of FASfacts made it possible for more than 200 adults to learn and, in turn, spread the message about lifestyle changes necessary to avoid the incidence of FAS in unborn children. That means there could be as many as 3 200 people who could have improved their understanding of FAS, its causes and how it can be prevented

"Distell chose to focus on adults to maximise the reach of the message and reverse long-established patterns of alcohol abuse among the most vulnerable and marginalised members of South African society."

IGNITE WINNERS PROGRAMME PRODUCING RESULTS

The Ignite Winners Programme, sponsored by ARA, has dramatically cut excessive alcohol consumption among participants in the intervention. Outlined below are the statistics of alcohol use before and after interventions by the team from Ignite.

Pre-test Alcohol use	Volume in litres	Standard Alcohol units	%	Post-test Alcohol use	Volume in litres	Standard Alcohol units	%
Wine	85.289	568.6	61.3	Wine	13.787	91	56.5
Beer	101.087	337	36.3	Beer	21	70	43.5
Spirits	1.000	20	2.1	Spirits	0	0	0
Cider	1.360	3.4	0.3	Cider	0	0	0
Total alcohol	188.736	928.29	100	Total alcohol	34.787	161	100

*Total participants : N = 79 (49 used alcohol; 30 did not use alcohol)

*A standard drink is: 50 ml spirits; 150 ml wine; 300 ml beer

Forty-nine participants were drinking 928.29 standard alcohol drinks (188.74 litres of alcohol) before the intervention over a period from a Friday to a Sunday. After the intervention over the same time period, participants had reduced their alcohol consumption to 161 standard drinks (34.78 litres of alcohol). This is a resounding reduction of 82.8% in alcohol consumption volumes from the first intervention to the last.

Ignite have now completed the programme with 137 participants and are analysing alcohol volume results for all of these participants.

We will keep you posted on their progress.

ICAP has three-step plan to implement global alcohol strategy

The World Health Assembly has adopted (in May 2010) a Global Strategy to Reduce the Harmful Use of Alcohol.

Now it is turning attention to implementing it.

WHO will report its implementation progress to its Executive Board in January 2013, and then to the WHO Assembly in May 2013.

The International Centre for Alcohol Policies (ICAP) envisages the preparatory work in three phases.



1

SETTING PRIORITIES SEPTEMBER – NOVEMBER 2010

First step is to develop criteria for selecting the countries who need priority attention.

It will meet industry members of four regions (including Africa) to agree on selection criteria and propose the countries.

It will prepare short profiles of candidate countries and develop broad budget and timing parameters.

It will create four regional implementation plans and produce implementation guidelines for industry members.

It will use ICAP publications, policy tools and CBA databases, and ensure that guidelines cross-reference to specific measures in the global strategy.

It will also strengthen informal links with WHO HQ and WHO regional offices.

2

ENSURING COMMITMENT 2011-2012

The second phase is to prove the industry's commitment to the World Health Assembly.

In this time, ICAP plans to have some form of physical presence in each region.

Each region will need to offer a range of services to companies, trade associations and other industry organisations in the identified regions.

Services will include training, capacity-building, management of partnerships with other stakeholders, advice on policy and programme priorities, technical and scientific support and direction intervention, if necessary.

ICAP will create a mechanism to report industry actions in all priority countries.

3

REPORTING PROGRESS SEPTEMBER 2012 – MAY 2013

In phase three, ICAP will organise a multi-stakeholder conference to report industry members' progress and to support or amplify the WHO's reporting process on implementing the Global Strategy.

It will also decide how to tell the WHO Executive Board and World Health Assembly in 2013, what contributions industry members have made to implementing the Global Strategy.

How to keep happy hour really happy

Happy hours can be just the opposite — unless you remember to treat them responsibly.

It's something **the younger generation need to remember**, and older folk should be reminding them.

No one is quite sure when or where the first official happy hour occurred, but the earliest use of the term in print is reported to be a 1961 article describing politicians who faced the prospect of giving up their usual happy hour to vote.

Other reports say happy hour was created by the U.S. Navy as a designated time for entertainment and refreshment.

