



PARTNERING FOR
IMPACT
2022 IMPACT REPORT

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A MESSAGE FROM THE CEO



Responsibility.org has saved and transformed lives for the better part of over 30 years. Our missions have been clear: to eliminate underage drinking, eliminate drunk driving and all impaired driving, and empower adults to make responsible alcohol choices.

We've seen significant progress over the last few decades with underage drinking and drunk driving declining overall. But we're not complacent and know there is still so much more to do. We will not rest until underage drinking, impaired driving and all forms of alcohol misuse are things of the past, as they have no place in our society.

Our mission remains the same, but the challenges are evolving. As you'll read in this report, new trends in the alcohol environment – ranging from economic, technological, environmental and social, influence how we deliver these missions. In keeping with the philosophy of Stephen R Covey, responsibility is about your ability to respond (“response-ability”).¹ At Responsibility.org, we're anticipating and responding to a changing world as we begin the process to build out our strategy for the next five years. That's why you'll see more about addressing multiple substance misuse to tackle impaired driving. You'll discover that we're supporting innovative projects like Green Labs in Maryland and Connecticut to help law enforcement officers

better detect cannabis-impaired driving. You'll also see how we're expanding our 'Ask, Listen, Learn' program to integrate Social Emotional Learning (SEL), helping students develop social and emotional competencies, cultivate self-confidence, manage stress, maintain their well-being and make responsible decisions. We need to ensure that our new strategy is responsive to today's and tomorrow's challenges as we continue to take a zero tolerance approach to underage drinking and impaired driving, as well as champion responsible drinking choices, as part of a balanced lifestyle.

What is constant is our focus on collaboration and partnership. We know we don't have all the answers and actively seek out partnerships with other organizations and institutions to deliver impact on the ground. I want to express my gratitude to all our partners who support us in our policy, research, advocacy and prevention programs. They are a diverse community of experts in responsible drinking, road safety, education, criminal justice, health and wellbeing, and other fields. Alongside our funding member companies, what unites us all is an unrelenting focus on tackling alcohol misuse and encouraging responsible choices about alcohol consumption.

I'm proud to lead Responsibility.org and want to applaud the dedication, commitment, and hard work of my colleagues. Our new leadership team, taking the reins in 2023, combines the talents and capabilities of long-standing staff, with fresh expertise and perspectives from new team members.

Responsibility.org has long been at the vanguard of shaping a responsible approach to alcohol. We've changed attitudes, perceptions, and most importantly behaviors. I'm excited about what the future holds and know that we'll continue to make a positive difference.

Chris Swonger

President and CEO

¹ Stephen R. Covey, "The 7 habits of, highly effective people" 1992 – educator, author and business man

A LETTER FROM THE BOARD



LISA KEEGAN

Chair of the National Advisory Board

At Responsibility.org we're more committed than ever to tackling alcohol misuse in all its forms whether underage drinking, impaired driving or overconsumption. We want to educate children and young people about the risks of alcohol consumption to eliminate underage drinking. We want adults who choose to drink to make responsible drinking choices as part of a balanced lifestyle.

Education is my passion. My career has focused on influencing public policy to deliver the best educational outcomes for youth and young adults. I'm proud of the many programs delivered by Responsibility.org to educate and inform young people with the aim of deterring underage drinking such as the refreshed We Don't Serve Teens campaign launched at the end of this year which has a new look and feel that is digitally modern, culturally inclusive, and demographically diverse.

Our approach is always underpinned by partnership and evidence-based research. We work with organizations who bring expertise, insights, knowledge, and practical solutions to help us deliver our missions. Everything we do is measured and evaluated, so we can identify what works, what doesn't, and course correct as needed. We live in a changing world and Responsibility.org is constantly adapting and changing our approach to make sure our work continues to have impact.

The National Advisory Board, which I am honored to chair, is also here to ensure that all our work is anchored in science and expertise across the fields of education, policy, criminal justice, health and wellbeing and other areas. Through strategic counsel, in-depth knowledge, and robust challenge, we ensure that Responsibility.org continues to save lives and improve conversations regarding alcohol responsibility.



MARC BROMFELD

Chair of the Responsibility.org Board of Directors

Responsibility.org has had a powerful impact since it was established in 1991.

For decades, Responsibility.org has been relentlessly focused on eliminating underage drinking, drunk driving, and harmful consumption of alcohol. We've achieved immense success, but we know that there's still more to do and we're up for the challenge.

Today more than ever, we believe that distilled spirits producers can and should have a "seat at the table" in finding and implementing solutions aimed at reducing and eliminating alcohol-related harm. As an industry, we know that we are stronger together, which is why I'm delighted that we've recently extended our corporate partner program to include new members who work in partnership with the alcohol beverage industry like Intellicheck and delivery partners across the supply chain such as Amazon to increase support, resources, and expertise in delivering Responsibility.org's goals.

I want to thank our broad range of partners who continue to work tirelessly to innovate, develop, and deliver programs and tools to discourage alcohol misuse and encourage responsible consumption of alcohol. We're dealing with fresh challenges every day – such as multiple substance use but I know Responsibility.org will continue to tackle these challenges head on by using research-led, evidence-based programs and interventions that encourage people to embrace responsible behaviors.

OVERVIEW

OF THE 2022 IMPACT REPORT

This report will give you insights into the impact of Responsibility.org's work on the ground in tackling underage drinking, impaired driving and encouraging responsible choices about alcohol consumption.

You'll find out about our achievements to date and our expanding portfolio of projects and programs working with diverse partners in education, transportation, law enforcement, regulation, and others.

You can find statistics, trends, testimonials, and stories that bring to life our work and illustrate the direct impact we're having on youth, young adults, parents, teachers, veterans, and others positively affected by our work.



What are our core missions?

See *Responsibility.org at a Glance*

PAGE 5



What is our track record?

See *Our Impact at a Glance*

PAGE 9



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*

PAGE 29



What will we focus on in the next 12 months?

See *Looking Forward*

PAGE 30



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 on its core missions. In all these missions the Foundation has taken an evidence-based, partnership driven, outcome-based approach.

1

Leading Efforts to Eliminate Underage Drinking

2

Leading Efforts to Eliminate Drunk Driving and Working with Others to End Impaired Driving

3

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

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

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 the 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



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



Alcohol Responsibility Today: **CONTEXT AND TRENDS**



New trends in alcohol responsibility, consumption and access keep emerging, mirroring broader changes we're witnessing throughout society, in how we live and work.

In this section, we take a deeper dive into some of these trends as they set the context for our work. We know that we need to anticipate and respond to the changing environment to continue to deliver our missions.

