



Inspiring a lifetime of responsible alcohol choices



RESPONSIBILITY.ORG

OUR NAME'S HISTORY

In 1991, a group of vintners, brewers and distilled spirits producers formed The Century Council, united by a shared commitment to fight drunk driving and underage drinking. By 1997, the national not-for-profit was funded solely by America's leading distillers. In 2014, with a new forward-looking five-year strategic plan including a refreshed vision, missions and values, The Century Council became the Foundation for Advancing Alcohol Responsibility, more commonly known as Responsibility.org.

OUR MEMBERS





A Message From **CHRIS SWONGER, PRESIDENT AND CEO**

Over the past 30 years, the Foundation for Advancing Alcohol Responsibility (*Responsibility.org*) has transformed countless lives through programs and initiatives that have contributed to historic lows in underage drinking and seen drunk driving fatalities decline 26% since 1991. Responsibility.org has been at the forefront of policy, research, advocacy and prevention programs, helping shape the way Americans think about responsible consumption.

At Responsibility.org our success has been possible thanks to many partners and stakeholders, and we remain committed to working alongside all sectors of the community in this important fight to advance policies and programs to help eliminate impaired driving and underage drinking and promote responsible consumption as part of a healthy lifestyle. We have experienced significant milestones from all time low levels of binge drinking among our nation's youth to expanding industry members commitment to the enactment of the historic Bipartisan Infrastructure Investment and Jobs Act which will help eliminate preventable impaired driving deaths, injuries, and crashes on our nation's roads.

Lives have been saved and improved, and the spirits industry has established itself in the minds of the public as advocates of responsibility. In 1991, only 10%¹ of Americans thought the spirits industry should be actively involved in reducing alcohol misuse. Today, a majority think the spirits industry should be actively involved in reducing alcohol misuse.²

This report, our first impact report, demonstrates, in measurable ways, how much progress we have achieved by working together. But we are not only focused on the past. There remains much work to do, as new challenges are always emerging.

Funded by many of the leading US distilled spirits producers through their ongoing commitment, Responsibility.org is leading efforts in three critical missions: to eliminate underage drinking, to eliminate drunk driving and work with others to end all impaired driving, and to empower adults to make a lifetime of responsible alcohol choices. So this report also highlights what we will yet achieve by remaining true to our values, chiefly our belief in evidence-based strategies and diverse partnerships.

Our success would not be possible without these partnerships. Our programming is shaped by top experts in responsible drinking, road safety, education, criminal justice, pediatrics, health, and other fields—all to create practical, proven tools for promoting responsible drinking and decreasing instances of underage drinking and impaired driving. By convening these experts and sharing their expertise, law enforcement can make better decisions, mental health professionals can engage in critical ways, parents can have more constructive conversations, educators can be trusted resources, and teens can understand the consequences of their actions.

These partnerships matter. The effects of the COVID-19 pandemic are not the only new challenges we are confronting as we enter our fourth decade. We also have to continue ramping up efforts to reduce recidivism among impaired drivers. We must fight multiple substance impaired driving, especially as cannabis is a legal substance for many Americans. Likewise, we must address cannabis use in our student resources—because conversations about risky behaviors for youth do not happen in isolation.

We must harness the power of new technologies to reduce impaired driving, establish industry-wide standards that define all aspects of “responsibility,” and expand community-level collaboration.

Our work is cut out for us. But if the past 30 years prove anything, it is that we can meet these challenges—and America will be better for it. That is the record of Responsibility.org, and that is also our promise.

Chris Swonger



A Message From **LISA KEEGAN**

Chair of the National Advisory Board

As Responsibility.org celebrated its 30th year, we recommitted to “defining the future of alcohol responsibility, together.” Notice the focus on the future and the belief in partnership. This is what has made Responsibility.org successful all these years.

The goal of promoting alcohol responsibility has not changed, but the world around us has changed dramatically over the past three decades. Responsibility.org has been unafraid to change with it, adapting its strategies and tactics and launching new programs and advocacy when needs arise.

A core strength of Responsibility.org is its ability to anticipate and adapt to the challenges it must tackle. This ability is a direct consequence of the level of knowledge and expertise that goes into Responsibility.org’s work.

Since its inception, Responsibility.org has relentlessly focused on evidence-based programs, independent research, and relied on a range of expert sources to inform its work. The National Advisory Board, which I have the honor to chair, is in itself evidence of that commitment. I am delighted that new members have recently joined the Advisory Board, and would like to congratulate General Punaro, Dr. H. Westley Clark and Dr. Katie Friedman for their decision to join and put their extensive knowledge and expertise at the service of alcohol responsibility.

We are proud to help lead an organization that advances a mission that touches all Americans’ lives, even if they don’t know it. But mostly we are proud to support an organization that continues to demonstrate tangible, measurable accomplishments.

WE LOOK FORWARD **to the next 30 years of success.**



A Message From **MARC BROMFELD**

Chair of the Responsibility.org, Board of Directors

This first impact report from Responsibility.org marks three decades of commitment from many of the leading members of the US distilled spirits industry to promote responsible alcohol consumption. The products and brands that our member companies represent are enjoyed by millions in a responsible way. For the majority of Americans, alcohol is part of a balanced lifestyle and culture of responsible drinking when people gather to enjoy positive experiences.

While alcohol misuse has significantly decreased in the past 30 years, our industry still has more to achieve. Addressing all forms of misuse, including underage drinking, drunk driving and harmful consumption, is more than just doing the right thing. It is a fundamental part of how the industry continues to build trust with the society in which we live and work. Our stakeholders expect us to be part of the solution and show leadership in all aspects of alcohol responsibility.

Responsibility.org plays a unique leadership role in inspiring a lifetime of responsible alcohol choices for the US population. By leveraging the scale and resources of member companies to shape evidence-based, partnership-led programs, the organization has earned high trust and respect from those who share our ambitions, whether they are policymakers, teachers, judges or parents.

From innovative online alcohol responsibility coursework to helping law enforcement leverage the latest impaired driving prevention technologies, Responsibility.org has been a trailblazer. Much of what the American public views as routine or commonplace today in the fight against underage drinking and drunk driving was pioneered thanks to the foresight and dedication of Responsibility.org and the partnerships it has cultivated.