Either way, it seems happy hours were popular by the 1960s, and they've retained their appeal.

Happy hour is, of course, a time to relax over a drink with friends and colleagues after a long day's work. It's a time to bond in a social setting and forget about work pressures.

But many pubs and clubs promote happy hour as a time when **drinks are cheaper**. You can drink more, in a short time, at lower cost.

"Most of us are level headed and responsible, but some people can **lose their self-control** when they drink to excess," explains Adrian Botha, of The Industry Association for Responsible Alcohol Use (ARA).

"We believe people can enjoy themselves during happy hour, but that they should be responsible about the choices they make.

"Drinking alcohol is a matter of individual judgement and accountability,"

Botha says. "It has been part of social life and celebrations around the world for years. **Drinking**

sensibly lets

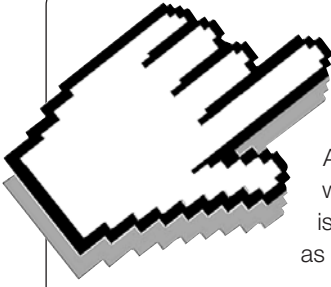
you enjoy yourself, keep your integrity and possibly, your job."



These tips from the ARA can help you enjoy your happy hour — and similar nights out — without running into trouble.

- Try to eat while you're drinking. Most pubs serve chips, peanuts and biltong.
- If you can, eat before you drink, preferably foods that are high in fat and carbohydrates, like burgers and chips.
- Drink plenty of water before, during and after drinking. Alternate alcohol beverages with non-alcoholic drinks.
- Know your limit and stick to it.
- Pay for your own drinks, to avoid misunderstandings.
- If you're a young woman on a night out, never separate from your friends. Keep your cellphone fully charged in case of emergencies.
- If your happy hour tends to be with the same people, make sure your friends and any new 'members' know how you prefer to do things.
- Avoid drinking games. They can only lead to trouble.





PROUD TO PRESENT OUR NEW WEBSITE

We are very proud to announce that the new format of the ARA website has gone live, still at the same address: www.ara.co.za. The new website is a lot more interactive and is intended to appeal to a wider audience, including the public, as a reference point, and the media, as a research tool.

It will continue serving and keeping all ARA members and associate members up to date on what the industry and ARA are doing.

We will also use it a lot more effectively to communicate to all our audiences.

We look forward to any comments, feedback and contributions from our members in this regard.

www.ara.co.za

ARA present at



ARA made its presence felt at both the Robertson Wine Valley's Wacky Wine Weekend and the Stellenbosch Wine Festival.

"Both offered excellent opportunities to create additional awareness and to convey the messages of responsible alcohol enjoyment among the wine drinkers," says Adrian Botha, ARA spokesperson.

In June this year, ARA again participated in the Roberston wine valley's biggest and highly popular Wacky Wine Weekend with co-branded staff t-shirts that included the ARA message of 'drink responsibly'.

To align the messages of the festival and the ARA further, branded wristbands were provided for the designated driver programme and bold decals were affixed to designated buses to uphold a zero tolerance policy towards drinking and driving.

This was ARA's second participation at the festival in its efforts to promote responsible use of alcohol.

For a third successive year, ARA also participated in the annual Stellenbosch Wine Festival in July, again designing awareness campaign stickers to promote responsible wine drinking and enjoyment throughout the festival.

Stickers were given to festival visitors to attach to clothing, wine glasses or vehicles as a show of support for the message.

WWW = wonderful, wonderful, wonderful!!



Our latest two print adverts from Lowe Bull



ARA's 'drink responsibly' television campaign was recently nominated for a prestigious Loerie award in the TV & Cinema category. Although we did not win, we are extremely proud of the recognition from SA's advertising industry.



getting noticed in-store

When you are up against so many brands and many creative visuals, getting noticed in a store can be a challenge.

That's why ARA is currently updating its in-store stands and brochures to make them more colourful in their design, more eye-catching among customers and more appealing generally.

The new design is brighter and bolder, and uses a cut-out to heighten its visibility.

