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We've reached the end of the fifth year of No Excess, and a lot has happened during this time. In 2016, after expanding our awareness-raising platform and creating a Twitter profile that already has over 45,000 followers, we successfully launched a ten-episode web series: #semexcesso. And that represents a major progress in the effort to encourage more responsible attitudes in our youth. The platform is fast becoming a space for raising awareness among teens and adults on responsible drinking, and in the process is helping us to find the best format for orienting and providing clarifications to this public in need of real information.

As part of this effort to communicate more effectively with the younger public, we invited former Brazilian volleyball gold-medalist Maurício Lima to kick off the web series. A father of two children, the eldest a teenager, he is an example to be followed. Here in the No Excess Newsletter, he talks about how he deals with the relationship of his son with alcohol consumption.

And ABRABE already is gearing up for No Excess Summer, which this year will go beyond the campaign on the Rio-São Paulo shuttle operated by Gol Airlines by adopting the geolocation app Waze to help carry our message. Don't miss it.

We close this issue with a survey that shows how women are drinking as much as men, which is a real danger considering the genders' different metabolisms.

Enjoy your reading,

■ José Augusto Rodrigues da Silva, president of ABRABE

The No Excess Newsletter talked with former Brazilian volleyball gold medalist Maurício Lima, who was at the launch of the web series #semexcesso and talked to the audience about the challenges of parents whose teenage children are starting their social life. In the easygoing conversation, he talked about his concerns and gave some advice.

Maurício Lima, Former volleyball player



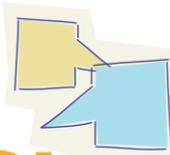
Photo: Foto Eduardo Viana

Newsletter: *As a father, how do you see alcohol consumption among teenagers?*

ML: I think it's troubling, especially when parents fail to warn their children about the limits. They have access to alcohol, in whatever form, in their daily lives, and we must accept that and constantly talk about the subject.

Newsletter: *Do you think that the combination teens + alcohol + social networks is a potential problem?*

ML: Yes, anything in excess is harmful and this combination maximizes its reach. We can't avoid it nowadays. Talking and offering guidance are fundamental to preventing excess.



EXCH ANG- ING IDEAS

Newsletter: *You were at the launch of the web series #semexcesso, which targets teenagers and is available online. How do you see this initiative?*

ML: It's extremely important. The series is easy to understand and very educational. The presence of a specialist physician offering guidance and the fact that it is based on stories of real situations in the lives of teenagers is both fun and informative.

Newsletter: *When do you think parents should start addressing the subject of drinking with their children?*

ML: From very early on. Parents must pay close attention and be present every day, and take advantage of every opportunity to discuss the subject. It means constantly seeking the right place and time to offer guidance.

Newsletter: *How was your experience with your teenage son?*

ML: It's been good so far, with a lot of dialogue about this and other subjects related to his age group. I think that the more intimate and straightforward the discussions of these topics are, the more teenagers can "prevent" and avoid abusing alcohol.

Newsletter: *Going back to the issue of social networks, precisely because they play such an important role in teenagers' lives, do you think they could be used to educate and raise awareness among this group?*

ML: I think so, because these networks are now part of the modern "lives" of teens and young adults. In fact, it's the best channel to reach to them.

Newsletter: *What advice would you give to other parents of teenagers?*

ML: Dialogue and a close relationship. You have to talk a lot, have information available and build a strong mutual bond, which is the most important thing in this relationship.

"This year, we innovated along with the Action of No Excess, making minors not consume alcoholic beverages."

Check all that has happened in the Sem Excesso

TO RECAP

Great Moments from the platform of creation Sem Excesso.



2012

Over the course of 2012, No Excess attains a new scale with the creation of social media channels: a Facebook page, which already has over 684,000 fans, and a YouTube channel, whose videos have already registered over 315,000 views. No Excess also forges new partnerships, such as the one with Detran SP.

2013

The message on moderate consumption of alcoholic beverages is taken to where the No Excess public is located. During the **Brazilian Carnival**, 2,000 radio stations broadcast the campaign and, for festivalgoers in Rio de Janeiro, the message is reinforced by banners towed by aircraft flying over the **city's beaches**. In São Paulo, in a partnership with the state government, No Excess participates in the pilot project entitled **Operation Safe**. During the **São João Festival**, the campaign, which has been conducted since 2011 and encourages the public to avoid drinking excessively at the event, includes spots on the radio and billboards in Recife (capital of Pernambuco) and João Pessoa (capital of Paraíba), as well as in the inland cities of Campina Grande and Caruaru.

2010

No Excess is launched in 2010 with the campaign "**Celebrate Success with No Excess**" to commemorate the 35th anniversary of the Brazilian Beverage Association (ABRABE), for which it was recognized by winning the 30th POP Public Opinion Awards.

2011

The portal Sem Excesso.com.br, an educational website to promote the responsible consumption of alcoholic beverages, is launched in a pioneering initiative.

