



# BUILDING TOGETHER

## One Future, Diverse Voices



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# A Message from the CEO

CHRIS SWONGER



As we present the 2025 Impact Report for Responsibility.org, I am reminded of a guiding truth:

**“IF YOU WANT TO GO FAST, GO ALONE.  
IF YOU WANT TO GO FAR,  
GO TOGETHER.”**

Partnerships remain the foundation of our missions. Preventing underage drinking, eliminating drunk and impaired driving, and empowering adults to make responsible alcohol choices all require the collective commitment of industries, communities, and leaders across society.

### **The trends show meaningful progress but also remind us to stay vigilant.**

- Underage drinking continues its long-term decline, with alcohol consumption among teens at record lows. In 2024, 13% of 12-20 year-olds declared having consumed alcohol in the past month. That is 2.6m fewer than in 2015.<sup>1</sup>
- Traffic fatalities in alcohol-impaired crashes decreased by 3.9 percent from 2023 to 2024 (latest data available)<sup>2</sup>. Despite this progress, every alcohol-impaired fatality remains preventable, and we will not rest until this number gets to zero.
- A large majority of consumers (86%)<sup>3</sup> are confident that they drink responsibly, and consume alcohol within the recommended guidelines. Still, more needs to be done to help consumers understand the concept of standard drinks, and help them navigate a more complex product landscape (such as THC-infused beverages).

Over the past year, we have collaborated with professionals in healthcare, education, law enforcement, hospitality, and retail to better understand today's evolving alcohol landscape. With responsibility top of mind, many of these frontline professionals want to be better equipped to navigate alcohol conversations, with practical tools, clear language, and support.

Inside this report, you will find not only data about our achievements, but also stories of meaningful impact made possible through our shared efforts. I am deeply grateful to our partners, advocates, supporters, and members for their ongoing commitment to building safer, healthier communities.

**Together, we are not only confronting today's challenges: we are shaping a more responsible future.**

*Chris Swonger*  
President and CEO

<sup>1</sup> National Survey of Drug Use and Health, 2025 | <sup>2</sup> National Highway Traffic Safety Administration, 2026 | <sup>3</sup> APCO, Alcohol Consumption Tracking Study, 2025. Commissioned by Responsibility.org

# A Message from the Executive Director

LESLIE KIMBALL



As we reflect on the past year at Responsibility.org, I am proud of the progress driven by our unwavering commitment to research, insights, and evidence-based action.

This year, we continued our collaboration with educators and expanded *Ask, Listen, Learn* with a new resource to address the connections between alcohol, marijuana, and mental health. This innovative addition provides parents and educators with practical tools to further help prevent underage drinking and cannabis use.

We also advanced our work with NASID, GHSA, and State Highway Safety Offices to prevent drunk and drug-impaired driving, including supporting pilot oral-fluid testing in select states. We have also broadened the use of our CARS program beyond the justice system, enabling earlier identification of substance-use and mental-health concerns so individuals can access help sooner.

This year also marked a significant expansion of our public awareness efforts. In 2025, Responsibility.org launched initiatives such as “*Responsibility Looks GREAT on You*,” which brought together partners and lawmakers on Capitol Hill. Our Virtual Bar was translated into Spanish, making this interactive education tool accessible to Spanish-speaking communities nationwide. Another major highlight was our “*Get There Responsibly*” campaign, launched for the summer season from Memorial Day through Labor Day, which reminded adults to plan ahead for a safe ride.

Finally, we have strengthened our foundations for future reach, impact, and collaboration by allowing new beverage categories and industry partners to join Responsibility.org and support our important missions.

Thank you to Responsibility.org’s team and our many partners and supporters who make our work possible. Your passion and commitment to safer, healthier communities inspires and motivates us.

A handwritten signature in blue ink that reads "Leslie Kimball". The signature is fluid and cursive.

Executive Director

# A Message from the Chair

ROBERT HALL



**In the past year, Responsibility.org expanded, welcoming new partners under our revised partnership structure and broadening our reach across industries and communities.**

Our work thrives because of the diversity of voices at the table, from beverage producers to distributors, retailers, hospitality partners, and advocates across the public health, safety, and education sectors. In 2025 we were honored to welcome supporters such as BeatBox Beverages and New Belgium Brewing to join our collective effort.

With every partner and every member, we strengthen our collective capacity to fight underage drinking, prevent impaired driving, and promote responsible alcohol choices.

As 2025 marks the end of my tenure as Responsibility.org's Chair, it has been an honor to lead at a time of decisive change. I wish our upcoming Chair, Joseph Durso, every success in guiding Responsibility.org toward even greater impact.

To our new supporters, and to the partners whose commitment has never wavered, thank you. Together, we are stronger, more agile, and better positioned than ever to advance our missions.

A handwritten signature in blue ink that reads "Robert Hall".

Former CEO, Ole Smoky Distillery

# Responsibility.org AT A GLANCE

## WHO WE ARE

The Foundation for Advancing Alcohol Responsibility, also known as Responsibility.org, is an independent organization funded by companies in the beverage alcohol industry and partners in retail, distribution, technology, and other sectors.

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



## CORE MISSIONS

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

### 1 Eliminate Underage Drinking

Working with partners to develop and deliver programs and tools to prevent underage drinking.

### 2 Eliminate Drunk Driving and Work with Others to End All Impaired Driving

Collaborating with partners in law enforcement and road safety to advocate for proven, effective techniques and tools to eliminate all forms of impaired driving.

### 3 Empower adults to make a lifetime of responsible alcohol choices

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

# OUR 2024-28 STRATEGY

Our strategy, shaped through extensive consultation with key stakeholders, sets a new ambition for alcohol responsibility. It aims to expand our reach and strengthen our impact, enhancing both the range of people we influence and the support we provide through our work. We are now two years into this new strategy. This report tracks our progress in delivery.

## OUR 3 MISSIONS

Eliminate  
**UNDERAGE DRINKING**

Eliminate  
**DRUNK DRIVING**  
and work with others to end all impaired driving

Empower adults to make  
**RESPONSIBLE ALCOHOL CHOICES**  
as part of a balanced lifestyle

## OUR 5-YEAR GOALS AND TOPLINE INITIATIVES

1. Equip young people with skills to make responsible decisions towards alcohol
2. Equip parents & educators to have meaningful conversations about alcohol to prevent underage drinking
3. Partner across the industry to prevent alcohol access & appeal to underage people

1. Work in partnership to raise standards in addressing all impaired driving
2. Leverage relationships with the hospitality sector to extend consumer reach and impact
3. Develop targeted messages and resources to address specific drivers of impaired driving

1. Educate adult consumers on what responsible consumption means
2. Define, pilot and scale up Responsibility.org's role in addressing specific forms of alcohol harm and alcohol irresponsibility
3. Address the mental health drivers of alcohol misuse and the effects of alcohol misuse on mental health

## OUR GROWTH DRIVERS



**Increase industry representation**



**Extend influence internationally**

## OUR 5-YEAR GOALS AND TOPLINE INITIATIVES

1. Define governance and membership principles to underpin broader sector representation
2. Conduct targeted outreach to prospective members across tiers and categories

1. Establish foundations for wider reach through engagement with diverse communities in the US
2. Develop and launch an international pilot initiative and drive global collaboration on alcohol responsibility

# Our Key Programs



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

This is our free digital underage drinking prevention program targeted at kids ages 9-13 and their parents and educators. The program provides free materials and resources for families, educators, school counsellors, nurses, and carers to talk to kids about making responsible choices and saying "NO" to underage drinking and underage cannabis use.

