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ANHEUSER-BUSCH PROGRAMS TO PROMOTE RESPONSIBLE DRINKING

Anheuser-Busch Companies shares with all thoughtful citizens a concern over the misuse of alcoholic beverages. We want to help insure that our beers are enjoyed as they were meant to be enjoyed ... safely and responsibly.

For this reason, our company has developed or sponsored over the years a variety of programs and activities that address all aspects of the alcohol abuse problem -- from public education campaigns and alcohol research programs to formal training courses for bartenders and waitresses in how to deal with intoxicated customers.

We continue to search for new approaches. For example, we are developing a broadcast advertising campaign that urges consumers to drink responsibly. We support the efforts being made by other members of the industry, such as the National Beer Wholesalers Association which has introduced a formal alcohol awareness curriculum, called "Preventing Alcohol Abuse," into elementary, junior high and high schools around the country.

Our company's position on the alcohol abuse issue is explained in greater detail in the brochure, "A Commitment from the World's Largest Brewer," which has been included in this introductory section.

Over the next few pages, we will provide more detail about each of the programs we have developed, and other activities which are financially supported by Anheuser-Busch or our charitable foundations. These efforts demonstrate a firm commitment to be a partner in the search for effective solutions that address the alcohol abuse problem.

PROGRAMS AND ACTIVITIES DEVELOPED
OR SUPPORTED BY ANHEUSER-BUSCH

- o SADD (Students Against Driving Drunk): A national program that uses education and peer pressure to discourage drunk driving among high school and college students. Anheuser-Busch is the major corporate sponsor of this independent organization.
- o T.I.P.S. (Training for Intervention Procedures by Servers of Alcohol): A training program for bartenders and waitresses in how to recognize the signs of intoxication and how to intervene effectively to keep drinking situations from getting out of hand. Anheuser-Busch wholesaler personnel are helping to train retailers throughout the country in the T.I.P.S. program, which was developed by the founding director of the National Institute of Alcohol Abuse and Alcoholism.
- o "Know When To Say When": A national education campaign developed by Anheuser-Busch to urge consumers to drink responsibly.
- o "The Buddy System": A nationwide campaign developed by Anheuser-Busch to encourage healthy attitudes about drinking among college students. Included are materials on how to drink responsibly, how to hold safe parties, and how to set up an organized telephone system in housing units so that students can call for transportation if faced with a potential drunk driving situation.
- o "Pit Stop": A program in which Anheuser-Busch personnel, working out of state-owned rest areas, provide coffee and "Know When To Say When" material to travelers during Spring Break and other special occasions.
- o "I'm Driving": A designated driver program developed by Anheuser-Busch for use by retail establishments. One person from a group of customers is designated to provide safe transportation for the others.
- o Operation A.L.E.R.T.: An aggressive effort by Anheuser-Busch to work through wholesalers and 250,000 retailers in implementing positive programs to combat alcohol abuse in the local community.

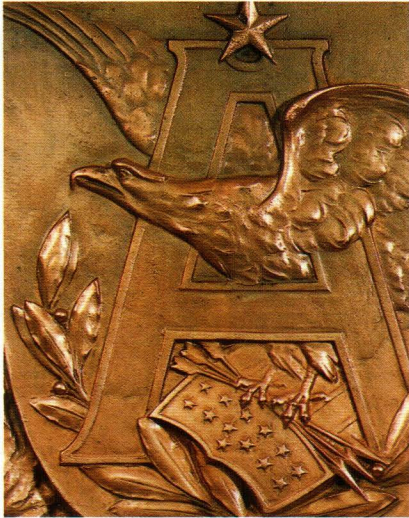
- o LA beer brand: A new beer product from Anheuser-Busch that has half the alcohol content of regular beer.
- o Advertising Guidelines: Updated guidelines, developed by Anheuser-Busch and other members of the brewing industry ensure that beer commercials are in good taste.
- o Young Adult Marketing Guidelines: These guidelines were developed by Anheuser-Busch to ensure that marketing activities on college campuses are responsible and do not encourage over-consumption or underage drinking.
- o Advertising Campaign: Anheuser-Busch is developing an advertising campaign to urge consumers to be responsible when they drink.
- o Research Grants to Johns Hopkins: Anheuser-Busch, through the United States Brewers Association, has given \$2.5 million over the past four years to the Alcoholic Beverage Medical Research Foundation at the Johns Hopkins School of Medicine.
- o Grants to U.C.L.A.: The Anheuser-Busch Foundation provides money to U.C.L.A. for a scholarly journal on alcohol abuse and traffic safety. Anheuser-Busch recently provided additional funds for an international symposium on alcohol, drugs and driving at the university.
- o Employee Assistance Program: Anheuser-Busch has developed a model Employee Assistance Program to provide confidential counseling to workers troubled by alcoholism and other personal problems. The program has been offered to our 960 wholesalers, the United States Brewers Association and other companies.
- o Other Charitable Contributions: Anheuser-Busch and its charitable foundations provide funds to almost 20 other organizations around the country involved in the alcohol abuse effort.



**A Commitment
From The World's
Largest Brewer**

A Commitment From The World's Largest Brewer

A Positive Approach That Emphasizes Rights And Responsibilities



For Consumers And Retailers: New Programs To Encourage Moderation

For Employees Troubled By Alcohol: An Assistance Program

We at Anheuser-Busch Companies share with all thoughtful citizens a concern for our social environment. And, because Anheuser-Busch, Inc., our brewing subsidiary, is the largest producer of beer in the world, we are keenly aware of the problems that can result from the misuse of alcoholic beverages.

As the leader of our industry, it is appropriate that we assume a leading role in helping to solve this serious problem — through a *positive* approach that emphasizes both the rights and the responsibilities of the individual, the brewing industry and society as a whole. Following is a full explanation of our programs in the hope of encouraging the development of a realistic and workable public policy.

We strongly disagree with those who cite the abuses of the few as a rationale for limiting the rights of the many . . . ignoring our traditions as a free society in their efforts to combat irresponsible drinking. Ultimately, such punitive approaches are targeted toward eliminating all consumption, rather than addressing the problems of a minority of drinkers.

Without minimizing the dangers of alcohol abuse, we must remember that beer is a beverage that is enjoyed responsibly, moderately, by tens of millions of Americans each day.

At Anheuser-Busch we have always encouraged the responsible consumption of the products we brew and sell. Our current programs include "Know When to Say When," a public awareness campaign to help change the norms of social drinking. It emphasizes the personal responsibilities of consumers who choose to drink.

We also sponsor a retailer education program, providing information to thousands of retailers and their employees on ways to encourage responsible drinking.

