



ACTIONS TO PREVENT UNDERAGE DRINKING

Toolkit for IARD Members and partners

For more information and support please contact:

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About this toolkit

- ▶ This toolkit will support you to promote the new IARD report *Actions to prevent underage drinking* and help you communicate to media and key stakeholders about the work that IARD members are doing to reduce underage drinking.
- ▶ It contains links to supporting press materials and a stakeholder letter, and assets you can use to amplify the report and our key actions on social media channels.



About the *Actions to prevent underage drinking* report



- ▶ The report looks at actions that IARD members are taking collectively, individually, and with others through partnerships, to prevent underage drinking at local, national, and global levels.
- ▶ The case studies highlighted in the report are designed to inspire and accelerate further activities to help prevent underage drinking across the globe.
- ▶ The report includes the latest available data and highlights the ongoing trend in the decline of underage drinking in many countries across the globe.

Key messages



- ▶ IARD members oppose any consumption of alcohol by those underage.
- ▶ IARD members take actions collectively, individually, and with others through partnerships, to prevent underage drinking at local, national, and global levels.
- ▶ IARD members support international goals to reduce harmful drinking and are taking action to deliver on the asks set out for our sector in the 2018 United Nations Political Declaration on noncommunicable diseases.
- ▶ Since 2010, underage drinking has fallen or stayed the same in three-quarters of the 65 countries where national data are available. It has fallen in half these countries.
- ▶ It is positive to see the decline in underage drinking in many countries, but there is still much work to be done to accelerate these changes and make these trends universal across the globe.

Key actions IARD members have taken to help reduce underage drinking



- ▶ Introducing symbols or written age-restriction reminders on their alcohol brands – including no-alcohol extensions of these brands – to send a clear message that those underage should not consume alcohol.
- ▶ Putting in place five key safeguards on their online marketing channels aimed at helping to ensure that their marketing is only directed at those adults who can lawfully buy their products. Safeguards are being strengthened through global partnerships with leading digital platforms.
- ▶ First ever industry-wide global standards aimed at enhancing transparency and preventing influencer marketing reaching those under the legal purchase age.
- ▶ Working alongside prominent global and regional online retailers, and e-commerce and delivery platforms to develop standards to help prevent online orders reaching those underage.
- ▶ Free online resources that support retailers, hospitality venues, and delivery platforms in their efforts to help ensure alcohol is not sold, served, or delivered to people underage or intoxicated.

How to amplify the report



You can share the global press release to highlight the data and work IARD members are doing collectively.



You can use the general press release template to specifically highlight your company's initiatives that are helping to reduce underage drinking.



You can raise the report with stakeholders as evidence of partnerships in action and IARD's commitment to helping to reduce underage drinking.



You can amplify the announcement through your communication channels.

THE REPORT AND SUPPORTING ASSETS




Global press release



Please use this **global press release** to highlight the latest available data and work IARD members are doing collectively to help reduce underage drinking.

General press release template



Press
release



Please use this **press release template** to highlight your company's initiatives to help reduce underage drinking.

Actions to Prevent Underage Drinking



**Access the report on
IARD's website.**

Stakeholder letter template



Please use this **stakeholder letter** template to support outreach to stakeholders to highlight members work to reduce underage drinking.

Social media assets



Please use these assets on your social media channels to highlight the latest available data, and IARD members' collective work to help reduce underage drinking.



Social media assets

Please use the appropriate asset on your social media channels to highlight IARD members' collective work to help reduce underage drinking.



WORKING TO PLACE
AGE-RESTRICTION
REMINDERS ON **ALCOHOL**
BEVERAGE LABELS,
REACHING **MORE THAN**
ONE BILLION CONSUMERS



TAKING ACTION AGAINST UNDERAGE DRINKING



WORKING TO PLACE
AGE-RESTRICTION
REMINDERS ON **ALCOHOL**
BEVERAGE LABELS,
REACHING **MORE THAN**
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TAKING ACTION AGAINST UNDERAGE DRINKING



Social media assets

Please use this asset on your social media channels to highlight IARD members' collective work to help reduce underage drinking.



Social media asset template

Please personalize this asset and use it on your social media channels to highlight your initiatives and your part in IARD members' collective work to help reduce underage drinking.



Social media copy: X



Members

@IARDalliance has launched a new report, which highlights actions IARD members are taking through partnerships, to help prevent underage drinking. You can read more here: <https://bit.ly/46dD9qx>

It is positive to see the decline in underage drinking in many countries, but there is still much work to be done to accelerate these trends and ensure everyone recognizes the harm caused by underage drinking. Read @IARDalliance's new report: <https://bit.ly/46dD9qx>

A new report from @IARDalliance looks at the work that members are doing to help prevent underage drinking. You can read more here: <https://bit.ly/46dD9qx>

Partners

We are pleased to see (insert name of program) included in @IARDalliance's new report looking at actions that are being taken to help prevent underage drinking across the world. You can read more here: <https://bit.ly/46dD9qx>

Social media copy: LinkedIn



Members (please @IARD when posting)

IARD has launched a new report, which highlights actions IARD members are taking through partnerships to help prevent underage drinking. It is positive to see the decline in underage drinking in many countries, but there is still much work to be done to accelerate these trends. Robust partnerships among private and public sector and communities can help further reduce underage drinking. You can access the report here: <https://bit.ly/46dD9qx>

Partners (please @IARD when posting)

We are pleased to see (insert name of program) included in IARD's new report, which highlights actions that are being taken to help prevent underage drinking across the world. You can read the report here: <https://bit.ly/46dD9qx>

Q&A: Topics covered



[Click to
access full
Q&A](#)

What does the data show?

Why is IARD releasing this report now?

What other actions are IARD members taking to support reductions in underage drinking?

Isn't this just a PR exercise?



THANK YOU

