



HK Forum for Responsible Drinking  
香港理性飲酒促進會



# ZERO TOLERANCE: Promoting Responsible Drinking in Hong Kong

THE HONG KONG FORUM FOR RESPONSIBLE DRINKING (FReD) is committed to promoting responsible drinking. The alliance seeks to engage Government, law makers, consumers and other stakeholders to promote responsible drinking in Hong Kong.

## FReD SEEKS TO PREVENT



**DRINK-DRIVING**



**DRINKING WHILE PREGNANT\***



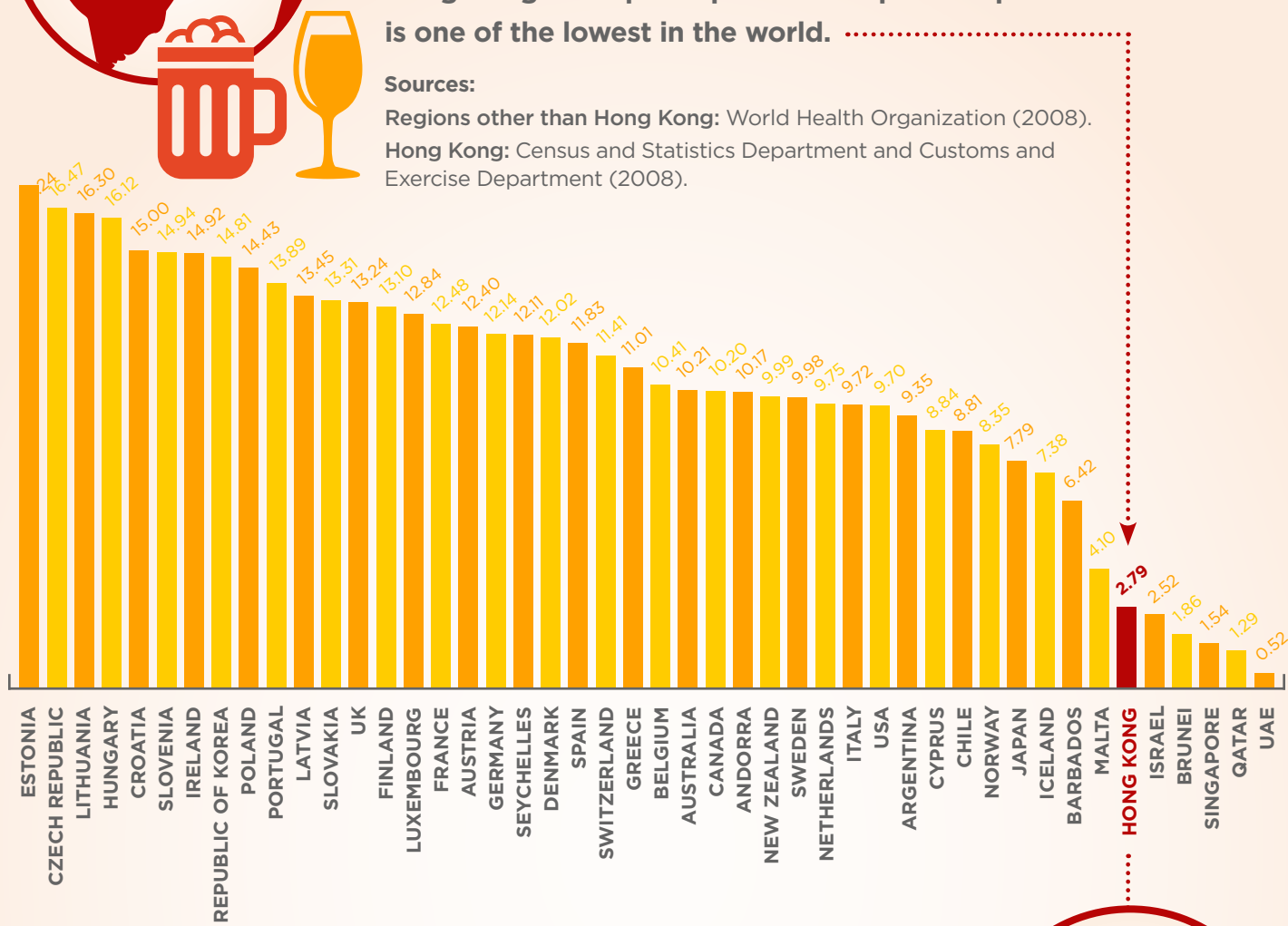
**UNDERAGE DRINKING**

\* Or while breastfeeding.

