



EXPANDING REACH

DEEPENING IMPACT

2024 IMPACT REPORT



RESPONSIBILITY.ORG

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A MESSAGE FROM THE CEO

• Chris Swonger



2024 has been an important and energizing year for Responsibility.org, marking the first chapter in rolling out our new five-year strategy.

This year, we have started to deliver on our key priorities, doubling down on our efforts to prevent underage drinking, eliminate drunk and impaired driving, and promote responsible adult consumption. We have deepened our understanding of the catalysts of underage drinking and impaired driving, shared best practices beyond U.S. borders, and strengthened collaboration with stakeholders across education, health, road safety, legislation, and law enforcement. Our approach remains rooted in partnership, evidence-based solutions, and a steadfast commitment to measurable impact.

I'm encouraged to see that the vital work we're undertaking with our partners to prevent underage drinking is delivering results. The latest annual underage drinking data¹ shows that the long-term decline in underage drinking is continuing. Alcohol consumption among America's teens is at record low levels with an unprecedented number of teens saying they have never consumed alcohol. These results reaffirm the effectiveness of our programs, like *Ask, Listen, Learn*, which continues to empower parents and educators to have meaningful conversations with youth about alcohol.

Internationally, we have built on the success of *Ask, Listen, Learn* by expanding our reach into Panama. Sharing what works has always been a core principle of Responsibility.org, and it is inspiring to see our program making a difference beyond U.S. borders.

Our commitment to eliminating drunk and impaired driving remains equally strong. In 2024, the National Alliance to Stop Impaired Driving (NASID) held its third conference, bringing together a range of experts to address the complexities of impaired driving and explore solutions. We are also proud to have supported groundbreaking research led by the Center for Forensic Science Research and Education, deepening our understanding of polysubstance use and its impact on road safety.

Finally, we remain committed to empowering adults to make a lifetime of responsible alcohol choices. This year, in response to the rise of e-commerce and alcohol delivery services, we have played a leadership role in convening the sector to develop simple, effective guidance for safe and responsible alcohol delivery. Meanwhile, we have continued to build our relationship with the hospitality industry and remain committed to exploring effective ways to support the sector with tools and knowledge to promote responsible service and consumption.

In 2025 and beyond, we'll continue to challenge ourselves and unlock new opportunities to deliver meaningful change on the ground.

To our dedicated partners, team members, and stakeholders—thank you. Your expertise, commitment, and passion drive every success we celebrate. And to our funding member companies, your support is the foundation on which we continue to build lasting change.

Together, we are shaping a future where responsibility isn't just encouraged—it's lived every day. And every new conversation, every new insight about alcohol responsibility brings us closer to the future we want to see.

Chris Swonger
President and CEO

¹ National Institute on Drug Abuse (NIDA), Monitoring the Future, December 2024

A MESSAGE FROM THE EXECUTIVE DIRECTOR

Leslie Kimball



Taking a research-led, evidence-based approach is central to who we are at Responsibility.org. This year we've challenged ourselves to deepen our understanding of the key drivers behind underage drinking and impaired driving. In the area of underage drinking, we've commissioned research to get direct insights from 16–20-year-olds, exploring topics such as the role of social media, and the link with mental health. We'll take these powerful insights and tailor our programs to become even more impactful.

Our work is not confined to strategy and research—it is defined by action, and led through partnership. Over the past year, I have had the privilege of engaging directly with our partners across the U.S., witnessing firsthand the tangible impact of our collective efforts.

Key milestones this year include

- Supporting Governor Wes Moore as he signed HB 105, closing the loophole in Noah's Law and ensuring that all Marylanders convicted of drunk driving receive an ignition interlock. After six years of work, this was a momentous milestone in our mission to eliminate drunk and impaired driving in this state.
- Representing Responsibility.org on Capitol Hill during Alcohol Responsibility Month in April, where we engaged with legislators and staff to promote responsible alcohol consumption, alongside industry advocates like award-winning mixologist Lauren O'Brien and influencer "Tony P in DC" Polcari.
- Exploring innovative road safety solutions with Waymo through an autonomous demo ride. Their technology represents a transformative step towards preventing impaired driving and creating safer roads for everyone.
- Partnering with the American Hotel and Lodging Association at their 'Hotels on the Hill' conference, advancing discussions on responsible alcohol initiatives within the hospitality sector.

These milestones are just a glimpse of the breadth and depth of our collective efforts. Our passionate team and the partnerships we create and maintain are the foundation of our success, and this report celebrates the dedication and collaboration that make our achievements possible.

Thank you for your continued support and commitment to our mission. I invite you to explore this report and learn more about the impactful work we are driving together.

A handwritten signature of Leslie Kimball in blue ink, written in a cursive style.

Executive Director

A MESSAGE FROM THE CHAIR

Robert Hall



As I reflect on my first full year as Chair of Responsibility.org, I am both inspired by the progress we've made and energized by the possibilities that lie ahead. This year has been a remarkable chapter in our journey, marked by innovation, partnership, and an unwavering commitment to advancing alcohol responsibility.

We've continued to lean into the power of research, which remains central to our mission. By exploring the catalysts of underage drinking and impaired driving, and delving into emerging challenges like polysubstance use, we've equipped ourselves—and our partners—with the insights needed to design solutions that deliver measurable, lasting change.

We've taken significant strides to share the success of our programs internationally, building on the achievements of initiatives like *Ask, Listen, Learn*. Seeing these programs resonate beyond the U.S., such as in Panama, reaffirms the universal importance of educating youth and families about the dangers and consequences of underage drinking and the importance of making responsible choices.

Collaboration remains the engine of our progress. From strengthening alliances with law enforcement to advancing partnerships with industries such as hospitality and technology, we are creating a more connected ecosystem for promoting responsible choices and safer roads. These partnerships amplify our impact, proving that real change happens when we work together.

Looking ahead, one of our priorities will be to engage more organizations and voices in our mission, within the alcohol industry and beyond. We aim to extend our influence and drive even greater momentum toward our shared goals. I am proud to be among the funding members who have been instrumental in enabling the progress we celebrate today. Their support, and resources remain vital to our continued success, and we are profoundly grateful for their contributions.

By working together, we will continue to strengthen our collective focus on alcohol responsibility – eliminating underage drinking, eliminating drunk and impaired driving and empowering adults to make a lifetime of responsible alcohol choices.

Your collaboration and support are essential to building a future where responsible choices are the norm.

Thank you for being a part of this journey.

With gratitude,

A handwritten signature in blue ink that reads "Robert Hall". The signature is fluid and cursive, with a long horizontal stroke at the end.

CEO, Ole Smoky Distillery

AT A GLANCE

WHO WE ARE

The Foundation for Advancing Alcohol Responsibility, also known as Responsibility.org, is an independent organization funded by the distilled spirits industry.

Established in 1991 as a national not-for-profit organization, Responsibility.org demonstrates the industry's commitment to actively tackle any misuse or illegal consumption of alcohol by maximizing impact on perceptions, attitudes and behaviors.

Core Missions

We continue to deliver successful outcomes in all three of our core missions by taking an evidence-based and partnership approach:

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

Collaborating with partners in law enforcement and road safety to 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

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



OUR 2024-28 STRATEGY

Our strategy, shaped through extensive consultation with key stakeholders, sets a new ambition for alcohol responsibility. It aims to expand our reach and strengthen our impact, enhancing both the range of people we influence and the support we provide through our work.