Another program involves support for such grassroots organizations as Students Against Driving Drunk (SADD) and other citizens' groups.

Our model Employee Assistance Program has provided confidential assistance to our employees troubled by marital, financial, drug or alcohol abuse problems — and has been used to prompt creation of similar programs to benefit the employees of our almost 1,000

**For Citizens' Groups And
Medical Researchers:
Financial Support**

independent wholesalers and at other companies across the nation.

In addition, we provide financial support of basic scientific research into the causes and medical implications of alcohol abuse and possible cures.

Lastly, we have carefully examined our advertising and marketing activities, to ensure that they do not encourage excessive or under-age consumption of our products.

The problems of alcohol abuse can be addressed — effectively, fairly . . . and without infringing on the rights of tens of millions of Americans who drink responsibly. We are committed to working toward such a solution through our own actions and through encouraging the development of effective public programs where necessary.

**Toward A Positive
Approach To Solving The
Alcohol Abuse Problem**

**An Educational Campaign
Aimed At Normally
Responsible Drinkers**

The drinking population can be divided into three groups:

The vast majority of consumers who drink responsibly the vast majority of the time. By most estimates, this group represents approximately 95% of all drinkers.

Normally responsible drinkers who may occasionally overindulge, potentially placing themselves and others in danger.

A small minority of consumers who chronically abuse alcohol. Current research indicates that such abuse can result from a variety of medical, social or psychological factors.

Based on the existence of these groups, we at Anheuser-Busch actively support two broad strategies to address the problem of alcohol abuse:

First, we believe educational efforts should be directed toward the normally responsible drinker who may occasionally overindulge . . . helping to create a general climate of opinion that strongly discourages such "situational abuse."

These activities should be supplemented by awareness programs at the high school and college levels designed to develop responsible attitudes toward drinking among persons on the verge of or entering adult life.

Individual Treatment Needed For Chronic Abusers

Second, we are convinced that actual cases of alcohol abuse should be confronted head-on — rather than through tactics designed to eliminate all drinking. Thus, laws regulating drunk driving should be strictly enforced and made stronger if necessary. Additionally, in-depth intervention and treatment must be used to address chronic alcohol or drug abuse, which often is a symptom of more deep-seated problems that must be dealt with to effect a cure.

Independent research substantiates these strategies.

For example, the Presidential Commission on Drunk Driving found that “only a small percentage of nonproblem drinkers get in trouble when they drive after drinking,” but that, since the number of nonproblem drinkers is very large . . . “this small percentage represents a high proportion of alcohol-related traffic incidents.”¹

In other words, if — through education and awareness — members of this group can be persuaded to accept new standards of behavior that eliminate occasional lapses, we will have taken a giant step toward increasing safety on our highways.

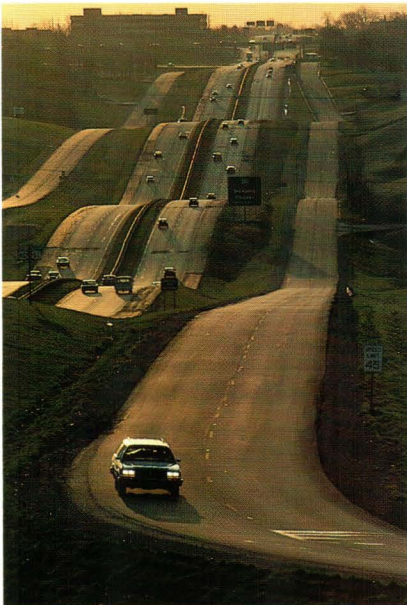
Similarly, a 1982 study found that — *despite a significant increase in per capita alcohol consumption among the residents of Iowa — the problems associated with alcohol abuse did not increase.* The authors cited a combination of “some relaxation of emotionally charged negative attitudes toward any drinking at all” with “universal, strong, negative attitudes toward alcohol misuse,” as a probable explanation for this development.²

In short, overconsumption — not consumption per se — is the problem that must be addressed. Those who set their sights on eliminating all consumption ignore this fact . . . and forget that sometimes the best intentioned actions can have unexpected results.

What would happen if massive government sanctions were used to discourage all consumption, no matter how responsible? Our nation's history provides the answer to that question.

The Prohibition era of the 1920s was a national failure. It turned law-abiding citizens into law breakers, and it created a nationwide black

Increased Awareness Means Safer Highways



¹Presidential Commission on Drunk Driving, Final Report, Nov. 1983.

²Mulford, H. A., and J. L. Fitzgerald, “Changes in Alcohol Sales and Drinking Problems in Iowa, 1961-1979,” *Journal of Studies in Alcohol*, Vol. 44, No. 1, 1983.

Prohibition . . . A National Failure

market for all forms of alcoholic beverages. Nor did Prohibition help the abusive drinker, since such individuals go to extreme lengths to secure alcoholic beverages because of their psychological or physical dependency.

Of course, very few people today would admit to supporting Prohibition. But many of the punitive approaches that are now being proposed could have a similar effect. For example, Ireland has increased liquor taxes five fold since 1970 . . . prompting a startling increase in smuggling from Northern Ireland and in the illegal consumption of "bootleg" beer, wine and spirits.³

And in this country, a massive and organized criminal element is waiting in the wings to take advantage of any punitive government actions that result in highly restricted access to legal alcoholic beverages. Currently, the nation is plagued with a massive illegal drug industry that sells an estimated \$80 billion of illicit substances each year. This "industry" generates not one penny in government revenue, and sells its products to anyone — regardless of age — so long as they can pay.

We are convinced that the best long-term strategy for confronting abuse is through education . . . through the creation of new and responsible attitudes toward drinking. Our programs are in keeping with this approach — utilizing a variety of educational and public awareness efforts and substantial funding of research and treatment to address abusive consumption head on.

Most other producers of beer, wine and spirits have undertaken similar efforts on their own or through their trade associations.

"Know When To Say When" . . . A Grassroots Program To Encourage Responsible Drinking

In order to create increased awareness of the responsibility of individual consumers to drink in moderation, Anheuser-Busch has created "Know When To Say When," a grassroots program carried out in communities throughout the nation by the company's independent wholesaler family.

"Know When To Say When" communicates a simple — but important — message: *Every person who consumes an alcoholic beverage has an obligation to act responsibly . . . to know the laws of their*

³Wall Street Journal, March 8, 1984, "It is Perhaps Immoral and Certainly Illegal; Many Irish Love It."

**The Message . . . Enjoy, But
Also Be Responsible**



community and to drink moderately so as to avoid endangering themselves or others. Briefly put, we want everyone who consumes our products to "Know When To Say When."