MULTIPLE SUBSTANCE MISUSE

There is an upward trend in multiple substance misuse, which includes the combined use of two or more substances such as alcohol, cannabis, illegal drugs, prescription drugs, and over-the-counter drugs. With over 40% of Americans now living in an area where cannabis is legal and the US cannabis beverages market estimated to be at \$752 million in 2022 (Research and Markets).² This is having a negative impact on impaired driving incidents, with drivers who consume multiple substances up to 200 times more likely to cause a crash than a sober driver.³ And nearly one in five teens report using cannabis in the past year.⁴ Although the trend among this age group has declined from previous pandemic years, the percentage of 12th grade students who used cannabis in the past 12 months in 2022 was almost a third, at 31%.⁴ We can no longer look at alcohol consumption in isolation but need to respond to the growing trend of multiple substance misuse.

WELLBEING

Many consumers are becoming more mindful drinkers and are actively seeking information about standard drinks, nutritional content, and calories to ensure alcohol is part of a balanced lifestyle. There is a rise in the low and no alcohol movement, with more people choosing to drink alcohol in moderation, or not to drink at all. IWRS research suggests that younger consumers of legal drinking age are increasingly being drawn to alcohol products that respond to trends around wellbeing, provenance, and environmental considerations – a trend framed by the IWRS as 'Better for me, better for the world.'⁵ Responsibility.org's own consumer research also shows that personal fitness is a driver of moderation.⁶

To stay true to its missions, Responsibility.org is keeping pace with changes in how consumers access and purchase alcohol, and other emerging trends. We're adapting our activities to remain relevant and impactful, such as our work on age verification, partnering with online delivery services.

² <https://finance.yahoo.com/news/global-cannabis-beverages-market-report-164500497.html> - Research and Markets.com

³ Source: GHSA, Drug Impaired Driving: A Guide for States, 2017

⁴ Source: Monitoring the Future Survey Results on Drug Use, 1975-2022

⁵ <https://www.theiwsr.com/better-for-me-better-for-the-world-could-this-be-the-trend-of-the-future/>

⁶ APCO Insight, Survey of 2,000 Americans, 16+ years of age, conducted in October 2022 for Responsibility.org

OUR Achievements

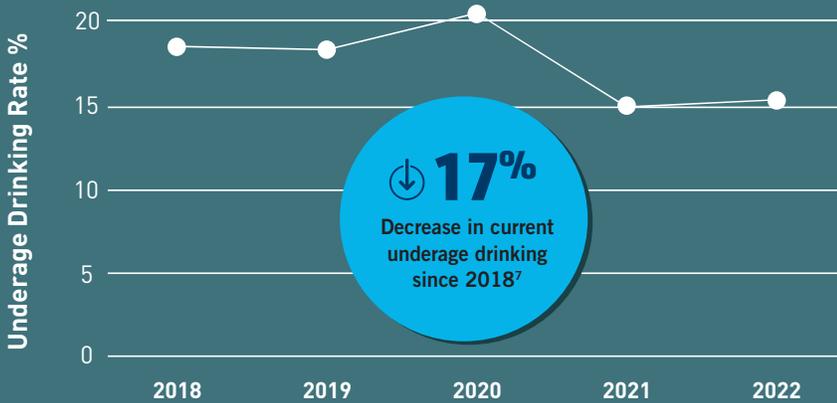




OUR IMPACT AT A GLANCE LEADING EFFORTS TO ELIMINATE UNDERAGE DRINKING

Changing Behaviors

Underage Consumption Levels (Past 5 Years)⁷



Reaching Our Audiences and Stakeholders

2022



986,900

Students Reached



11,093

Educators Reached
(Teachers & Parents)

We identified 4 drivers that shape responsible alcohol behaviors.

DRIVER 1 Feeling positive about adopting responsible behaviors and having access to the right information

DRIVER 2 Understanding of the risks linked with harmful use of alcohol

DRIVER 3 Belief that harmful use of alcohol is never acceptable

DRIVER 4 Intention to engage in responsible behavior

Changing Attitudes⁸

57% feel positive about people not drinking any alcohol before the age of 21

73% find there are useful and informative resources available about the risks of underage drinking

80% clearly understand the risks of drinking alcohol under the age of 21

66% believe drinking alcohol before the age of 21 is never acceptable

76% intend to say no if offered an alcoholic beverage

Driving Results Through Partnerships

2022

23
New Educational
Materials Created
or Updated

4
New Partnerships
Formed

Enabling Our Work Through Trusted Relationships⁹

94% stakeholders hold a favorable view of Responsibility.org

84% stakeholders agree that Responsibility.org is leading efforts to eliminate underage drinking

⁷ Source: Monitoring the Future Survey Results on Drug Use, 1975-2022

⁸ Source: APCO Insight, Survey of 2,000 Americans, 16+ years of age, conducted in October 2022 for Responsibility.org

⁹ Source: Reputation Inc., Reputation survey of 79 key stakeholders, conducted in November-December 2022 for Responsibility.org

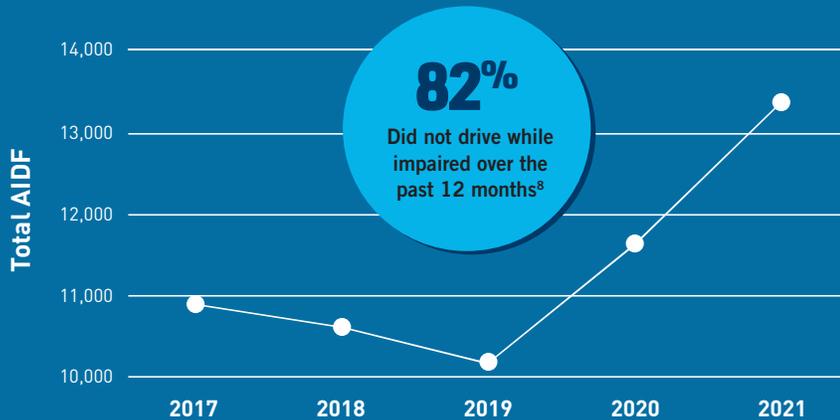
OUR IMPACT AT A GLANCE

LEADING EFFORTS TO ELIMINATE DRUNK DRIVING

and working with others to end all impaired driving

Changing Behaviors

Impaired Driving Fatalities (Past 5 Years)¹⁰



SINCE 2016

Strengthened 227 state and federal impaired driving laws.

Reaching Our Audiences and Stakeholders

2022



20

DWI & Veterans Courts Engaged



200

Traffic Safety Partners Reached



4,500

Law Enforcement Officers, Legislators & Criminal Justice Professionals Trained

We identified 4 drivers that shape responsible alcohol behaviors.