OUR 3 MISSIONS

<p>Eliminate UNDERAGE DRINKING</p>	<p>Eliminate DRUNK DRIVING and work with others to end all impaired driving</p>	<p>Empower adults to make RESPONSIBLE ALCOHOL CHOICES as part of a balanced lifestyle</p>
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OUR 5-YEAR GOALS AND TOPLINE INITIATIVES

<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 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
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OUR GROWTH DRIVERS

 <p>Increase industry representation</p>	 <p>Extend influence internationally</p>
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OUR 5-YEAR GOALS AND TOPLINE INITIATIVES

<ol style="list-style-type: none"> 1. Define governance and membership principles to underpin broader sector representation 2. Conduct targeted outreach to prospective members across tiers and categories 	<ol style="list-style-type: none"> 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
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OUR KEY PROGRAMS



Ask, Listen, Learn: Kids and Alcohol Don't Mix

This is our free digital underage drinking prevention program targeted at kids ages 9-13 and their parents and educators. 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.

ALCOHOL101+

Alcohol 101+

Alcohol101+ is a free digital alcohol education program tailored for college students to provide them with engaging information to influence their decisions about alcohol consumption. This program equips students with knowledge and understanding about the impacts of alcohol, to mitigate risks and embrace healthy decision making.



We Don't Serve Teens (WDST)

This campaign brings together communities, businesses, and families to keep alcohol away from those below the legal drinking age. The website (www.wedontserveteens.org) provides information, downloadable resources and social media advice to raise awareness and prevent access to alcohol for under 21-year-olds.

RESPONSIBILITY starts with *me.*

Responsibility Starts with Me (RSWM)

Our Responsibility #StartsWithMe movement encourages everyone to talk about what responsibility means to them. This long-standing campaign has heard from a variety of stakeholders including parents, elected representatives, counselors, educators, staff and company member representatives talking publicly about their individual views on what responsibility means to them.



National Alliance to Stop Impaired Driving

The National Alliance to Stop Impaired Driving (NASID) is a coalition established and led by Responsibility.org to eliminate all forms of impaired driving, especially multiple substance impaired driving. It focuses on effective and proven measures such as DUI system reform, DUI detection, and improved use of data and technology to fight all forms of impaired driving.



The Virtual Bar

The Virtual Bar app, available in English and Spanish, allows users to customize their drinking experience in a virtual interactive environment. The blood alcohol content (BAC) calculator, based on the latest science, helps users understand how different factors affect BAC and make more informed decisions about their alcohol consumption.



Responsibility Works

Responsibility Works is an eLearning tool that provides information about alcohol to assist companies and their employees to make informed and responsible choices in relation to alcohol.



Alcohol Responsibility Month

April is Alcohol Responsibility Month. Every year Responsibility.org uses this milestone as an opportunity to encourage adults to think about their relationship with alcohol to drink responsibly if they choose to drink.



Computerized Assessment and Referral System (CARS)

CARS is a computer-based tool originally designed to assess and identify substance use disorders and mental health issues among DUI offenders. It provides a personalized assessment with treatment and referral recommendations to reduce future and repeat DUIs. Building on its success in the judicial system, CARS has now been adapted for broader audiences as an open-source software that can be made available to physicians, mental health professionals, first responders, and veterans service organizations.

5 TRENDS THAT SHAPED ALCOHOL RESPONSIBILITY

in 2024

1 Cannabis and polysubstance use

2 Alcohol and mental health

3 Moderation and mindful alcohol consumption

4 Understanding of the concept of 'standard drinks'

5 Alcohol responsibility in the hospitality industry

1

Cannabis and polysubstance use

With cannabis and alcohol increasingly consumed together, there is a clear opportunity to enhance awareness and collaboration among stakeholders to address risks and promote safer choices.

43% of consumers² report having consumed cannabis in the past year



35% of law enforcement

55% of nurses

report often seeing people who have combined alcohol with other substances⁵

80%

of consumers⁴ consider alcohol mixed with other substances to have a very significant impact on someone's driving ability, higher than any other substance taken individually



39%

of alcohol and cannabis consumers³ frequently take these substances in combination

14%

of total driver fatalities⁶ in 2022 (latest available data) involved a driver who tested positive for cannabinoids

2

Alcohol and mental health

Research has shown a correlation between alcohol use and mental health, and as this becomes clearer and better understood, it is more important than ever to support consumers in dealing with mental issues responsibly, and equip professionals to address these challenges effectively.

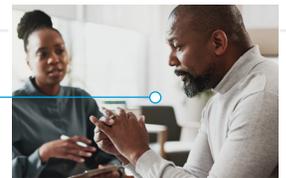


64%

of consumers⁷ associate using alcohol to deal with stress, anxiety, or mental health issues with exceeding the recommended dietary guidelines

45%

of healthcare and social workers⁸ report often encountering mental health issues related to alcohol consumption in their professional practice



33%

of our stakeholders⁹ see mental health problems as the most important alcohol harm issue for alcohol responsibility organizations to address

² APCO, Alcohol Consumption Tracking Study, 2024. Commissioned by Responsibility.org | ³ Id. | ⁴ Id. | ⁵ Reputation Inc, Annual Professionals Survey, 2024. Commissioned by Responsibility.org | ⁶ NHTSA, FARS data, 5/24 update | ⁷ APCO, Alcohol Consumption Tracking Study, 2024. Commissioned by Responsibility.org | ⁸ Reputation Inc, Annual Professionals Survey, 2024. Commissioned by Responsibility.org | ⁹ Reputation Inc, Annual Stakeholder Survey, 2024. Commissioned by Responsibility.org

5 TRENDS THAT SHAPED ALCOHOL RESPONSIBILITY

in 2024

1 Cannabis and polysubstance use

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4 Understanding of the concept of 'standard drinks'

5 Alcohol responsibility in the hospitality industry

3

Moderation and mindful alcohol consumption

With more consumers drinking less and embracing stress management and mindfulness, sharing personal stories and practical strategies can play a powerful role in inspiring responsible alcohol choices.

31% of consumers¹⁰ report that their alcohol consumption has decreased in the past 12 months (vs. 12% reporting an increase)

25% of those¹¹ who drank less declare that meditation or stress management helped them reduce their consumption

25% of teachers would find personal stories of people sharing their approach to alcohol responsibility useful in addressing alcohol responsibility in their work¹³

65% of social workers would find personal stories of people sharing their approach to alcohol responsibility useful in addressing alcohol responsibility in their work¹³

88% of 21+ consumers¹² are confident that they drink responsibly



4

Understanding of the concept of 'standard drinks'

While the awareness of standard drink measures is growing, some myths still need to be dispelled about the alcohol content of various beverage categories. This highlights the importance of continued education efforts and clear information to support responsible alcohol consumption.



51% of consumers¹⁴ report being familiar with the concept of a 'standard drink', an increase from 43% in 2023



29% of consumers¹⁵ know that a standard serving of beer, wine or spirits contain the same amount of alcohol, an increase compared to 25% in 2023

5

Alcohol responsibility in the hospitality industry

Hospitality workers are on the frontlines of alcohol responsibility, and many see training and guidance as valuable tools for supporting both responsible drinking and customer well-being.