## ALCOHOL101+

### Alcohol 101+

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



### We Don't Serve Teens (WDST)

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

## RESPONSIBILITY starts with *me.*

### Responsibility Starts with Me

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



### National Alliance to Stop Impaired Driving

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



### The Virtual Bar

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



### Responsibility Works

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



### Alcohol Responsibility Month

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



### Computerized Assessment and Referral System (CARS)

CARS is a digital tool originally designed to assess and identify substance use disorders and mental health issues among DUI offenders, and provide a personalized assessment with treatment and referral recommendations to reduce future and repeat DUIs. Building on its success in the judicial system, CARS has now been adapted for broader audiences, available to physicians, mental health professionals, first responders, veterans services, and other organizations.

# THE TRENDS THAT SHAPED ALCOHOL RESPONSIBILITY

in 2025

**1** The current economic context is influencing alcohol behaviors

**2** A more complex product landscape is emerging

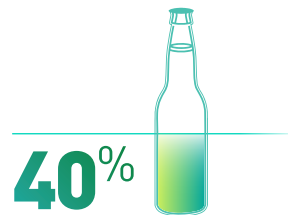
**3** The hospitality industry is expected to lead on responsibility

**4** Underage consumption is at its lowest

**5** Mental health continues to act as a key factor in alcohol behaviors

## 1 The current economic context is influencing alcohol behaviors

The added stress and mental health strain created by current cost of living pressures can act as a driver of overconsumption. Financial constraints also affect drivers' decisions to take alternative transportation (e.g., a ride-share) when they are over the limit.



of retail workers (in outlets selling alcohol beverages) often see people experiencing financial consequences due to alcohol misuse <sup>4</sup>



of people who have driven a motor vehicle after consuming alcohol cited financial reasons played a role in their decision (up 5 points compared to 2024) <sup>5</sup>

## 2 A more complex product landscape is emerging

New products are blurring established categories, such as THC-infused beverages and crossover beverages. Consumers still need a better understanding of how these products affect impairment, which creates an important opportunity to guide them with clear, evidence-based information.



of hospitality workers observe an increased consumption of crossover products (e.g. 'hard' seltzers or alcohol versions of familiar soda brands) <sup>6</sup>



of consumers have seen or heard of both THC- and hemp-infused beverages <sup>7</sup>



of consumers are confident they know what effects THC-infused or hemp-infused beverages and products will have before using it <sup>8</sup>

42% of those who drink alcohol also regularly consume cannabis on the same occasion <sup>9</sup>



<sup>4</sup> Reputation Inc, Annual Professionals Survey, 2025. Commissioned by Responsibility.org | <sup>5</sup> APCO, Alcohol Consumption Tracking Study, 2025. Commissioned by Responsibility.org | <sup>6</sup> Reputation Inc, Annual Professionals Survey, 2025. Commissioned by Responsibility.org | <sup>7</sup> APCO, Alcohol Consumption Tracking Study, 2025. Commissioned by Responsibility.org | <sup>8</sup> Ibid. | <sup>9</sup> Id.

# THE TRENDS THAT SHAPED ALCOHOL RESPONSIBILITY

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<sup>10</sup> APCO, Alcohol Consumption Tracking Study, 2025. Commissioned by Responsibility.org. | <sup>11</sup> Ibid.. | <sup>12</sup> Id. | <sup>13</sup> Substance Abuse and Mental Health Services Agency (SAMHSA), Center for Behavioral Health Statistics and Quality (CBHSQ), 2024 National Survey on Drug Use and Health. | <sup>14</sup> APCO, Alcohol Consumption Tracking Study, 2025. Commissioned by Responsibility.org | <sup>15</sup> Ibid. | <sup>16</sup> Reputation Inc, Annual Professionals Survey, 2025. Commissioned by Responsibility.org | <sup>17</sup> APCO, Alcohol Consumption Tracking Study, 2025. Commissioned by Responsibility.org

**3**

## The hospitality industry is expected to lead on responsibility

Consumers now expect bars and restaurants to set clear responsibility standards, and they reward those that do with stronger favorability and increased patronage. This signals a clear incentive for hospitality venues to become visible leaders in responsible service.

**81%**

of consumers think bars, restaurants, and other hospitality venues should take an active role in promoting responsible alcohol consumption <sup>10</sup>



**70%**

would have a more favorable view of a hospitality venue if it was committed to clear standards for responsible alcohol service <sup>11</sup>

**63%** would be more likely to visit such a venue <sup>12</sup>

**4**

## Underage consumption is at its lowest

Underage drinking has reached historic lows in 2025, which confirms a long-term trend of underage consumption steadily declining in the US. The social acceptability of underage consumption remains, however, slightly higher than that of other forms of misuse, such as alcohol-impaired driving. This calls for maintaining momentum on providing parents and educators with clear information on the impacts of alcohol on young people's brain development.

**13%**

of people aged 12 to 20 report that they drank alcohol in the past month <sup>13</sup>

**17%**

of legal-age adult consumers believe drinking alcohol before the age of 21 is never acceptable <sup>14</sup>

**5**

## Mental health continues to act as a key factor in alcohol behaviors

The link between alcohol and mental health continues to be a leading concern across our stakeholders and partners, who see alcohol being used to self-medicate existing mental health issues, while overconsumption is also identified as contributing to new mental health problems. This underscores the need for responsibility messaging that addresses stress, anxiety, and healthier coping strategies.

**13%**

of consumers associate using alcohol to deal with stress, anxiety, or mental health issues with exceeding the recommended guidelines <sup>15</sup>

**75%**

of healthcare workers often encounter patients experiencing mental health issues related to alcohol consumption <sup>16</sup>

**34%**

of consumers who report their consumption decreased, identify meditation or stress management as contributing to reducing their alcohol consumption <sup>17</sup>

INFORMING OUR WORK THROUGH EXPERT INSIGHT:

## Introducing our Advisory Boards

Responsibility.org benefits from a diverse range of expert insights across education, law enforcement, medicine, government, business, and parenting. Our work is guided by three key groups: the National Advisory Board, the Educational Advisory Board, and the Judiciary Advisory Board.

### NATIONAL ADVISORY BOARD

This Board provides strategic guidance on initiatives, policies, and strategies that help advance our missions to prevent underage drinking, eliminate drunk and impaired driving, and promote responsible alcohol behavior. Its members bring deep expertise and a broad understanding of stakeholder perspectives, emerging trends, and alcohol-related issues. Their insights have been instrumental in the development of programs such as Alcohol 101+, *Ask, Listen, Learn*, the National Alliance to Stop Impaired Driving, the Virtual Bar, and *Responsibility Works*.

#### STRATEGIC GUIDANCE

INITIATIVES  
POLICIES  
STRATEGIES

### EDUCATIONAL ADVISORY BOARD

This Board brings together education administrators, teachers, school counselors, and experts in prevention, parenting, and education-related trends and research. Their collective understanding of the evolving education landscape allows them to provide valuable, real-world perspectives that inform and strengthen Responsibility.org's programs for young people, parents, and educators.

#### BRINGING TOGETHER

ADMINISTRATORS  
TEACHERS  
SCHOOL COUNSELORS  
EXPERTS

### JUDICIAL ADVISORY BOARD

Composed of judges and other judicial experts, this Board's expertise is essential in addressing the complexities of the DUI system and advancing drunk and impaired driving prevention efforts. With their guidance, Responsibility.org has identified critical needs and developed innovative solutions and resources. The Board has also shaped organization-wide initiatives to highlight the dangers of high-risk drunk driving and contributed to the creation of resources for law enforcement and the criminal justice community.