Although the message is simple, the program itself provides a wide range of community activities and materials focused on the general consumer, college students and young adults, and military personnel. In addition, the special problem of under-age drinking is addressed through support of Students Against Driving Drunk (SADD).

In its first phase, the program is targeted primarily toward those who may drive after consuming excessive amounts of alcoholic beverages. Its objective is to remind consumers to drink in a responsible manner. This program's message is delivered through a variety of materials.

For example, the program contains newspaper and radio ads to create general awareness of this moderation campaign. Counter cards will encourage consumers to drink in moderation. Pocket cards, customized with the laws of each state, cite minimum drinking age and DWI/DUI provisions.

Other parts of our program include blood alcohol charts to help consumers drink responsibly and drive safely. Home party guides show hosts how to serve alcoholic beverages safely.

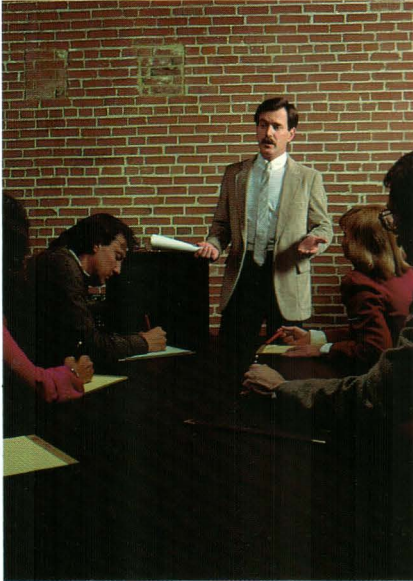
Bartenders' guides provide tips on how to serve consumers responsibly, how to recognize problem drinkers, and how to refuse service when advisable. Key chains, bumper stickers and other items featuring the "Know When To Say When" message are also part of the program.

"Know When To Say When" also includes a 25-minute film developed for presentations to civic, business and trade organizations. Narrated by noted health expert Dr. Art Ulene, the film takes a dramatic look at a DWI arrest and shows how responsible consumers can avoid this embarrassing and potentially dangerous situation through moderation.

We believe the "Know When To Say When" program will play an important role in guaranteeing that people enjoy our products responsibly.

Anheuser-Busch Support For Retailer Education

TIPS Helps Retailers Say "You've Had Enough"



Another key element of our program to combat alcohol abuse is to improve the ability of retailers to identify — and cope with — potential overconsumption by their customers through a retailer education program.

This effort is designed to provide in-depth instruction to thousands of retailers and their employees each year. The program utilizes materials developed by Dr. Morris E. Chafetz, founding director of the National Institute on Alcoholism and Alcohol Abuse, member of the Presidential Commission on Drunk Driving, and director of the Health Education Foundation in Washington, D.C. The program is called TIPS — or Training and Intervention Procedures by Servers of Alcohol.

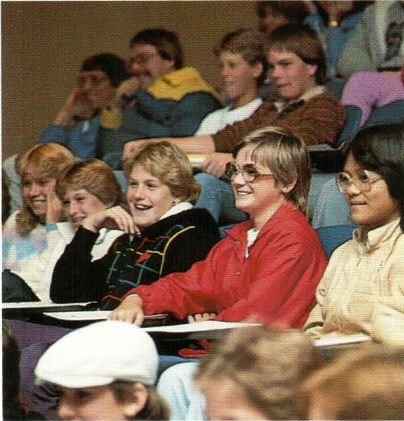
Through video tapes and printed materials, TIPS instructs retailers and their employees on how to identify a customer who is approaching his or her limits . . . and how to prevent the customer from having more to drink without creating a confrontation. Simple "tactics" — such as offering a customer a food menu — are discussed, as well as more elaborate types of intervention to keep a consumer who has had too much to drink away from his car, until he is able to drive safely.

According to the research that went into development of the TIPS program, servers of alcoholic beverages occupy a unique position. They both furnish a desired service to the public and serve as "gate-keepers" for monitoring and controlling behavior within the social setting away from home.

In addition, retailers can be the "first line" for mounting a program or campaign to change the behavior patterns of those they serve. And, they can promote an immediate environment conducive to responsible drinking behavior.

Retailers and their employees — responsible individuals who are proud of the goods and services they offer their customers and who care about the welfare of those who patronize their businesses — can be a powerful force in addressing the problems of overindulgence. Through our financial support of TIPS, thousands of retailers will receive the training they need to accomplish this goal.

An Education Campaign Aimed At High School Students And Young Adults



Spreading The Word Among Young Adults

In addition to "Know When To Say When" and our support of TIPS and other retailer education programs, we have undertaken two major efforts to encourage responsible attitudes toward drinking among those on the verge of — or entering — adult life.

Anheuser-Busch is a substantial financial sponsor of Students Against Driving Drunk (SADD), an organization which has reached millions of high school students nationwide with its anti-drunk driving message. SADD mobilizes students to help one another to face up to the potential dangers of mixing driving with alcohol or drugs — utilizing peer pressure to encourage responsibility, rather than permitting it to entice young people into irresponsible and dangerous acts.

SADD also provides a series of lesson plans to present the facts about drinking and driving, allowing high school students to make informed decisions.

The program also encourages frank dialogue between teenagers and their parents through the SADD contract. Under this agreement, students and parents make a commitment to contact one another for assistance should they ever find themselves in a drunk driving situation.

Through our support of SADD, we at Anheuser-Busch are helping to foster responsible attitudes toward drinking among persons on the verge of adult life . . . and helping parents to reassess the type of example they are setting.

In addition, SADD's founder and executive director, Robert Anastas, is now modifying the program so that it can be expanded to college campuses. Based in large part on a supplementary grant from Anheuser-Busch, tens of thousands of students who have experienced the SADD program at the high school level will be able to share the insights they have gained with their college peers.

Anheuser-Busch has also begun a program of its own to increase awareness and knowledge about drinking among young adults who are on college campuses, in the military or have joined the general work force.

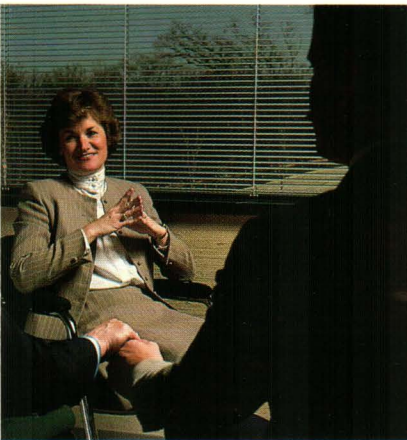
Posters, counter cards, advertising and brochures encourage young adults to be responsible for themselves — and each other — to avoid drunk driving situations.