45% of hospitality employees¹⁶ report often witnessing polysubstance-use and binge drinking in their workplace

45% of hospitality employees¹⁸ would find it useful to have guidance on how to better respect customers' choice not to drink or to drink less

65% of hospitality employees¹⁷ would find training on how to engage with and/or help an impaired person useful



¹⁰ APCO, Alcohol Consumption Tracking Study, 2024. Commissioned by Responsibility.org | ¹¹ Id. | ¹² Id. | ¹³ Reputation Inc, Annual Professionals Survey, 2024. Commissioned by Responsibility.org | ¹⁴ APCO, Alcohol Consumption Tracking Study, 2024. Commissioned by Responsibility.org | ¹⁵ Id. | ¹⁶ Reputation Inc, Annual Professionals Survey, 2024. Commissioned by Responsibility.org | ¹⁷ Id. | ¹⁸ Id.

3 QUESTIONS FOR LISA KEEGAN

Chair of the Advisory Board



1 Reflecting on the first year of our new strategy, what do you consider our most significant achievements?

"One of the most significant changes we've made is broadening our approach to industry engagement. Our commitment to bringing in new partners across beverage producers and engaging with retail and hospitality professionals is a major shift.

The alcohol industry is complex, so the process needs to be rigorous, and I'm encouraged by the seriousness with which it's being approached. Responsibility.org already has highly effective programs. Our focus is now on distributing our initiatives more widely, reaching those on the front lines of alcohol responsibility—from servers and bartenders to retailers."

2 How do you see Responsibility.org's role evolving over the next few years?

"Our core mission will remain steadfast: eliminating drunk driving, preventing underage drinking, and empowering adults to make a lifetime of responsible alcohol choices. But expanding our reach also means inviting new voices and perspectives into the conversation. The future of Responsibility.org depends largely on the success of this broader engagement.

Over the years, we have seen how messages about responsibility have gained traction. We now see broader adoption of responsible behaviors—more parents are having conversations about alcohol with their children, ride-sharing services are contributing to a decline in drunk driving, and people are overall more mindful of their alcohol consumption. These shifts, which were not as prevalent when we started, are a strong indicator that our messages are having an impact. As our reach expands, I believe Responsibility.org will continue shaping these conversations in meaningful ways."

3 Given all the changes in education—especially with technology and the focus on well-being—what opportunities do you see for Responsibility.org and its programs?

"Education is going through a period of transformation. Traditional, centralized curriculum structures are no longer the only model, with alternatives like charter school, homeschooling and micro-schools growing rapidly. This shift presents both a challenge and an opportunity: it makes the distribution of our programs more complex, but it also creates new avenues to introduce Responsibility.org's work.

Fortunately, we already have strong relationships with curriculum developers and educational organizations. The key now is to ensure our programs reach these newer educational models. Tailoring our messaging and resources to fit different learning environments—while maintaining our core principles—will be crucial. The increasing focus on student well-being aligns perfectly with our mission. Parents are now demanding that schools incorporate discussions on mental health and responsible behavior, which means our work is more relevant than ever.

Ultimately, all evolutions in curriculum structures and educational technologies give us multiple new entry points to expand our impact, ensuring that responsibility education reaches more students, families, and communities in a meaningful way."



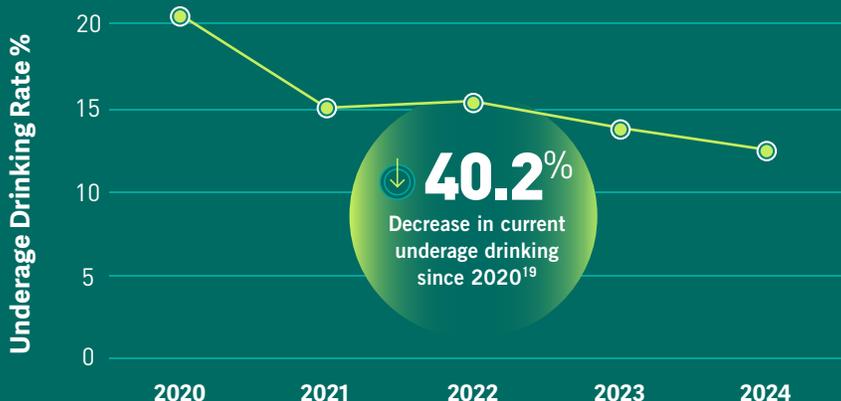
**OUR
ACHIEVEMENTS**

OUR IMPACT AT A GLANCE

Eliminating Underage Drinking

CHANGING BEHAVIORS

Underage Consumption Levels (Past 5 Years)¹⁹



Reaching Our Audiences and Stakeholders 2024



855K
Students Reached



960K
Educators Reached
(Teachers & Parents)



16%
Online community growth

We identified 4 drivers that shape responsible alcohol behaviors.



Cognitive & Affective Response: Feeling positive about adopting responsible behavior and having access to the right information



Competency: Understanding of the risks linked with harmful use of alcohol



Norms & Beliefs: Belief that harmful use of alcohol is never acceptable



Motivation: Intention to engage in responsible behavior

Changing Attitudes²⁰

70%

feel positive about people not drinking any alcohol before the age of 21

83%

find there are useful and informative resources available about the risks of underage drinking

88%

clearly understand the risks of drinking alcohol under the age of 21

70%

believe drinking alcohol before the age of 21 is never acceptable

85%

of 16-20 year olds intend to say no if offered an alcohol beverage

Driving Results Through Partnerships 2024

37

educational resources updated to reflect new health education standards

3

New Partnerships Formed (PLT4M, Erika's Lighthouse, Kahoot!)

Enabling Our Work Through Trusted Relationships²¹

99% stakeholders hold a favorable view of Responsibility.org

98% stakeholders see Responsibility.org as a trusted source of information

98% stakeholders see Responsibility.org as a partner of choice

¹⁹ NIDA, National Survey Results on Drug Use from the Monitoring The Future Study | ²⁰ APCO, Alcohol Consumption Tracking Study, 2024. Commissioned by Responsibility.org | ²¹ Reputation Inc, Annual Stakeholder Survey, 2024. Commissioned by Responsibility.org.

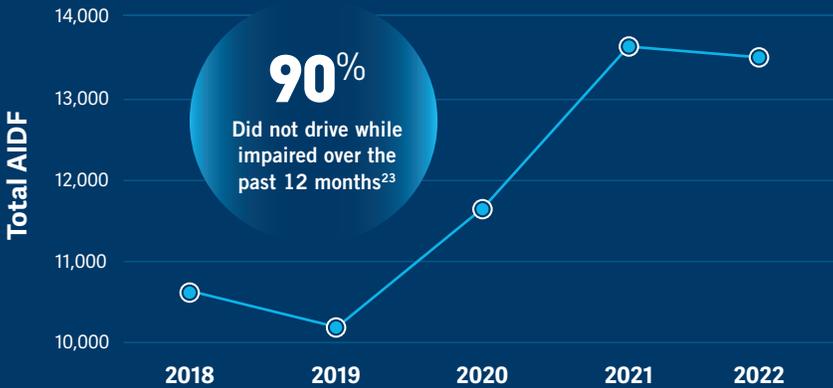
OUR IMPACT AT A GLANCE

Eliminating Drunk Driving

and working with others to end all impaired driving

CHANGING BEHAVIORS

Alcohol Impaired Driving Fatalities (Past 5 Years)²²



SINCE 2020 260+ impaired driving pieces of legislation advocated on over the past 5 years.