## DRINKING IN HONG KONG VS. THE WORLD

Hong Kong adult per capita consumption of pure alcohol is one of the lowest in the world.

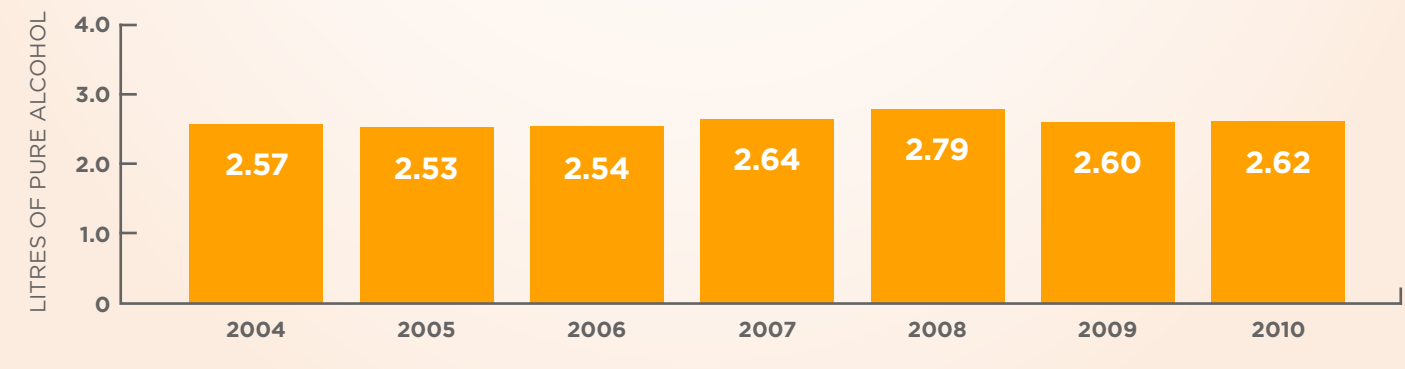
Sources:  
Regions other than Hong Kong: World Health Organization (2008).  
Hong Kong: Census and Statistics Department and Customs and Exercise Department (2008).



And in Hong Kong, adult per capita consumption of pure alcohol has been stable from 2004-2010.

Source: Department of Health.

Note: Figures estimated by assuming that local consumption of locally produced wine and spirits with an alcoholic strength of not more than 30% in year 2008, 2009 and 2010 was the same as that in 2007, while local consumption of locally produced beer was estimated from the relevant company reports of local beer manufacturers.

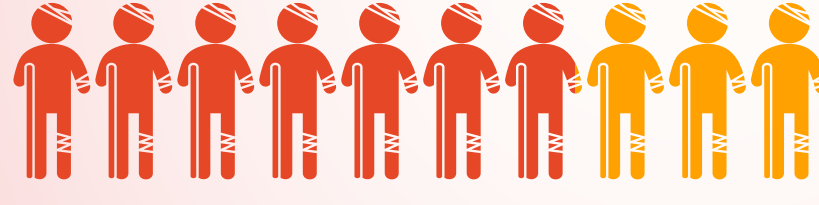


## DRINK-DRIVING ACCIDENTS

While drinking can be a pleasure, drink-driving can be dangerous. According to the World Health Organization, drink-driving is one of the main causes of road crashes worldwide.



In high-income countries, **ABOUT 20%** of fatally injured drivers have excess alcohol in their blood.



In low- and middle-income countries, **ABOUT 69%** of fatally injured drivers have excess alcohol in their blood.

## ACTIONS AGAINST DRINK-DRIVING

### HKSAR GOVERNMENT'S RESPONSE

Severe penalties have been instituted and the Action Plan to Reduce Alcohol-related Harm has been launched since 2011.