I am proud of the achievements laid out in this report and look forward to the next three decades of Responsibility.org’s leadership. As a parent of two daughters, my wife and I have had numerous conversations about making smart choices, especially about alcohol. I feel strongly about the alcohol industry’s responsibility to work alongside our stakeholders and utilize our influence to help make individuals and communities safer.

EXECUTIVE SUMMARY

RESPONSIBILITY. ACCOUNTABILITY.

Those are values we seek to advance, and they are the standards to which we also hold ourselves. This report, the first of its kind for Responsibility.org, is an important step in our ongoing commitment to demonstrate our impact with clarity and transparency. With missions as critical as ours, good intentions are not enough. Our work must deliver tangible impact through clear reduction in all forms of alcohol misuse.

This report offers a look at Responsibility.org's missions and history. It summarizes the growing portfolio of projects and record of achievements. Finally, it outlines what our members, investors and sponsors expect: our impact on forms of alcohol misuse.

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What are our core missions?

See *Responsibility.org, At a Glance*

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What is our track record?

See *Looking Back*

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Who supports our work on the ground?

See *Our Partners and Stakeholders*

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How can we quantify our impact?

See *How We Measure Impact*

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What will we focus on in the next 12 months?

See *Looking Forward*

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RESPONSIBILITY.ORG AT A GLANCE

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

Established in 1991 as a national not-for-profit organization, Responsibility.org has been clearly focused on three areas where it can have the most impact on perceptions, attitudes and—above all—behaviors.



CORE MISSIONS

Responsibility.org has delivered successful outcomes in its core missions. In all of these missions the foundation has taken an evidence-based, partnership driven, outcome-based approach.



**Preventing
underage drinking**



**Eliminating impaired
driving**



**Empowering adults to make
responsible alcohol choices**

RESPONSIBILITY.ORG MISSIONS AND AREAS OF FOCUS



Leading Efforts to **ELIMINATE UNDERAGE DRINKING**

Providing science-based education content for youth

Helping parents and educators communicate on this issue

Developing innovative partnerships to produce the best, most engaging content

Enhancing measurement and evaluation of changing attitudes so that content can be tailored and recalibrated for target audiences

See [Page 4](#) for more information

Leading Efforts to **ELIMINATE DRUNK DRIVING AND WORKING WITH OTHERS TO END ALL IMPAIRED DRIVING**

Maintaining focus on high-risk and high-needs offenders through development of practical, evidence-based resources

Expanding public-facing campaigns and messaging to increase understanding of drunk and impaired driving, with a rapidly growing focus on multiple substance impaired driving

Supporting research and evaluation to identify future road safety challenges in order to provide solutions in advance

See [Page 5](#) for more information



Empowering Adults to **MAKE RESPONSIBLE ALCOHOL CHOICES AS PART OF A BALANCED LIFESTYLE**

Expanding easy-to-use, evidence-based tools and resources to help individuals to make responsible alcohol choices—and targeting those resources to those who need them most

Forging new partnerships to improve our effectiveness and to reach as many people as possible

Expanding messaging that responsible drinking can be part of a balanced lifestyle

Providing resources, content, and messaging to emphasize the negative consequences of overconsumption, including at-home consumption and multiple substance consumption

See [Page 7](#) for more information

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2021

LOOKING BACK

30 Years of Impact

CORE MISSIONS

- Preventing underage drinking
- Working to eliminate drunk driving
- Empowering adults to make responsible alcohol choices

The progress achieved in each of these missions is undeniable, proving that the Responsibility.org model works. And every number represents American families who are safer, healthier and better equipped to approach alcohol in a legal and responsible way.

30



ELIMINATING UNDERAGE DRINKING

While underage drinking is at the lowest recorded level, it is still a concern for American parents and caregivers. Scientific evidence shows the dramatic impact that underage drinking can have on children's cognitive and behavioral development.

Underage drinking makes alcohol abuse more likely later in life; adults who had taken their first drink of alcohol before the age of 15 were 6.5 times more likely to experience an alcohol use disorder than those who didn't start drinking before age 21. And encounters with law enforcement for underage drinking can have serious consequences for a teen's higher education and career aspirations. That's why Responsibility.org has prioritized eliminating underage drinking.

Through 2021

Responsibility.org has reached more than 162 million parents, children and educators with 50 different types of material—ranging from brochures to videos, statistics to social media content—in all 50 states and the District of Columbia.

TRENDS IN underage drinking have improved dramatically

↓ **36%**

Since 1991, the percentage of teens who have consumed alcohol has dropped from 80% to 36%—cutting the teenage drinking rate in half.³

↓ **67%**

Binge drinking among American youth has declined 67% since 1991 and decreased 43% among college students.³

↓ **22%**

In 1991, 70% of 8th graders had consumed alcohol, a number that has now plummeted to 22%.³

While these improvements are significant, there is undeniably more progress to be made to keep alcohol out of kids' hands.

³ Source: Monitoring the Future survey, Volumes I and II, 2021



ELIMINATING DRUNK DRIVING

The work of Responsibility.org and its partners to eliminate drunk driving is making a difference. Since 1991, drunk driving fatalities have declined 26%, and among those under age 21 they are down 69%.

Responsibility.org has contributed to this success by working to prevent drunk driving, punish drunk driving offenders and improve treatment and rehabilitation.

To continue this progress, Responsibility.org teamed up with other advocacy groups to support the passage of the HALT Act and the Multiple Substance Impaired Driving Prevention Act in the 2021 Bipartisan Infrastructure Law. The HALT Act expands the nation's ongoing efforts to develop automotive technology, establish a regulatory process to test the technology and determine feasibility, and ultimately install lifesaving technology that is unobtrusive to safe drivers on new vehicles. The new law also enables state highway safety offices to implement a broader array of programs to prevent multiple substance impaired driving.

Since 1991

Since the inception of Responsibility.org in 1991, more than 100,000 lives have been saved on our nation's roadways.

In addition to advancing legislation and good public policy, Responsibility.org also supports key programs and initiatives to prevent impaired driving.



Computerized Assessment and Referral System—Screening and Assessment Tool

The goal of CARS is to identify mental health issues that might influence DUI behaviors.