Reaching Our Audiences and Stakeholders 2024



15
DWI & Veterans
Courts Engaged



75
Traffic Safety
Partners Reached



4,229
Law Enforcement Officers,
Legislators & Criminal
Justice Professionals Trained

We identified 4 drivers that shape responsible alcohol behaviors.

- DRIVER 1** **Cognitive & Affective Response:** Feeling positive about adopting responsible behavior and having access to the right information
- DRIVER 2** **Competency:** Understanding of the risks linked with harmful use of alcohol
- DRIVER 3** **Norms & Beliefs:** Belief that harmful use of alcohol is never acceptable
- DRIVER 4** **Motivation:** Intention to engage in responsible behavior

Changing Attitudes²⁴

- 79%** feel positive about people not driving when impaired by alcohol or another substance
- 87%** find there are useful and informative resources available about the risks of impaired driving
- 92%** clearly understand the risks of driving impaired
- 91%** believe that driving impaired is never acceptable
- 85%** intend to find alternative solutions if over the legal limit to drive (e.g. using public transport, delaying travel)

Driving Results Through Partnerships 2024

\$260,925 In Sponsorships

45 Partnerships Formed **30** Presentations and Webinars

Enabling Our Work Through Trusted Relationships²⁵

- 99%** stakeholders hold a favorable view of Responsibility.org
- 98%** stakeholders see Responsibility.org as a trusted source of information
- 98%** stakeholders see Responsibility.org as a partner of choice

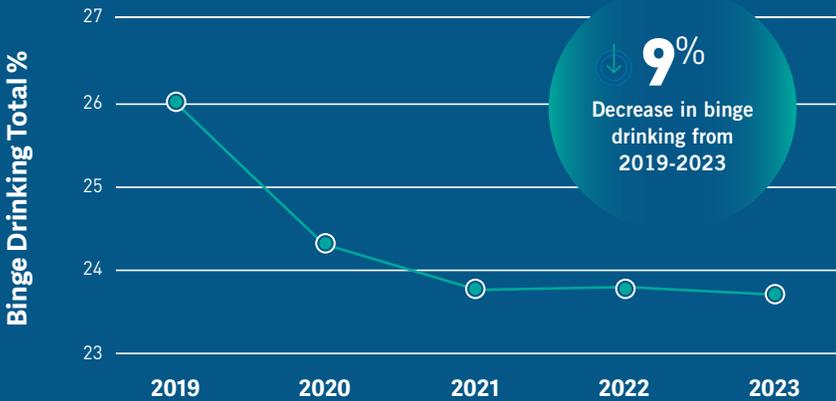
²² NHTSA/FARS, 4/23 | ²³ APCO, Alcohol Consumption Tracking Study, 2024. Commissioned by Responsibility.org | ²⁴ id. | ²⁵ Reputation Inc, Annual Stakeholder Survey, 2024. Commissioned by Responsibility.org.

OUR IMPACT AT A GLANCE

Empowering Adults to make responsible alcohol choices

CHANGING BEHAVIORS

Binge Alcohol Use (Past 5 Years)²⁶



IN 2023 10% of adults, 21 years of age or older, were diagnosed with alcohol use disorder.²⁷

Reaching Our Audiences and Stakeholders 2024

6.78M public reached & engaged via digital channels

68.8K followers across all platforms

38.9K engagements **19.1M** impressions **2.5M** website views

24% virtual bar engagement (online and app downloads)

19,040 Total downloads for 2024 (lifetime: 106.8K)

392,572 Total page visits in 2024

We identified 4 drivers that shape responsible alcohol behaviors.

- DRIVER 1 Cognitive & Affective Response:** Feeling positive about adopting responsible behavior and having access to the right information
- DRIVER 2 Competency:** Understanding of the risks linked with harmful use of alcohol
- DRIVER 3 Norms & Beliefs:** Belief that harmful use of alcohol is never acceptable
- DRIVER 4 Motivation:** Intention to engage in responsible behavior

Changing Attitudes²⁸

- 78%** feel positive about drinking alcohol in moderation if they choose to drink
- 87%** find there are useful and informative resources available about responsible alcohol consumption
- 92%** clearly understand the risks associated with alcohol misuse
- 87%** believe misusing alcohol is never acceptable
- 82%** intend to drink less than 1 alcoholic drink a day (if female) / 2 alcoholic drinks a day (if male)

Driving Results Through Partnerships 2024

3 new educational materials created or updated **4** New Partnerships Formed

Enabling Our Work Through Trusted Relationships²⁹

- 99%** stakeholders hold a favorable view of Responsibility.org
- 98%** stakeholders see Responsibility.org as a trusted source of information
- 98%** stakeholders see Responsibility.org as a partner of choice

²⁶ SAMHSA, Office of Applied Studies, National Survey on Drug Use and Health | ²⁷ id. | ²⁸ APCO, Alcohol Consumption Tracking Study, 2024, Commissioned by Responsibility.org | ²⁹ Reputation Inc, Annual Stakeholder Survey, 2024. Commissioned by Responsibility.org.

NOTE: Estimates in the 2020 column are italicized to indicate caution should be used when comparing estimates between 2020 and prior years because of methodological changes for 2020. Due to these changes, significance testing between 2020 and prior years was not performed. See the 2020 National Survey on Drug Use and Health: Methodological Summary and Definitions for details.

Methodology Change: In 2015, the binge drinking definition for females changed from five to four drinks. Prior years female data are not comparable due to methodological changes.

Eliminating Underage Drinking

OUR ACHIEVEMENTS



Get the Facts ³⁰

A record high number of teens report they have never consumed alcohol – 82% of students in 8th grade, 68% of 10th graders, and 51% of 12th graders.

Lifetime consumption over the past ten years has declined 29%, proportionally, among 8th graders, 32% among 10th graders, and 24% among high school seniors.

In 2024, past 30-day consumption and binge drinking remained at record low levels and below pre-pandemic levels.

CASE STUDY

Ask, Listen, Learn Rolled Out in Panama



WHAT

This program, established over 20 years ago, is the most widely distributed underage drinking prevention program of its kind. Our ambition is to extend its reach and impact by encouraging other countries to replicate the success delivered in the U.S. 2024 saw Panama take up *Ask, Listen, Learn*, building on Mexico’s successful roll-out in 2023.

HOW

In partnership with Pernod Ricard and Panama’s Ministry of Education, Responsibility.org introduced the *Ask, Listen, Learn* program to sixth graders in nine schools across the country. Three lessons and accompanying animated videos were translated into Spanish and integrated into the program for use in Panama and across Latin America. To ensure the program was effectively adapted, Responsibility.org conducted a virtual training session for educators. Additionally, consultants working with Responsibility.org provided on-the-ground support, assisting schools with curriculum delivery and the evaluation process.



IMPACT

In Numbers



9

schools in Panama participated

1,489

sixth graders completed the pre-assessment

1,540

completed the post-assessment

Feedback from Students

- Nearly two-thirds of students say knowing about the effects of alcohol on the brain will help young people make better decisions about alcohol.
- Engaging with the *Ask, Listen, Learn* program increased students’ confidence in their own ability to explain to a friend how drinking alcohol affects the brain.
- The program increased students’ ability to explain why drinking alcohol is more harmful for young people than for adults.
- Before engaging with *Ask, Listen, Learn*, 44% of students said they had enough information to make good decisions in high school about drinking alcohol. Afterwards, 79% said the program has helped them to have enough information.

