

★ SOME HIGHLIGHTS



The first pan-European programme tackling binge drinking among young adults, and particularly exchange students.



In partnership with ESN, the biggest student association in Europe, present in **more than 1000** Higher Education Institutions from **42 countries**, accounting for 15,000 active members.



Scientifically and independently evaluated between 2015 and 2017 by a research team from the French Foundation for Research on Alcoholology (FRA).



**MAKE
GOOD
TIMES**
Unforgettable



MORE INFO?

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A prevention program to tackle binge
drinking among young adults



? WHAT IS IT ?

Responsible Party is a prevention programme launched in 2009 and conducted by Pernod Ricard in partnership with the Erasmus Students Network (ESN), **the biggest and most important European student organization.**

Since 2010, **Responsible Party programme has been one of Pernod Ricard's commitments towards the European Alcohol & Health Forum**, a platform where key stakeholders working on alcohol-related issues can debate, compare approaches and propose actions to tackle alcohol abuse and misuse.



THE AIMS

The project has two main goals:

- **raise awareness among young adults about the risk of overconsumption of alcohol;**
- **reduce alcohol related harm during student events.**

Because of the target group - young adults, mainly exchange and local University students - Responsible Party operates on a peer-to-peer approach, considered to be more suitable for getting a responsible and moderation oriented message across.



Since
2009



32
european
countries involved



More than
450 000
students reached



HOW IT WORKS

Responsible Party can be activated during any normal party. It is not the theme, but rather the label that provides a safer and more responsible environment for students.

ESN volunteers serve as ambassadors of the programme. Through distribution of informative and responsible material (leaflets, gadgets, condoms, water, etc.), they inform their peers how to make good decisions and enjoy alcoholic beverages responsibly. Ensuring the event runs smoothly!

While the strategy of the programme is discussed at the European level between Pernod Ricard EMEA and the ESN International Board, the implementation is completely in the hands of the local ESN sections and their volunteers.



THE EVALUATION

Responsible Party was scientifically and independently evaluated **by the French Foundation for Research on Alcoholology (FRA)** between 2015 and 2017.

Students gave their feedback through an online survey based upon validated questionnaires (such as AUDIT, World Health Organisation) considered as leading throughout the scientific community.

The questionnaire was brought to their attention at the beginning and at the end of the exchange period (or the academic year for local students) and was aimed at observing their patterns of alcohol consumption and measuring the effect of their exposure to the Responsible Party programme.



RESULTS

12.000 university students replied to the questionnaire in 2015/2016 and 30.400 in 2016/2017.

The evaluation report shows that the program is very positively perceived, with very high rates of approval.



88.8%
consider
it useful



61.4%
reported a
modification
of their
alcohol-
related
behaviors



74.5%
considered
that distribution
of water and
responsible
drinking message
as clear and useful