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

Changing Attitudes⁸

- 66%** feel positive about people not driving when impaired by alcohol or another substance
- 79%** find there are useful and informative resources available about the risks of impaired driving
- 86%** clearly understand the risks of driving impaired
- 84%** 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)

Driving Results Through Partnerships

2022

\$413,000 In Sponsorship

45

Partnerships Formed

32

Presentations and Webinars

Enabling Our Work Through Trusted Relationships⁹

- 99%** stakeholders see Responsibility.org as a trusted source of information
- 89%** stakeholders agree that Responsibility.org is leading efforts to eliminate drunk drinking

⁸ Source: APCO Insight, Survey of 2,000 Americans, 16+ years of age, conducted in October 2022 for Responsibility.org

⁹ Source: Reputation Inc., Reputation survey of 79 key stakeholders, conducted in November-December 2022 for Responsibility.org

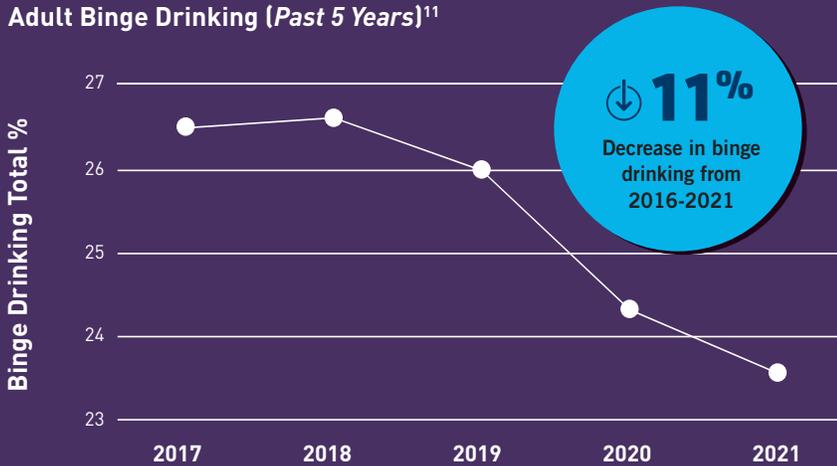
¹⁰ Source: NHTSA/FARS, 4/23

OUR IMPACT AT A GLANCE EMPOWERING ADULTS TO MAKE RESPONSIBLE ALCOHOL CHOICES

as part of a balanced lifestyle

Changing Behaviors

Adult Binge Drinking (Past 5 Years)¹¹



Reaching Our Audiences and Stakeholders

2022



8.3M

People Reached & Engaged via Digital Channels



5,307

Virtual Bar App Downloads

IN 2021

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

We identified 4 drivers that shape responsible alcohol behaviors.

DRIVER 1

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

DRIVER 2

Understanding of the risks linked with harmful use of alcohol

DRIVER 3

Belief that harmful use of alcohol is never acceptable

DRIVER 4

Intention to engage in responsible behavior

Changing Attitudes⁸

78%

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

78%

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

85%

clearly understand the risks associated with alcohol misuse

80%

believe misusing alcohol is never acceptable

86%

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

Driving Results Through Partnerships

2022

10

New RSWM Videos Created

2

New Partnerships Formed

Enabling Our Work Through Trusted Relationships⁹

99%

stakeholders see Responsibility.org as a partner of choice

79%

stakeholders agree that Responsibility.org is empowering adults to make responsible alcohol choices as part of a balanced lifestyle

⁸ Source: APCO Insight, Survey of 2,000 Americans, 16+ years of age, conducted in October 2022 for Responsibility.org

⁹ Source: Reputation Inc., Reputation survey of 79 key stakeholders, conducted in November-December 2022 for Responsibility.org

¹¹ Source: SAMHSA, 2021 National Survey on Drug Use and Health, 2023

ELIMINATING UNDERAGE DRINKING

GET THE FACTS

In 2022, past 30-day underage consumption and binge drinking remained at near record low levels and below pre-pandemic levels. Current drinking among teens has declined 36 percent over the past decade while binge drinking has been reduced by 49 percent, proportionally.¹²

The perceived ease of accessing alcohol declined significantly among 8th graders in 2022 while the disapproval of binge drinking among high school seniors increased significantly.¹²

¹² Source: Monitoring the Future Survey Results on Drug Use, 1975-2022

Nearly
6 out of 10
teens report they
never consumed
alcohol¹²

CASE STUDY

Ask, Listen, Learn

Equipping parents and educators to drive underage drinking prevention

WHAT

Ask, Listen, Learn: Kids and Alcohol Don't Mix is a free digital underage drinking prevention program targeted at kids ages 9-13 and their parents and educators. It is the most widely distributed underage drinking prevention program of its kind.

HOW

The program provides free materials and resources for educators and families to talk to their kids about making healthy lifestyle choices and preventing underage drinking. School resources include animated and engaging videos and lesson plans for teachers, school counselors, and school nurses working with students from fourth through eighth grades. These neuroscience-based tools help improve students' knowledge of the developing brain and empower them to make good decisions about alcohol in the future.

With all our programs, we explore how we can adapt and evolve to respond to the changing trends in prevention education and the needs of those involved. *Ask, Listen, Learn* has been updated in recent years to include information about the effect of cannabis on the developing brain to inform conversations between educators, parents, and kids.

In 2022 we increased our focus in encouraging the development of social-emotional learning (SEL), exploring prevention skills such as responding to peer pressure, responsible decision making, goal setting and self-advocacy. Working as founding partners of Discovery Education's Social Emotional Learning Coalition we have developed two "Master Class" videos for educators to implement SEL in schools, as well as three classroom activities on responsible decision-making. This content was distributed through Discovery Education's large network of educators during the 2022-2023 school year.

Other enhancements to the program have included Spanish translations of *Ask, Listen, Learn* materials for native Spanish speakers. We have also adapted our approach to amplify Attorney General Public Service Announcements (AG PSAs) about underage drinking, widening the channels beyond Facebook.

Impact

***Ask, Listen, Learn* has reached over 171 million parents, kids, and educators in 50 states and 7 countries.**

A snapshot of our impact in 2022 shows the following:

- *Ask, Listen, Learn* video views increased by over 100% over the previous year.
- Student Instructional Impact for *Ask, Listen, Learn's* underage drinking and cannabis use prevention resources hosted on the *Ask, Listen, Learn* website increased by over 11% from 2021.
- Partnership with Discovery Education, the SEL Coalition has achieved a Student Instructional Impact of over 2.5 million.
- Multichannel approach to amplifying AG PSAs across television, Amazon streaming services, podcast, radio and social media for delivery, led to almost 4.5M media impressions over 27 days. This is an increase from the 2.86M impressions garnered in 2021. Extremely high completion rates (98% for general streaming; 97% for Amazon streaming; 93% radio; and, 61% podcasts) were achieved with the same media spend.



CASE STUDY

New Orleans Underage Drinking Initiatives

WHAT

Another recent adaptation of the *Ask, Listen, Learn* program is the innovative educational and prevention initiative featuring the work of New Orleans artist Brandan “BMike” Odums. Through partnerships with community leaders, elected officials and educators, it brought *Ask, Listen, Learn* program resources and initiatives to the New Orleans region.

HOW

Responsibility.org collaborated with artist Brandan “BMike” Odums to incorporate original New Orleans-inspired artwork into the *Ask, Listen, Learn* curriculum for local schools. This initiative was publicized on the NOLA Public Schools homepage to drive awareness and reach.

Another exciting element to the program was the partnership with the New Orleans Regional Transit Authority with the New Orleans Regional Transit Authority, the primary transportation option in the district. “BMike” unveiled Public Art on a wraparound city bus in March 2022, which included eye catching visuals to discourage underage drinking and underage cannabis use. BMike’s vision represented both New Orleans as well as Responsibility.org’s *Ask, Listen, Learn* underage drinking prevention program in the colors and themes portrayed on the bus.