DWI Court Expansion Project

This partnership with the National Center for DWI Courts is focused on expanding the use of specialty courts for repeat drunk drivers.



National Alliance to Stop Impaired Driving

NASID is a coalition dedicated to saving lives, promoting awareness to end all forms of impaired driving, achieving DUI system reform, improving DUI detection and data, and deploying technology to fight all forms of impaired driving.

eWarrants

eWarrants

Automated warrant processes give law enforcement a streamlined tool to ensure people who drive impaired are held accountable, and Responsibility.org is committed to their expanded use.

IMPAIRED DRIVING LEGISLATION

Key milestones achieved with Responsibility.org's support.

1990s

State level adoption of administrative license revocation (ALR) laws and the formation of state DUI task forces.

1995

Passage of zero tolerance for under 21 laws.

1997

The Hardcore Drunk Driver Program, including support for penalties for refusing to take a BAC test and penalties for people who drive at high BAC levels.

1998

Addition of repeat DUI offender penalties to the Federal Transportation Equity Act for the 21st Century.

2000

A national coalition with MADD, the National Transportation Safety Board and AAA to advocate for comprehensive laws that aim to rehabilitate offenders and prevent recidivism.

2001

Passage of .08 BAC laws across states.

2004

Passage of the STOP ACT and the expansion of the 24/7 program to monitor repeat DUI offenders to more states.

2005

Inclusion of specialized training for criminal justice practitioners and funding for DWI courts as activities that states could spend highway safety dollars on as part of the SAFETEA-LU Act.

2010

The ROADS SAFE Act backing research into developing advanced safety technology in vehicles.

2014

Mandated use of ignition interlocks for all DUI offenders, now existing as laws in 34 states and the D.C.

2016

Supported the Child Endangerment Impaired Driving Prevention Act, as well as state efforts to strengthen DUI child endangerment laws.

2018

Law in Michigan to pilot the use of oral fluid testing to increase drug-impaired driving detection.

2019

Expansion of the Michigan oral fluid pilot program state-wide.

2021

Adoption of the Multiple Substance Impaired Driving Prevention Act of 2021. Passage of the HALT/RIDE Act to develop, test and deploy advanced technology in vehicles that will prevent impaired driving.



Beginning with our work on “hardcore drunk drivers” in the mid-1990s, we have identified emerging issues and offered solutions. Today, one of the growing challenges we face is multiple substance impaired driving. Impaired drivers, particularly high-risk impaired drivers, are increasingly likely to be impaired not just by alcohol but also by another substance—or by multiple substances and no alcohol.

As we move forward, we continue to expand our programming and advocacy so that we can prevent and detect these impairments. Impaired driving can take many forms, and Responsibility.org is committed to eliminating all of them. This includes drunk driving and impaired driving from other substances such as prescription drugs and cannabis, either consumed on their own or in combination with alcohol.



EMPOWERING ADULTS TO MAKE RESPONSIBLE ALCOHOL CHOICES

Responsibility.org believes in helping adults understand that consuming alcohol responsibly is about making informed—and often simple—choices. And drinking alcoholic beverages can be part of a healthy lifestyle, if an adult chooses to drink.

To that end, we have created programs that allow adults to understand why responsible consumption matters and tools that help them do so. For example, our online Virtual Bar allows adults to learn exactly how the specific drinks they enjoy affect their BAC—so that they can make smart choices about how much they consume and how quickly. This was a particularly powerful tool during the worst of the COVID-19 pandemic as more Americans enjoyed alcohol from their home bar while feeling the burden of new stresses and strains.

Did You Know?

88% of American adults, 21 and older, are confident that they drink responsibly, and nine out of ten agree that they know their personal alcohol limits.⁵

⁴ Source: APCO Insights COVID-19 Research for Responsibility.org, January 2021

⁵ Source: APCO Insights Consumer Research for Responsibility.org August 2021

Recent opinion research on alcohol consumption has encouraging findings but also opportunities for greater progress.

20% of U.S. adults have stopped consuming alcohol or are drinking less since the beginning of the pandemic.⁴

54% of parents feel the stress of the COVID-19 pandemic makes it more important for them to talk to their kids about the dangers of underage drinking.⁴

49% adults rank staying in control of their behavior as their top motivator for consuming alcohol responsibly. 48% mention their own personal safety, and 44% their own health and fitness.⁵

93% of adults of legal drinking age self-report they have had at least one alcoholic beverage in the past twelve months. Adult males report drinking 7.2 standard alcoholic beverages per week, and adult females, 4.4 standard drinks. Both are within the U.S. Dietary Guidelines for moderate consumption.⁵

87% of adults say they would never provide alcohol to someone under the age of 21.⁵

93% of American adults report they respect the choice of others if they decide not to drink.⁵



Responsibility.org is proud to have contributed to a growing culture of responsible choices and will continue to foster this culture by supporting behavioral research, program development, and thoughtful communication campaigns—such as our “Think Responsibly” campaign designed for the Millennial generation.