On college campuses, "The Buddy System" offers suggestions for holding safe and responsible parties, as well as basic information about how to drink responsibly, for those who choose to drink. In addition, it outlines a program in which students can telephone housing units for transportation if they — or the person they are with — have overindulged.

We believe that this approach . . . which utilizes education to encourage a sense of responsibility about drinking before young people develop an acceptance of casual abuse . . . can help create new attitudes — attitudes that accept appropriate and responsible consumption, but that strongly condemn overindulgence.

Anheuser-Busch Programs To Address Chronic Alcohol Abuse

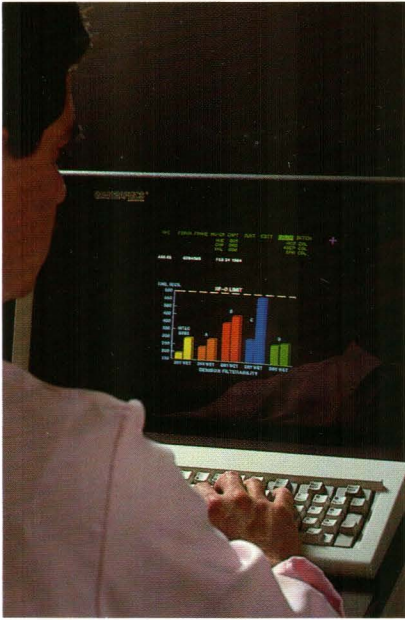
Employee Assistance Programs



Although we undertake many activities that focus on the normally responsible drinker who may find himself in an alcohol abuse situation, we have also supported efforts to assist the chronic abuser.

For example, Anheuser-Busch has been a leader in the development of Employee Assistance Programs (EAPs) which provide confidential intervention and assistance to employees troubled by marital, financial, drug or alcohol abuse problems. The record of our EAP program is outstanding, with 70% of the employees who have relied on the program for alcohol-related problems registering significantly improved job performance one year later.

As a result of the success of the EAP program, we offered it as a model to thousands of businesses nationwide through the United States Brewers Association and the U.S. Chamber of Commerce . . . increasing the probability that troubled individuals will seek — and find — assistance through their communities' public and private social agencies. In addition, we have helped our almost 1,000 independent distributors to establish EAPs for their employees.



**Support For Work Of American
And Canadian Scientists**

Anheuser-Busch has also joined with other North American brewers to support the Alcoholic Beverage Medical Research Foundation at the Johns Hopkins School of Medicine by providing an annual grant. Financial support from the brewing industry has totalled \$2.7 million since the program began in 1982.

The Foundation was established by the University, the United States Brewers Association and the Brewers Association of Canada to monitor the safety of alcoholic beverages and to support alcohol abuse research at colleges and universities throughout North America. Current projects include:

- *A study at the Kaiser Foundation Research Institute into the effects of alcohol consumption and other lifestyle factors on general health.*
 - *An investigation by the Traffic Injury Research Foundation of Ottawa, into the social, psychological and behavioral variables that can affect alcohol-related traffic accidents, especially among young people.*
 - *A University of Adelaide, Australia, study on the effects of differing laws and drinking patterns in the United States, Canada and Australia.*
 - *A national survey by the Harvard Medical School to provide a test of earlier findings that indicate moderate alcohol consumption decreases the risk of cardiovascular disease.*
 - *Research at Johns Hopkins to assess why societies which prefer malt beverages have a lower incidence of heart disease and cirrhosis than those societies where distilled spirits consumption is more prevalent.*
-

The Major Questions: Alcohol's Role In Accidents And Health



Dr. Thomas D. Turner, dean emeritus of the Johns Hopkins School of Medicine, has set five priority questions for future investigation:

1. How can alcohol misuse be minimized as a cause of traffic accidents?
2. What are the effects of moderate alcohol use, and what causes persons to move from moderate to excessive drinking?
3. What role, if any, does alcohol play in the cause or prevention of disease?
4. How does alcohol use affect nutrition?
5. Do different types of alcoholic beverages have different effects on consumers?

Internal Anheuser-Busch Policies

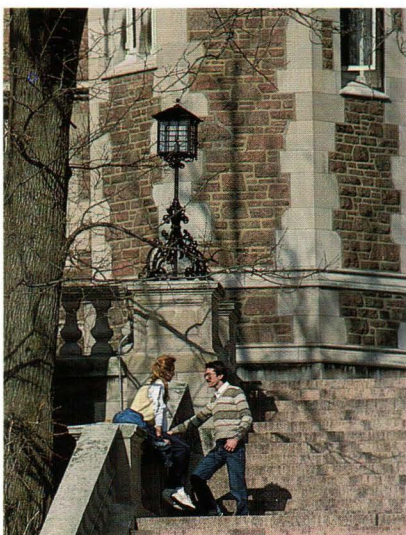
Through these many programs, we have taken an aggressive stand to increase awareness of the dangers of irresponsible consumption among normally responsible drinkers and to support research and treatment for chronic abusers.

But, we realize that our efforts to promote the responsible consumption of our products must be company-wide, and we have undertaken a variety of steps to ensure that our marketing programs are in keeping with this goal.

A COMMITMENT TO RESPONSIBLE ADVERTISING: While we strongly defend our basic right to communicate with the consuming public through our advertising, we also recognize that all advertisers have an obligation to act responsibly.

Our advertisements do not encourage abusive or under-age drinking; do not imply that consumption of our products leads to professional, social or sexual success, and do not demean any social group. We are committed to continual monitoring and reevaluation of all our advertising to ensure that it meets these standards.

Advertising And College Marketing Practices



An Industry-Wide Effort

A COMMITMENT TO RESPONSIBLE YOUNG ADULT MARKETING PRACTICES: We recognize that any marketing activity directed toward young adults who have just reached legal drinking age should be undertaken with great care . . . especially in a campus environment where many students are under-age.

Although Anheuser-Busch college marketing activities are carried out primarily by our independent distributors, we strive to ensure that they direct their programs only toward young adults of legal drinking age who choose to drink. We do not condone programs that encourage under-age consumption, generate peer pressure on those who choose not to drink, or encourage overindulgence.

We also strongly urge our independent wholesalers to include programs that encourage moderation — such as “Know When To Say When” — as a significant portion of their campus activities.

At Anheuser-Busch, we feel a responsibility to set the highest standards in all of our activities and to work with other brewers to mount an industry-wide effort to address the problem of alcohol abuse.