ASK, LISTEN, LEARN UPDATES



Expansion of Ask, Listen, Learn in Mexico

In partnership with Fundación de Investigaciones Sociales (FISAC), Ask, Listen, Learn has expanded to 12 elementary schools in Mexico including a partnership with the Ministry of Public Education in the state of Jalisco. This has increased its impact to reach almost 1,500 students, over 200 parents and 78 teachers.

1,500 students
200 parents
78 teachers



Ask, Listen, Learn Wins Communications Award

Ask, Listen, Learn Knowing the Facts infographic won a GOLD MarCom award³² for design creativity. The infographic was created as a parent resource to encourage conversations and is based on a parents and kids survey conducted in 2023.

Impact Since Launch

- Since its launch, Ask, Listen, Learn has reached 191 million educators, kids and parents in 50 states, DC and seven countries.
- Student instructional impact³¹ continues to rise, with 855,000 students reached in 2024.

New US Partners



PLT4M In 2024, we launched a new partnership with PLT4M, a health and physical education learning platform. With this partnership, eight Ask, Listen, Learn lessons are available to all districts and schools with PLT4M accounts.



Erika's Lighthouse, a non-profit organization focusing on mental health education, where our parent resources and alcohol and the brain resources are promoted.



Kahoot!, an online game-based learning platform, hosts Ask, Listen, Learn animated videos, games and courses.



³¹ 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. | ³² <https://enter.amcpros.com/marcom/entry/responsibility-orgs-ask-listen-learn-knowing-the-facts-infographic/>

CASE STUDY

Understanding the Catalysts of Underage Consumption

WHAT

Responsibility.org’s 2024-2028 strategic plan reaffirms our longstanding commitment to eliminating underage drinking. To gain a deeper understanding of the factors driving underage drinking, we conducted focus groups with 16- to 20-year-olds and gathered first-hand insights into the motivations behind underage alcohol use. These findings will guide the development of new messaging and enhance the delivery of our underage drinking prevention programs from 2025 onward.

HOW

Our research project targeted high-school juniors and seniors (ages 16-18) and high-school graduates (ages 18-20) with a mix of genders and ethnicities. The sessions took place in Sacramento, California and Chicago, Illinois in March using an in-person focus group methodology.

The focus group conversations covered a range of topics, including:

- Exploring how and when underage individuals gain access to alcohol
- Identifying what influences a decision to drink or not
- Exploring the situations that most lead this age group to drink
- Understanding what factors could deter the onset of drinking
- Identifying concerns around physical and mental health and underage drinking

IMPACT

The research provided rich insights to inform programs to prevent underage drinking.

Key Takeaways

- **Social Norms**
Youth aged 16-20 widely perceive underage drinking as common—almost normalized.
- **Social Media**
16–20-year-olds see social media as amplifying, if not driving, the belief that “everyone is doing it.”
- **Mental Health**
Mental health struggles and difficulty coping with challenging moments consistently emerge as primary drivers of underage drinking.
- **Convincing Messages**
The findings highlighted several promising message themes on underage drinking prevention, including staying on track for the future (don’t derail it!), better mental health, avoiding reckless or destructive decisions and building healthier, deeper relationships.



CASE STUDY

We Don't Serve Teens

RNDC and Brown-Forman Promotion

WHAT

We Don't Serve Teens (WDST) is an industry-wide campaign dedicated to preventing the access of alcohol to those under the legal drinking age.

In 2024, Republic National Distributing Company (RNDC) and Brown-Forman supported WDST by mobilizing their business partners in retail and hospitality in the fight to prevent underage drinking. WDST window clings were placed in more than 250 accounts in 15 U.S. states.

This campaign was concluded by a virtual presentation featuring Responsibility.org to showcase the missions and values of the organization, coinciding with the start of Alcohol Responsibility Month in April. Over 400 people attended the webinar.



IN BRIEF

OTHER UNDERAGE DRINKING PREVENTION INITIATIVES



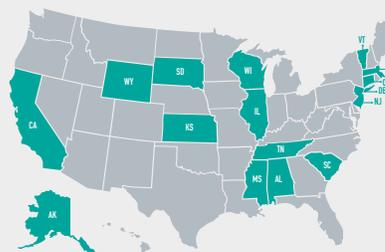
We Don't Serve Teens featured at the CADCA Conference

WDST was showcased at the Community Anti-Drug Coalitions of America (CADCA) Conference in National Harbor, Maryland. This allowed Responsibility.org to gain more than 300 leads and three new partners.



Attorney General PSAs

Every year Responsibility.org works with Attorneys General to create Public Service Announcements (PSAs) for Alcohol Responsibility Month. Sixteen state Attorneys General participated, with California joining this initiative in 2024. On average, PSAs generated 270,000 impressions.



Eliminating Drunk and Impaired Driving

OUR ACHIEVEMENTS

Get the Facts ³³

In 2022 (latest available data), alcohol-impaired fatalities represented 32 percent of all traffic fatalities in the United States. Traffic fatalities in alcohol-impaired-driving crashes decreased by 0.7 percent from 2021 to 2022.

41% of drivers killed in motor vehicle crashes tested positive for both drugs and alcohol, including 33% who were driving drunk and had drugs in their system.

67% of drunk driving fatalities involved a driver with a BAC = .15 or higher.

CASE STUDY

NASID Conference – 2024



WHAT

The National Alliance to Stop Impaired Driving (NASID), is a broad coalition established and led by Responsibility.org to eliminate drunk and impaired driving. In 2024 NASID hosted its third national conference to further develop a strategic framework for preventing and eliminating all forms of impaired driving.

The expanded legalization and decriminalization of cannabis in addition to greater use of prescription and over-the-counter medications, an ongoing opioid epidemic, and continued challenges with alcohol-impaired driving result in dangerous and challenging road risks. Thirty-five percent of drivers killed had alcohol in their system and 30% were alcohol-impaired with a BAC of .08 or higher, 14 percent of total driver fatalities involved a driver who tested positive for cannabinoids* and 20 percent were positive for two or more drugs.

HOW

The NASID conference brought together 210 educators, law enforcement, toxicologists, prosecutors, judges, mental health specialists, probation and parole officers, researchers, traffic safety professionals, policy makers, and advocates for highway safety to examine the challenges and complexities of multiple substance impaired driving. It provided attendees with a forum to share insights and continue to build strategies and solutions to better understand ways to detect, prosecute and ultimately eliminate the needless loss of lives on U.S. roads caused by drunk and impaired driving.



IMPACT

In Numbers

The NASID conference gave 210 participants an open discussion space to advance important debates about impaired driving, including advanced technology to detect and prevent impaired driving, legislative and advocacy best practices, public awareness campaigns, standardization of detection protocols, and more.