TODAY

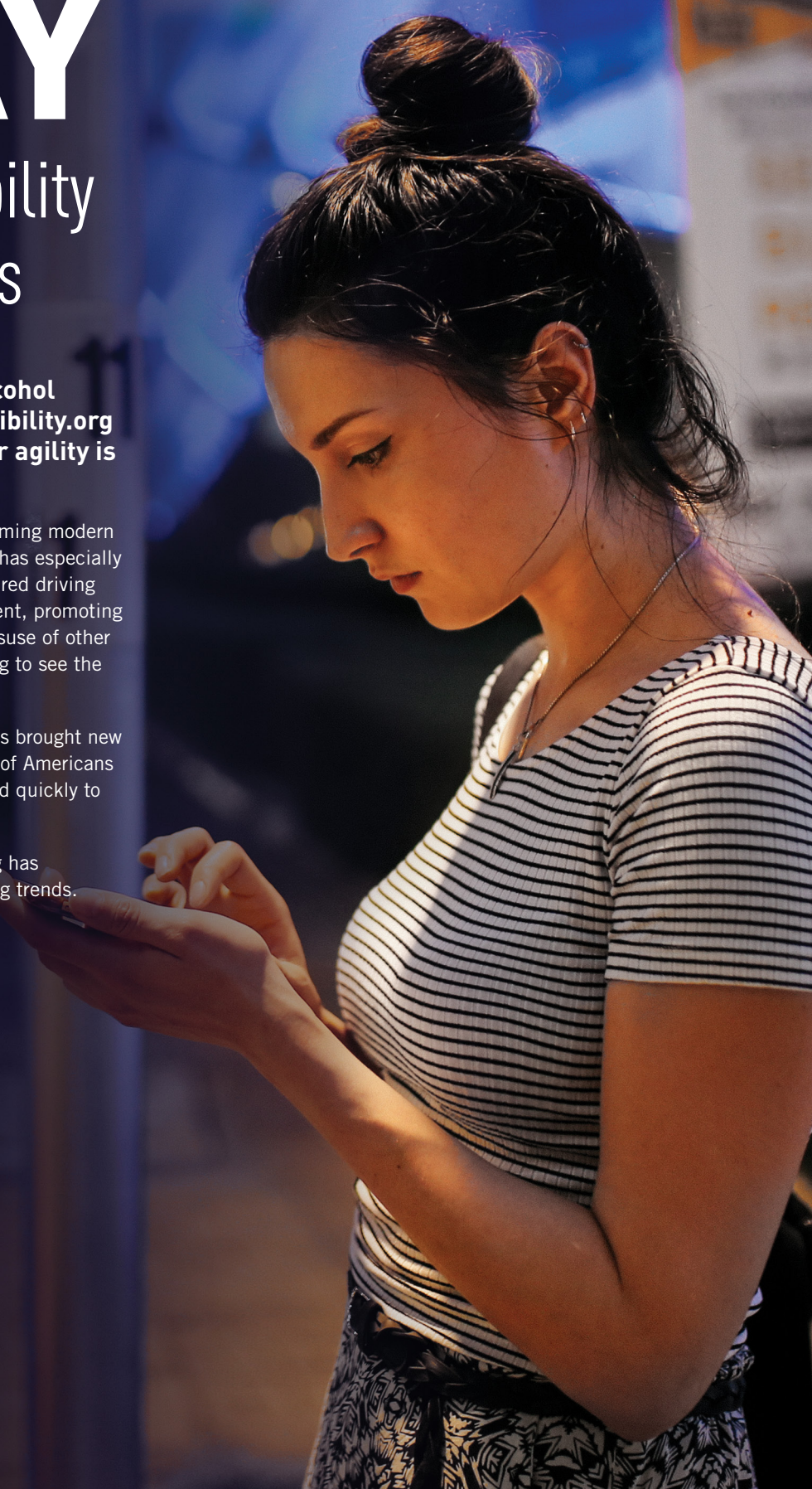
Alcohol Responsibility Context and Trends

As society evolves, new trends in alcohol responsibility emerge, and Responsibility.org adapts to address them head on. Our agility is critical to our success.

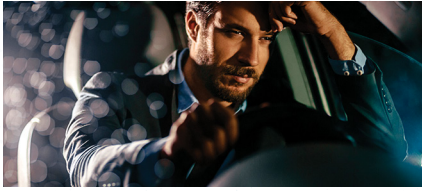
Multiple substance misuse may be the most alarming modern trend in need of our attention and leadership. It has especially serious implications for our work to reduce impaired driving and underage consumption. In today's environment, promoting alcohol responsibility requires addressing the misuse of other substances. Focusing solely on alcohol is refusing to see the full picture.

In the past two years, the COVID-19 pandemic has brought new challenges which have reshaped the way millions of Americans approach drinking alcohol. Here again, we adapted quickly to help empower people to make smart choices.

These are just two areas where Responsibility.org has demonstrated the ability to get ahead of emerging trends.



MULTIPLE SUBSTANCE ABUSE



Impaired Driving

Trend

With one in three Americans now living in an area where cannabis is legal, there is a growing and worrying trend of multi-substance abuse. Research shows that people who consume multiple substances and drive are up to 200 times more likely to cause a crash than a sober driver.

Our Response

Responsibility.org has expanded programs targeted at eliminating drunk driving to address the use of marijuana and the abuse of multiple substances. Responsibility.org has established and is leading the National Alliance to Stop Impaired Driving (NASID), a broad coalition of stakeholders, to work toward eliminating all forms of impaired driving, especially multiple substance impaired driving. NASID provides national leadership to expand testing among impaired drivers, training for criminal justice practitioners, toxicology lab capacity improvements, and programs to increase the likelihood of recovery and reductions in recidivism. Our work includes state and federal advocacy efforts, public awareness and education, and state implementation of effective programs.



**200 TIMES
MORE LIKELY TO
CAUSE A CRASH**

People who consume multiple substances and drive are up to 200 times more likely to cause a crash than a sober driver.⁶



Underage Drug Use

Trend

For many years, Responsibility.org has been focused on eliminating underage drinking, and significant progress has been made on this front. Teenage consumption of alcohol has dropped from 80% to 36%, but harmful consumption remains a concern.

Our Response

Responsibility.org has adapted its successful programs tackling underage drinking to include underage cannabis use. Research shows that parents are the key influencer on their children's behavior, so Responsibility.org has created tools and materials to support parents, as well as teachers and counselors, in talking to young people about the dangers of underage cannabis use.

The *Ask, Listen, Learn* program features conversational tips for parents about the dangers of underage cannabis use, as well as innovative, science and evidence-based digital resources for teachers, counselors, school nurses and other educators that teach kids about avoiding risky behaviors.

This approach also allows us to raise awareness of the dangers of multiple substance abuse at a younger age.

**4 NEARLY
OUT OF 5**

parents and their kids report they are talking about underage cannabis use.⁷

COVID-19 PANDEMIC

The pandemic created a sudden—and sometimes dramatic—change in consumers' access to alcohol. When many bars and restaurants were forced to close their indoor spaces, consumers were permitted to purchase alcohol for home consumption in new ways, including “cocktails to go” directly from restaurants and bars. In some jurisdictions, regulations have been altered to make these changes permanent.