Progress Has Been Made

Traffic Accidents Are On The Decline

We can be encouraged by figures released by the U.S. Department of Transportation. They show that traffic deaths throughout the United States in 1983 were down 2.1% from the previous year and were at the lowest level recorded in the past 20 years. In addition, the traffic death rate fell to 2.6 deaths per million vehicle miles — or the lowest rate ever recorded.

Surely growing public awareness of alcohol abuse — and specifically, drunken driving — contributed to these reductions. This increased awareness has prompted more effective drunk driving laws, coupled with more aggressive law enforcement policies.

The Key: Public Awareness And Education

The privilege of drinking carries with it the obligation to drink responsibly. At Anheuser-Busch, it is our goal to encourage the increased development of such attitudes.

We Hope You Will Help

Some Suggestions For Responsible Consumption

Everyone has a part to play in dealing with the problems of alcohol abuse in our society. Here are some things you can do as an individual:

Respect the law and know your limits. Take responsibility for your own actions when you are enjoying an alcoholic beverage. Be aware that if you overconsume you are making a decision that has consequences for you personally, and for the rest of society as well.

Entertain responsibly. If a person declines a drink, respect that person's decision.

Be aware of your social responsibility for those around you . . . your neighbors and friends. Don't let someone you know get behind a wheel when he or she has had too much to drink.

Support efforts to educate others about responsible consumption of alcoholic beverages.

A Pledge And A Promise From Anheuser-Busch



We at Anheuser-Busch pledge:

To continue and expand our efforts to increase awareness among the consumers of our products to the dangers of irresponsible drinking.

To maintain substantial funding for research and treatment programs to address the needs of the chronic abuser.

To support legislative and regulatory proposals that focus on the problem of alcohol abuse, without unfairly penalizing responsible drinkers.

And to uphold the right of the American public to consume our products responsibly.

Irresponsible consumption is a serious problem — but it is a problem that can be addressed through a cooperative effort of the public and private sectors to develop realistic and workable programs.

And we promise to do our part.

If you would like more
information, write
Anheuser-Busch Companies, Inc.
Department of Government Affairs
One Busch Place
St. Louis, Missouri 63118

S.A.D.D.

SADD

Underage drinking has long been a concern of parents, public officials and members of the brewing industry. In 1981, a Massachusetts public school teacher and coach named Robert Anastas started a new group to attack the drunk driving problem. Since then, SADD (Students Against Driving Drunk) has captured the imagination of millions of high school students across the nation.

SADD chapters have been started in high schools from coast to coast. Using education and peer pressure, the program has galvanized the students themselves into fighting the drunk driving problem among teenagers. A key part of the program is a Contract for Life, in which parents and their teenagers formally pledge -- to each other -- that they will seek alternate transportation home if faced with a potential drunk driving situation.

While not condoning underage drinking, the program encourages a healthy exchange between parents and their teenagers on drinking. And it takes a realistic approach, appealing to the common sense of students and their concern for the welfare of friends.

Anheuser-Busch is the major corporate sponsor of SADD and has underwritten the cost of public service announcements to familiarize the public with the program. Recently, the company made a special donation that has enabled the organization to move its activities onto the college campus. This has been a highly effective program that addresses a major concern, underage drinking.

**“ If we
dream it,
it can be
done. ”**



**Students
Against
Driving
Drunk**

STUDENTS MOBILIZE AGAINST DRUNK DRIVING

Without question, drunk driving ranks today as one of the nation's most serious health and safety issues—accounting each year for an estimated 25,000 traffic fatalities, hundreds of thousands of injuries and billions of dollars in economic costs to society. Among no group is the problem more severe than teenagers and young adults.

Students Against Driving Drunk (SADD) was established in 1981 to improve young people's knowledge and attitudes about alcohol and drugs to help save their lives... and the lives of others. The program has three major components:

First, it provides a series of lesson plans to present the facts about drinking and driving, permitting high school students to make informed decisions.

Second, it mobilizes students to help one another through peer pressure to face up to the potential dangers of mixing driving with alcohol or drugs.

And third, it promotes a frank dialogue between teenagers and their parents through the SADD "Contract." Under this agreement, both students and their parents pledge to contact each other should they ever find themselves in a potential DWI situation.

Founded by Robert Anastas, former Director of Health Education for the Wayland Public School System in Wayland, Massachusetts, the original SADD program consisted of a mandatory high school course for sophomores on drinking and driving.

Statistics suddenly became *real*. Perceiving the problem as a personal challenge, a group of students banded together to form Students Against Driving Drunk, appearing on radio and television shows to discuss the concept and airing public service announcements to encourage other students to join in the fight against this number one killer of young people.

Since 1981, Mr. Anastas has visited virtually every state in the union as well as several foreign countries. He brought the SADD message to millions of students, parents and community leaders, helping them to achieve a significant reduction in DWI incidents.

“ The SADD Program directs its message to a segment of the population that most needs support, and positive reinforcement, in decisions regarding substance abuse and its consequences.

The Auxiliary to the
American Optometric Association

“ SADD indirectly points out that drinking (and use of other drugs) should not be allowed to interfere with responsibilities, thereby building a sound base for further alcohol / drug education and use prevention.

Dr. Joseph C. Crawford, Superintendent
Department of Public Instruction
North Dakota

SADD GOALS

- Help eliminate the drunk driver and save lives.
- Alert high school students to the dangers of drinking and driving.
- Conduct community alcohol awareness programs.
- Organize peer counseling programs to help students who may have concerns about alcohol.

“ I am pleased to endorse the goals of the Students Against Driving Drunk program. ”

Mario M. Cuomo
Governor of New York

THE SADD FACTS ABOUT DRUNK DRIVING

- One quarter of a million Americans have lost their lives in alcohol-related auto crashes over the past decade—an average of 25,000 traffic fatalities each year.
- 700,000 Americans are injured each year by intoxicated drivers.
- The DWI problem creates an estimated economic cost to society of over \$5 billion annually.
- Thousands of teenagers and young adults lose their lives each year in drunk driving incidents and 40,000 are injured.

“ Students Against Driving Drunk has served as a national model for peer counseling and involvement to reduce drunk driving. ”

National Commission
Against Drunk Driving

THE SADD PROGRAM

Recognizing that most eligible teenagers will drive—and that at times, they will be faced with potential drinking and driving situations—SADD is designed to better educate students about drinking and driving to help reduce the likelihood of their becoming involved in a DWI incident.

The SADD course consists of a series of 15 lesson plans, supported by literature as well as speakers from law enforcement, the legal profession and family counselors. The premise is that students will be better equipped to avoid a drunk driving situation if they:

- Understand the effect of alcohol and drugs, both physically and psychologically.
- Realize the influence of alcohol on driving ability, and the potentially serious consequences of drinking and driving.
- Explore and reassess their own attitudes and behavior concerning drinking and driving.
- Plan ahead of time how to cope with, or avoid, drunk driving incidents involving themselves or others.