Key Highlights

- The importance of leveraging data and technology:** Participants heard about what existing impaired driving data tells us, and the data gaps that need to be addressed to reveal the true scale of the issue. For example, gathering data on impaired crashes, not just fatalities, could help experts better understand causation, not just correlation. Technologies that passively detect impairment and prevent driving were discussed as potential future opportunities but will need effective guardrails on data privacy.
- The need for more prevention and education:** Although there was recognition that many youths are involved in the fight against impaired driving, concern was raised that nearly half of all traffic fatalities among college students are alcohol related. Representatives presented facts and showcased ways to involve youth on campuses and in their communities.
- The importance of tackling mental health as a cause of impaired driving:** Repeat DUI offenders with multiple mental health issues are more likely to re-offend, and 45% of repeat DUI offenders have mental health disorders, in addition to alcohol use or drug use disorders.
- The need for more comprehensive and consistent testing:** Participants see consistent toxicology standards as an essential element to addressing impaired driving. Limiting drug testing based on alcohol results alone precludes information on drug involvement in many cases, leading to underreporting of drug contributions to impaired driving.

CASE STUDY

Assessing Impaired Driving Through Comprehensive Forensic Toxicology

A Multistate Approach

- Responsibility.org is one of the funders for groundbreaking toxicology research led by the Center for Forensic Science Research and Education (CFSRE) which assessed impaired driving through comprehensive forensic toxicology testing and analysis.



WHAT

Obtaining accurate data about the extent and nature of the driving under the influence of drugs (DUID) problem—including drugs, alcohol and drugs and other polysubstance combinations—is challenging. This difficulty arises from inconsistent toxicology testing, the lack of centralized reporting and the constant emergence of new drugs and adulterants in the drug supply.

Toxicology laboratories in some states also have to work with stop-limit testing policies for when a sample has reached a particular blood alcohol concentration (BAC .08 or .10), which only addresses alcohol without examining all potential impairment contributors. With the rise in use of fentanyl and methamphetamines, illicit substances, prescription medications and/or over-the-counter medications, this research was designed to investigate the extent to which driving impairment is caused by these substances—beyond alcohol—to get an accurate assessment of impaired driving on U.S. roadways.

HOW

To better characterize drug-impaired driving and provide timely reporting on impaired driving trends across the U.S., the goal of this research was to comprehensively test blood samples collected and submitted for analysis.

— **Drugs were categorized as:**

- Tier 1** - represents drugs most frequently encountered in impaired driving and traffic fatalities and represents the minimum scope of testing.
- Tier 2** - represents drugs less frequently encountered or drugs that may have more of a regional prevalence and are considered optional for testing.

IMPACT

A total of 1,025 blood samples were analyzed in five states. Comprehensive testing and analysis for tier 1 and tier 2 drugs was undertaken as part of the research. A key finding showed that 45% of the samples analyzed were positive for both drugs and alcohol. Data collected as part of the research was circulated to the states submitting samples to allow laboratories to assess the impacts of stop-limit testing practices and provide a clear understanding of missed drugs in the laboratory’s testing process thereby influencing future policy and data decisions.

The data provided as part of this research underscores the high likelihood of detecting both alcohol and drugs in suspected impaired driving investigations. Understanding the true extent of impaired driving supports campaigns designed to raise awareness and educate the public about the risks of drugged driving.



CASE STUDY

Understanding the Catalysts of Drunk Driving

WHAT

In late 2024, Responsibility.org commissioned qualitative research to uncover the key catalysts leading adults (21+) to drive after drinking. The objective was to deepen our understanding of overconsumption behaviors, decision-making processes and awareness of impairment. Insights from this study aim to shape future messaging and programs to reduce drunk driving rates.

HOW

The study involved nine 90-minute in-person sessions, with six participants each. Participants, aged 21–54, were selected based on drinking and driving behaviors over the past year. Research explored topics such as self-assessment of impairment, perceptions of drunk driving risks and external influences like social norms, transportation access and costs. Data collection spanned urban, suburban and rural (small town) perspectives to provide a comprehensive view of impaired driving.

IMPACT

The research uncovered several key drivers of drunk driving, including the misjudgment of personal impairment, financial barriers to alternative transportation and complacency driven by past experiences of “getting away with it.” Many participants relied on subjective self-assessments of impairment, such as walking a straight line or gauging how they felt. Social factors like peer influence, drinking norms and fear of inconvenience (e.g., retrieving a car left overnight) also emerged as significant contributors.

Transportation barriers played a pivotal role, particularly in suburban and rural areas, where rideshare services were deemed too costly or unavailable and public transit was limited. Safety concerns, particularly among women, further discouraged reliance on rideshare options.

These findings highlight the need for interventions that address practical barriers and behavioral misconceptions. Messaging should emphasize the risks of even mild impairment, counter overconfidence in one’s driving abilities and provide actionable tools for preemptive planning. These catalysts will continue to inform Responsibility.org’s ongoing programs to prevent impaired driving and save lives.



CASE STUDY

Noah's Law

WHAT

For over six years, Responsibility.org has worked with a powerful group of partners to close a major loophole in Maryland's drunk driving laws that exempted drunk driving offenders from the state's ignition interlock requirements.

WHO

- AAA
- Advocates for Highway and Auto Safety
- Chesapeake Region Safety Council
- Distilled Spirits Council of the United States (DISCUS)
- Mothers Against Drunk Driving (MADD)
- National Safety Council
- Maryland State's Attorneys Association
- Safety and Advocacy for Empowerment (SAFE)
- Students Against Destructive Decisions (SADD)
- Washington Regional Alcohol Program (WRAP)
- With Support from the Montgomery County Police Department and Maryland Motor Vehicle Administration

HOW

Responsibility.org testified before the House and Senate, provided media support, and tirelessly advocated to close this loophole that ends the exemption of drunk driving offenders who plead down to Probation Before Judgment (PBJ), which accounted for 60 percent of the 10,161 DUI/DWI offenders in Maryland in 2023 alone.



iStock
Credit: zstockphotos

IMPACT

Responsibility.org is proud to have supported efforts to close this loophole and honor the memory of Officer Noah Leotta, after whom the law is named, and to have supported these efforts to make Maryland's roads safer.



CASE STUDY

Summer Campaign + iHeart Media



WHAT

Memorial Day through Labor Day is called the 100 deadliest days of summer due to higher rates of drunk driving and alcohol-involved crashes among young drivers. Responsibility.org delivered on its mission of eliminating drunk driving through a comprehensive summer drunk driving strategy focused on awareness, education and prevention.

HOW

The audiences for this campaign focused on the general public, member companies and their teams and the traffic safety community. This campaign was pushed through various social media channels with digital imagery and messaging to encourage people to drive safely.

Activations included:

- iHeart media audio Public Service Announcements (PSAs)
- Comprehensive and targeted email engagement linked to key dates (Memorial Day, Fourth of July, Labor Day)
- Webinar for member companies
- Social media toolkit and social media headers

Parents, teenagers, consumers and others were targeted with messaging around having conversations about road safety and decision making, helping consumers understand how alcohol affects their Blood Alcohol Concentration (BAC) especially before operating a motor vehicle.

WHEN

Campaign Dates

May 22-September 2, 2024

IMPACT

In Numbers



9,728
landing page views



60
webinar attendees from funder teams



1.35M
social media impressions

703.8K
social media reach

27.11K
social media engagements



10.1M
PSA impressions via mobile (74%), desktop (11.2%), and other (14.8%)



66K
Emails went to more than 66K people with an average open rate of 21%

UPDATES ON DRUNK AND IMPAIRED DRIVING



WAYMO

Waymo Discussion on Autonomous Vehicles and Impaired Driving

Waymo, an autonomous driving technology company, is a partner of Responsibility.org in the fight to eliminate impaired driving. Waymo's fully autonomous driving technology improves road safety by ensuring driving is never under the influence of drugs or alcohol. In summer 2024, the team at Responsibility.org took an autonomous demo ride with Waymo as part of their training program, to witness this innovative technology first-hand.