The print run has been increased to more than 2 000 to meet demand from retail members, who should be displaying the new designs in-store by the end of October, before the end-of-year peak season.

ARA MEMBERS 2010



African Terroir • Baarsma SA (Pty) Ltd • Brandhouse • Cape Classics Exports (Pty) Ltd
Constellation Wines South Africa (Pty) Ltd • DGB (Pty) Ltd • Distell • E.Snell
FirstCape Vineyards • Graham Beck Wines • Halewood International SA (Pty) Ltd
Historic Wines of the Cape • Jonkheer Boerewynmakery (Edms) Beperk
KWW • Mooiuitsig Wynkelders (Edms) Beperk • Newton Johnson Wines
NMK Premium Global Brands • Origin Wine • Paarl Wine • Pernod Ricard SA
SMC Brands SA (Pty) Ltd • Spier Wines (Pty) Ltd • The Company of Wine People
The Really Great Brand Company • The Winery of Good Hope (Pty) Ltd • Vinimark

ARA ASSOCIATE MEMBERS 2010

Adriatic Ship Supply & Trading Co
Adry Suppliers
Africa's Beer Wholesalers (Pty) Ltd
Afrique Interlink (Pty) Ltd
Appletizer South Africa
Bethsab Beer Wholesalers
Big Market t/a Big Distribution
Biggest SA Trading Company
Black Malt Beverages (Pty) Ltd
Boland Beer Distributors
BW Premium Imports CC
Caterplus
Charlie Liquor Distributors
Contract Packaging Solutions
Deban Investments Nine (Pty) Ltd t/a Long
Neck Wines
Diamond's Discount Liquor
Engelbrecht Distributors
Ermelo Beer Wholesalers (Pty) Ltd
Faerie Glen Liquor
Floyd's Place
Gala Import and Export Distributors
Geneg Majestic Wines and Merchants
Greytown Beer Distributors
Haxjor Marketing
Imperial Truck Systems
IQUE Information CC
Jack Black Brewing
Jan Njomo t/a Njomo Liquor Store
La Verne Wine Boutique
Legendary Brands Wines & Spirits CC
Liquidity
Liquor Logistics.Net
Louis Trichardt Beer Wholesalers (Pty) Ltd
Love and Happiness Distributors
M&L Vintners
M2VV Liquor Distributors
Mabasele Distribution and Services
Madadeni Beer Wholesalers (Pty) Ltd
Makhosonke Tavern
Makro (Massstores)
Masscash
Mathathu J Africa Trading
MC Wines Bottling & Liquor Distributors

Midlands Beer Wholesalers
Midmar Liquors Limited
Milestone Beverages
Mkuze Beer Distributors (Pty) Ltd
Mountain River Wines (Pty) Ltd
Natal Wine Merchants
Nessas Liquor Distributors
NLC Distributors
Northside Distributors
Palm Tree Distributors
Pan African Corporate Holdings
Phillip Jordaan Wines
Profumi D'Italia Marketing CC
Punda Distributors CC
Quest Wines CC
Reciprocal Wine Trading
Regal Brand International
Robberg Fast Foods
Rogel Wholesalers
SA Chandling International
Sanderson Liquor Distributors
Sector Distributors CC
Simonsvlei Liquor Merchants (Pty) Ltd
Simply Asia
Solly Kramer's Liquor Wholesalers
Southern Cape Beer Distributors (Pty) Ltd
Southern Distributors (Pty)
Spirits of Cape Town
Sussens Group
Sweet Dreams Trading 10
Tabak Duty Free
Team Liquor World
Tex and Sons Wholesalers
TFD Network Africa
The Cape Wine Academy
The Spar Group Ltd
Thohoyandou Beer Distributors
Tiki Liquor Store
Tops at Moloto Distributors
United National Breweries
Universal Beverages
Van Heebert Investment
Vryheid Beer Wholesalers (Pty) Ltd
Westonaria Beer Distributors (Pty) Ltd



INDUSTRY ASSOCIATION FOR RESPONSIBLE ALCOHOL USE

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