Impact

The *Ask, Listen, Learn* bus ran from March to September 2022 with 27,720,000 estimated impressions.



CASE STUDY

Alcohol 101+

WHAT

Alcohol101+ is a free digital alcohol education program providing college students with information and resources to influence their decisions about drinking alcohol. It educates students at universities and colleges about the legal drinking age, the dangers of binge drinking, mitigating risks and the importance of healthy decision-making.

HOW

During 2022, the program expanded to include a range of colleges and student-facing organizations. This has included large public universities like the University of South Carolina, smaller private universities like Bucknell University, national fraternity and sorority headquarters, and campus-based organizations. To fulfill its goal of increasing education about alcohol prevention, Alcohol101+ has been incorporated into new student orientations, fraternity and sorority programming, and in response to student conduct violations involving alcohol.

The revamped Alcohol101+ program is tailored to students' individual needs based upon their own experiences with and perceptions of alcohol. It is a highly interactive program designed to increase student awareness of the hazards of overconsumption and ultimately contribute to behavior change by decreasing binge drinking on college campuses.



Impact

Since its launch in 2003, more than **3,000 colleges and universities** have implemented the award-winning and independently evaluated Alcohol101+ program to educate their students on the dangers of binge drinking and the importance of healthy decision making.

Progress has continued in 2022, with over **3,000 students** from **55 organizations** completing the new Alcohol101+ program.

ALCOH101+



CASE STUDY

We Don't Serve Teens

WHAT

The newly relaunched “We Don't Serve Teens” campaign brings together communities, businesses, and families to keep alcohol out of the hands of anyone under the legal drinking age. These efforts have helped jumpstart conversations around these critical issues and allowed communities and families to play a pivotal role taking active responsibility for keeping teens alcohol-free.

In 2022, the main focus for the campaign was to target individuals and organizations who might illegally supply alcohol to minors to stop, and raise awareness of others who are taking a positive stance to stamp out facilitating underage drinking.

HOW

The campaign was relaunched in November 2022 in advance of Thanksgiving when there is often a spike in alcohol consumption and drunk driving crashes. The campaign was targeted at individuals or businesses that may have the opportunity to illegally sell, serve, or supply minors with alcohol. The campaign message being pushed was simple but powerful — “Don't give underage drinking an excuse.”

A dedicated website with tools and resources was created. <https://wedontserveteens.org>

This website contains digital downloads of logos and badges, posters, and social media assets. Each poster features a photo of a teen and the message, “Don't give underage drinking an excuse.” Physical and digital toolkits were sent to partners and companies in the alcohol sector, and beyond. They were able to use these assets on their own social media posts using the hashtag #WDST, “We don't serve teens.” One suggested social media post read, “We all play a role in keeping alcohol out of the hands of teens. [Insert company name] is proud to support the #WDST campaign by never serving, supplying or selling alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WDST.”

Impact

The campaign website received more than 13,000 views from more than 11,000 users in November 2022. It generated earned media from The Guardian; Fox 5 Atlanta; and Newsy.

Distilleries such as Two Trees Distilling and Ole Smoky also displayed images of “We Don't Serve Teens” assets at their locations. The campaign has more than 50 supporters, all listed on the We Don't Serve Teens website.



ELIMINATING DRUNK AND IMPAIRED DRIVING

GET THE FACTS

Drunk driving fatalities have decreased by 37% since 1982.¹³

In 2021, alcohol-impaired driving fatalities account for 31% of the total vehicle traffic fatalities.¹³ Additionally, 30% of driver fatalities in motor vehicle crashes involved a driver who tested positive for drugs.¹⁴

¹³ Source: NHTSA/FARS, 4/2023

¹⁴ Source: NHTSA/FARS, 5/2022

CASE STUDY

National Alliance to Stop Impaired Driving (NASID)

WHAT

The National Alliance to Stop Impaired Driving (NASID), is a broad coalition of stakeholders founded in 2021 by Responsibility.org, with the purpose of prioritizing multiple substance impaired driving. NASID focuses on data improvement, training, law enforcement, toxicology, legislation/policy, education, funding, oral fluid testing, and other related behaviors.

HOW

In 2022, NASID hosted its second national conference, with representation from law enforcement, prosecutors, judges, treatment providers, toxicology, education, state and federal agencies, policy makers, victims, and advocates.

Since its inception, NASID has been active and innovative on several national programs, including a collaboration with the University of Wisconsin State Laboratory of Hygiene, creating the first National Toxicology Liaison position to assess the issues, challenges, and limitations for toxicological testing in 139 state laboratories. This program has now evolved with support from the National Highway Traffic Safety Administration funding three regional toxicology liaisons, to enhance testing for DUI cases.

In 2022, NASID engaged nationally in trainings, presentations, webinars, and workshops addressing the challenges, opportunities, DUI trainings, technology, and policies for multiple substance impaired driving.

NASID

National Alliance to Stop Impaired Driving

Established By

RESPONSIBILITY.ORG



Additionally, NASID has produced several training materials and publications to assist states in addressing multiple substance impaired driving. In 2022, in collaboration with the National District Attorneys Association's Traffic Law Center, NASID released the Cannabis Impairment Detection Workshop Handbook (Green Lab training), providing guidance on conducting green lab trainings for law enforcement officers, prosecutors, judges to better understand cannabis impairment. This training has now been extended to safety and fleet managers to better recognize and detect cannabis impairment for commercial and fleet drivers. *See detailed case study in this section.*

This year, NASID provided support and technical assistance for workshops in Maryland, Ohio, Washington State, and Oklahoma to enhance officers' skills in DUI detection of cannabis impairment. Additionally, Connecticut and Maryland received grant funds to conduct nine Green Labs from funds provided by Responsibility.org to the Governors Highway Safety Association (GHSA).

NASID in partnership with the National District Attorneys Association (NDAA) Traffic Law Center (NTLC), published accredited companion training materials for the course "Prosecuting the Drugged Driver." The NDAA and NASID are finalizing a guide called "Drug Toxicology for Prosecutors" which will be released in early 2023.



Impact

- 2022 was a successful year for NASID with the organization exceeding ambitious KPIs across all areas. NASID is being recognized nationally as a leader in impaired driving, bringing groups together to drive collaboration across various disciplines seeking solutions to impact impaired driving.
- NASID's second national conference, with 220 attendees, doubled attendance from 2021. Participants included representatives from law enforcement, prosecutors, judges, treatment providers, toxicology, education, state and federal agencies, researchers, policy makers, victims, and advocates.
- NASID's toxicology program has now evolved with support from the National Highway Traffic Safety Administration funding three regional toxicology liaisons to enhance testing for DUI cases.
- NASID engaged nationally in over 33 trainings, presentations, webinars, and workshops reaching over 4,000 people addressing the challenges, opportunities, trainings, technology, and policies for multiple substance impaired driving.
- These engagements resulted in the following:
 - GHSA grants for five states.
 - Technical assistance for policy work in eight states
 - Oral fluid roadside screening technology in eight states
 - Cannabis detection workshops in four states, pending labs in three states
- There were 971 web hits and 74 participants for the NDAA partnership accredited training course "How to Prosecute a DUI."
- The Prosecuting the Drugged Driver online course was launched on May 24, 2022. From that date until the end of the year, NTLC recorded 265 web hits on it. Of those, 83 people started the course.

