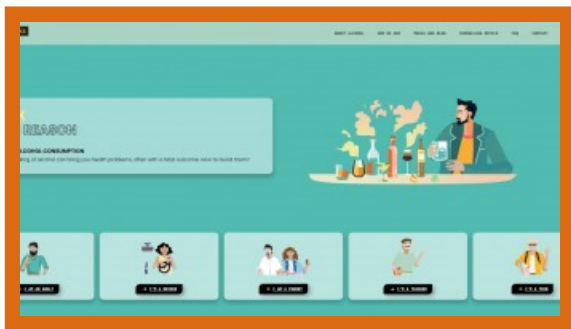


Drinkwise website



Pij s rozumem
Union of the Czech Spirits Producers
and Importers
Czech Republic
2007 > Ongoing
#AwarenessRaising
#Consumerinfowebsite



Objective

To raise awareness of the responsible consumption of alcoholic beverages.

Description

The **website**, launched in December 2007, was revamped in 2014 and in 2023. It has the following sections:

- About alcohol: Contains general advice and information about alcohol such as what it is, energy content, when not to drink and alcohol dependency.
- Media and Blog: Contains various articles about alcohol.
- Counselling office: Contains a link to a website where users can ask an anonymous question about alcohol and a list of helpful links.
- FAQ: Contains a list of frequently asked questions and answers about alcohol.
- Alcohol Calculator: A calculator for visitors to work out how much they have drunk and how it relates to other drinks.
- There are also links to specific areas for adults; drivers; parents; teachers and teens highlighted on the homepage.

The website is supported by the biggest spirits companies in the Czech Republic which have added the website address to all their branded communications.

Initiatives are launched from time to time to draw attention to the site such as:

- In 2012, a number of press releases were sent to the media, a new Facebook **page** was created and two waves of campaign were held: spring, when the messages were focused on drink-driving (including boating) and summer when they were focused on responsible drinking during the holiday season.
- In 2013, several successful press campaigns were broadcast on national radio and television. The main topics discussed were: Women and alcohol; Responsible drinking of the age category 20-30 years; view of underage drinking by different age categories and the idea that taking a sip of alcohol will not damage the children health.
- In 2020, a campaign to educate adults about the fact that beer, wine and spirits all contain ethyl alcohol and beer or wine are not less intoxicating than spirits was launched.

Results

In 2023, the average time spent on the website was 5 minutes and 500 pages were viewed. It had a total number of 25,000 visitors 5,000 of which were returning.

In 2009 the website had almost 18,000 unique visitors. In 2017, this had risen to more than 31,000 with 35,060 visits and 65,702 page views.

Measurement & evaluation

The SCAN association under the leadership of Doc. PhDr. Michal Miovský, PhD from the Charles University in Prague evaluated the preparation, process and impact of the website (published February 2008) in 2 phases:

Impact evaluation through focus groups (44 people aged 19-34):

- 18 found the "what to do when" and "information on driving" the most interesting.
- 27 had been unaware of how strict the law in relation to alcohol was.
- 19 would welcome more tips on what to do in risky situations.

Targeted focus group (19 people aged 20-29):

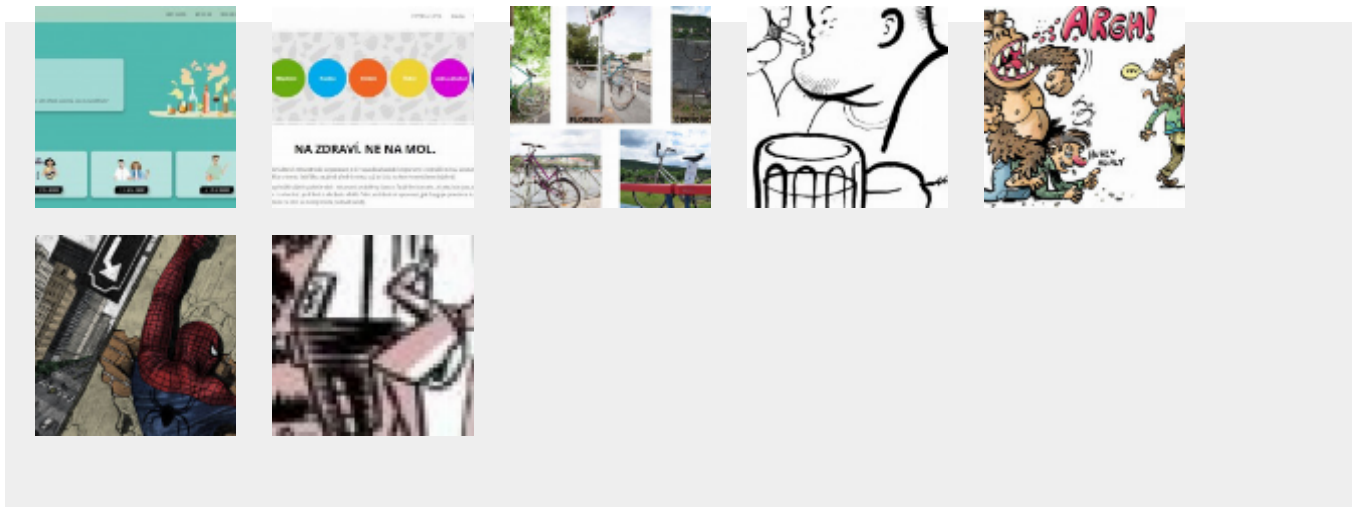
- All evaluated the information on various risk situations and solutions positively.
- 6 women had learnt about the difference between male/female metabolism of alcohol.
- 10 agreed that more detailed information should be given about the dangers to health when mixing various kinds of alcohol, and the combining of alcohol with tobacco, medication or illegal drugs.

Website

<https://www.pijsrozumem.cz/>

Downloads

Photo gallery



Documents

Evaluation - 2008 (in EN) (doc - 0.3 Mo)

Analyza_PSR_shrnutí 2015.pptx (pptx - 1.45 Mo)

Presentation (ppt - 0.5 Mo)