An important part of the program is the SADD contract, under which students and parents promise to contact each other for assistance in a potential DWI situation. This contract is not intended to condone drinking among teenagers. Rather, it is a tool to discourage them from driving under the influence of alcohol—or becoming the passenger of a drunk driver.

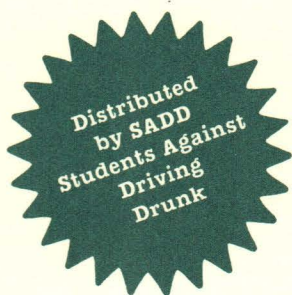
In addition, by demonstrating that drinking and driving is also an adult problem, the SADD contract is designed to encourage open communications that will prevent parents as well as teenagers from risking their lives.

SADD has also developed a Parent Handbook on Drugs and Drinking, which is available upon request.

CONTRACT FOR LIFE

A CONTRACT FOR LIFE BETWEEN PARENT AND TEENAGER

The SADD Drinking-Driver Contract



TEENAGER

I agree to call you for advice and / or transportation at any hour, from any place, if I am ever in a situation where I have been drinking or a friend or date who is driving me has been drinking.

SIGNATURE

PARENT

I agree to come and get you at any hour, any place, no questions asked and no argument at that time, or I will pay for a taxi to bring you home safely. I expect we would discuss this at a later time.

I agree to seek safe, sober transportation home if I am ever in a situation where I have had too much to drink or a friend who is driving me has had too much to drink.

SIGNATURE

DATE

DEAR PARENTS,

As an educator and a parent of three teenage boys, I understand your concerns about the use and abuse of alcohol and other drugs by our children. My experience has led me to believe that as determined as we are to provide for our children a drug free environment, statistics have proven that our efforts to date have fallen on deaf ears.


This is not to say that we must not continue to work toward this end, but we must begin to react to the present reality. As our children grow, it seems we become less and less a part of their intimate world. We hear such things as; "Don't worry." "I know what I'm doing." "It's my business." "My world is different from yours." No wonder many of us are shocked when we find out that our children have been using illegal substances.

I am convinced that parents and their children by working together, and by recognizing how death has been camouflaged through lack of communication, can eliminate this needless slaughter on our highways.

The SADD "Contract for Life" is meant to act as a safeguard against death. I believe, that if our children realize that they can and should call us if they are ever faced with a drinking-driving situation, that this does not condone the illegal use of alcohol on their part. It does, however, show that our love for our children and their love for us is strong enough to combat any obstacle that may force them to challenge death.

Our children are precious; believe in them, as they believe in you.

Sincerely,



Robert Anastas
Founder & Executive Director
SADD

SADD is a tax deductible, non-profit organization funded by corporate and private donations. Contributions may be sent to:

SADD
P.O. Box 800
Marlboro, MA. 01752

HOW TO START A SADD PROGRAM IN YOUR COMMUNITY

Local SADD chapters can be established in high schools throughout the nation at relatively little cost. To bring SADD to your community:

1. First, contact the national SADD organization for assistance in scheduling an organizational meeting.
2. Invite student, faculty and parent representatives from surrounding high schools to attend the organizational session. Speakers from your Governor's office, Department of Education (or local anti-DWI organization) and insurance industry should also appear.
3. Mr. Anastas and other SADD representatives are available on a limited basis to visit your community to help get the program rolling. To permit scheduling, please allow at least two months advance notice of your meeting.
4. Return the enclosed reply card to obtain a SADD curriculum guide containing the series of 15 lesson plans and additional information about starting a local SADD program.

Robert Anastas
Students Against Driving Drunk
P.O. Box 800
Marlboro, Massachusetts 01752
(617)481-3568

“ I am encouraged by the enormous growth of Students Against Driving Drunk, SADD and their 'Contract for Life'. I cannot continue to be disappointed in our youth when they continue to show such a degree of maturity by asking their parents to sign the 'Contract for Life' ”

Richard M. Dardano, Executive Director
National Council on Alcoholism

ABOUT ROBERT ANASTAS

Robert Anastas, founder and executive director of Students Against Driving Drunk, launched the original program in September, 1981, after two of his students were killed in separate driving incidents.

Mr. Anastas travels across the nation to assist local communities in establishing SADD programs. In March, 1983, he received the



U.S. Health and Human Services Award for his work with youth and alcohol abuse.

Mr. Anastas is a member of the Massachusetts Governor's Task Force on Highway Safety and Alcohol Abuse. He has been invited to lecture at numerous seminars

and world congresses on drug and alcohol abuse.

Named Teacher of the Year by the Massachusetts Teachers Association, Mr. Anastas is a graduate of American International College in Springfield, Massachusetts and Worcester State College, where he earned a Masters Degree in Education.

An outstanding athlete, he received All American honors in football and hockey. A television documentary dramatizing his life and the SADD story was shown in December of 1984 on CBS.

He is married and the father of three teenage sons.

“ I am proud to support the efforts of SADD and I commend you, your staff and the thousands of students across the country for the contribution you are all making to safety on the highway and the reduction of needless injury and death resulting from the irresponsible use of alcohol.

**Secretary Margaret M. Heckler
U.S. Department of
Health & Human Services**

”

COMMENTS...

... I have decided to pass out copies to all my friends and family, along with students at school. I am also going to encourage everyone not to put themselves in (a drunk driving) situation.

A.L.—Mississippi

... I am impressed with your program and am eager to participate. Peer pressure allowed my younger son to fall victim to this, but fortunately he was not injured. We have strengthened our already sound relationship, and I intend to use this to strengthen it even more.

G.P.—Indiana

... With your help, a copy of the parent-teenager contract, and God's help, perhaps I can rest a little easier and make sure that our community is a little safer.

V.W.—Michigan

... Thanks for organizing such a worthwhile group! This is the most important contract I or any of my friends could ever sign.

L.T.—Georgia

... It has been two years since we started our SADD program here. When our chapter started, we set a goal to go a full school year without a fatality. Since then, we have gone 27 consecutive months without a fatality.

B.S.—North Carolina

“ The ‘Contract for Life’ realistically addresses the pervasive and heart-breaking problem—drinking and driving deaths and injuries among our youth. SADD can make a remarkable difference in the lives and potential of our students and their families.