Responsibility.org has stayed focused on empowering adults to make responsible alcohol choices as part of a balanced lifestyle by providing advice delivered through Responsibility.org social media channels and the website, and by hosting webinars to support responsible drinking behaviors for those who choose to drink at home. Encouragingly, the latest Responsibility.org research showed 87% of Americans say they are confident they drink responsibly, and 26% of individuals report drinking less for health-related reasons.^{8, 9}

With families spending more time together at home, Responsibility.org has also been focused on helping parents discuss the dangers of over-consumption or underage drinking as well as modeling responsible drinking behavior. Research found that 54% of parents felt the stress of the COVID-19 pandemic made it more important for them to talk to their kids about the dangers of underage drinking.⁹

While most Americans have settled into new routines as they adapt to pandemic realities, we are monitoring the ways that the evolving pandemic continues to change drinking choices and behaviors.

⁶ Source: GHSA, Drug Impaired Driving: A Guide for States, 2017 ⁷ Source: Responsibility.org Parents & Kids Research, April 2021

⁸ Source: APCO Insights Consumer Research for Responsibility.org August 2021 ⁹ Source: APCO Insights COVID-19 Research for Responsibility.org, January 2021

OUR PARTNERS AND STAKEHOLDERS

Partnership and collaboration are central to who we are at Responsibility.org. We are proud to lead the charge on eliminating underage drinking, eliminating drunk driving and empowering adults to make responsible choices. But we also know that we don't have all the answers. By leveraging the expertise and networks of our partners, we accomplish far more together than we ever could alone.

Our partners are diverse—from influential bloggers to traffic safety and law enforcement associations, from celebrity athletes to Harvard University faculty. Diverse partners help us reach diverse audiences and ensure that we are addressing every issue from every possible angle.

We work with them to research and understand the science and social trends; influence regulations and legislation at the federal and state levels; develop cutting edge programs, tools and interventions; reach parents, teens and educators; and evaluate and measure our efforts across the board. And as our work expands to address emerging issues and trends, we will continue to forge exciting new partnerships.

We have worked with a multitude of partners in the past 30 years and are grateful for all of them. Here's a snapshot of some of our key partners across our mission areas:

Eliminating Underage Drinking	Eliminating Drunk Driving	Empowering Adults to Make Responsible Drinking Choices
<ul style="list-style-type: none"> The Curie Group, LLC My Life Suckers American School Counselor Association National Association of School Nurses Classroom Champions Discovery Education Tech Savvy Mama National Institute on Alcohol Abuse and Alcoholism (NIAAA) National Institute of Drug Abuse (NIDA) SADD (<i>Students Against Destructive Decisions</i>) Society of Health and Physical Educators Association of Middle Level Educators National Association for Sports and Physical Education 	<ul style="list-style-type: none"> MADD (<i>Mothers Against Drunk Driving</i>) International Association of Chiefs of Police (IACP) Wisconsin State Laboratory of Hygiene (WSLH) at the University of Wisconsin-Madison Massachusetts Office of Highway Safety National Highway Traffic Safety Administration (NHTSA) Governors' Highway Safety Association (GHSA) Substance Abuse and Mental Health Services Administration (SAMHSA) National Safety Council National Transportation Safety Board (NTSB) American College of Emergency Physicians The Coalition of Ignition Interlock Manufacturers Independent Restaurant Association National Restaurant Association Lyft Uber 	<ul style="list-style-type: none"> Morris E. Chafetz Professorship in Psychiatry in the Field of Behavioral Science at Harvard University Cambridge Health Alliance, Division on Addiction, Harvard Medical School teaching hospital Maryland State Highway Safety Office Safe Night LLC Texas Department of Transportation Washington Regional Alcohol Program (WRAP) Arlington Restaurant Initiative

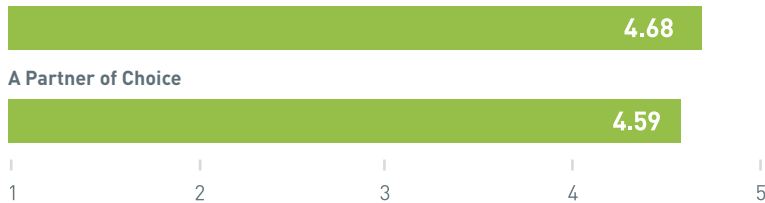
HOW OUR PARTNERS AND STAKEHOLDERS SEE US

Understanding what our partners and stakeholders think of our role and our record helps identify areas where we can recalibrate and improve. We asked outside researchers to assess the perceptions of our key stakeholders, including education partners, judicial, federal and state representatives, our board and advisory board, as well as peer organizations, research and communications partners. Here's a snapshot of their perspectives:

Stakeholders consider Responsibility.org as a trusted source of information and a partner of choice.

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

A Trusted Source of Information



Stakeholders hold favorable views of the organization.

Q: How favorably do you view Responsibility.org?

Communications



Education



Judicial



Federal & State



Board



Peers



Research



Mean scores on a 5-point scale.

Why Stakeholders Value Our Work

1 Evidence-based Resources and Programs

- Many of the respondents see Responsibility.org effectively leveraging science and evidence-based information for their program delivery and in the resources they share.
- The ability to receive feedback and amend activities as needed was appreciated.

2 Partnerships and Collaboration

- Respondents describe Responsibility.org as a trusted and credible partner.
- They are especially praised for successfully reaching out to diverse groups of stakeholders.
- Identified as the industry benchmark for responsibility programs and outreach.

3 Passionate and Professional People

- Many of the respondents see Responsibility.org effectively leveraging science and evidence-based information for their program delivery and in the resources they share.
- The ability to receive feedback and amend activities as needed was appreciated.

4 Engaging and Proactive Messaging and Outreach

- Education respondents praised the engaging content and resources created for young people.
- Seen as proactively communicative and active in industry events and conferences.

OUR

Achievements

As we measure our impact in our three missions—eliminating underage drinking, eliminating drunk driving and other forms of impaired driving and empowering adults to make responsible drinking choices—we are not only taking stock of what we achieved in 2020 and 2021 but also setting a standard to exceed in 2022 and beyond.



ELIMINATING UNDERAGE DRINKING



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

This underage drinking prevention program teaches kids what the developing brain does, what alcohol and cannabis do to it, and what that does to them. There are materials and resources available for parents and educators to start and continue conversations with their kids about saying “YES” to a healthy lifestyle and “NO” to underage drinking. For schools, there is a series of animated and engaging videos and lesson plans for teachers, school counselors, and school nurses to use with students in fourth through eighth grade. These neuroscience-based tools help improve students’ knowledge of the developing brain and empower them to make good decisions about alcohol in the future.

