



Founded over 30 years ago by America's leading distillers, **Responsibility.org** is a national, independent, not-for-profit working to promote a lifetime of alcohol responsibility focused on three missions.

- Leading the fight to **eliminate underage drinking**
- Leading efforts to **eliminate drunk driving** and working with others to **end all impaired driving**
- Empowering adults to **make responsible alcohol choices** as part of a balanced lifestyle

Through cutting-edge, science-based educational programs and innovative communications campaigns, we are blazing a new trail toward progress on these three critical issues on both a national and community level.

WITH YOUR SUPPORT, IT'S WORKING.



UNDERAGE DRINKING RATES ARE STILL AT PRE-PANDEMIC LOWS -

with more than **six out of 10** teens reporting they **never consumed alcohol**, and the number of teens who report they have consumed alcohol has **decreased 59%** proportionally from 1991 to 2024.

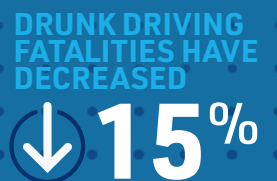
Monitoring The Future, December 2024



SINCE 1991

drunk driving fatalities on our nation's roadways have **decreased 15%**, while total traffic fatalities have **increased 2%**. Among persons under 21, drunk driving fatalities have **decreased 54%** from 1991 to 2022.

National Highway Traffic Safety Administration, FARS data, 2024



Among adults of legal drinking age, **89% know their personal limits** and **83% think they**

DRINK RESPONSIBLY.

Responsibility.org, APCO Insight, September 2024





Guided by our National Advisory Board of experts and community leaders, we work closely with a wide range of mission-critical partners from the public and private sectors to make our resources easily available on the local, state and national levels – helping us guide a lifetime of conversations about alcohol responsibility across all 50 states and our nation’s capital.

UNDERAGE DRINKING PREVENTION

Ask Listen Learn: Kids and Alcohol Don't Mix



Celebrating its 20th year, this underage drinking prevention program teaches kids what the developing brain does, what alcohol does to it, and what that does to them. There are mission-critical resources available for parents and educators to start and continue conversations with their kids about saying “YES” to a healthy lifestyle and “NO” to underage drinking. The program also has resources regarding underage cannabis use prevention.

Alcohol101+



For on-campus education, this new digital alcohol education program helps students practice their decision making, learn about alcohol’s impact on their bodies, develop strategies for low-risking drinking, and receive tailored content based on their own experiences with and perceptions of drinking alcohol.

We Don't Serve Teens

A nationwide campaign dedicated to preventing the access of alcohol to those below the legal drinking age.



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DRUNK AND IMPAIRED DRIVING PREVENTION

Stop High-Risk Impaired Driving

Despite a steady decline in drunk driving since 1982, the High-Risk Impaired Driver is still responsible for a disproportionate number of impaired driving deaths. We work with law enforcement – including drug recognition experts – judges, and treatment professionals to increase the country’s focus on these drivers and provide solutions.

National Alliance to Stop Impaired Driving



NASID is a coalition established and led by Responsibility.org to eliminate all forms of impaired driving, especially multiple substance impaired driving, through effective and proven measures such as DUI system reform, DUI detection, and improved use of data and technology.

ENCOURAGING RESPONSIBILITY

Virtual Bar

Responsibility.org’s blood alcohol content (BAC) calculator uses the latest science to help you get a better understanding of how different factors affect your individual BAC.



Responsibility Starts With Me

Each person’s definition of “drink responsibly” is different. Through this campaign, Responsibility.org has captured stories that have inspired Americans to join the Responsibility #StartsWithMe movement.

Responsibility Works



Responsibility Works is an eLearning workplace tool designed to provide fundamental information around alcohol to assist employees in making informed and responsible choices about alcohol in both their professional and personal lives.

Learn more at
[Responsibility.org](https://responsibility.org)