#### COMPOSED OF

JUDGES  
JUDICIAL EXPERTS



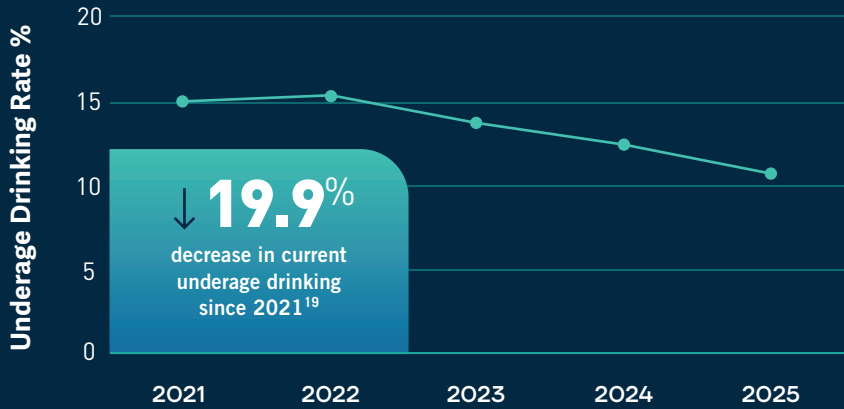
# OUR ACHIEVEMENTS

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# Eliminating Underage Drinking

## CHANGING BEHAVIORS

Underage Consumption Levels (Past 5 Years)<sup>18</sup>



## Reaching Our Audiences and Stakeholders 2025



**834,418**  
Students Reached



**2.29M**  
Educators Reached  
(Teachers & Parents)



**20%**  
Online Community Growth

## 4 DRIVERS that shape responsible alcohol behaviors:

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

## Changing Attitudes<sup>20</sup>

- 68%** feel positive about people not drinking any alcohol before the age of 21
- 76%** find there are useful and informative resources available about the risks of underage drinking
- 83%** clearly understand the risks of drinking alcohol under the age of 21
- 69%** believe drinking alcohol before the age of 21 is never acceptable
- 83%** of 16-20 year olds intend to say no if offered an alcohol beverage

## Driving Results Through Partnerships 2025

<b>19</b> Educational Resources Updated/Created	<b>3</b> Parent Resources Created	<b>6</b> New Partnerships Formed
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## Enabling Our Work Through Trusted Relationships<sup>21</sup>

- 97%** stakeholders hold a favorable view of Responsibility.org
- 96%** stakeholders see Responsibility.org as a trusted source of information
- 96%** stakeholders see Responsibility.org as a partner of choice

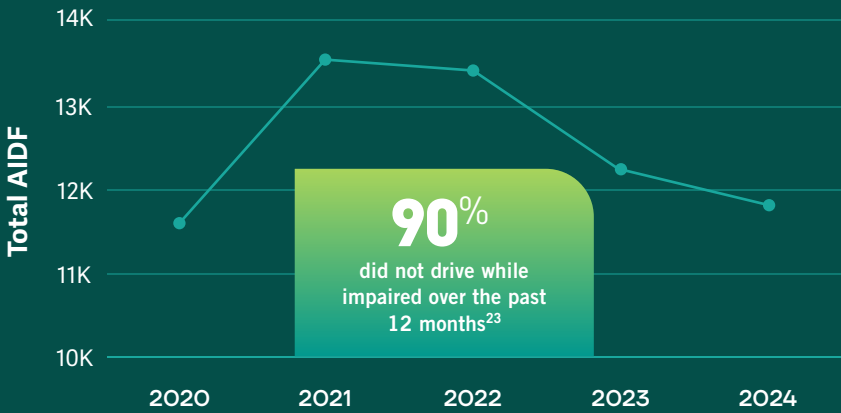
<sup>18</sup> Monitoring the Future, 2025 | <sup>19</sup> Ibid. | <sup>20</sup> APCO Alcohol Consumption Tracking Study, 2025. Commissioned by Responsibility.org. | <sup>21</sup> Reputation Inc, Annual Stakeholder Survey, 2025. Commissioned by Responsibility.org.

# Eliminating Drunk Driving

## and Working with Others to End All Impaired Driving

### CHANGING BEHAVIORS

Alcohol Impaired Driving Fatalities (Past 5 Years)<sup>22</sup>



### SINCE 2020

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

### 4 DRIVERS that shape responsible alcohol behaviors:

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

### Changing Attitudes<sup>24</sup>

- 77%** 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
- 88%** 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 2025

**200**  
DWI & Veterans Courts Engaged

**4,455**  
Traffic Safety Partners Reached (via in person and virtual presentations)

**1,900**  
Law Enforcement Officers, Legislators & Criminal Justice Professionals Trained

### Driving Results Through Partnerships 2025

**\$346,000** In Sponsorships  
**4,455** Attendees

- 9** CARS Snapshots
- 20** Updated Position and Policy Papers
- 21** Partnerships Formed
- 2** Oral Fluid Summits

**Sponsored advanced roadside impaired driving enforcement training** with the National Sheriffs Association, training **25** students and supported **10 green labs** through Chesapeake Region Safety Council with **428** attendees.

### Enabling Our Work Through Trusted Relationships<sup>25</sup>

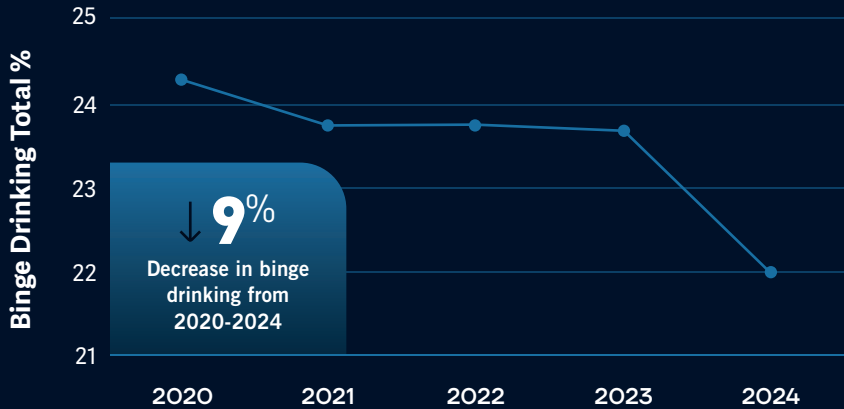
- 97%** stakeholders hold a favorable view of Responsibility.org
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<sup>22</sup> NHTSA/FARS, 5/26 | <sup>23</sup> APCO, Alcohol Consumption Tracking Study, 2025. Commissioned by Responsibility.org | <sup>24</sup> Ibid. | <sup>25</sup> Reputation Inc, Annual Stakeholder Survey, 2025. Commissioned by Responsibility.org.