**Bill Honig
Superintendent of Public Instruction
California**

”

SADD BOARD OF DIRECTORS

John A. Volpe, Honorary Chairman
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Drunk Driving

Robert Anastas
President, Students Against Driving Drunk

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Gail G. Milgram
Executive Director
Summer School of Alcohol Studies
Rutgers University

William T. Smith, II
New York State Senate

**DARE TO BE DIFFERENT...
LEAD THE WAY...
BUCKLE UP FOR SAFETY**

**SADD SUPPORTS
SEAT BELT SAFETY**



This brochure was produced as a
public service by Anheuser-Busch
Companies, Inc., in cooperation with
Students Against Driving Drunk.

**“IF WE DREAM IT,
IT CAN BE DONE.”**



*“SADD is a proven
lifesaving program
because it is student
motivated. No one
believes that drinking
and driving is a good
combination. Through
SADD, college
students can now take
a leadership role in
preventing alcohol-
related deaths and
injuries.”*

Robert Anastas

SADD Founder and
Executive Director



**STUDENTS AGAINST
DRIVING DRUNK**

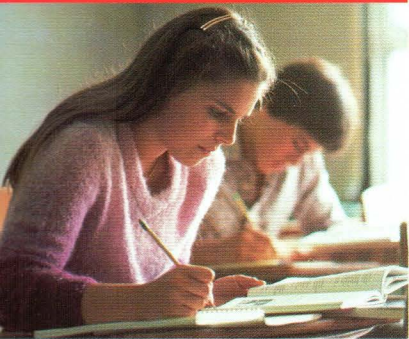
Despite increased public and legislative awareness, drunk driving continues to rank as one of the nation's most serious health and safety problems.

Unfortunately, no age group is more vulnerable to the tragic consequences of drunk driving than college students and other young adults. Motor vehicle accidents represent the leading cause of death for Americans under age 30, and over half of all highway fatalities are alcohol-related.

But now, college students across the nation are banding together in an innovative campus program to combat drinking and driving. Known as Students Against Driving Drunk, or SADD, the program is not only designed to raise drug and alcohol awareness but also to demonstrate college students' desire to address this issue in a positive, responsible way.

The purpose of this brochure is to help you get started — to provide you with a summary of available resources and organizational ideas. With this information, and your own enthusiasm and creativity, SADD can become a positive — and lifesaving — force on the campus of your college or university.

STUDENTS MOBILIZE AGAINST DRUNK DRIVING



mores on drinking and driving.

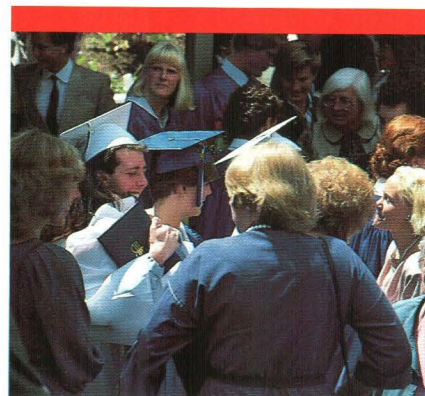
Mr. Anastas and a group of students formed SADD to encourage others to join in the fight against the number one killer of young people after two of his hockey players died in separate accidents.

SADD was originally established in 1981 as a high school program. Founded by Robert Anastas, director of health education and hockey coach for the Wayland (Mass.) Public School System, the program began as a mandatory course for sopho-

Statistics suddenly became real. Students were provided with the hard facts about drinking and driving to help them make informed decisions. By using positive peer pressure, they motivated one another to steer clear of potential DWI situations.

During the past three years, SADD chapters have been established at high schools from coast to coast, reaching millions of students and helping to achieve a significant reduction in DWI incidents. Based on the success of the high school concept — and the expressed need for a similar approach at the college level — SADD has now been developed into a campus program.

SADD's growth from a single chapter to a successful, nationwide organization can be attributed to its educational approach and emphasis on student motivation. The program is totally supported by corporate sponsorships as well as contributions from individuals and community groups.



SADD GOALS

SADD enables concerned, responsible college students to team up in combatting the number one killer of their age group — drunk driving. The program is designed to educate young adults about the risks of drinking and driving, with these major objectives:

- Help eliminate the drunk driver and save lives.
- Promote responsible behavior by college students by not mixing driving with drugs or alcohol.
- Reduce the number of alcohol related deaths, injuries and arrests in college communities.

■ Encourage responsible use of alcoholic beverages by students of legal age who choose to drink.

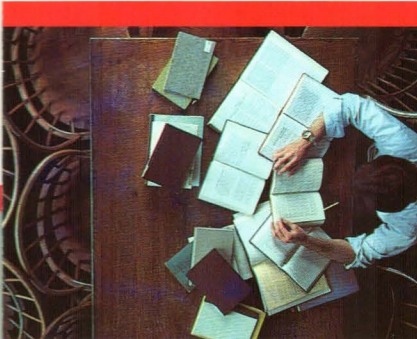
■ Demonstrate that the majority of college students are responsible adults with a genuine concern for alleviating the DWI issue.

SADD ON CAMPUS

Recognizing that drinking has always been part of college social life, SADD's goal is first, to promote respect for all laws relating to the use of alcoholic beverages; and secondly, to raise awareness of the drinking and driving problem so that students will be equipped to cope with or avoid potential DWI incidents involving themselves and others.

The SADD campus program has three major components: Campus Activities, Community Awareness and the SADD "Contract for Life."

CAMPUS ACTIVITIES



Once a SADD chapter has been established on campus, the first order of business should be an informational campaign to get out the facts about drinking and driving. Here are a few ideas to help you get started:

■ Sponsor a SADD Alcohol Awareness Week by distributing educational materials on campus and recruiting speakers from such fields as law enforcement, government and the insurance industry.

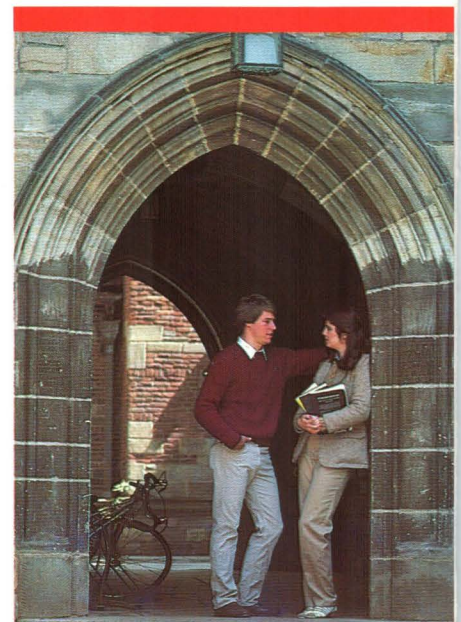
■ Publish a SADD newsletter to keep the drunk driving issue top of mind, with announcements of SADD meetings and programs and other chapter news.

