



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



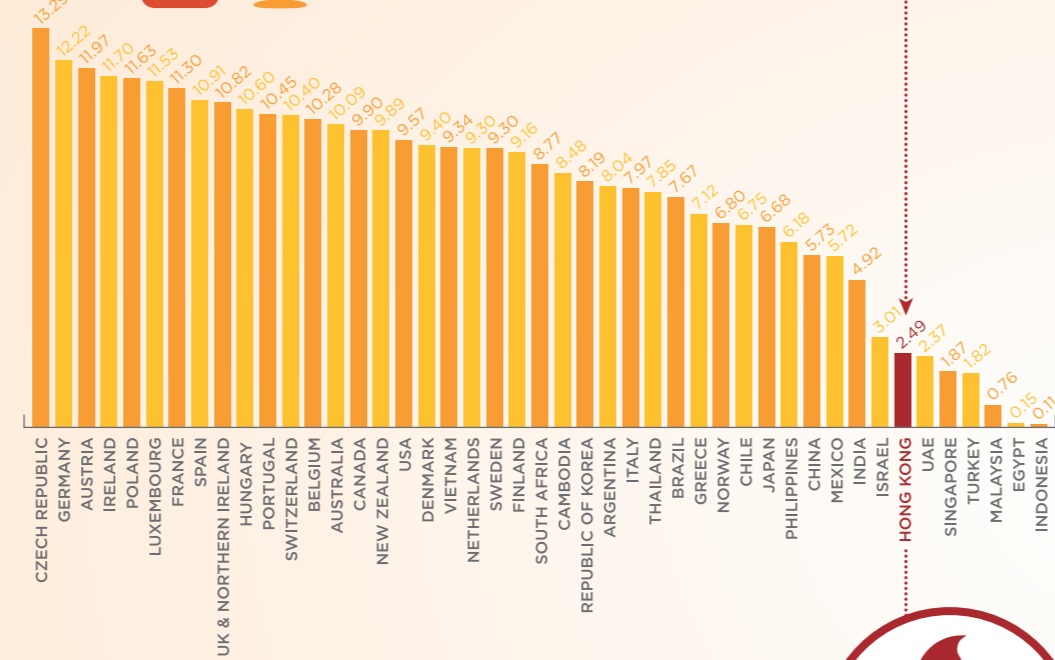
*Or while breastfeeding.



DRINKING IN HONG KONG VS. THE WORLD

Hong Kong adult (15+) per capita consumption of pure alcohol is one of the lowest in the world

Source: Regions other than Hong Kong: World Health Organization (2019)
Hong Kong: Department of Health, HKSAR Government (2019)

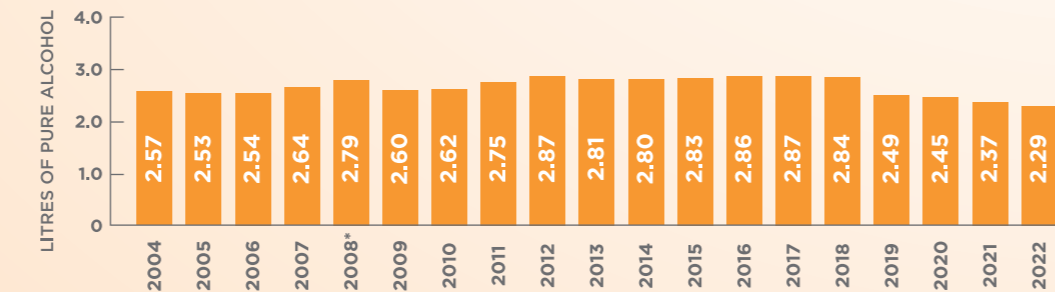


Between 2004 and 2022, the alcohol consumption per capita of Hong Kong stood between 2.29 and 2.87 litres.

Source: Department of Health, HKSAR Government

Note: Alcohol consumption per capita is used for monitoring the trend and for international comparison of alcohol consumption at the population level, but may not be able to fully reflect the actual drinking amount in local population. It is because the accuracy of the figure may be affected by many factors, such as stockpiling and tourist consumption, etc.

* The exemption of duty for wine and liquor with an alcoholic strength of not more than 30% has been implemented since February 2008.



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

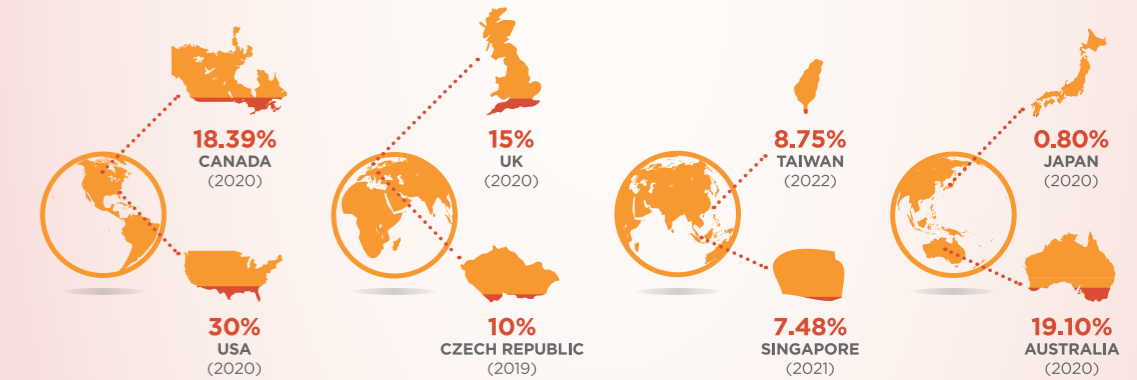
0%

of road fatalities resulting from drink-driving. (2010-2022)



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 and Transport Research Economics, Australian Government; European Transport Safety Council; Ministry of Transportation and Communications, the Republic of China; National Highway Traffic Safety Administration, U.S. Department of Transportation; National Police Agency, Japan; Singapore Police Force; Transport Canada; 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

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.



Copyright ©2023 Hong Kong Forum for Responsible Drinking. All rights reserved.