TIME
LINE



2013

During **National Traffic Week**, which is sponsored by the São Paulo state government, a comprehensive effort on social media and in bars in the state capital encourages consumers to adopt proper attitudes when behind the wheel, such as not drinking or using a smartphone while driving. At **Virada da Mobilidade**, an event created to promote sustainable transportation alternatives, a partnership with the website Caronetas encourages people to share a ride home from the bar.

JANUARY/
FEBRUARY' 2014

In yet another year of the **São João Festival**, ABRABE conducts its **largest** campaign in the Northeast. At the festival in Caruaru, Pernambuco, a big screen with a No Excess frame shows photographs of festivalgoers with the hashtag #NoExcess and carries the message of moderate drinking. More than **172,000** people are reached by the fanpage. See it all by clicking [here](#). For the first time ever, the Taubaté municipal government receives the No Excess blitz to send out the warning "Don't Drink and Drive" during **National Traffic Week**. And we didn't forget summer! The **No Excess Summer** campaign is launched at the end of this year to encourage people to safely and responsibly enjoy the season, which includes year-end holiday festivities, summer vacation and Carnival. No Excess takes the message of conscientious consumption to more than 350,000 people through partnerships with Detran SP, on the flights of Gol Airlines and on the radio station Conectcar SP/Rio 90.7 FM. On social media, the campaign receives a new fanpage and YouTube animations.

JANUARY/ FEBRUARY 2015

We maintained the **No Excess Summer** campaign during the Carnival festivities of 2015. We reached beaches in the Rio-São Paulo corridor through bulletins on Rádio Conectcar SP/Rio 90.7AM, spoke to almost 35,000 people via inflight notices on Gol Airlines and reached beachgoers in the region with a plane that flew 4,410 km towing a message on conscientious drinking. Lastly, in partnership with Detran SP, actors in character visited several bars in São Paulo to spread the message of fun and the smart consumption of alcoholic beverages. The fanpage and YouTube channel received content related to the actions during the period.

JUNE 2015

No Excess traveled to Caruaru, the capital of the **São João Festival**, and landed at Luiz Gonzaga Event Space to spread the message of conscientious consumption of alcoholic beverages to an audience of approximately two million people. At the No Excess booth, the presence of a traditional hillbilly (*matuto*) on a big screen welcomed and entertained festivalgoers, who registered the moment in innumerable photographs, which ensured interaction with forró fans and made the event a success. The festival also reached social networks, with YouTube featuring a special animation for the date and the fanpage receiving a new layout.

SEPTEMBER 2015

The end of the year was also replete with No Excess campaigns. **National Traffic Week** was the topic of the short animation entitled "**Seta do Bem**", which accompanied the topic by Detran SP and showed that proper attitudes on the road leads to a series of good actions.

OCTOBER 2015

Targeting points of sale, No Excess launched the first edition of the **No Excess Award** for Bars and Restaurants. The awards recognized actions to encourage conscientious consumption conducted by commercial establishments all over Brazil. The campaign featured initiatives in São Paulo, Minas Gerais and Brasília and further strengthened the partnership between No Excess and the Brazilian Association of Bars and Restaurants (ABRASEL).



DECEMBER '15/ JANUARY 2016

The end of 2015 marked the launch of another **No Excess Summer** campaign. The period includes year-end holiday festivities, summer vacation and Carnival 2016, times when moderation is critical, leading No Excess once again to disseminate its message of conscientious drinking.

This year, the platform's content reached more than six million people thanks to its repercussion in the media, which included TV and its partners Detran SP, Gol Airlines and Rádio Conectcar SP/Rio 90.7 FM, and to its social media channels, which received personalized messages and animations.



MARCH 2016

After reaching over 730,000 fans on Facebook and more than 400,000 views on YouTube, No Excess debuts on Twitter. The new channel was chosen after an analysis of the 2015 Behavioral Study, which showed a trend of migration among channels, and also that teenagers avoid commenting about alcohol consumption on networks such as Facebook, while adopting a more intimate tone in conversations on websites such as Twitter and Snapchat, where they can control the presence of parents and family members. The channel's objective is to interact with these teenagers when the subject is related to their drinking behavior. In just over 9 months, the channel has already reached over 45,000 followers.

JUNE 2016

For the sixth straight year, No Excess participated in the São João de Caruaru Festival. The action spread the message of responsible drinking and reminded revelers not to "drink and drive" with the slogan: "Fala Matuto Consciente," which indirectly and directly reached over 185,000 people. Visitors also were able to share videos through social networks. More than 500 messages were recorded, with over 200 chosen to fill the booth's projection screen and reach the more than 2 million people attending the festival. The festivities invaded the social networks that form the No Excess platform (YouTube, Facebook, website and Twitter), which featured exclusive content for participants and also online influencers, who shared the message.



