

GUIDE

RESPONSIBLE PARTY





You can have fun and a good time with your friends without exaggerating with alcohol!

What is « Responsible Party »?

Responsible Party is a pan-European campaign to raise awareness among students about responsible drinking and contribute to the reduction of excessive and inappropriate consumption of alcohol among students.

The program was initiated in 2010 by Pernod Ricard as part of its Corporate Social Responsibility policy, and is jointly implemented with ESN.

During the first year, thanks to the motivation and activity of ESN sections and Pernod Ricard affiliates 37 Responsible Parties have been organized in 17 countries, reaching more than 23 000 European students!



Why get involved?

For students to understand the risks of inappropriate consumption and to make an informed decision, **YOU** are the best person to talk to them.

Since ESN is in charge of organising various social events and parties, it has a special responsibility to ensure all attendees are having a good time without putting themselves and others in danger because of irresponsible alcohol consumption.

- Consider the **well-being of exchange students** and offer them advice and support at parties to ensure that they have a safe and enjoyable experience.
- It's **easy to integrate** the Responsible Party program in any kind of party. You will receive all necessary information and materials from Pernod Ricard. Also, don't hesitate to contact any other ESN section with experience in organizing Responsible Parties for tips and hints.
- What you have to do won't take much of your time as all you have to do is to ensure the **campaign is visible**, and a little preparation and volunteering as an Ambassador at the party.
- It is a **useful experience** as you will be able to apply the simple rules of responsible drinking in the future.
- Improve relations with your university, International Relations Office and Students' Union by **demonstrating the responsible nature** and considerate behavior of your section towards the students and local community.
- **Develop a positive public image** with the media, other organizations and the city in which you are based.

A peer, a friend, they know and listen to, and who will give them useful tips instead of giving lessons.



Prevention & Communication Tools

TOO MUCH DRINKING ISN'T FUN.
KNOW YOUR LIMITS.



- **BREATHALYSERS**
a single-use device that measures the BAC (Blood Alcohol Content) and helps check if the person respects the legal limits. Help students measure their BAC: it's funny and useful at the same time!
- **POSTERS**
five posters with the Responsible Party character give simple tips for a responsible party: eat prior to going out, alternate with water, don't drink too much, don't drink and drive and do not imitate friends who are over the limit.
- **FLYERS**
provide basic and useful information about alcohol as well as tips for a responsible party.
- **BAC ESTIMATOR**
In the form of a credit card, it is a useful tool which helps you estimate your Blood Alcohol Content according to the number of drinks consumed. Students can use it during future parties.
- **CONDOMS**
irresponsible drinking can possibly lead to unsafe sex. This is why free branded condoms can be distributed to partygoers.
- **GADGETS**
they are provided to remind students about responsible drinking and invite them to visit the Responsible Party website.
- **WEBSITE**
www.responsible-party.com provides information in English on alcohol, its effects, the risks of misuse, as well as a unit and BAC calculator, pictures from Responsible Parties organized around Europe, and some tips for Responsible Party organizers.
- **CLIP**
to be displayed on screens in bar/discos, showing the logo of the program, the posters so that the visibility of the campaign is increased
- **BAR STAFF TRAINING ON RESPONSIBLE ALCOHOL SERVICE**
responsible drinking depends on the drinker but also on the person who serves the alcohol! Ask for help the Pernod Ricard affiliate you are in contact with

- **DESIGNATED DRIVER CONCEPT**

The designated driver is the one in the group of friends who chooses not to drink. They should be identified by a special bracelet and if possible get free soft drinks. Prior to leaving a breathalyser check should be conducted.

- **FREE WATER/SNACKS**

try to obtain from sponsors, free water and snacks to be distributed to students during the party.

- **FREE TRANSPORTATION**

to avoid drink driving, figure out if it is possible to establish cooperation with public transportation and taxi companies to ensure that people get back home safely. Ask your sponsors if they can finance a shuttle service if the venue is outside of the city.

What are you supposed to do?

- The sole aim of the program is to **promote responsible drinking** and help students organize safe parties. It does not imply any commercial relationship. It is not a sponsorship program; free alcohol products will not be offered.
- ESN sections are the organisers of the party and **take care of the implementation** of the campaign.
- Pernod Ricard provides ESN with all necessary **information, training and materials** (prevention tools and gadgets).
- ESN as the organiser is accountable for a **responsible alcohol service** during the party. If ESN is not in charge of the sales, then ESN should inform to bar staff so that they are informed about the program and thus pay more attention to serve alcohol responsibly
- ESN should designate at least **3-5 Ambassadors** for a party of 300 people.

An Ambassador should:

- be visible by wearing a Responsible Party T-shirts,
- walk around and talk to students about responsible drinking,
- demonstrate how to use a breathalyzer,
- distribute info flyers and gadgets,
- promote the website,
- promote drinking soft drinks and water
- and of course, lead by example!



- “Don’t drink and drive” is one of the main messages of the campaign. If there is no public transportation to the venue, try to organize transfers (buses, taxis etc.) If you see someone drunk, don’t allow him to drive after the party.

How to approach students?

- **Be creative:** find a way to make the Responsible Party memorable and ensure students remember the rules of responsible alcohol consumption
- **Try to involve the DJ** and have him deliver responsible drinking messages throughout the night
- **Approach groups of friends** so that people feel more comfortable, it should also help stimulate the conversation
- Give them something to do, such as using the breathalyser, when approaching them to **actively engage** them in the message
- Try to speak with them earlier on in the night when they are more communicative, but also try and **communicate** later in the night or when they are leaving to get some informal feedback about their night was and whether they enjoyed the responsible party

Communication & Visibility

The Campaign needs to be visible, in order to spread out the messages on how to party responsibly and raise awareness on risks.