GHSA Grants

In 2024, the Governors Highway Safety Association (GHSA) continued its partnership with Responsibility.org and the National Alliance to Stop Impaired Driving (NASID) awarding \$120,000 in grants to four states for initiatives to combat alcohol, cannabis, and multiple-substance impaired driving. This provided funding for a number of initiatives, including a campaign to address Colorado's high refusal rate on roadside alcohol testing, support for the North Idaho Driving Under the Influence (DUI) Task Force with DUI training and capability, and the development of the first oral fluid pilot program in Kentucky.



Empowering Adults

to make a lifetime of
responsible alcohol choices

OUR ACHIEVEMENTS



Get the Facts ³⁴

77% of 21+ adults have had at least one alcoholic beverage in the past 12 months.

53% of 21+ adults consider themselves familiar with the concept of standard drinks.

31% of 21+ adults declare that their alcohol consumption has decreased in the past 12 months.

88% of 21+ adults are confident that they drink responsibly.

CASE STUDY

THE CORE FOUR

Core Principles of Responsibility for To-Home Alcohol Delivery Services

WHAT

In recent years, there has been an increase in delivery services, allowing consumers to have alcohol beverages delivered to their homes, as permitted by state regulations. Responding to this growing trend, Responsibility.org has convened leading industry players in the delivery sector to establish the CORE FOUR, a set of guidelines that all alcohol delivery services should adopt to demonstrate their commitment to the safety of customers and rules compliance.

The CORE FOUR Principles

- 1 Confirm alcohol deliveries are only to those over the minimum legal drinking age of 21.
- 2 Prevent delivery to those underage, intoxicated or where prohibited by law.
- 3 Provide education on safe alcohol delivery to individuals that deliver alcohol.
- 4 Implement checks to ensure compliance with these standards.

HOW

Responsibility.org has run an intensive communications campaign to raise awareness of the CORE FOUR principles for delivery services. We have also urged delivery companies to incorporate responsible drinking messaging in social media platforms and wider communications to help prevent underage drinking, eliminate drunk driving, and ensure that adults who choose to drink are doing so responsibly.

IMPACT

Since launching the CORE FOUR principles, leading delivery companies—including Amazon, DoorDash, GoPuff, Grubhub, Shipt and Uber—have committed to adopting these responsible practices. The initiative has received significant industry recognition, amplified through press releases from key partners and the National Alcohol Beverage Control Association (NABCA). It generated 9 media placements across print and broadcast outlets. Additionally, influential partners, including the SafeRoadsMD/AAA of Maryland, GoPuff and Door Dash, helped extend its reach through public endorsements and social media shares.



The Core Four: Principles of Responsible Alcohol Delivery

Alcohol delivery services allow for Americans of legal drinking age to have their favorite alcohol beverages delivered to their homes from local retailers and restaurants, as permitted by state regulations.

These deliveries must be executed in the safest, most responsible way possible. Companies engaged in alcohol delivery from retailers and restaurants should commit to adopting the "Core Four Principles of Responsible Alcohol Delivery" to exhibit their dedication to the safety of consumers and alcohol responsibility.

★ ★ The Core Four include: ★ ★

1 Confirm alcohol deliveries are only to those over the minimum legal drinking age of 21.

3 Provide education on safe alcohol delivery to individuals that deliver alcohol.

2 Prevent delivery to those underage, intoxicated, or where prohibited by law.

4 Implement checks to ensure compliance with these standards.

As an additional consideration, Responsibility.org urges that companies conducting alcohol deliveries incorporate messaging on their platforms and in communications with consumers to help prevent underage drinking, eliminate drunk driving, and ensure that adults who choose to drink are doing so responsibly. ★ ★ ★ ★

EMPOWERING ADULTS TO MAKE A LIFETIME OF RESPONSIBLE ALCOHOL CHOICES | RESPONSIBILITY.ORG

CASE STUDY

Alcohol Responsibility Month



WHAT

Every year, Responsibility.org observes April as Alcohol Responsibility Month with a multifaceted campaign to raise awareness of the organization's three mission areas. In 2024, to shine the spotlight on Alcohol Responsibility Month, we hosted a discussion and reception on Capitol Hill, for staffers 21+. The panel included Lauren Paylor "LP" O'Brien, an award-winning mixologist, and social media influencer and local celebrity Anthony "Tony P in DC" Polcari. The robust conversation covered alcohol responsibility tactics for political professionals, current mixology trends, the importance of being mindful of your relationship with alcohol and the importance of respecting the decisions of others to refuse a drink for any reason.

HOW

Responsibility.org shared tips and advice with legislators and staff on Capitol Hill about responsible alcohol consumption, worked with their diverse team of social media influencers to talk about underage drinking prevention and mindfulness with their communities, engaged over social media, and distributed resources from the *Ask, Listen, Learn* underage drinking prevention program.

This was only one element of Responsibility.org's Alcohol Responsibility Month. Responsibility.org also embraced the theme of "Good Friends, Good Choices, Good Times" highlighting the progress made on reducing underage drinking, encouraging consumers who choose to drink to do so mindfully and plan for a safe ride home and sharing resources about responsible consumption, hosting and celebrating.

IMPACT

Alcohol Responsibility Month 2024 saw increased engagement and impact across multiple initiatives. The Capitol Hill discussion and reception provided staffers with practical insights on responsible alcohol consumption, while a range of other initiatives, such as the Alcohol Responsibility Month Influencer Summit, a conversation with bestselling author Lisa Damour, and a Q&A session reinforced key messages on mindfulness and responsibility. The campaign outperformed 2023 metrics, generating 120 posts, 17.6M social media impressions, 143.2K reel views, 50.2K engagements, and 754 content saves.



120
social posts

17.6M
social media impressions

50.2K
social media engagements

143.2K
reel views

754
content saves

GOOD FRIENDS
GOOD CHOICES
GOOD TIMES



UPDATES ON RESPONSIBLE ALCOHOL CONSUMPTION



Responsibility.org on Capitol Hill with the American Hotel and Lodging Association

A core element of Responsibility.org's new strategy is to extend its reach and impact into the hospitality sector. Leslie Kimball, Executive Director, took to the floor at the "Hotels on the Hill" conference to discuss alcohol responsibility initiatives.



Responsibility Works is Expanding

Responsibility Works is an eLearning tool to assist employees in making informed and responsible choices about alcohol. Responsibility Works remains available cost-free for Responsibility.org Board Member companies to use with employees and has now been made available to Responsibility.org Craft Supporters and Corporate Partners for a nominal fee based on partnership level, as well as Non-Member companies for a set non-member price.



A New Website for Responsibility.org

In 2024, we've given our website (www.responsibility.org) a new look and enriched the content and resources for parents, responsible drinkers, policymakers and others to prevent underage drinking, eliminate drunk driving and promote a lifetime of responsible alcohol choices. The website meets web content accessibility guidelines, with new content and information delivered in an engaging and informative way to enhance the experiences of visitors to the site.

Our refreshed website includes a section called Kids and Emotional Connection. In this you'll find advice and guidance from experts and specialists in supporting people dealing with mental health challenges such as Dr Kim Van Dusen, a family and play therapist, and Mariana Cano who advises on relationships between children and adults.