■ Develop articles or ads for college newspapers and radio public service announcements addressing the DWI issue, particularly during high-risk periods like homecoming, major holidays and spring break. During these same periods, consider arranging a transportation service to help students get home safely.

■ Establish a SADD informational center in a prominent campus location where students can obtain fact sheets, pamphlets and other educational materials. Sell SADD key chains, bumper stickers and other merchandise items as a fundraiser for SADD campus activities.

■ Develop training programs on serving alcoholic beverages responsibly for employees of campus bars as well as fraternity, sorority and student dormitory leaders.

■ Take advantage of other drug and alcohol awareness materials available from local health or government agencies, citizen groups, etc. For example, Anheuser-Busch, Inc., a national sponsor of SADD, has introduced a Buddy System program which encourages responsible drinking behavior on college campuses.



COMMUNITY AWARENESS

Your efforts to expand drunk driving awareness need not be limited to campus. Here are a variety of ways to take your message to the general public, and let the community know that your college is responsive to the DWI issue.

- Sponsor a SADD booth at a local shopping center or other strategic location during Alcohol Awareness Week on campus. Distribute informational materials on drunk driving and sell SADD merchandise items to raise chapter funds.
- Book appearances by SADD members on local radio and television talk shows to discuss the drinking and driving issue.
- Work with local police departments and citizen groups to sponsor public service announcements which can be aired on radio and television stations.
- Put up posters at high visibility locations throughout the community urging people not to drive when impaired by alcohol or drugs.
- Request that the Governor, mayor or other public official sign a proclamation recognizing SADD Day or Week in your community.



ABOUT ROBERT ANASTAS

Robert Anastas, founder and executive director of Students Against Driving Drunk, launched the original program in 1981 after two of his students were killed in traffic accidents. Since then he has visited virtually every state in the union, as well as several foreign countries, bringing the SADD message to millions of students, parents and community leaders.

In March, 1983, Mr. Anastas received the U.S. Department of Health and Human Services Distinguished Services Award for his work with youth and alcohol abuse. He is a member of the Massachusetts Governor's Task Force on Highway Safety and Alcohol Abuse, and has been invited to lecture at numerous seminars and world congresses on drug and alcohol abuse.

Mr. Anastas is a graduate of American International College in Springfield, Mass., where he was an outstanding athlete earning All American Honors in football and hockey. He received his Master's Degree in Education from Worcester State College. He is married and the father of three teenage sons.

SADD CONTRACT FOR LIFE

A key element of the SADD program is an agreement which enables students to avoid driving while intoxicated or becoming the passenger of someone else who is incapacitated. Reprint and distribute the following Contract for Life to fraternity and sorority chapters, in dormitories and other high visibility campus locations to remind students that "friends don't let friends drive drunk."

SADD CONTRACT FOR LIFE

As students at _____, we recognize that many of our fellow students and friends choose to use alcoholic beverages and, that on occasion, some students may find themselves in a potential DWI situation.

Therefore, we have entered into a contract in which we agree that if we are ever in a situation where we have had too much to drink, or a friend or date who is driving has had too much to drink, we will seek safe and sober transportation home.

We, the undersigned, also agree that we will provide or arrange safe, sober transportation home for each other should either of us face a situation where we have had too much to drink.

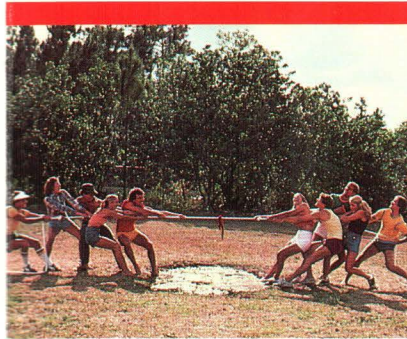
If we cannot find safe transportation, we will contact a taxi service, walk, or stay the night.

Signature of 1st Party

Signature of 2nd Party

Date

HOW TO START A SADD PROGRAM ON CAMPUS



It is relatively easy to launch a SADD chapter on campus. All that is required is a commitment from students and the support of faculty members.

1. First, interested students should meet with a faculty advisor or Dean of Students as well as other student organization representatives to explain the goals of SADD.
2. Next, choose a faculty member who can serve as an advisor for your activities and as a liaison between SADD and the college administration.
3. Elect SADD officers (President, Vice President, Secretary, Treasurer, Public Relations Coordinator, etc.) to spearhead the organization's efforts.
4. Obtain or produce your own informational materials on drug and alcohol abuse for distribution on campus.
5. Recruit representatives from various student groups, such as fraternities, sororities, dormitories and other campus clubs and organizations.
6. Plan a calendar of SADD activities, targeting for at least two activities a month. Choose programs that will appeal to a broad cross-section of students, representing a variety of campus groups.
7. Enlist the support of community organizations and local businesses which share your concern on this issue.
8. Representatives of the SADD National Organization are available on a limited basis to visit your campus to help get the program rolling. Contact SADD National Headquarters as shown below to arrange an appearance.

Students Against Driving Drunk
P.O. Box 800
Marlboro, Massachusetts 01752
Phone (617) 481-3568

Endorsed By

Presidential Commission on Drunk Driving
National Highway Traffic Safety Administration
U.S. Senate Committee on Alcoholism and Drug Abuse
American Council on Alcohol Problems
National Commission for the Prevention of Alcohol Abuse
The Massachusetts Governor's Task Force on Drinking and Driving
U.S. Department of Health and Human Services
Elected officials, parents and students nationwide

**THE SADD
BOARD OF DIRECTORS**

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William T. Smith
New York State Senate



This brochure was produced as a public service by Anheuser-Busch Companies, Inc., in cooperation with Students Against Driving Drunk.

T.I.P.S.

Bartenders, waiters and waitresses have a critical role to play in preventing alcohol abuse in retail establishments. In recent years, many courses have been developed to help these servers of alcohol recognize the signs of intoxication in customers and to respond effectively to prevent drinking situations from getting out of hand.

One of the most effective of these programs is T.I.P.S. -- Training for Intervention Procedures by Servers of Alcohol. It was developed by Dr. Morris Chafetz, one of the nation's foremost authorities on alcohol abuse and the founding director of the National Institute of Alcohol Abuse and Alcoholism.

Employees of Anheuser-Busch wholesalers are being trained as T.I.P.S. instructors. These employees will then provide the training to bartenders and waitresses in retail establishments throughout the country.

T.I.P.S. is an effective approach to an important aspect of the alcohol abuse problem.