- The **posters** should be displayed in relevant locations of the venue (entry/exit, restrooms, cloakroom)
- If the venue has **screens** (at bar/rooms/stage), ensure the Responsible Party Clip is displayed
- ESN **websites** and **Facebook** pages : insert the Responsible Party **logo** and a **link** to the website wherever possible, and also on posters inviting to the party
- Visibility is important also after the party: remember to take **pictures and videos!** Send them to your ESN Responsible Party Coordinator and the contact at Pernod Ricard, so that they can upload the pictures on the Responsible Party Website and the Facebook Responsible Party page.
- **Develop communication** on the party and the program on your local/national ESN website and if you wish with Pernod Ricard through a joint press release/press conference



Responsible Alcohol Service / Pricing / Ads

Organizing a Responsible Party means also avoiding excessive consumption by the attendees. This is why certain simple rules apply:

- **No open bars, no free alcohol** drinks – this could encourage students to drink more
- **No pre-party** organized by ESN before a Responsible Party – so that attendees arrive sober at the party
- **No advertisement based on alcohol** or its price – attracting students with alcohol prices is not responsible
- If the entrance fee includes drinks, it should be a maximum of 1
- **Bartenders should be briefed** on the program and its rules (whether they are ESN volunteers or venue bar staff)
- The amount of alcohol served should be equivalent to a **standard drinks** (alcohol units below). Spirit pourers can be very useful.
- Propose alcohol-free drinks at the bar, and ideally at a lower price than alcohol drinks – partygoers need to have an **easy access to soft drinks** in order to keep hydrated
- The staff must **refuse to serve alcohol to intoxicated** partygoers

Sponsors

A Responsible Party can of course be sponsored. However, **keep in mind that:**

- it cannot be sponsored by alcohol companies
- It should not be sponsored by energy drinks companies as the mix of these products and alcohol is dangerous
- Water/soda/snack companies could be very useful if their products were distributed freely or at low price to attendees – it's practical way to teach people to eat and alternate with non alcoholic drinks during a party
- Taxi or "driving back" companies – negotiated vouchers for taxi perfectly match the "don't drink and drive" message of the campaign

Evaluation

BE SMART,
DRINK WATER TOO.

For the program to be efficient and raise awareness, monitoring and evaluation are extremely important as feedback can lead to improvement.

This is why both ESN organizers and students attending the party should be surveyed: The **organizers' survey** is available online. The participants survey can be run during the party by Ambassadors which will help them to approach students and talk to them about the program, or an online version of **participants' survey** can be emailed to students after the party. Aim to reach between 20 to 80 people (pending the size of the party). Gadgets can be handed out as a thank you.

The program is evaluated by a third party which analyses the surveys and spot checks at the parties. Please ensure that their representative can enter your party.



How do you get involved?

If you are interested, please contact:

- Your national representative at country@esn.org
- the International Coordinator (Magdalena Porazinska) at responsible-party@esn.org
- the project manager at Pernod Ricard (Agnieszka Katner) at agnieszka.katner@pernod-ricard.com

For more information about the project and advice on Responsible drinking, please visit:
www.responsible-party.com



WHAT YOU SHOULD KNOW ABOUT ALCOHOL...

Blood Alcohol Content (BAC)

It is the **amount of alcohol in the blood**: the more you drink, the higher it is.

The BAC is **detectable with a breathalyzer** (content of alcohol in breathed air) or a blood test.

Most countries have a **BAC limit** above which it is illegal to drive, in general it is **0,5 mg/l** corresponding roughly to 2 standard drinks for a man and 1 for a woman.

But the simplest and safest rule is : **don't drink and drive!**

Myths about alcohol

- Consuming large amount of alcohol can be dangerous for you and your friends
- Only time can process alcohol in your body. The time needed depends on age, weight, sex
- Alcohol does not increase sexual ability
- Alcohol is a depressant which slows down your motor skills
- Food in the stomach slows down the effect of alcohol

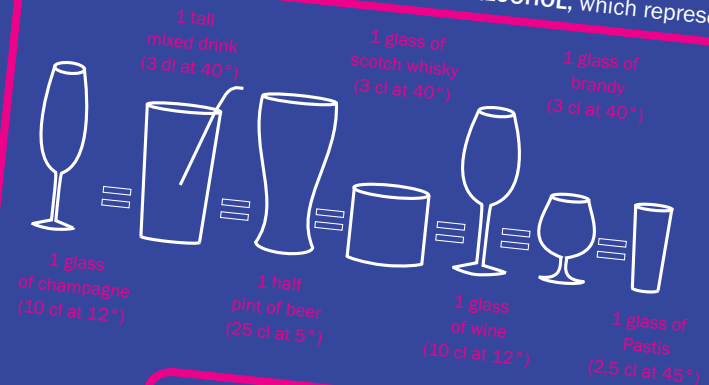


YOUR FRIENDS DO IT?
DOESN'T MEAN YOU HAVE TO.

Units of alcohol

this will help you controlling alcohol consumption:

1 UNIT OF ALCOHOL = 10 GRAMS OF PURE ALCOHOL, which represents:



THE RECOMMENDED LOW-RISK CONSUMPTION IS:

- **MAX. 2 UNITS** /day for women
- **MAX. 3 UNITS** / day for men
- **MAX. 4 UNITS** on special occasions
- **0 UNITS** at least 1 day/week &
- **0 UNITS IN HIGH-RISK SITUATIONS:** driving, pregnancy, taking medication, etc.