OUTPUT

In 2020, *Ask, Listen, Learn* added a new unit to its underage drinking prevention curriculum, focused on the effects of cannabis on the developing brain. The program responds directly to a demonstrated need: In a survey of nearly 500 teachers and parents, 92% asked for resources focused on cannabis. The new module includes information for educators and parents to educate themselves about the effects of cannabis on the developing brain so that conversations with their students and kids can be fact-based and effective in helping kids refuse underage cannabis use. In 2021 due to the continuing pandemic, we highlighted the power skills that educators are using to ensure the social and emotional wellness of their students as they return to school. These skills include navigating peer pressure, decision making, goal setting, and self-advocacy. These skills are built into the program and highlight the science-based curriculum that educates the whole child.

OUTREACH

We use social media to reach parents and educators with our *Ask, Listen, Learn* program and messaging. We are active on Facebook, Twitter, and Instagram, and use Pinterest to raise awareness about our free materials and resources. In working with our educational partners at Discovery Education, we developed a method to measure the reach of the educational materials called Student Instructional Impact, or SII. We have also built an email community of more than 15,000 members.



Ask, Listen, Learn Outreach

38.6k

Facebook followers

12.3k

Twitter followers

1.9k

Instagram followers

1.47M

Total Pinterest audience

30,844

Downloads

903k

Student Instructional Impact

Parenting Influencer Program

This program began in 2013 with the goal of reaching parents “where they are,” arming a curated team of parenting influencers with information about talking to their kids about alcohol to their communities. Our team of influencers are thought leaders and trusted resources for parents—they understand the challenges that their followers are facing and the information they will find beneficial. As blogging and the social media landscape have changed, so have our tactics. We work with a highly diverse group of parents with kids of all ages. We emphasize that conversations change as kids grow, and we know that not every conversation is about alcohol. We also focus on mindfulness, self-care, mental health and modeling responsible behaviors.

OUTREACH AND ENABLERS

In 2021, our 10 parenting influencers had a social following of almost 6 million parents, garnered 145,000 engagements and 44.9 million impressions. The 2022 team is on track to pivot yet again—in order to keep up with online trends, we will be making use of more video content—and for the first time in three years, we will meet in-person to further build the relationships that make “Team Responsibility” unique.



Attorneys General Public Service Announcements

For the past 17 years, Responsibility.org has worked with state attorneys general to promote conversations between parents and kids about alcohol to prevent underage drinking.

Previously we used an athlete spokesperson (*Simone Biles, Apolo Ohno, Nathan Adrian, Summer Sanders*), but shifted this year in two ways, adapting to pandemic constraints: no celebrity spokesperson and no in-person filming.

OUTPUT

This adjusted approach allowed for more participation from the attorneys general (*more than 30, up from 21 in 2019*) and it allowed for the attorneys general themselves to shine—increasing program support among a key group.

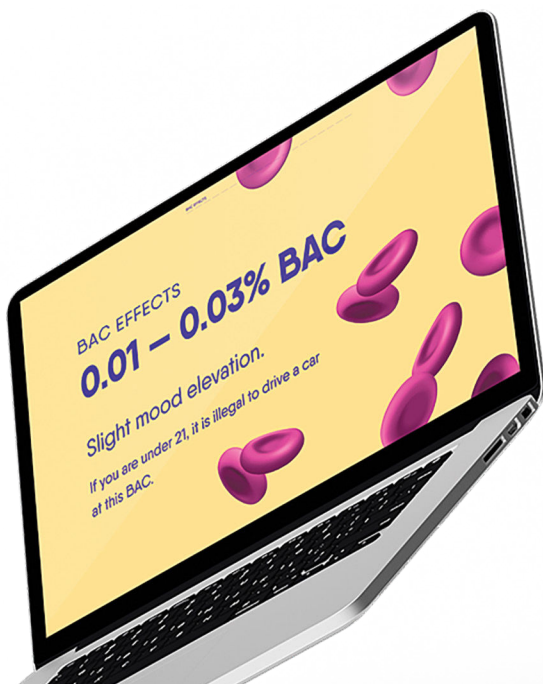


ALCOHOL101+

Alcohol 101+

The National Institute on Alcohol Abuse and Alcoholism (NIAAA) found that students are most vulnerable to social pressure to engage in harmful underage drinking during the first six weeks of their college experience.

This underscores the importance of educating college bound students about alcohol, underage drinking, and binge drinking—the purpose of the Alcohol 101+ program.



OUTPUT

For on-campus education, we have retooled and launched a fully digital, cost-free, updated version of the Alcohol 101+ program in 2021. This new digital alcohol education program provides college students with the opportunity to practice their decision making, learn about alcohol's impact on their bodies, develop strategies for low-risk drinking, and receive tailored content based on their own experiences with and perceptions of drinking alcohol.

OUTREACH

From the official launch on August 23, 2021, until the end of 2021, 76 colleges and organizations from 25 states have registered for the revamped Alcohol101+ program, with nearly 500 students from 11 schools having successfully completed the course. Among the registered schools who used the program with students in 2021 were California State University - Long Beach, Clarion University of Pennsylvania, and the University of South Carolina. Notable schools and organizations expressing interest in using Alcohol101+ in the future include the Delta Gamma National Fraternity, Central Washington University, and Florida International University. Outreach continues beyond the launch and will include partnerships with collegiate student affairs associations and national fraternity organizations and advertisements in higher education publications. Approximately 3,000 colleges and universities actively used the earlier versions of Alcohol 101+.

HOW WE MEASURE IMPACT

Responsibility.org's members and stakeholders deserve to feel confident that their investments and support are delivering real results. And showing real results means measuring our impact.

Each of our missions has a defined set of key performance indicators that help quantify our output, outreach and outcomes. For example, in our work on underage drinking, we track the number of educational materials created, updated and shared (*output*), the student population we are able to reach (*outreach*) and attitudes toward underage consumption from program participants and the general public as well as overall levels of underage consumption across the country (*outcome*). Beyond measuring our performance in each of our missions, we also track a range of cross-cutting indicators to inform our overall focus and direction (*enablers*). This includes, for example, trust and reputation among our most important stakeholders and partners.