# Empowering Adults to Make Responsible Alcohol Choices

## CHANGING BEHAVIORS

### Binge Alcohol Use (Past 5 Years)<sup>26</sup>



**IN 2024** 10% of adults, 21 years of age or older, were diagnosed with alcohol use disorder.<sup>27</sup>

## Reaching Our Audiences and Stakeholders 2025

**1.47M**  
public reached & engaged via digital channels

**70.2K**  
followers across all platforms

**127.3K** engagements  
**26.1M** impressions

**820,077** website views  
**5.4%** online community growth

**11.4K**  
virtual bar app downloads

**43K** online active users

## 4 DRIVERS that shape responsible alcohol behaviors:

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

## Changing Attitudes<sup>28</sup>

- 76%** feel positive about drinking alcohol in moderation if they choose to drink
- 82%** find there are useful and informative resources available about responsible alcohol consumption
- 87%** clearly understand the risks associated with alcohol misuse
- 83%** believe misusing alcohol is never acceptable
- 79%** intend to drink less than 1 alcoholic drink a day (if female) / 2 alcoholic drinks a day (if male)

## Driving Results Through Partnerships 2025

- 6** new educational materials created or updated
- 4** new partnerships formed

## Enabling Our Work Through Trusted Relationships<sup>21</sup>

- 97%** stakeholders hold a favorable view of Responsibility.org
- 96%** stakeholders see Responsibility.org as a trusted source of information
- 96%** stakeholders see Responsibility.org as a partner of choice

<sup>26</sup> SAMHSA, Office of Applied Studies, National Survey on Drug Use and Health | <sup>27</sup> Ibid. | <sup>28</sup> APCO, Alcohol Consumption Tracking Study, 2025, Commissioned by Responsibility.org | <sup>29</sup> Reputation Inc, Annual Stakeholder Survey, 2025. Commissioned by Responsibility.org.

# BUILDING TOGETHER

## Expanding our Membership to New Beverage Categories

In 2025, Responsibility.org achieved a significant milestone in expanding reach, driving impact and advancing collaboration with all stakeholders committed to responsible alcohol consumption.

This year, our Board made the decision to allow not only spirits, but new beverage categories, including beer, wine, distributors, hospitality partners, retailers, and other similar companies in the alcohol responsibility space. While we remain primarily funded by the distilled spirits industry this move allows us to reflect current consumption patterns, with consumers navigating new and emerging categories, such as spirits- or wine-based RTDs and collaborations between soft drinks and alcohol brands.

It is also a way to involve a broader spectrum of alcohol producers in Responsibility.org's missions to eliminate underage drinking, drunk and impaired driving, and empower adults to make a lifetime of responsible alcohol choices.

SPIRITS  
BEER  
WINE  
DISTRIBUTORS  
HOSPITALITY PARTNERS  
RETAILERS



To reflect that change, we have updated our partnership structure to include two new categories:

### RESPONSIBILITY CHAMPIONS

take a prominent seat at the table of responsibility, creating impact and instigating change for the better.

### RESPONSIBILITY ASSOCIATES

showcase their commitment to alcohol responsibility, and actively support Responsibility.org's mission.

If your organization is committed to alcohol responsibility and would like to learn more about partnerships with Responsibility.org, please contact **Joey Ford** at [joey.ford@responsibility.org](mailto:joey.ford@responsibility.org).

OUR ACHIEVEMENTS

# Eliminating Underage Drinking



## Get the Facts <sup>30</sup>

In 2025, the prevalence rates of underage alcohol consumption continued to decline, reaching historic low levels in lifetime and annual consumption.

**11.2%**  
of 8th graders

**23.5%**  
of 10th graders

**41.1%**  
of 12th graders

consumed alcohol in the past 12 months. These are the lowest levels ever recorded.

# Ask, Listen, Learn

## A New Unit on Alcohol, Cannabis and Mental Health

### WHAT

*Ask, Listen, Learn:* “Kids and Alcohol Don’t Mix” is an award-winning, evidence-based program which helps children understand the effects of alcohol on their developing brains and empowers them to make healthy choices. In 2025, the program expanded to include new materials exploring the connection between alcohol, cannabis, and mental health through an additional unit titled “The Impact of Alcohol and Marijuana on Mental Health.” Developed with guidance from adolescent mental health experts, the unit provides valuable information and resources to help parents and educators prevent underage drinking and substance use.



### HOW

The new unit delivers engaging, age-appropriate content that explains what mental health is, why it is important, and how to take care of it. Tailored materials for kids, parents, and educators—including videos, quizzes, and interactive tools—explore how alcohol and cannabis can harm developing brains and mental health, encouraging kids to say “NO” to these substances.

Parent-focused resources offer strategies for meaningful conversations, modeling responsible behavior, and identifying early signs of mental health challenges. Educators have responded positively to the classroom materials, which include lesson plans, videos, and activities that foster meaningful discussions. All content aligns with Common Core State Standards (CCSS), Next Generation Science Standards (NGSS), and the 2024 National Health Education Standards (NHES), allowing for seamless integration across learning environments nationwide.



# Ask, Listen, Learn

## “Building Confidence for Responsible Choices” with Discovery Education

### WHAT

Another key development in the *Ask, Listen, Learn* program is the launch of “Building Confidence for Responsible Choices,” a new initiative introduced in April 2025 in partnership with Discovery Education, a leading provider of digital and professional learning resources for educators.

This partnership introduces videos and digital activities designed to help middle school students confidently say “NO” to underage drinking and underage cannabis use. The resources address the physical and emotional changes young people experience and equip them to navigate complex social situations.

### HOW

The three-part prevention education video series explores peer pressure, goal setting, and responsible decision-making through the lens of brain development. Each video is accompanied by interactive digital activities that help students understand how their developing brains influence their choices, encouraging them to make thoughtful, informed decisions.

A facilitator guide supports educators with strategies for introducing and reinforcing key concepts. It includes lesson summaries, health and wellness connections, reflection questions, and engaging classroom activities to extend learning.

The *Ask, Listen, Learn: Building Confidence for Responsible Choices* videos and digital activities complement our core nine lesson plan series. When combined with interactive Kahoot! quizzes and the We Are Teachers Google Slide game, these new resources empower students to make healthy, responsible, and confident choices for their future.



Kids and alcohol don't mix.

### IMPACT

Since its inception in 2003, *Ask, Listen, Learn* has reached more than **205 million kids, parents, and educators across all 50 states and D.C.** Responsibility.org continues to maximize its impact by working with partners including Discovery Education, Classroom Champions, and SHAPE America.

**31,440** STUDENTS

Since launch, the *Ask, Listen, Learn* mental health lesson materials have reached **31,440** students with mental health classroom resources being downloaded over **1,044** times.

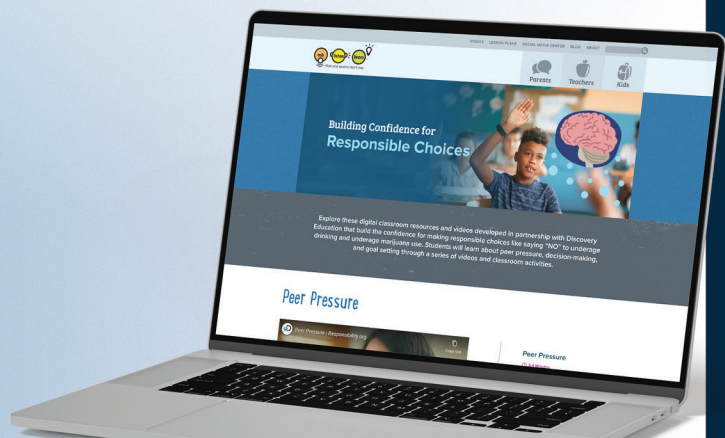
**3,944** VIEWS

The mental health parent's page has been viewed **3,944** times since launch in August 2025

**750** TEACHERS

Over **750** teachers downloaded the *Ask, Listen, Learn* Google Interactive with a student impact of almost **50,000**

“These lessons are excellent for general conversations about mental health, including common stressors and how to cope in a healthy way. They also warn of the dangers of alcohol use using science-based reasoning.”  
—Amy Brownlee, 5th and 6th Grade Teacher.



