



## Drink Responsibly



## Objective

To promote responsible drinking.

## Description

PPS launched the first Polish consumer information **website** in July 2008 and was updated in 2014 then totally revamped in 2016 and 2019. It contains:

- Responsible drinking information such as what alcohol is, the effects of alcohol on the body, recommended levels of consumption, when not to drink at all, and the consequences of alcohol abuse.
- Information on actions carried out directed at pregnant women, drivers, youth, consumers and alcohol sellers.
- Information on non-commercial alcohol, the “are you responsible game?” and the “Always. Alcohol Responsibly” campaign.  
online calculator counting consumed alcohol and calories.
- It is promoted on labels, on communication materials at events and during social campaigns.

## Results

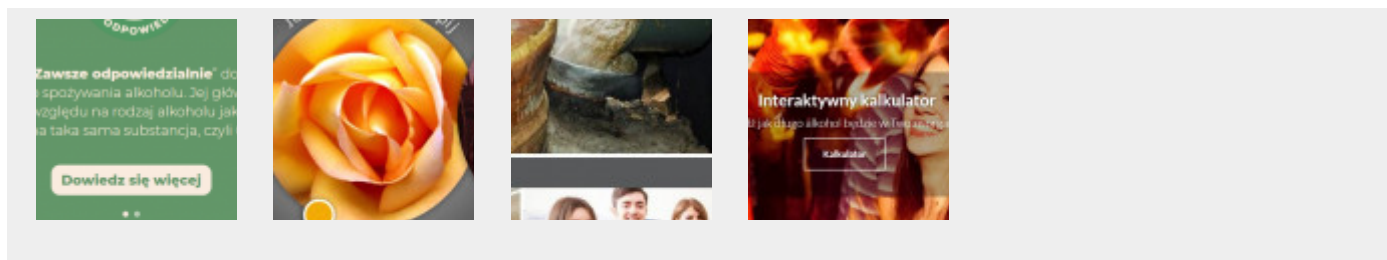
The number of unique visitors in 2011 was 28,500, in 2012 it was 16,754, in 2013 it was 35,540, in 2014 it was 23,407, in 2015 it was 18,902, in 2016 it was 72 000, in 2017 was 1.8 million and in 2019 276,200.

## Website

<https://pijodpowiedzialnie.pl/>

## Downloads

## Photo gallery



## Documents

**Consumer information leaflet (2016)** (pdf - 1.11 Mo)