CASE STUDY

Green Labs (GHSA Grant)

WHAT

The Governors Highway Safety Association (GHSA) and Responsibility.org have awarded nearly \$1 million in grants to five states to fund proven and innovative countermeasures to enhance the identification and treatment of alcohol- and drug-impaired drivers. “Green Labs” were conducted as part of this initiative. In Maryland and Connecticut, a pilot experience provided volunteers with a controlled dose of cannabis (or a combination of cannabis and alcohol), allowing participants and authorities to better understand the level of impairment caused by multiple substance consumption.

HOW

Sobriety tests were undertaken by law enforcement officers and this experience helped them and other observers better detect and understand how it is determined if drivers are under the influence of cannabis so remedial action can be taken on the roads and highways.

In March 2022, NASID hosted a Green Labs webinar entitled, “The Intersection of Cannabis Legalization and Road Safety, What’s Next for Impaired Driving?” This webinar launched the NASID resource “Cannabis Impairment Detection Workshop Handbook,” and the Cannabis Laws Map.



Impact

As a result of strong partnerships and the release of the co-branded training publication with the National District Attorneys Association National Traffic Law Center, the “Cannabis Impairment Detection Workshop Handbook,” NASID supported 11 Green Labs — funded 6 and provided technical assistance for 5 — with 332 students to include: law enforcement, prosecutors, volunteer consumers, fleet managers, media, government and public health representatives.

- MD — seven labs — **201 Attendees**
- OH — two labs — **74 Attendees**
- WA — one lab — **40 Attendees**
- OK — one lab — **17 Attendees**

The Green Lab webinar — “The Intersection of Cannabis Legalization and Road Safety, What’s Next for Impaired Driving?” resulted in over 886 registrants, with 532 unique viewers logging in. After posting on YouTube and sending out the webinar link, the webinar gained an additional 247 views. Attendees included law enforcement, traffic safety professionals, and education professionals.

As a result of the webinar, NASID has received numerous requests to host Green Labs and training in states we have not worked in before.

CASE STUDY

GHSA Report on Cannabis

WHAT

Responsibility.org has teamed up with the Governors Highway Safety Association (GHSA) and the National Alliance to Stop Impaired Driving (NASID) to highlight the dangers of cannabis use on driving.

HOW

A report on “Cannabis Consumers and Safe Driving: Responsible Use Messaging” was published revealing vital lessons to discourage cannabis use while driving. It gathered intelligence from outreach efforts in Colorado and Washington, the first states to legalize cannabis, as well as more recent activities in Connecticut and Wyoming. It brings out promising practices that all State Highway Safety Officers should consider using to encourage behavior change and recommended the following:

- Encourage ring-fenced funding for traffic safety programs derived from cannabis tax revenues for public information campaigns.
- Partner with the cannabis industry to share insights on consumer motivations and behaviors to ensure responsible cannabis use.
- Mobilize trusted influencers within communities to join campaigns for safe driving messages.
- Refresh language that resonates with cannabis users to encourage interest and deliver behavior change in relation to cannabis and driving. Avoid using outdated stereotypes about cannabis users.

Impact

The campaign generated strong awareness of the issues relating to cannabis consumption and safe driving. The report “Cannabis Consumers and Safe Driving: Responsible Use Messaging” was the focus of an intensive media outreach in August 2022.

Responsibility.org participated in 22 radio and television interviews, leading to a total of 1,148,812 impressions.



CASE STUDY

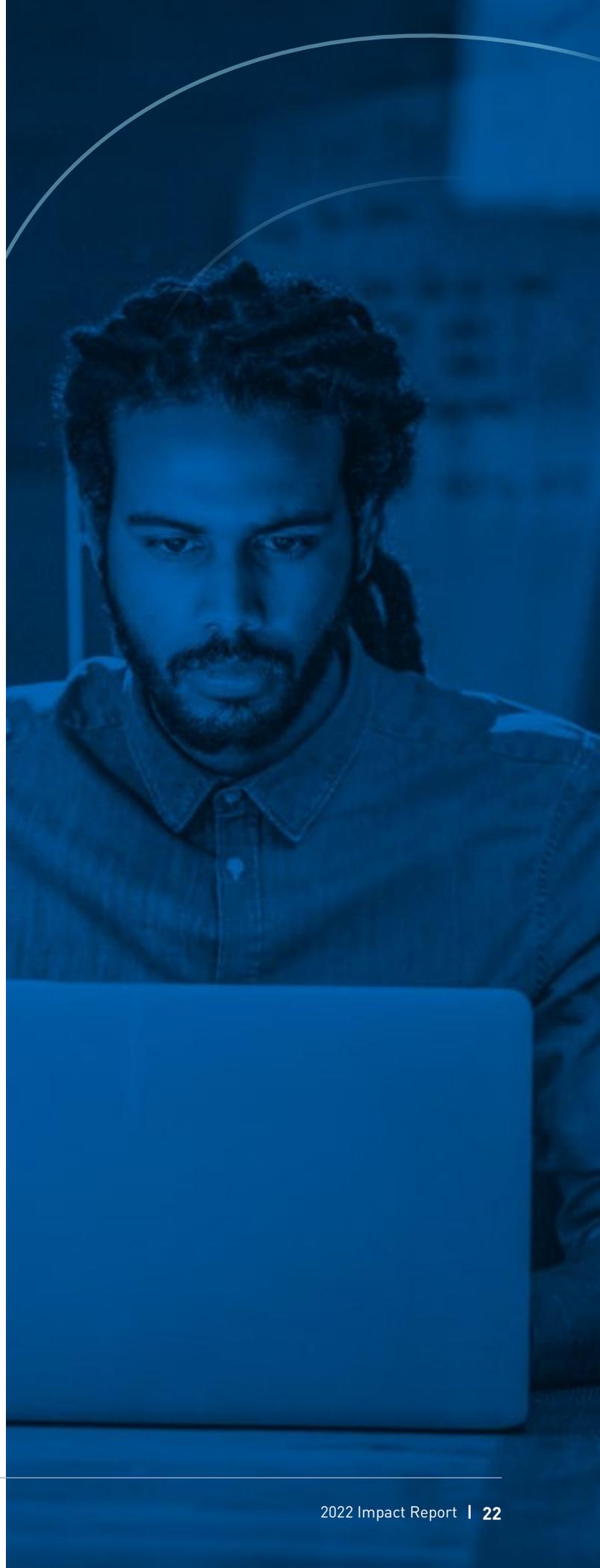
CARS



COMPUTERIZED ASSESSMENT AND REFERRAL SYSTEM

In 2022, there was expansion of the number of states using the Computerized Assessment and Referral System (CARS), a mental health screening tool developed to identify people in crisis and connect them with the treatment they need. After six presentations at conferences across the country and three grant awards for training, 16 new courts were trained by the Division on Addiction at the Cambridge Health Alliance, a Harvard Medical School Teaching Hospital to set up and utilize the CARS tool.