CASE STUDY

# Alcohol101+

## Expanding Student Reach

### WHAT

Alcohol101+ is a free, digital alcohol-education program designed for universities and colleges to offer students with engaging information to influence their decisions about alcohol consumption, now available in a new format to encourage increased uptake.

### HOW

Alcohol101+ is now available through a Learning Management System (LMS). The LMS version of Alcohol101+ enables schools to centralize their educational programs in one place, allowing for easier access for students and improved integration with university student-management systems. This plug-and-play system is a free, digital program that can be deployed with minimal setup, staff time, or technical expertise. Institutions can quickly enroll students, assign modules, set completion deadlines, and monitor progress through a built-in administrative dashboard, making it easy to integrate into orientation, wellbeing initiatives, or student conduct processes. Its flexibility allows universities to deliver alcohol-education at scale across diverse student groups without developing their own curriculum or running in-person workshops. This simplicity, scalability, and ability to “switch on and use” immediately are what makes Alcohol101+ a valuable plug-and-play solution for promoting responsible alcohol choices among students.

The LMS version of the course has been shown to boost completion rates compared to the web-based version. This helps bring in and retain larger colleges and universities that want to use Alcohol101+ for orientation/first-year student programming, as well as expand the use amongst schools already delivering the program.

In parallel, many schools within the University of California system have adopted Alcohol101+, including the University of California, Los Angeles (UCLA), which now uses it as its dedicated student alcohol prevention program. UCLA administrators have expressed strong support for Alcohol101+, and student participation rates are very high.



### IMPACT

**28,102** STUDENTS

A total of **28,102** students have completed the program in 2025, more than double the 2024 numbers (12,306), bringing the total number of completions since launch to **55,222**.

**284** EDUCATIONAL INSTITUTIONS NOW USE THE PROGRAM

The Learning Management System (LMS) integration for pilot schools has supported uptake by alleviating rostering issues for school administrators.

**7,907** UCLA STUDENTS

**7,907** UCLA students completed the program in 2025. Approximately **77%** of them reported enjoying it, and **98%** indicated that they now have enough information to make responsible decisions about drinking alcohol.



IN BRIEF



## WDST Update

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

In 2025, WDST refreshed its campaign materials and tools making it easy for partners to participate and amplify the message. The dedicated website provides digital assets, social media content, a calendar highlighting key moments such as Back to School, Prom Night, and Graduation, as well as suggested copy for media and communications. Partners are encouraged to customize these resources with their own branding and promote the campaign across customer touchpoints — both in-person and online.

To date, **125 partner organizations**<sup>31</sup> have signed up to WDST. In 2025 **29 new partners** joined the program, with over **500 new contacts** added to the digital communications. Influencer Danielle Schaeffer has posted about WDST on her social media channels resulting in **6,000 engagements**, and **8 million potential impressions**.



## Partnership with Kahoot and We are Teachers

Kahoot! is a game-based learning platform that makes it easy to create, share, and play interactive quizzes and learning games — called “Kahoots.” We Are Teachers is an organization that provides original educational content written by teachers, for teachers.

Through a powerful partnership, they have enhanced Responsibility.org’s *Ask, Listen, Learn* program. This collaboration has produced a new set of Kahoots designed to help students explore the brain — learning about its structure, how it functions, and the effects of alcohol and cannabis on brain development.

These engaging and informative games facilitate classroom discussion, helping students understand the risks and dangerous impacts of alcohol and cannabis use. By combining interactive learning with guided conversation, the materials encourage students to make informed decisions and aim to prevent underage drinking and drug use.



31 Responsibility.org Digital Media Analytics, Q4, 2025

## OUR ACHIEVEMENTS

# Eliminating Drunk and Impaired Driving



## Get the Facts

↓ 3.9%

Traffic fatalities in alcohol-impaired crashes decreased by **3.9 percent** from 2023 to 2024 (*latest data available*)<sup>32</sup>

90%

of consumers have not driven a motor vehicle while impaired by any substance (*including alcohol*) in the past 12 months<sup>33</sup>

87%

of consumers think that driving impaired is never acceptable<sup>34</sup>

# NASID

## Working Group on Oral Fluid Drug Screening

### WHAT

Oral fluid screening can assist officers in identifying drivers who may have recently consumed drugs. The National Alliance to Stop Impaired Driving (NASID) established the Oral Fluid Working Group in 2023 to develop resources for practitioners in states seeking to implement roadside oral fluid screening programs. The group includes forensic scientists, law enforcement professionals, safety advocates, and researchers who continue Responsibility.org and NASID's efforts to create practical tools and guidance to address the growing concern of drug-impaired and multiple substance-impaired driving across disciplines.

### HOW

**The Working Group has met quarterly and produced a suite of practical tools and guidance for states, including:**

- **Step-by-Step Implementation Checklist**  
A roadmap for states to launch oral fluid programs.
- **Data Collection Checklist**  
Ensuring consistent and accurate data reporting.
- **Compilation of Oral Fluid Resources**  
Demonstrating the accuracy and reliability of oral fluid screening.
- **Policy Position Paper**  
Clarifying the role of roadside oral fluid screening in impaired driving enforcement.
- **Legislative Guide**  
Simplifying oral fluid screening for lawmakers.
- **Graphic of Impaired Driving Stop Process**  
Highlighting when roadside screening occurs.
- **National Map**  
Showcasing each state's oral fluid statutes and implementation status.

The Working Group also organized, funded, and delivered two Oral Fluid Summits in Arkansas, resulting in Arkansas planning a statewide oral fluid program and presented at the Texas Prosecutors Conference addressing concerns and opportunities. It also delivered 25 presentations at conferences and meetings across the U.S. in 2025, showcasing the benefits of roadside oral fluid testing and advancing efforts to expand this lifesaving technology nationwide. In addition, it initiated the planning of Virginia and North Carolina summits in 2026 to expand adoption.



### IMPACT

The NASID Oral Fluid Working Group had an exceptionally productive year in 2025, advancing the adoption and understanding of oral fluid screening technology nationwide.

Although implementation varies, the use of oral fluid screenings has increased significantly in recent years, and several states and jurisdictions now conduct roadside oral fluid testing to some extent.

In some states, oral fluid may also be used as an evidential toxicology sample, depending on statutory authority. Evidential samples are analyzed in a toxicology laboratory, similar to blood tests. Because oral fluid can be collected quickly by law enforcement without medical personnel, it allows for much earlier sample collection in the investigative process compared to blood draws.

States such as Alabama and New York currently operate evidential oral fluid programs, while Louisiana and Ohio are conducting pilot programs.



# NASID and GHSA Grants to Combat Impaired Driving

## WHAT

In 2025, the Governors Highway Safety Association (GHSA), Responsibility.org, and the National Alliance to Stop Impaired Driving (NASID) have again partnered to support state efforts to address alcohol-, cannabis-, and multiple substance-impaired driving.

## HOW

**The latest round of grants will support State Highway Safety Offices (SHSOs) and criminal justice professionals in four states and territories:**

- **District of Columbia**

The D.C. Highway Safety Office, in collaboration with the Washington Regional Alcohol Program, is launching a pilot oral fluid testing program in areas with high impaired-driving rates. The regional effort will include community outreach, officer training, and related initiatives.

- **Pennsylvania**

The Pennsylvania Department of Transportation is partnering with the Center for Forensic Science Research and Education to analyze four years of toxicology data from more than 60,000 impaired driving cases. This analysis will identify substance-use trends and support improvements in officer training, detection strategies, and policy development.