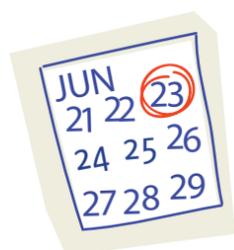
SEPTEMBER 2016

September was marked by the big launch of the web series #semexcesso. The production gives teenagers and young adults an opportunity to discuss and understand more about first-time experiences, including the consumption of alcohol. The videos feature Dr. Maurício de Souza, a physician specializing in adolescent medicine, who answers questions and clarifies myths related to this life phase. The series also featured vlogger Lully de Verdade and a soundtrack from MC Diel. The ten episodes already have registered over 300,000 views.



WEB SERIES #SEMEXCESSO REACHES OVER 300,000 VIEWS

WEB SERIES



Launched in September and with the last episode airing in late November, the web series #semexcesso has already surpassed 300,000 views with the topics that most appeal to the audience. By giving teenagers a space to discuss and understand more about their first-time life experiences, the series broaches various topics, including some of particularly keen interest, such as “the first time I drank,” “moral hangover” and “I’ve already gotten wasted.” Produced in the youthful language of the Internet, the videos feature Dr. Maurício de Souza, a physician specializing in hebiatrics, or adolescent medicine, who answers

questions and clarifies myths related to this life phase. “In medicine, we consider the body prepared to consume alcohol only after 18 years of age, which is why Brazilian law establishes the drinking age limit, which reflects the body’s maturity to metabolize alcohol. Drinking before this age has important consequences,” said Dr. Maurício de Souza.

WH ATS GO ING ON

According to him, adolescence is a period with many uncertainties and requires attention. “From the biological standpoint, no other life phase is marked by so many rapid changes as adolescence, in addition to being a period when people feel more comfortable to ask questions about a variety of topics. Talking about these issues using the same channels and the same way they express themselves is fundamental,” said the physician.

Presented by vlogger Lully de Verdade, with a soundtrack by MC Diel, the series has ten episodes recorded in the districts of Jardim Ângela, Higienópolis, Vila Madalena and Center of São Paulo City.

Watch the series: [#semexcesso](#)



WOMEN WHO DRINK LIKE MEN: FOR REAL?

A survey published in the scientific journal [BMJ Open](#) reveals a worrisome conclusion: the behavior of both genders in relation to alcohol is converging more and more. The study was conducted by the National Drug and Alcohol Research Centre (NDARC) of the University of New South Wales in Australia.

Men and women metabolize alcohol differently, which is why drinking has different effects on each of them. Even the official recommendations of the World Health Organization (WHO) make clear that by setting a maximum healthy limit of 15 units of alcohol a week for men and ten for women.

Based on a review of 68 studies on the subject that in all interviewed more than 3 million people born from 1891 and 2000, the survey shows that the gap between the quantity and frequency of alcohol consumption is narrowing. According to the study, in the generation born from 1890 and 1910, men drank on

average 2.2 times more than women. Among people born after that period, the difference narrowed to 1.1 times. Considering only those who had a problematic relationship with alcohol, i.e. excessive drinking, the difference narrowed from 3 to 1.2 times.

Part of this behavior can be attributed, according to the researchers, to the increased emancipation of women. They alert, however, that we must be careful to ensure that this liberty does not become problematic, since it will increase the incidence of health problems among women that historically are associated with men.

They note that the same amount of alcohol affects women more quickly than men. Women have less water in their organism (which causes the substance to become more concentrated) and lower levels of the hepatic enzymes aldehyde dehydrogenase and alcohol dehydrogenase, which are responsible for metabolizing alcohol. So the recommendation is to drink responsibly always!

“Survey reveals that women have behaviors that are increasingly similar to men in frequency and quantity of alcoholic beverages.”

“Men and women metabolize alcohol differently, which is why drinking has different effects on each of them.”

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Netizens have what they think of reports published No Excess portal and how to be well informed can make a difference.



"Drinking in moderation, drinking water and traveling a lot!" - Luiz Moreira about the post Changes in the metabolism of elderly people require further attention when it comes to alcohol consumption. Learn more. (August 26, 2016)

"Driver's education, it's a worthy investment!" - Verônica Maria Pereira - about the post Traffic Week starts today with the campaign "One more for safer traffic," which aims to raise awareness among pedestrians, cyclists, passengers and drivers. Tell us what you do to make the streets safer for everyone. (September 18, 2016)

"Minors should take care of their health, mental capacity and education until they come of age. Then they'll have their entire life to do what they please and also answer for what they did while they were drunk. And stop whining! LOL. I'm laughing out loud, that's the idea! Think carefully..." - Antonio Coleta Fernandes - about the post Why can't I drink alcohol before I'm 18 years old? No Excess has talked to experts to make this clear to both parents and children. (July 11, 2016)

"I mixed several types of liquor at once, and I confess that I was drunk until the next day. That was during a June festival here in Bahia, but when I sobered up, I felt a sharp pain in my liver and a headache so strong I thought I'd die. I'll never do that again." - Ivanildo Cardoso about the post Do you know the answer to this question that so many people have raised? We have debunked this myth on the No Excess portal, check it out. (June 16, 2016)

