



We do not sell alcohol to minors



**НЕ ПРОДАВАМЕ АЛКОХОЛ НА
НЕПЪЛНОЛЕТНИ**
spiritsBulgaria
Bulgaria
2015 > 2020
#AwarenessRaising #LPASigns
#Offtrade #PublicPrivate



Objective

To say a loud '**NO**' to selling alcohol to the underage.

To build self-regulation and high social awareness throughout the market chain.

Description

The campaign aimed to raise awareness that alcohol should not be sold to minors by encouraging venues to display materials with the campaign message of "WE DO NOT SELL ALCOHOL TO MINORS" in the wine/spirit drinks aisles and at cashier desks. Information leaflets were also given to under 18's.

- **Retail chains:** spiritsBulgaria encouraged managers of retail chains to sign the Bulgarian Charter for Responsible Sale and Consumption of Alcohol and send **confirmation** of their participation to them to be added to the consumer information website.
- **Other outlets:** The campaign was expanded in 2016 to include off-licences and in 2017 to include other off-trade channels such as petrol stations and kiosks, where minors are much more exposed to irresponsible alcohol selling. In 2019, focus was switched to on-trade venues and off-licences as most retail stores had received the message.

Partnerships:

- In 2017, the Ministry of Internal Affairs took part for the first time. Local officers from the Ministry distributed announcing materials and educational leaflets which focus on the programme objectives, the law regarding selling alcohol to minors and the penalties for breaking the law to participating outlets.
- From 2018, police stations organised sessions about the risks of starting to drink at a young age and about the harmful drinking of alcohol. Pupils (10–12-year-olds) watched an educational video, then along with a police officer, distributed educational materials to alcohol outlets in the neighbourhood. Pupils also gave educational leaflets to their schoolmates.
- In 2019, the campaign was fully integrated into the “Children Police Academy” portfolio.

Roll-out of the October 2019 to April 2020 activation: The Ministry of Internal Affairs and police stations in 8 cities were selected to execute campaign. However, the COVID-19 pandemic meant that not all planned activities could be carried out, due to necessity of close physical contact and visiting venues.

Partners

Association of Modern Trade (2015 - 2020)

Bulgarian Vine and Wine Chamber (2016 - 2020)

Bulgarian Police (2018 - 2020)

Bulgarian Ministry of Internal Affairs (2017 - 2020)

Lidl Bulgaria (2015 - 2020)

Kaufland Bulgaria (2015 - 2020)

Results

October 2019/March 2020: Police stations in 8 new cities were selected to take part. Educational materials were printed and distributed to all partners. Due to the COVID-19 pandemic only activities in Rousse were able to be carried out. 2 sessions with children took place and materials were distributed to 8 outlets around schools by mid of March 2020.

2018/ April 2019: 83 Lidl stores and 30 off-licences took part in 3 cities. Police stations in 8 cities (Pernik, Lovech, Montana, Bercovitsa, Pazardjik, Panagurishte, Velingrad and Rousse) took part delivering the message to children in 10 schools.

2017: 89 Lidl stores, 56 Kaufland stores and 200 off-licences and kiosks in Sofia, Plovdiv, Varna, V. Tarnovo and Bourgas took part. 89 new photos and 63 outlets were added to the konsumirai-otgovorno.bg site.

2016: 56 Kaufland, 78 Lidl and 80 off-licences took part. 2,500 badges, 1,500 stickers, 500 wobblers and 500 posters were distributed reaching 34 million in Kaufland stores (6,000 cashier transactions/day/store) and 13.5 million via Lidl stores (1,800 cashier transactions/day/store). 600,000 copies of Kaufland's newspaper featuring the programme were distributed to households. The Regional Health Inspection Sofia recognised the programme's effectiveness.