- **Vermont**

Through a grant from the Vermont Agency of Transportation, the Vermont Criminal Justice Council will provide Drug Recognition Experts (DRE) with hands-on “green lab” training, allowing officers to observe the real-time effects of cannabis on volunteers in a safe, controlled environment to improve impairment recognition.

- **Wyoming**

The Wyoming Department of Transportation (WYDOT) will equip the Teton County Sheriff’s Office (TCSO) with new breathalyzers and train all patrol deputies on the updated devices to ensure consistent, accurate roadside testing. The TCSO DUI Task Force also maintained high-visibility enforcement during nighttime hours, weekends, and the Thanksgiving travel period

## IMPACT

### \$1.2M OF GRANTS

More than \$1.2 million of grants awarded to State Highway Safety Offices (SHSOs) nationwide to help reduce impaired driving in the past 11 years.

### \$120,000 GRANTS

\$120,000 grants awarded to State Highway Safety Offices (SHSOs) in 2025.

By the end of 2025, in Vermont, a cohort of DRE instructors have delivered three green labs to 32 DREs and ARIDE officers, strengthening their knowledge and skills in cannabis impairment detection.

By the end of 2025, in Wyoming, our partnership resulted in 12 DUI arrests and 7 additional DUI-investigations requiring Standardized Field Sobriety Testing (SFSTs), related Preliminary Breath Tests (PBT) deployment, and/or further impairment evaluation.



IN BRIEF



## MADD's 45th Anniversary

In September 2025, Responsibility.org was honored to host events in Washington, D.C. to commemorate the 45th Anniversary of Mothers Against Drunk Driving (MADD).

Victims, survivors, families, partners, and political leaders gathered to honor lives lost and reflect on the organization's impact. The two-day event featured thought leadership panels, a technology showcase and a rooftop reception at Responsibility.org's office building and included remarks from President and CEO, Chris Swonger and Executive Director, Leslie Kimball. Ryan Smith, Senior Director, Traffic Safety Research and Innovation at Responsibility.org, also shared his expertise on a panel about the connection between impaired driving and mental health. The events closed with a moving candlelight vigil that paid tribute to impaired driving victims and survivors, including Responsibility.org National Advisory Board member, Tess Rowland.

The Responsibility.org team also supported victims and survivors on Capitol Hill as the organizations advocated for the full implementation of the HALT Drunk Driving Law.



## Expanding Access to CARS

In 2025, Responsibility.org began expanding the Computerized Assessment and Referral System (CARS) into a free, digital tool to increase access to evidence-based mental health screening in impaired driving cases. Planned for release later in 2026, CARS Connect will screen for 17 psychiatric disorders, substance use risks, suicidal ideation, and domestic violence in 15 to 40 minutes, generating tailored treatment referrals by location. The goal is to enable earlier intervention, address root causes of impaired driving, and reduce repeat offenses.



## GHSA and Lyft to Fund Sober Ride Initiatives

In 2025, Responsibility.org continued its partnership with GHSA and Lyft (the national ride hailing service) through a grant program supporting sober-ride initiatives during holiday seasons.

The program is designed to reduce alcohol- and drug-impaired driving by encouraging people to use Lyft instead of driving while impaired. It provides financial incentives, in the form of ride credits, and supports outreach campaigns led by State Highway Safety Offices (SHSOs) to raise awareness. For example, Illinois and Nevada each received **\$20,000** in grants to implement local campaigns in collaboration with Lyft.

## Center for Forensic Science Research & Education

### Update on Multi-substance Impairment

Responsibility.org is one of the funders for groundbreaking toxicology research led by the Center for Forensic Science Research and Education (CFSRE) which assesses impaired driving through comprehensive forensic toxicology testing and analysis. In 2025, CFSRE advanced its Novel Psychoactive Substances Discovery (NPS-Discovery) early-warning program, issuing a Q2 report on emerging synthetic benzodiazepines, opioids, stimulants, and synthetic cannabinoids, along with updated scope recommendations to guide laboratory testing priorities.

Working with the National Network of Public Health Institutes (NNPHI) and the Public Health Institute (PHI), CFSRE also delivered a ten-part webinar series on *“Critical Issues in Certification of Drug-Caused and Related Deaths,”* supporting more consistent and accurate medicolegal death investigations.

#### The organization’s 2025 activity included two major symposia:

- **Current Trends in Forensic Toxicology Symposium (May 2025)**  
Focusing on innovation, sustainability, AI, and lab efficiency
- **Current Trends in Seized Drug Analysis Symposium (January 2025)**  
covering law-enforcement trends, SWGDRUG (Scientific Working Group for the Analysis of Seized Drugs) standards, satellite labs, and ethics in seized-drug work



## OUR ACHIEVEMENTS

# Empowering Adults to Make a Lifetime of Responsible Alcohol Choices



## Get the Facts <sup>35</sup>

**77%** of consumers know enough about the risks of alcohol misuse to have a conversation with others on the topic.

**31%** of consumers have decreased their alcohol consumption in the past 12 months.

**34%** of those who reduced their alcohol consumption used meditation or stress management techniques as a driver of their moderation.

<sup>35</sup> APCO Alcohol Consumption Tracking Study, 2025. Commissioned by Responsibility.org.

CASE STUDY

# Updated Virtual Bar App Now Available in Spanish

## WHAT

The Virtual Bar app allows users to personalize and track their drinking experience through an interactive virtual environment. Using the latest scientific research, the blood alcohol content (BAC) calculator helps users understand how factors such as food intake, hydration, body size, and time influence BAC. This tool empowers individuals to make more informed and responsible decisions about alcohol consumption.

## HOW

In 2025, the app was made available in Spanish, and updated with new features, including additional drink types, enhanced information on standard drinks, and ABV on menu options. New drink options mirrored current drinking trends including no alcohol options and canned cocktails.

The Virtual Bar played a central role in Responsibility.org’s summer campaign, “*Get There Responsibly: On the Road to End Drunk Driving.*” The campaign highlighted the app as a proactive planning tool—allowing people to simulate their drinking, estimate their likely BAC ahead of time, and make safer choices, such as arranging a sober ride home or budgeting for rideshares.

Other elements of the summertime campaign (spanning Memorial Day through Labor Day) combined public awareness efforts with policy advocacy aimed at eliminating drunk driving.

**Webinars explored key topics, including:**

- **Why People Choose to Drive Drunk**  
Understanding the catalysts helps people make better choices and plan ahead to stay safe.
- **Teen Driver Safety**  
The common mistakes young drivers make, the conversations parents should have with their teens, and how everyone can share the road responsibly.

The campaign also reinforced core responsibility messages: never serve alcohol to anyone under the legal drinking age; if hosting, provide water, food, and a variety of beverage options; and consistently model responsible behaviors before and during events.

**Key partner included: Harris County Sheriff’s Office Memorial Day Lyft Initiative.**



## IMPACT

11,415  
DOWNLOADS

43,574  
ONLINE ACTIVE USERS

Since launch, the updated Virtual Bar app has been downloaded over **5,000 times** with over **43,000 users** accessing the web version.

The app has been advertised on the Apple Store and Google Play store during fall 2025.

9 INFLUENCER POSTS

1,200  
ENGAGEMENTS

597,400  
IMPRESSIONS

The “*Get There Responsibly Campaign*” generated **9 influencer posts**, totaling **1,200 engagements** and **597,400 impressions**. A total of **54,174 campaign emails** were sent on Memorial Day, Fourth of July and Labor Day, with open rates ranging from **23% to 35%**.