OUTPUT

The content we create, initiatives we take, partnerships we set up and more



OUTREACH

The breadth and depth of our engagement with our stakeholders and audiences



OUTCOMES

The effect of our work on audiences' intended behavior and actual behavior



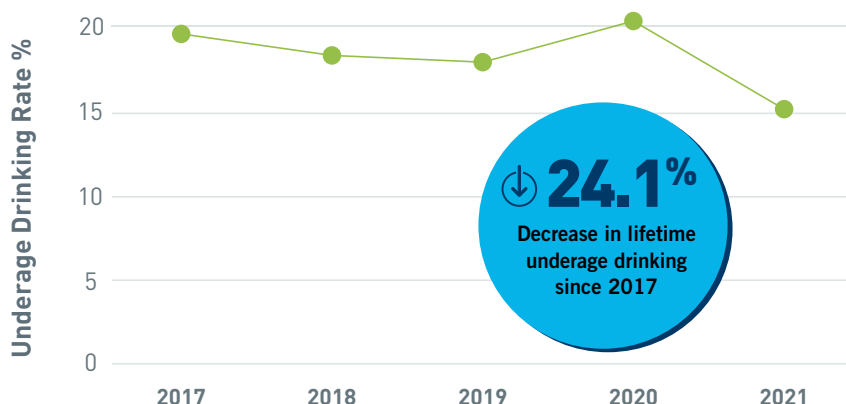
ENABLERS

The key drivers that will help us achieve our goals

ELIMINATING UNDERAGE DRINKING BY THE NUMBERS

Changing Behaviors

Underage Consumption Levels (Past 5 Years)¹⁰



Reaching Our Audiences and Stakeholders

2021



903,725

Students Reached



9,183

Educators Reached
(Teachers & Parents)

We identified 4 drivers that shape responsible alcohol behaviors.

**DRIVER
1**

Feeling positive about adopting responsible behavior and having access to the right information

**DRIVER
2**

Understanding of the risks linked with harmful use of alcohol

**DRIVER
3**

Belief that harmful use of alcohol is never acceptable

**DRIVER
4**

Intention to engage in responsible behavior

Changing Attitudes¹¹

56%

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

75%

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

82%

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

59%

believe drinking alcohol before the age of 21 is never acceptable

74%

intend to say no if offered an alcoholic beverage

Driving Results Through Partnerships

2021

14

New Educational Materials Created or Updated

6

New Partnerships Formed

Enabling Our Work Through Trusted Relationships

92%

stakeholders hold a favorable view of Responsibility.org

93%

stakeholders see Responsibility.org as a trusted source of information

89%

stakeholders see Responsibility.org as a partner of choice

¹⁰ Source: NIDA, National Survey Results on Drug Use from the Monitoring The Future Study, Vol. II Miech, R., et al, U. of Michigan, 12/21

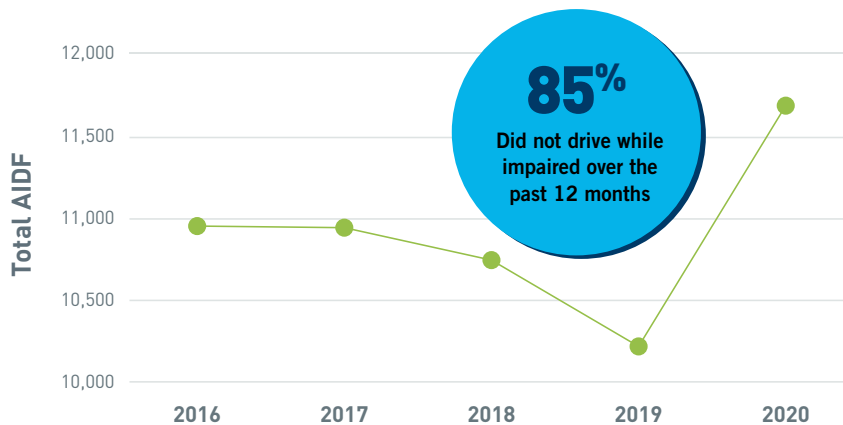
¹¹ Source: APCO Insights Consumer Research for Responsibility.org, August 2021



ELIMINATING DRUNK DRIVING BY THE NUMBERS

Changing Behaviors

Impaired Driving Fatalities (Past 5 Years)¹²



SINCE 2016 Strengthened 261 state and 4 federal impaired driving laws.

We identified 4 drivers that shape responsible alcohol behaviors.

DRIVER 1

Feeling positive about adopting responsible behavior and having access to the right information

DRIVER 2

Understanding of the risks linked with harmful use of alcohol

DRIVER 3

Belief that harmful use of alcohol is never acceptable

DRIVER 4

Intention to engage in responsible behavior

Changing Attitudes¹³

71%

feel positive about people not driving when impaired by alcohol or another substance

82%

find there are useful and informative resources available about the risks of impaired driving

89%

clearly understand the risks of driving impaired

87%

believe that driving impaired is never acceptable

88%

intend to find alternative solutions if over the legal limit to drive (e.g. using public transport, delaying travel)

Reaching Our Audiences and Stakeholders

2021



110

DWI & Veterans Courts Engaged



500

Traffic Safety Partners Reached



800

Law Enforcement Officers, Legislators & Criminal Justice Professionals Trained

Driving Results Through Partnerships

2021

\$89,458

Sponsorship Effectiveness (\$ + Goal Attainment)

50

Partnerships Formed

27

Presentations and Webinars

Enabling Our Work Through Trusted Relationships

92%

stakeholders hold a favorable view of Responsibility.org

93%

stakeholders see Responsibility.org as a trusted source of information

89%

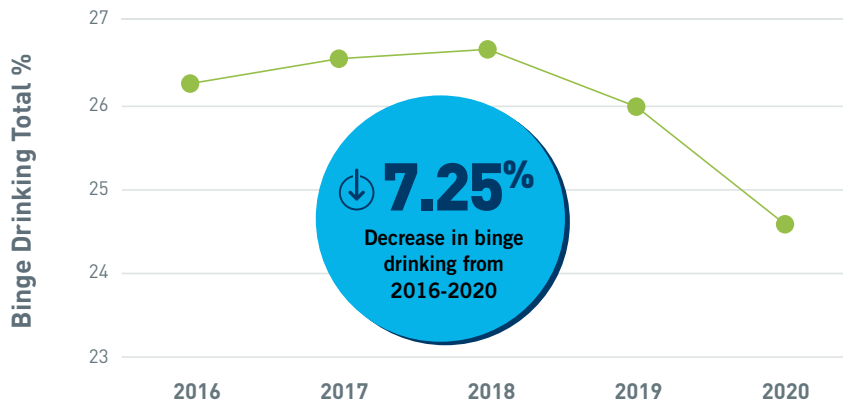
stakeholders see Responsibility.org as a partner of choice

