

A6. ADVERTISING & MARKETING ALCOHOL – MONITORING TEMPLATE

About the monitoring template

As part of the agreed monitoring process for the Public Health Responsibility Deal, partners will be required to submit an annual update to the Department of Health so that we can place this information on the website. In this annual update, partners will set out the progress they have made against each of the pledges they have signed up to. They will also have an opportunity to set out the next stage of their plans.

The Responsibility Deal networks have developed a standardised monitoring template for each of the collective pledges. Guidance notes, intended to assist partners in completing the templates, are included within the template.

This is the monitoring template for pledge **A6. Advertising & Marketing Alcohol**, which supports the Responsibility Deal's core commitment on alcohol.

Further information on this pledge can be found at:

http://www.dh.gov.uk/en/Publichealth/Publichealthresponsibilitydeal/BecomingaResponsibilityDealpartner/DH_125222

This template has been made available in document format. The Department of Health is in the process of developing a web-based platform, which would enable partners to complete their annual updates online. We expect this system to be available by the end of February 2012.

All the information that partners will be asked to provide in the monitoring templates will be made publicly available on the Responsibility Deal website -

<http://responsibilitydeal.dh.gov.uk/>. Consequently, partners should not include any information in their templates which cannot be disclosed.

The Department of Health will not provide any detailed analysis or commentary on the information provided by partners when they are published online.

Alcohol Core Commitment

We will foster a culture of responsible drinking, which will help people to drink within guidelines.

A6. Advertising & Marketing Alcohol Pledge

We commit to further action on advertising and marketing, namely the development of a new sponsorship code requiring the promotion of responsible drinking, not putting alcohol adverts on outdoor poster sites within 100m of schools, and adhering to the Drinkaware brand guidelines to ensure clear and consistent usage.

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Section A – Summary of pledge delivery plans

About Section A

In this section, partners are asked to set out their plans to meet the pledge. Partners will be asked to complete and return this section to the Department of Health within six weeks of signing up to the pledge.

Please indicate how you intend to meet this pledge.

For example, describe the steps/activity you intend to undertake to deliver this pledge; when and where this will be taking place; and details of your rollout/implementation timetable etc.

You may cross-refer to other documents or reports. Please provide web-links where appropriate.

There is a 500-word limit when completing this section. All of the information provided here will be published on the Responsibility Deal website.

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Section B – Progress Update: Quantitative

About Section B
<p>This section includes a series of quantitative measures that are intended to map partners' progress on delivering against the pledge. Partners will provide information against each of the measures as indicated.</p> <p>Partners will be asked to return this section to the Department of Health by the end of April each year. Partners will be asked to provide their most up-to-date information and to make clear the period to which their information applies.</p>

All of the information provided here will be published on the Responsibility Deal website.

Drinkaware		
1.	Are you fully compliant with Drinkaware guidelines on usage of their brand?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2.	What process do you have in place to ensure compliance with these Drinkaware guidelines?	Please provide details: _____ _____ _____
3.	Have you received any complaints against you for breach of Drinkaware guidelines?	<input type="checkbox"/> Yes (Please provide details) _____ _____ _____ <input type="checkbox"/> No
[Sponsorship Code - currently in development]		
4.	Are you fully compliant with the sponsorship code?	<input type="checkbox"/> Yes <input type="checkbox"/> No

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5.	What process do you have in place to ensure compliance with the Sponsorship Code?	Please provide details: _____ _____ _____
6.	Have you received any complaints against you for breach of the Code?	<input type="checkbox"/> Yes (Please provide details) _____ _____ <input type="checkbox"/> No
Alcohol adverts on poster sites		
7.	What process do you have in place to ensure your company does not advertise alcohol on poster sites within 100m of schools?	Please provide details: _____ _____ _____
8.	Have you received any complaints against you for advertising alcohol within 100m of schools?	<input type="checkbox"/> Yes (Please provide details) _____ _____ <input type="checkbox"/> No

Commentary

If you wish, you may provide a short commentary on the data provided in this section. There is a 200-word limit when completing this section.

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Section C – Progress Update: Qualitative

About Section C

Completion of this section of the template will be **optional**. Partners wishing to complete this section will be asked to return it by the **end of April** each year.

All of the information provided here will be published on the Responsibility Deal website.

Please set out the progress you have made this year on delivering this pledge.

This section provides you with an opportunity to describe the progress you have made on delivering against this pledge and the changes you have implemented in order to deliver this commitment. You may wish to indicate if your delivery plans (as set out in your Section A) had to be modified and whether there were any unintended consequences that arose from your delivery of the pledge.

You may wish to direct interested observers to company documents or reports where you have already given details of progress on your Responsibility Deal pledges. If appropriate, please provide a web-link. You may also include information about consumer research or changes in product sales following implementation.

There is a 500-word limit when completing this section.

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Please set out how you intend to make further progress on delivering this pledge.

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