IN BRIEF



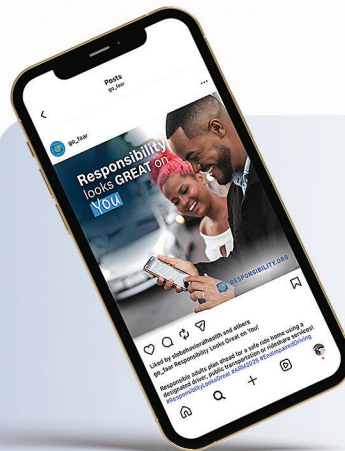
## Rideshare Program with the Virginia Restaurant, Lodging and Tourism Association

As part of our hospitality initiative, Responsibility.org sponsored a rideshare program in Richmond, Virginia for the holidays in partnership with the Virginia Restaurant, Lodging and Tourism Association and Uber. Offered as a way to keep Richmond-area roads safe from potentially impaired drivers, the campaign was held on the weekends of December 19-21 and December 26-28. The Richmond, Virginia initiative provided **839 free, safe rides home** to people at risk of impaired driving.

## Advancing responsibility in the hospitality sector with the D.C. Nightlife Council, D.C. Highway Office and Restaurant Association of Metropolitan Washington

In 2025, Responsibility.org brought responsible-drinking and safe-ride messaging to Washington D.C.'s hospitality and nightlife scene. The collaboration used in-venue materials, social media toolkits, and on-site outreach at bars, clubs, and major events to encourage adults to plan for safe transportation, understand their alcohol consumption, and avoid impaired driving. Co-branded table tents with tips for drinking responsibly and standard drink sizes were made available to **over 50 restaurants and bars** in D.C.

As part of its outreach to the D.C. hospitality scene, Responsibility.org also sponsored the RAMMYS, an awards ceremony organized by the Restaurant Association Metropolitan Washington (RAMW) to recognize the best venues in town. The RAMMYS 2025 Website, which included Responsibility.org messaging and The Virtual Bar generated **7,789 page views**.



## “Responsibility Looks GREAT on You”

Responsibility.org delivered this campaign during alcohol responsibility month in April. Activities included engaging with lawmakers on Capitol Hill, tailored social media campaigns to spark conversations on underage drinking prevention and mindful drinking strategies, working with parents, educators and partners on programs to prevent underage drinking, and a new series of Public Service Announcements featuring **16 state Attorneys General**, focused on underage drinking prevention and the importance of conversations in keeping kids alcohol-free.

Throughout the month, Responsibility.org built on its progress over the past three decades embracing alcohol responsibility under the theme “Responsibility Looks GREAT on You” by emphasizing personal choice, influence, and responsibility when it comes to making decisions and conveying messages about alcohol.





## Roadmap of Responsible Resolutions

Responsibility.org kicked off 2025 with a roadmap of resolutions encouraging safe, informed, and responsible choices around alcohol. We urged adults to reflect on their personal relationship with drinking, stay mindful of their limits, and remember to eat and hydrate if drinking alcohol. The campaign also encouraged people to respect those who choose not to drink. Resolutions emphasized using the Virtual Bar to better understand alcohol's effects, recognize the rules of the road by practicing safe driving habits, and supporting positive coping strategies during stressful moments.

## Responsibility Works Spotlight on Company Programs

*Responsibility Works* is an eLearning tool to assist employees in making informed and responsible choices about alcohol. *Responsibility Works* remains available cost-free for Responsibility.org Board Member companies and has now been made available to Responsibility.org Craft Supporters and Corporate Partners for a nominal fee based on partnership level, as well as non-member companies for a set non-member price. Seven companies used the program with **502 new employees** resulting in **1,280 educational units** being completed. **Two non-member companies** used the program with **27 new employees** in 2025, resulting in **89 educational units** being completed.



## “Responsibility Starts with Me”

In 2025, Responsibility.org continued its #StartsWithMe movement, highlighting personal stories and commitments to responsible alcohol choices. Through a yearlong series of spotlights, the campaign showcased what responsibility means to individuals across the alcohol industry and beyond — from executives like Ana Fitzgibbons of Diageo North America and Kristen Bodenstedt of Bacardi, to Responsibility.org leaders including National Advisory Board Chair Lisa Graham Keegan, CEO Chris Swonger, and Executive Director Leslie Kimball. Each shared their perspectives on modeling responsible decisions, reinforcing the message that responsibility starts with each of us.

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

**RESPONSIBILITY**  
starts with *me.*

# Key Stakeholders and Partners

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

## ELIMINATING UNDERAGE DRINKING

- American School Counselor Association (ASCA)
- Association of Fraternity and Sorority Advisors
- Association of Middle Level Educators (AMLE)
- Association for Student Conduct Administration (ASCA)
- City Girl Gone Mom
- Classroom Champions
- Discovery Education
- Inside Higher Education
- Erika’s Lighthouse
- Kahoot!
- NASPA – Student Affairs Administrators in Higher Education
- National Institute on Alcohol Abuse and Alcoholism (NIAAA)
- NODA (Association for Orientation, Transition and Retention in Higher Education)
- PLT4M
- Share My Lesson
- Society of Health and Physical Educators (SHAPE America)
- Students Against Destructive Decisions (SADD)
- Teachers Pay Teachers
- Tech Savvy Mama
- The Curie Group, LLC
- University of Virginia’s Gordie Center
- WeAreTeachers

## RESPONSIBLE ALCOHOL CONSUMPTION

- Amazon
- Coca-Cola
- Direct Wines, Inc.
- DoorDash
- Gopuff
- Intellicheck
- Independent Restaurant Association
- Restaurant Association of Metropolitan Washington
- Safe BARS Network
- Uber
- Virginia Restaurant, Lodging and Tourism Association
- Washington, D.C. Nightlife Council