2015: 54 Kaufland and 72 Lidl stores across Bulgaria took part. 1,300 badges, 80 posters, 1,100 stickers and 300 wobblers were distributed reaching 33.6 million in Kaufland stores (6,000 cashier transactions/day/store) and 13.4 million in Lidl stores (1,800 cashier transactions/day/store). 600,000 copies of Kaufland's newspaper featuring the campaign were distributed to households. There were 15 publications in traditional and internet media.

Measurement & evaluation

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

Retailers:

- 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 themselves.
- 75% of retailers appreciated the campaign.
- 98% of them liked the proposed materials which were often completely used up.

Regional inspectors (Ministry of Internal Affairs): The inspectors decided to hand out the materials in locations other than the big cities, which provided a good cross-section of results:

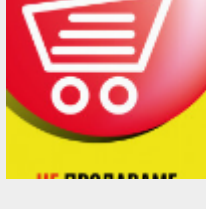
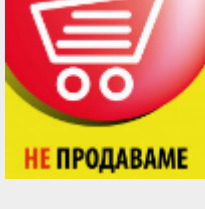
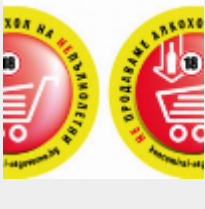
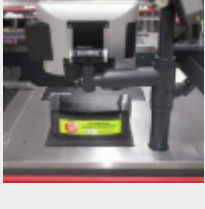
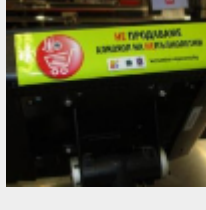
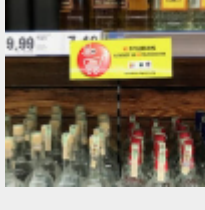
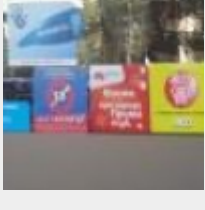
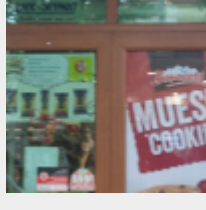
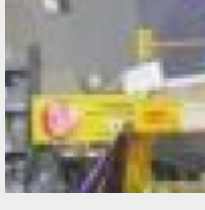
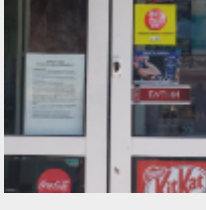
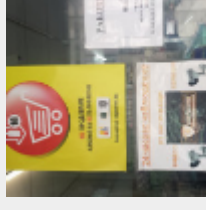
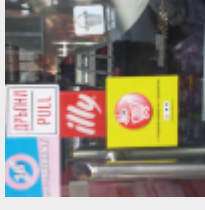
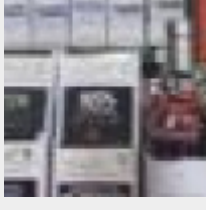
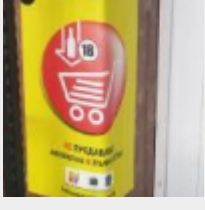
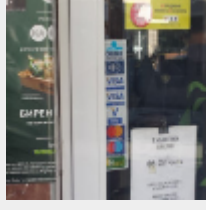
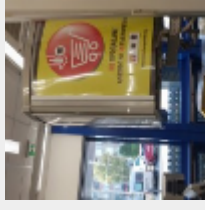
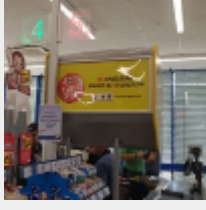
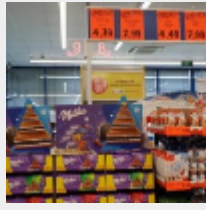
- 95% of inspectors liked the materials and believed that they fit the campaign goal.
- 85% of inspectors had a positive reaction from retailers.
- The inspectors agreed with the choice of venues for the campaign.
- Inspectors' recommendations for more comprehensive work on the issue include:
 - Working 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



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