Courts in Louisiana, Nevada, and Texas expanded their abilities to use CARS. Presentations to other states allowed them to explore CARS and how they could better identify the mental health and substance use disorders of offenders in their courts. Presentations were delivered in Maryland, New York, Oregon, and Virginia.



OTHER GHSA GRANT ACTIVITY



GEORGIA

Phlebotomist Certification

Law Enforcement phlebotomy is a critical tool in collecting blood evidence of suspected drugged drivers, especially with the increase in multiple substance impaired driving cases. Traditionally, officers are working against the clock to obtain blood evidence seeking a search warrant and timeliness of medical professionals to perform the blood draw. Law enforcement phlebotomy programs reduce the amount of time an officer is off the road, create a single chain of custody, enhance prosecution due to the proximal time of driving, and allow for evidence collection in the cases of a breath refusal.

Finding a facility to provide quick, budget friendly blood draws is challenging for officers. Georgia addressed this problem by training 90 officers from 32 state and local law enforcement agencies as phlebotomists. Over an 8-month period, these officers completed 642 blood draws conducted on impaired driving suspects. As a result, the time to process the blood drawn was significantly less than if the officer had waited for the same procedure to be performed at a local hospital or jail. It is conservatively estimated these 642 officers were back on the road an hour later.

As a result of the grant, almost 20% of all counties received a phlebotomy chair and 23% now have a trained officer. These tools resulted in more efficient and safer blood draws, and these trained officers will also be able to address defense attorney arguments questioning the safety and/or accuracy of the blood draws.



LOUISIANA & ILLINOIS

Toxicology Capacity-Building

An innovative initiative in Louisiana will allow for hiring a forensic toxicologist who can provide expert analysis and court testimony on drug-impaired driving cases in areas of the state that currently have limited access or funding challenges.

Additional funding for equipment to expand the range of impairing drugs tested by toxicology labs in Louisiana is also supported through this grant. Louisiana will purchase equipment that will allow their lab to test every impaired driving blood sample submitted for analysis for a wider array of drugs, including inhalants.

Similarly, but through a separate investment in Illinois, the state of Illinois will acquire equipment to expand the range of impairing drugs tested in their toxicology labs, specifically its ability to test drivers arrested for impairment by synthetic opioids.



MARYLAND

Drug Evaluation and Classification Program (DRE)

Drug Recognition Officers (DRE) are highly trained officers who play a vital role in identifying a suspected drugged driver. The International Association of Chiefs of Police Drug Evaluation and Classification program manages the research and validation of the curriculum to ensure it meets medical and evidential standards for addressing drugged drivers.

Ten students representing Maryland State Police, the Maryland Transportation Authority Police, Baltimore County Police Department, National Security Agency Police, Fort Meade Police Department, and the Harford County Sheriff's Office attended the Drug Evaluation and Classification Program (DRE) certification course in April 2022 in Kensington, Maryland.

This project helped to increase the number of certified DREs across the state by 30% from 170 trained officers in 2019 to 221 in 2022. The course also bolstered DRE coverage in the under-served counties of Wicomico, Washington, Cumberland and Allegany. Since completing the training, the newly certified DREs have conducted 78 evaluations.

EMPOWERING ADULTS

TO MAKE RESPONSIBLE ALCOHOL CHOICES

GET THE FACTS

86% of adults are confident they drink responsibly. Strong majorities report that they know their personal limits (87%), are comfortable with their current drinking habits (84%) and believe they always drink responsibly (84%).

More than 2 out of 3 adults (67%) declare they are likely to drink less than the recommended daily intake of alcohol in the next 12 months.¹⁵

¹⁵ Source: APCO Insight, Survey of 2,000 Americans, 16+ years of age, conducted in October 2022 for Responsibility.org

CASE STUDY

Virtual Bar Refresh

WHAT

The “Virtual Bar”, is a Blood Alcohol Content (BAC) calculator that utilizes the latest science to help consumers get a better understanding of how different factors affect their BAC depending on gender, weight, food, type of drinks, and how they drink throughout the night, as well as other important variables. It also estimates how long it would take for an individual’s BAC to return to 0.00.

HOW

In 2022, the Virtual Bar was redesigned in terms of functionality, look, and feel to create a much more engaging consumer experience. New beverage items were added in July 2022. Targeted advertising extended audience reach and engagement.



Impact

Virtual Bar continues to engage users.

● **312,678**

TOTAL PAGEVIEWS

This represents a 126.25% increase over 2021’s 138,201 pageviews.

● **254,614**

TOTAL UNIQUE PAGEVIEWS

This represents a 130% increase over 2021’s 110,592 unique pageviews.

● **3:55**

AVERAGE TIME ON PAGE

This is an expected decrease in average time on page compared to the year before as we introduced the Virtual Bar to a broader audience via advertising targeting. The average time-on-page for 2021 was 4:22.

