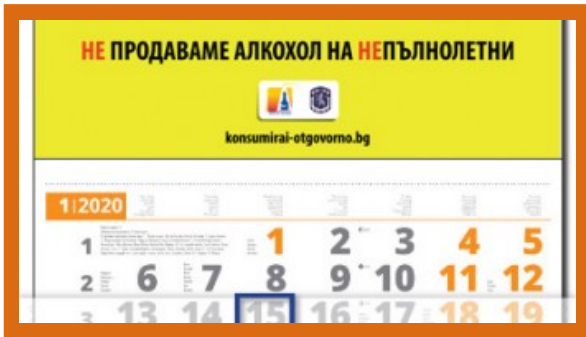


We do not sell alcohol to minors



Objective

- To say a loud '**NO**' to selling alcohol to underage people.
- To expand the message to more off-trade channels and to involve many more retail staff.
- To build self-regulation and high social awareness throughout the market chain.

Description

Retail chains have completed their role in mass introduction of "WE DO NOT SELL ALCOHOL TO MINORS" message. The focus is now on on-trade venues and off-trade alcohol stores.

Programme Functioning

- Managers of retail stores sign the Bulgarian Charter for Responsible Sale and Consumption of Alcohol and then send back a signed copy for spiritsBulgaria's **photo album**. The Charter can be framed and put as a benchmark in the store.
- Participating stores are added to the Google map Partnership Stores section on spiritsBulgaria's **website**.
- Print materials in several formats announce the industry agreement of "WE DO NOT SELL ALCOHOL TO CHILDREN"; Informative leaflets are given to teenagers by shop assistants.
- The programme is run each year from September to November. Locations are chosen locations coincide with the **Parental Meetings: Small Talks on Big Themes** programme.

2019: Print materials were distributed to the Ministry of Internal Affairs. The campaign became fully integrated into the "Children Police Academy" portfolio. Police Stations in 8 cities organised sessions in local schools about the risks of drinking at a younger age and about the dangers associated with the harmful consumption of alcohol. Students (10-12-year-

olds) watch an educational video, then along with a police officer distribute educational materials to alcohol stores in the neighbourhood. They also give away educational leaflets to their schoolmates.

2018: The campaign was more tailored to similar initiatives undertaken by the Ministry of Internal Affairs. Police Stations in 8 cities (Pernik, Lovech, Montana, Bercovitsa, Pazardjik, Panagurishte, Velingrad and Rousse) organised sessions about the risks of starting to drink at a young age and the harmful drinking of alcohol in 10 schools. Students (10-12 year olds) watched an educational video, then along with a police officer distributed educational materials (printed by spiritsBULGARIA) to alcohol stores in the neighbourhood. They also gave away educational leaflets to their schoolmates.

2017: The campaign builds on the 2015-2016 program effect to reach targeted retail. In addition:

- It was extended to new off-trade channels (petrol stations, off licences, kiosks), where minors are much more exposed to irresponsible alcohol selling.
- A new educational leaflet for end consumers (under 18's) was distributed to petrol stations in small urban areas as they are the main outlet for 24 hour alcohol trade in the area.
- The Ministry of Internal Affairs became involved for the first time: Local officers from the Ministry of Internal Affairs distributed announcing materials and educational leaflets which focus on the programme objectives, the law regarding the sale of alcohol to minors and the penalties to stores for breaking it.

2016: The programme was expanded to the sub off-trade channel of alcohol stores. Announcing materials with "WE DO NOT SELL ALCOHOL TO MINORS" were placed both at the wine and spirits sections and cashier desks in-store. spiritsBulgaria's members were involved in delivery of printed materials to the alcohol stores.

2015: The campaign took place in the off-trade channel. Announcing materials with the "WE DO NOT SELL ALCOHOL TO MINORS" message were placed at the spirits sections and cashier desks of Kaufland and Lidl stores throughout Bulgaria.

Partners

Association of Modern Trade (2015 - ongoing)
Bulgarian Vine and Wine Chamber (2016 - ongoing)
Bulgarian Ministry of Internal Affairs (2017 - ongoing)
Lidl Bulgaria (2015 - ongoing)
Kaufland Bulgaria (2015 - 2017)

Results

2019: The programme is in the process of execution. Police stations in 8 new cities take part. However, further information is unavailable due to the impact of COVID-19 on the campaign roll-out.

2018: Participatants are: 83 Lidl stores are 83; 30 alcohol stores in 3 cities of Bulgaria. The

campaign is better related to the school year and police prevention work with pupils, so it lasted until March/April 2019.

2017: 89 Lidl stores, 56 Kaufland stores and 200 alcohol stores and kiosks from the region of Sofia, Plovdiv, Varna, V. Tarnovo and Bourgas took part in the initiative. Regional inspectors from the above cities distributed printed materials to above outlets. 89 new photos and 63 outlets were pointed out in konsumirai-otgovorno.bg site.

2016: Printed materials were increased to: 2,500 badges, 1,500 stickers, 500 wobblers and 500 posters. 56 Kaufland, 78 Lidl and 80 alcohol stores took part. The message reached 34 million through Kaufland stores (6,000 cashier transactions/day/store) and 13.5 million via Lidl (1,800 cashier transactions/day/store) stores). 600,000 copies of Kaufland's newspaper featuring the programme were distributed to households free of charge. The Regional Health Inspection Sofia recognised the programme's effectiveness.

2015: 1,300 badges, 80 posters, 1,100 stickers and 300 wobblers were placed in 54 Kaufland and 72 Lidl stores reaching 33.6 million in Kaufland and 13.4 million in Lidl stores. Reach was estimated on the basis of daily cashier transactions (average of 6,000 at Kaufland and 1,800 at Lidl store). 600,000 copies of Kaufland's newspaper featuring the programme were distributed to households free of charge. There were 15 publications in traditional and internet media.

Measurement & evaluation

2019: Internal evaluation results were set to be available June-July 2020. However, this has been delayed due to the situation with COVID-19.

2018: A mystery shopper monitored the availability of printed materials. Police officers answered the initiative questionnaires after their work with schools finishes. Figures will be available in May 2019.

2017: A quantitative study of programme effectiveness (through mystery shoppers and on-line questionnaires) was carried out for a first time in 2017.

The response to retailers questionnaires showed:

- The overall impression is that there has been a reduction in alcohol use by minors but a rise of in use of energy drinks and other substances. 14-16 year olds buy mostly beer and not spirits for their consumption.
- 75% of retailers appreciated the campaign.
- 98% of them liked the proposed materials which were often completely used up.

The response to questionnaires for regional inspectors (Ministry of Internal Affairs) showed:

- The inspectors decided to hand out the materials in locations other than the big cities, which provided a good cross-section of results;
 - 95% of inspectors liked the materials and believed that they fit the campaign goal.
 - 85% of inspectors have a positive reaction from retailers.
 - The inspectors agreed with the choice of venues for the campaign.

- Inspectors' recommendations for more comprehensive work on the issue include:
 - Working directly with 14-16 year olds.
 - Larger quantity and fewer varieties of promotional materials.
 - Greater commitment of institutions.
 - Execution of sanctions against commercial sites that sell alcohol to minors.
 - Permanent nature of the programme.

Website

<http://konsumirai-otgovorno.bg/gallery>

Downloads

Photo gallery