### FReD'S RESPONSE

FReD has launched numerous public outreach campaigns and gathered over 1,000 pledges against drink-driving in 2013.



"TOGETHER, OUR VOICES CAN STOP DRINK DRIVING" CAMPAIGN



OVER 1,000 PLEDGES AGAINST DRINK-DRIVING

## COMPARING DRINK-DRIVING FATALITIES

### IMPACT IN HONG KONG

Hong Kong's efforts have achieved great results, with

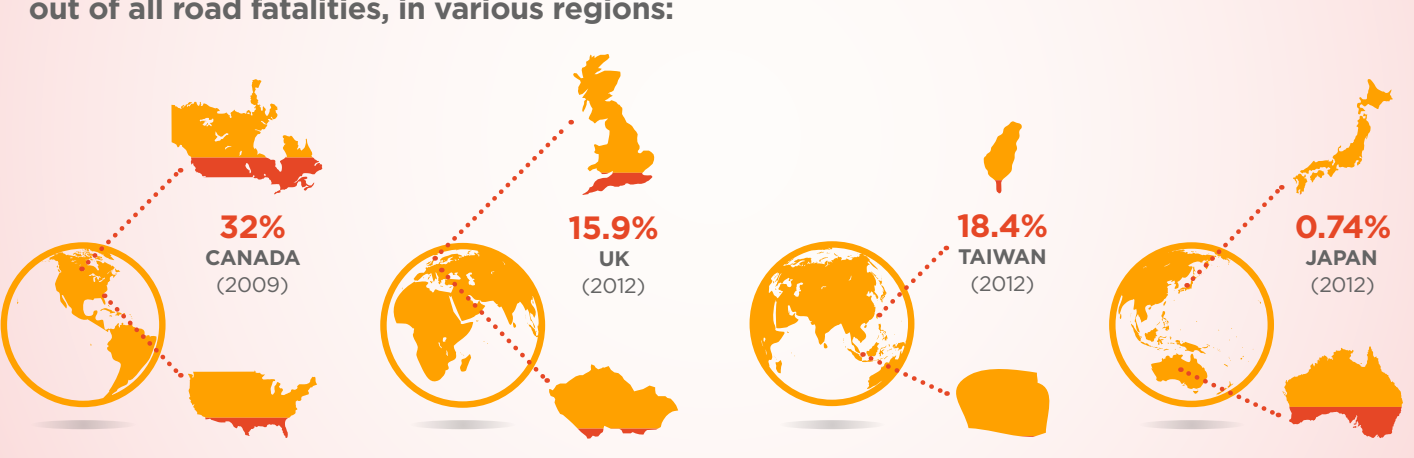
**0%**

of road fatalities resulting from drink-driving. (2010-2012)



### IMPACT IN OTHER REGIONS

The following percentages represent fatalities resulting from drink-driving accidents, out of all road fatalities, in various regions:



Sources:

Bureau of Infrastructure, Transport and Regional Economics, Australia; European Transport Safety Council; Ministry of Transportation and Communication, Republic of China; Mothers Against Drunk Driving; National Highway Traffic Safety Administration, U.S. Department of Transportation; National Police Agency, Ministry of the Interior, Republic of China; Singapore Police Force; Statistics Bureau of Japan; Transport Department, HKSAR; UK Department for Transport.

With public education, law enforcement, and most importantly, public support, the harms of irresponsible drinking, like drink-driving, can be minimized.

## SO HERE'S WHERE YOU COME IN!

Even one death is too many. Do your part: **IF YOU DRINK, DON'T DRIVE.**

Pledge your support against drink-driving at

[www.fred.org.hk/fred/pledgewall](http://www.fred.org.hk/fred/pledgewall)

**SUPPORT US NOW!**

Established in 2010, the Hong Kong Forum for Responsible Drinking (FReD) believes that with the correct attitudes towards alcohol consumption, drinking could be part of our way of life. As major players in the alcoholic beverage industry, FReD holds a strong belief that distributors, importers and sellers of beer, spirits and wine should be ambassadors in the community to encourage responsible drinking in order to make drinking an enjoyable part of life.

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