CASE STUDY

Convening Stakeholders on Responsible Alcohol Delivery

WHAT

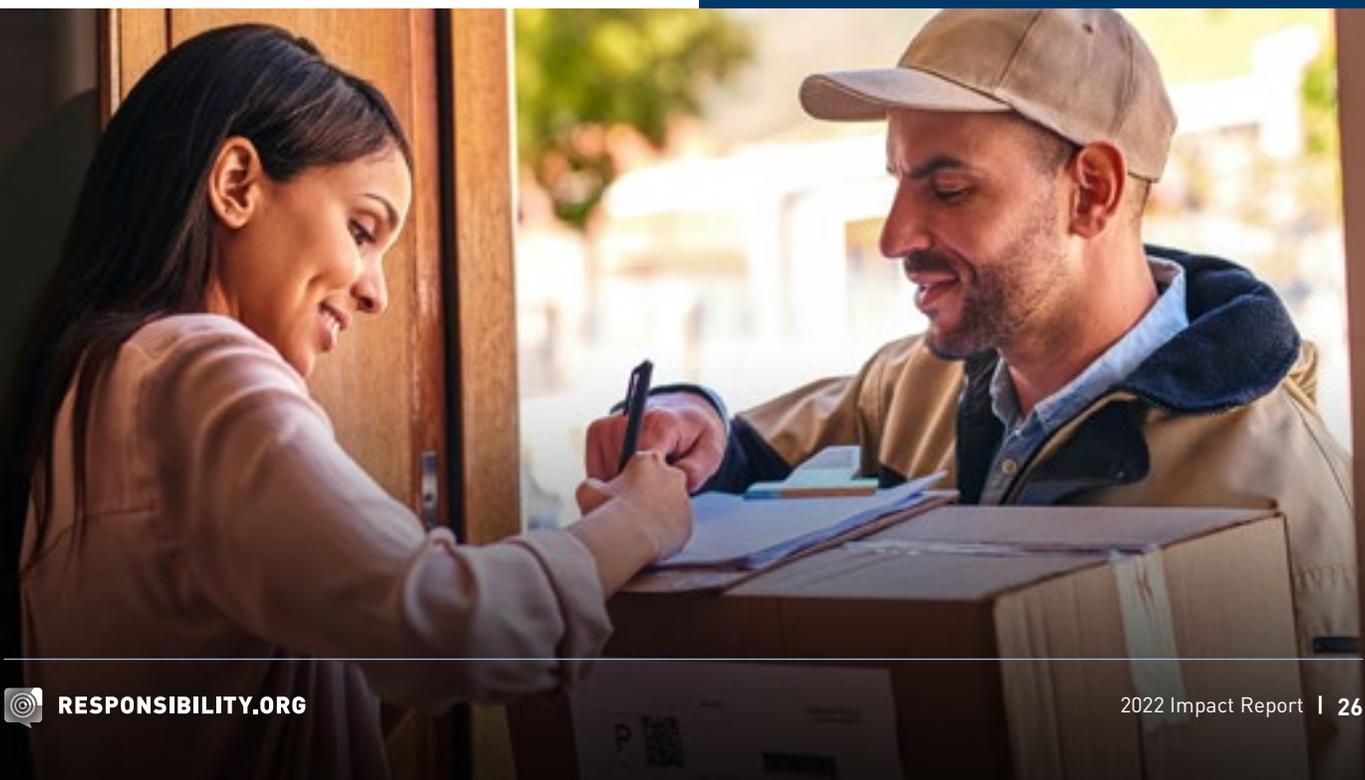
During the pandemic, in many states, people took the opportunity to order cocktails from their favorite restaurant or used delivery apps to get beer, wine, or spirits delivered directly to their home. As consumers increasingly enjoy the convenience of ordering groceries online, it is important to ensure that alcohol beverages are delivered responsibly. In July 2022, Responsibility.org brought alcohol delivery companies, alcohol regulators, the American Association of Motor Vehicle Administrators, and age verification companies together for the first time to explore age verification options to prevent underage access to alcohol.

HOW

Through consultation and discussion, the Age Verification Working group is seeking to develop best practice guidelines to ensure the safe (and legal) delivery of alcohol. Responsibility.org is expanding this working group and will seek to educate policymakers and the public on best practices to prevent people under 21 from accessing alcohol and preventing sales to intoxicated customers.

Impact

Underage drinking is at an all-time low in the U.S., and we are committed to continuing this progress. We also joined many other groups to support the reauthorization of the Sober Truth on Preventing Underage Drinking (STOP) Act, sponsored by Rep. Lucille Roybal-Allard (D-CA), Rep. David Joyce (R-OH) and Sen. Alex Padilla (D-CA), which was included in the 2022 year-end Omnibus bill and signed into law by the President.



OUR PARTNERS AND STAKEHOLDERS

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

ELIMINATING UNDERAGE DRINKING		RESPONSIBLE ALCOHOL CONSUMPTION
<ul style="list-style-type: none"> Discovery Education The Curie Group, LLC City Girl Gone Mom Orleans Parish School Board American School Counselor Association Classroom Champions Tech Savvy Mama National Institute on Alcohol Abuse and Alcoholism (NIAAA) Shape America — Society of Health and Physical Educators (SHAPE) 	<ul style="list-style-type: none"> National Association of Elementary School Principals (NAESP) SADD (Students Against Destructive Decisions) Association of Middle Level Educators (AMLE) Association of Fraternity and Sorority Advisors NODA (Association for Orientation, Transition and Retention in Higher Education) Association for Student Conduct Administration (ASCA) 	<ul style="list-style-type: none"> Intellicheck Uber Shipt Amazon Grubhub Yoti Instacart Direct Wines, Inc. DoorDash Gopuff

ELIMINATING DRUNK DRIVING		
<ul style="list-style-type: none"> American Automobile Association (AAA) MADD (Mothers Against Drunk Driving) International Association of Chiefs of Police (IACP) Wisconsin State Laboratory of Hygiene (WSLH) at the University of Wisconsin-Madison Louisiana State Highway Safety Office National Highway Traffic Safety administration (NHTSA) Governors' Highway Safety Association (GHSA) 	<ul style="list-style-type: none"> Substance Abuse and Mental Health Services (SAMHSA) National Transportation Safety Board (NTSB) National Center for DWI Courts National District Attorneys Association National Sheriffs Association Advocates for Justice Lyft Independent Restaurant Association National Restaurant Association 	<ul style="list-style-type: none"> Washington Traffic Safety Commission Team DUI – Pennsylvania DUI Association The Coalition of Ignition Interlock Manufacturers CHA Division on Addiction Colorado Department of Transportation Ford Driving Skills for Life Uber National Safety Council Kerry Anne DeMott Foundation

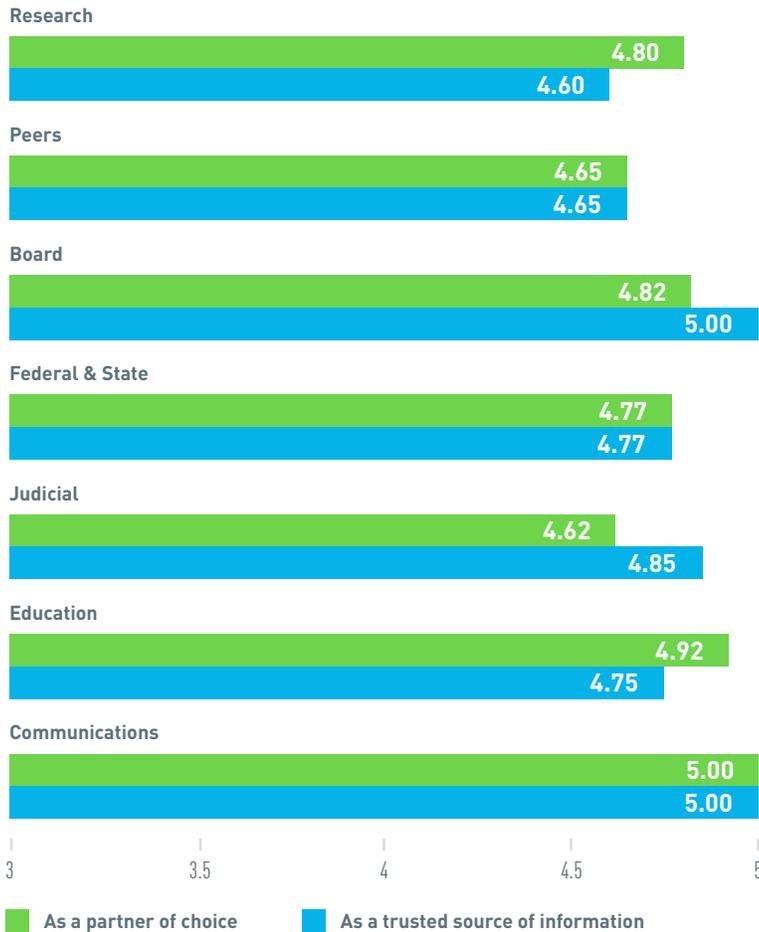
“They’re an excellent group to work with. We have great respect for the employees of Responsibility.org.”
 – Judicial stakeholder

HOW OUR PARTNERS AND STAKEHOLDERS SEE US

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

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

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



Mean scores on a 5-point scale.