¹² Source: NHTSA/FARS, 3/22 ¹³ Source: APCO Insights Consumer Research for Responsibility.org, August 2021

EMPOWERING ADULTS TO MAKE RESPONSIBLE ALCOHOL CHOICES BY THE NUMBERS

Changing Behaviors

Adult Binge Drinking (Past 5 Years)¹⁴



IN 2020 11% of adults, 21 years of age or older, were diagnosed with alcohol use disorder in the past year.

We identified 4 drivers that shape responsible alcohol behaviors.

DRIVER 1

Feeling positive about adopting responsible behavior and having access to the right information

DRIVER 2

Understanding of the risks linked with harmful use of alcohol

DRIVER 3

Belief that harmful use of alcohol is never acceptable

DRIVER 4

Intention to engage in responsible behavior

Changing Attitudes¹⁵

81%

feel positive about drinking alcohol in moderation if I choose to drink

80%

find there are useful and informative resources available about responsible alcohol consumption

88%

clearly understand the risks associated with alcohol misuse

80%

believe misusing alcohol is never acceptable

85%

intend to drink less than 1 alcoholic drink a day (if female) / 2 alcoholic drinks a day (if male)

Reaching Our Audiences and Stakeholders

2021



1.6M

People Reached & Engaged via Digital Channels



4,325

Virtual Bar App Downloads

Driving Results Through Partnerships

2021

4

New RSWM Videos Created

10

New Partnerships Formed

Enabling Our Work Through Trusted Relationships

92%

stakeholders hold a favorable view of Responsibility.org

93%

stakeholders see Responsibility.org as a trusted source of information

89%

stakeholders see Responsibility.org as a partner of choice

¹⁴ Source: SAMHSA, Office of Applied Studies, National Survey on Drug Use and Health ¹⁵ Source: APCO Insights Consumer Research for Responsibility.org, August 2021

LOOKING FORWARD

Our Priorities for the Next 12 Months

Guided by our stakeholders, partners, advisory board and board members, we will maintain our focus on delivering across our core missions of eliminating underage drinking, eliminating drunk driving and working with others to end all impaired driving, and empowering adults to make responsible alcohol choices as part of a balanced lifestyle.

As we fulfill these missions, we will ensure our programs and initiatives remain up-to-date to reflect the latest trends and needs we have identified in our research with consumers and stakeholders. In particular, we will pay attention to strengthen our focus on:

- The impact of multiple substance consumption on impaired driving and alcohol responsibility overall, following the gradual legalization of recreational marijuana through the United States.
- The impact of changing consumption habits linked to the past two years of the COVID-19 pandemic, which have driven an increase in at-home consumption.
- The impact of current mental health and wellness trends, which present both risks and opportunities when it comes to driving responsible alcohol consumption behaviors.



Finally, we will keep bringing a variety of perspectives to inform our future work. This year, this is what some of our stakeholders had to say about their expectations for the future.

BOARD

"I really think they are taking a lead and are one of the lead partners in the national effort to address distracted driving, impaired driving and distracted as part of impaired driving... When they expanded their mission to impaired driving it was after drunk driving numbers really had come down, and I think Responsibility.org was a part of that, with many other partners too to educate and bring incidence of drunk driving and deaths by drunk driving down. And at same time, we see other parts of impaired driving going up."

BOARD

"They're going to need to partner with law enforcement and state local leaders on impaired driving, particularly the use of marijuana. It is a great opportunity for the future."

RESEARCH

"Address the combination of drinking and other mental health issues. Educate people on the issues surrounding drinking to cope with stress / mental health problems and other ways to address these mental health symptoms."

STATE

"I think there is opportunity with access to NASID that Responsibility.org has taken a leadership role in. I thought that showed leadership on their part, we've seen kind of a leveling off in terms of impaired driving, alcohol is going down but drugs are going up. Alcohol is not going down fast enough and Responsibility.org has really taken a leadership role by stepping up with NASID and I'm really looking forward to what that organization is going to be able to do to stop impaired driving."

JUDICIAL

"As federal laws change for cannabis legalization there will be a lot of impaired driving related to cannabis. And so that might be somewhere on my list as far as something that would probably need to be addressed, especially to be proactive when it comes to that before full legalization takes place."

EDUCATION

"Getting at those underlying issues that would lead them to underage drinking or illicit drug use and impaired driving. It's a holistic approach to human development... Responsibility.org needs to promote healthy decision making, healthy lifestyles, holistic health and compassion. And also leadership development to empower community leaders, state and local officials to get the message out."



When I think of an organization that is truly committed to its mission and willing to put their money where their mouth is, I think of Responsibility.org."

—Board

RESEARCH

"One of their biggest, and I would say, strongest assets is their ability to be ahead of the curve, in terms of identifying where there are gaps and needs and figuring out how best to address those and oftentimes that means being out in front and having to truly lead on an issue when the rest of the field may be a little bit behind. And then, making sure that they're dragging everybody else along and forcing them to be supportive of the solutions that need to be implemented to effect change."

COMMUNICATIONS & MEDIA

"Take a stronger voice in today's conversation about issues like pandemic life, stress, trauma, families who are all home together. All different socio economic levels and what their stressors are in tying that back, I think that's a good opportunity."

PEERS

"I think the organization represents a collective call to action by the alcohol industry to tackle the challenges that are associated with the substance. I applaud the organization and their ability to be innovative, to be data driven, to reach out for partnerships across stakeholder groups, contingencies and geographic boundaries. When I think of an organization that is truly committed to its mission and willing to put their money where their mouth is, I think of Responsibility.org."

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