KEY STAKEHOLDERS AND PARTNERS

We are proud to work with a range of diverse, committed, knowledgeable and expert partners to take forward our joint goals across our mission areas.

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
- Erika’s Lighthouse
- Kahoot!
- NASPA – Student Affairs Administrators in Higher Education
- National Institute on Alcohol Abuse and Alcoholism (NIAAA)
- NODA (Association for Orientation, Transition and Retention in Higher Education)
- PLT4M
- Share My Lesson
- 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

ELIMINATING DRUNK DRIVING

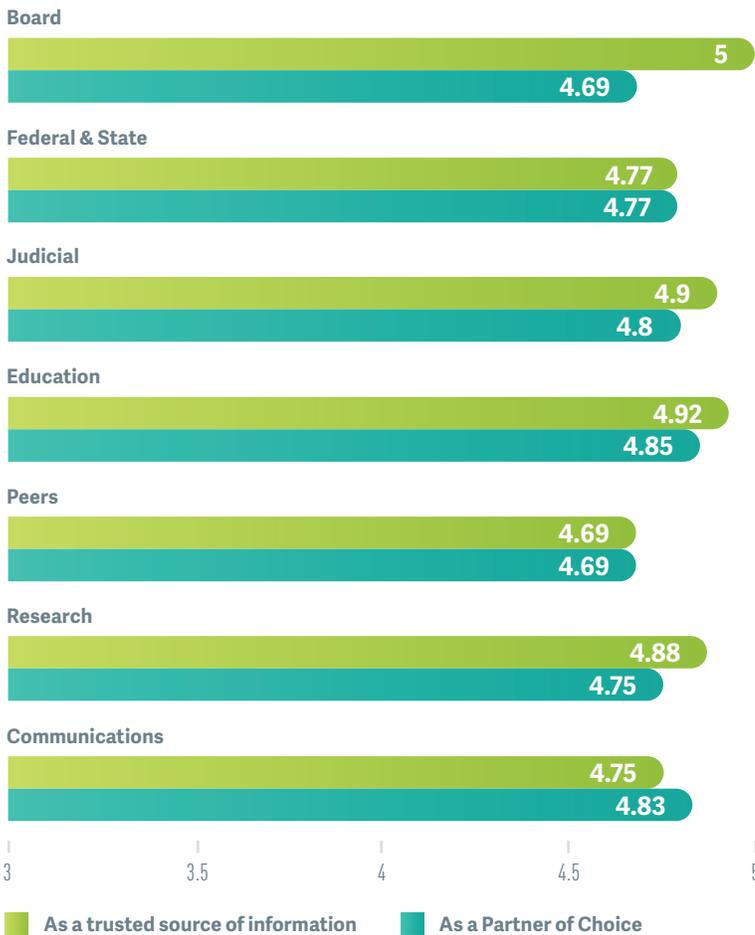
- Abbott Laboratories
- Advocates for Justice
- AllRise
- American Association of Motor Vehicle Administrators (AAMVA)
- American Automobile Association (AAA)
- Association of Transportation Safety Information Professionals (ATSIP)
- Cambridge Health Alliance, Division on Addiction, Harvard Medical School Teaching Hospital
- Chesapeake Region Safety Council
- Colorado Department of Transportation
- Driven by Safety
- ezJustice
- Governors’ Highway Safety Association (GHSA)
- Independent Restaurant Coalition
- Insurance Institute for Highway Safety
- Institute for Traffic Safety Management and Research
- International Association of Chiefs of Police (IACP)
- Intoxalock (Mindr)
- Kerry Anne DeMott Foundation
- Louisiana State Highway Safety Office
- Mothers Against Drunk Driving (MADD)
- National Association of Mutual Insurance Companies
- 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
- Society of Forensic Toxicologists
- Substance Abuse and Mental Health Services (SAMHSA)
- SAFE (Safety and Advocacy for Empowerment)
- Uber
- University of California San Diego
- Washington Traffic Safety Commission
- Waymo
- We Save Lives
- Wisconsin State Laboratory of Hygiene (WSLH) at the University of Wisconsin-Madison

HOW OUR PARTNERS AND STAKEHOLDERS SEE US

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?³⁵



Mean scores on a 5-point scale.

Why Stakeholders Value our Work

- Perceived as an effective organization**
 Stakeholders endorse Responsibility.org as an effective organization, able to reach and influence the right stakeholders, provide them with information that is fit-for-purpose and make itself accountable through effective measurement, evaluation and reporting.
- Trusted for specialist resources and engagement**
 Responsibility.org is praised for its ability to engage with specialist audiences, including judicial, education and government stakeholders. The resources provided by Responsibility.org and its contribution to policy debates are seen as highly trustworthy and adding significant value.
- Cemented reputation as a great convener**
 Responsibility.org is recognized for its excellence in convening stakeholders to address responsibility topics. NASID remains the most mentioned as an example of an industry-leading coalition.
- Building on a strong legacy, evolving with the times**
 Stakeholders mention relationships that have deepened and grown over a number of years. Many state that their perceptions have improved over time and praise Responsibility.org's ability to constantly adapt to new trends.

³⁵ Reputation Inc, Annual Stakeholder Survey, 2024. Commissioned by Responsibility.org.



HOW WE MEASURE OUR IMPACT

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

Each of our missions have a defined set of 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) as well as 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.



Jägermeister
MAST-JÄGERMEISTER US



BROWN-FORMAN

Moët Hennessy
USA

CAMPARI
GROUP



Constellation Brands



Pernod Ricard USA

DIAGEO

SUNTORY
GLOBAL SPIRITS

EDRINGTON



WILLIAM GRANT
& SONS



HOTALING
& CO.
IMPORTER - DISTILLER

2024 CORPORATE PARTNERS

Abbott, Allied Beverage Group, Amazon, American Distilling Institute, Blue Cloud National, Breakthru Beverage, Canopy Growth, Direct Wines, DoorDash, Driven By Safety, Drop Stop, Eye3, ezJustice, Gopuff, Grubhub, Intellicheck, Intoxalock (Mindr), Intoximeters, Johnson Brothers, Lionstone International, 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

2024 CRAFT SUPPORTERS

21 Seeds, Alpine Distilling, Angel's Envy, Bardenay Biltmore, Broken Shed, BuzzBallz Cocktails, Cedar Ridge, Chattanooga Whiskey, City Gate Spirits, Copper & Kings, Dancing Goat Distillery, Devils River Whiskey, Fabrizia Spirits, Flag Hill Distillery, Ford's Gin, Great Lakes Distillery, High West Distillery, Hochatown Distilling, Jackson McCrea Whiskey, Jackson Purchase Distillery, Joshing Cocktails, KO Distilling, Korbel, Lancaster Craft Spirits, Lobos 1707, Mad River Distillers, Manifest Distilling, Marussia Beverages, Meili Vodka, Nelson's Greenbrier Distillery, Next Century Spirits, Old Dominick Distillery, Rabbit Hole, Red Eye Louie's, Revelton, Round Turn, Sommaroy Spirits, Southern Distilling, Spirit Hawk, St. Augustine Distillery, Starlight Distillery, Swilled Dog, Tom's Town, Woodinville Whiskey, Wyoming Whiskey, Zamora