Why Stakeholders Value Our Work¹⁶

1 Critical Mission & Track Record of Positive Impact

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

2 Partnerships and Collaboration

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

3 Dedicated and Knowledgeable Leadership

- Staff and the leadership team seen by many stakeholders as being a key asset for Responsibility.org
- Staff seen as knowledgeable and dedicated to the organization mission and purpose

4 Research-Based & Dynamic Resources

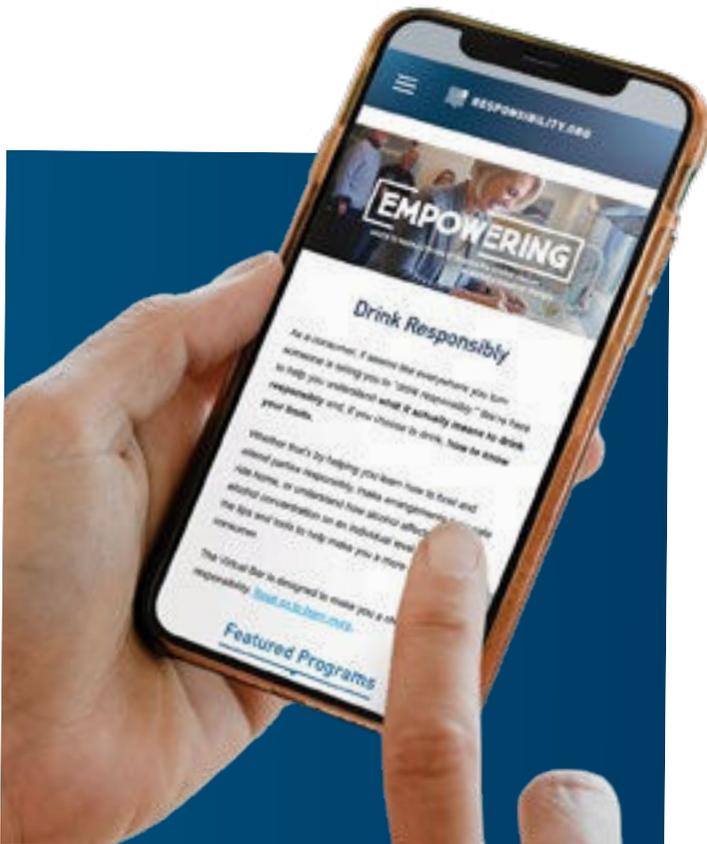
- Responsibility.org seen as being research-centric and well-trusted to provide transparent and reliable data
- The resources and tools provided for educators, law enforcement and the general public are seen by respondents as useful, easy to access, and as adding value to them and their work

¹⁶ Source: Reputation Inc., Reputation survey of 79 key stakeholders, conducted in November-December 2022 for Responsibility.org

HOW WE MEASURE 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 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.



LOOKING FORWARD

Our Priorities for the Next 12 Months

DID YOU KNOW?

Every year, we consult our key stakeholders to bring their perspectives into our work. Doing so in 2022 was particularly important, as we are launching the process to shape our strategy for the next five years in 2023.

This is what some of our stakeholders had to say about their expectations of Responsibility.org:

PEER

“Responsibility.org is one of the few credible and competent voices in Washington and the State capitols with whom we can collaborate. We would very much welcome an increased focus on raising awareness on a) the assessment of alcohol use disorder; b) the availability of effective treatments, combining counseling with medication.”

COMMUNICATIONS

“Continue to invest in making people aware of the dangers of driving impaired and be at the forefront of cannabis as it breaks into the United States legally.”

EDUCATION

“Opportunities going forward are looking at ways of reaching general population audiences outside the target markets where they’ve had some success. I think they’ve been successful in the education space for a long time. Now they’re equally successful with lawyers and judges and in the judicial community. [...] It seems that marketing and promotion to the general population audience is a real opportunity going forward.”

JUDICIAL

“They’re an excellent group to work with. We have great respect for the employees of Responsibility.org. I’m thankful that they’re willing to go out on a limb on a lot of things and be more progressive than some of our other stakeholders.”

BOARD

“I think there’s an opportunity there [at the board level] to bring us all together with a unified vision, into the future through the strategic planning process and ensure that we are really looking beyond the immediate needs of the organization and far into the future as to what this could look like. I think there’s an opportunity to expand membership into all three tiers of the industry, to really be representative of the whole industry, not just the suppliers.”

STATE

“To my knowledge Responsibility.org is the standard in that industry. If they were able to sway the legalized cannabis producers, whether they’re distributors, whether they’re growers, to join forces in the way that they have modeled for the distilled spirits industry to say we are supporting adult use, but balanced adult keeping safety in mind. Replicating that in the cannabis industry is the single biggest challenge going forward.”

BOARD

“I just think having more industry engagement is critical. I believe that no one argues with the concept of what is being attempted here. But there’s always room for more industry engagement. I’ve been pleased with what we’ve seen in the past few years, but I think more can be done.”

EDUCATION

“Investigate the key channels by which those professionally involved in the prevention of alcohol and other drug disorders access information and publish, dialogue, present, and interact in general with this field.”

EDUCATION

“Publish in peer-reviewed journals regarding programming ideas and efforts and any results. Cite data, qualitative as well as quantitative, to support efforts and their results.”

EDUCATION

“Create a professionally produced podcast that seeks out those doing research and/or delivering prevention services related to alcohol, alcohol use, alcohol use disorders, and related topics, e.g., ‘other drugs’.”

PEER

“Collaboration or partnerships with universities in ways that they can reach populations that are not hearing this message around underage drinking. Use student advocacy groups and go beyond the traditional organizations like MADD and SADD.”

RESEARCH

“Being creative about the way they use the marketing budgets of their member companies to get the message out to consumers and others that they’re targeting. [...] I think there’s a two-way street there where Responsibility.org can develop the information and the content and the substance that the industry can promote, and get out there more wisely, to a more consumer-oriented audience.”

THANK YOU TO OUR MEMBERS

Our impact is not defined by a single initiative or measure, but the collective efforts of everyone involved in changing the conversation around responsible consumption and a commitment to preventing underage drinking, eliminating drunk and impaired driving, and empowering adults to make responsible alcohol choices.

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.



2022 CORPORATE PARTNERS

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American Distilling Institute
BreakThru Beverage
Canopy Growth
Direct Wines
DoorDash
Draeger
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