## ELIMINATING DRUNK DRIVING

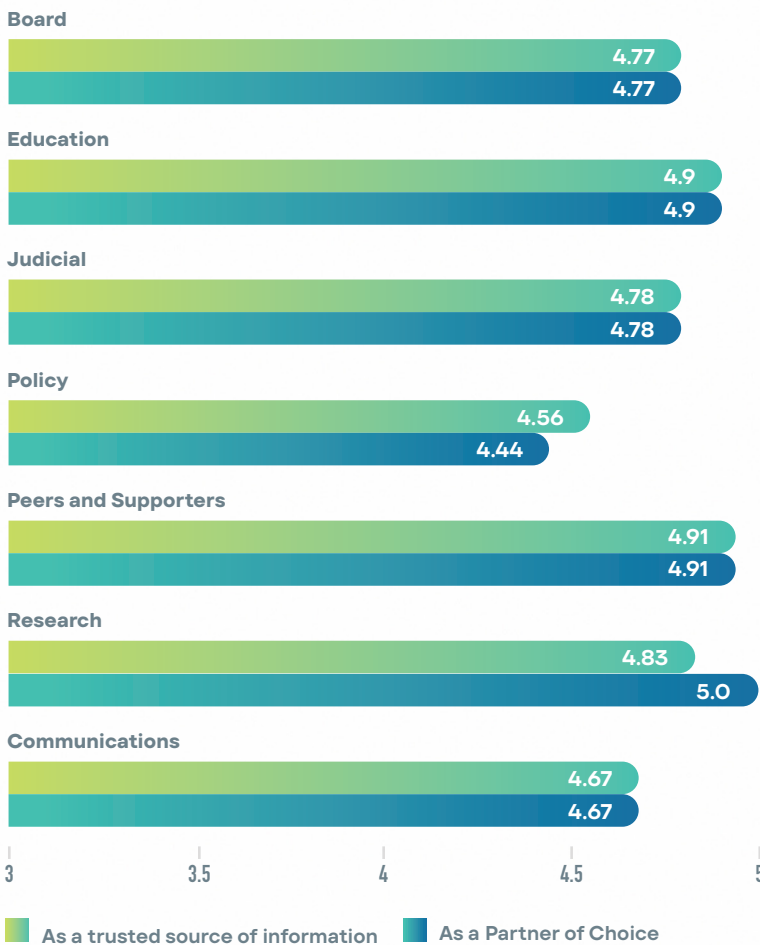
- Abbott Laboratories
- Advocates for Justice
- AllRise
- American Association of Motor Vehicle Administrators (AAMVA)
- American Automobile Association (AAA)
- American Probation and Parole Association (APPA)
- Arkansas Criminal Justice Institute
- Arkansas Highway Safety Office
- Association of Transportation Safety Information Professionals (ATSIP)
- Cambridge Health Alliance Division on Addiction
- Colorado Department of Transportation
- DC Highway Safety Office
- Delaware Highway Safety Office
- Drugimpairment.com
- Families for Safe Streets (FSS)
- Florida Highway Safety Office
- Florida Prosecutors Association
- Governors’ Highway Safety Association (GHSA)
- Independent Restaurant Association
- Institute for Traffic Safety Management and Research
- International Association of Chiefs of Police (IACP)
- Kentucky Highway Safety Office
- Kerry Anne DeMott Foundation
- Louisiana State Highway Safety Office
- Mindr (Intoxalock)
- Maine Highway Safety Office
- Michigan Highway Safety Office
- Minnesota Highway Safety Office
- Mothers Against Drunk Driving (MADD)
- National Association of Mutual Insurance Companies (NAMIC)
- National Coalition for Safer Roads (NCSR)
- National Coalition of Insurance Legislators (NCOIL)
- National District Attorneys Association (NDAA)
- National Highway Traffic Safety Administration (NHTSA)
- National Restaurant Association
- National Safety Council (NSC)
- National Sheriffs Association (NSA)
- National Transportation Safety Board (NTSB)
- New Mexico Highway Safety Office
- New York State Police Forensic Toxicology Laboratory
- Safety and Advocacy for Empowerment (SAFE)
- Smart Start
- Society of Forensic Toxicology (SOFT)
- Students Against Destructive Decisions (SADD)
- Substance Abuse and Mental Health Services (SAMHSA)
- The Center for Forensic Science Research and Education (CFSRE)
- Uber
- UMass SAFE
- Virginia Chiefs of Police Association
- Virginia Highway Safety Office
- Washington Traffic Safety Commission
- Waymo
- We Save Lives
- Wisconsin State Laboratory of Hygiene (WSLH) at the University of Wisconsin-Madison
- Wyoming Highway Safety Office
- Wyoming Injury Prevention Resources (IRP)

# How our Partners and Stakeholders See Us

Every year, we ask an independent consultancy to assess the perceptions of our key stakeholders on the work we do and how they see us as a partner. These stakeholders include education partners, judicial, federal and state representatives, and our board and advisory boards, as well as peer organizations, research, and communications partners.

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

**Q: How likely are you to recommend Responsibility.org?<sup>36</sup>**



Mean scores on a 5-point scale.

## Why Stakeholders Value Our Work

### Trusted for being evidence-based

Stakeholders consistently describe Responsibility.org as a credible, neutral source of science-based information across underage drinking, impaired driving, and responsible alcohol choices.

### Adapting to the changing responsibility landscape

Stakeholders recognize Responsibility.org's ability to stay relevant by expanding its focus from drunk driving to all impaired driving, and in expanding its attention to addressing multi-substance use and THC-related risks. This evolution is referenced as evidence that the organization is keeping pace with legislative change, new product formats, and emerging responsibility challenges.

### Delivering practical resources with real-world impact

Stakeholders value Responsibility.org's tools, campaigns, and educational materials as actionable and directly applicable in real settings. Tools such as the Virtual Bar app are highlighted for helping consumers understand alcohol content, tolerance, and impact in everyday decision-making contexts.

### An influential voice on alcohol responsibility

Stakeholders see Responsibility.org as essential in refreshing how alcohol responsibility is defined and discussed, ensuring the topic remains relevant in response to changing consumer behaviors, social norms, and policy debates.

<sup>36</sup> Reputation Inc, Annual Stakeholder Survey, 2025. Commissioned by Responsibility.org.



# Measuring Our Impact

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

Each of our missions have a defined set of KPIs that measure the output, outreach, and outcomes needed to achieve our goals. For example, in the underage drinking mission, we track the number of educational materials created or updated (output), the student population we are able to reach (outreach), attitudes and behavior intentions toward underage consumption from program participants and the general public (outcome) as well as overall levels of underage consumption across the country (outcome). This helps us understand the impact of our work in the context of the broader trends that we are observing.



**Our overall measurement approach will continue to explore the relationship between four complementary elements:**

## OUTCOME

The impact of our work on audiences' behavior intent and actual behavior.



## OUTREACH

The reach and engagement we have with our stakeholders and audiences.



## OUTPUT

Our own actions – the content we create, the initiatives we take, the partnerships we set up.



## ENABLERS

The key drivers that will help us achieve our goals.

# THANK YOU TO OUR MEMBERS

We wish to thank all our partners and stakeholders, most especially our National Advisory Board and our Board of Directors. We know how lucky we are to have the tireless support, generous guidance and expertise of our members, united in enabling Responsibility.org to be a facilitator of 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 take forward policies and programs to inspire a lifetime of conversations and responsible alcohol choices. We invite others to join us and show their commitment to Responsibility.org and its mission – preventing underage drinking, eliminating drunk and impaired driving, and promoting responsible alcohol choices.



BACARDI U.S.A., INC.



BROWN-FORMAN

CAMPARI  
GROUP



Constellation Brands

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& CO.  
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& SONS

## RESPONSIBILITY CHAMPIONS

BeatBox Beverages

## RESPONSIBILITY ASSOCIATES

Abbott, Allied Beverage Group, American Distilling Institute, Blue Cloud National, Breakthru Beverage Group, The Coca-Cola Company, Direct Wines, DoorDash, Haskell, Intellicheck, Intoximeters, Johnson Brothers, Lifeloc Technologies, Lionstone International, Martignetti Companies, Mindr (Intoxalock), MS Walker, Ohio Liquor, Opici Family Distributing, Republic National Distributing Company, Smart Start, Southern Glazers, Uber, Waymo

## CRAFT SUPPORTERS

21 Seeds, Alpine Distilling, Angel's Envy, Apogee 21 Holdings, Artisanal Spirits Company, Augusta Distillery, Benchmark Beverage, Broken Shed Vodka, Cedar Ridge Whiskey, Chattanooga Whiskey, Copper and Kings, CraftCo Brands, Dancing Goat Distillery, Distillery of Modern Art, Du Nord Craft Spirits, Flag Hill Distillery, Fords Gin, Heavy Branch Cidery, Henry Farms Prairie Spirits, High West, I & A Agave, Intrepid Spirits, K&Soda Inc., Korbel, Manchester Distillery, Manifest Distilling, Marussia Beverages, Meili Holdings, Middle West Spirits, Nelsons Greenbrier, Old Forge Distillery, Prairie Wolf Spirits, Rabbit Hole, Shibui Whisky Company, Smidge Beverages, Spirit Hawk Distillery/Hawk Feather Winery, Starlight Distillery, Stone Ledge Spirits, Swilled Dog, Tom's Town, Two Trees Distilling, Woodinville Whiskey Co., Wyoming Whiskey