



Event Report

Cragrats performance – Diageo offices, Edinburgh Park – Friday 8th February 2008

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Diageo Great Britain (GB) has a longstanding commitment to leadership in responsible drinking. Diageo GB believes that a partnership approach is crucial to the promotion of responsible drinking and actively engages with government, media, NGOs, trade bodies, consumers and other stakeholders to work together to find solutions to alcohol-related issues.

CragRats was commissioned by Diageo GB to deliver a Responsible Drinking Education Programme, aimed at 11 – 14 year olds in secondary schools across England and Scotland. The programme involved the offer of a free performance to schools of the play entitled 'Wasted', supported by a forum/workshop, and teaching materials.

Targeting 180 schools in Scotland, Nottinghamshire and London, CragRats aimed to engage young people's imaginations and emotions with a performance and supporting forum/workshop. The programme was designed to convey key messages including personal responsibility, personal safety and making informed choices.

'Wasted' is a play involving three characters; Kelly, her older boyfriend Mike and their friend Taz. The play follows the characters through a number of situations touching on; underage drinking, the impact of alcohol on friendships and social achievement, personal danger, the law and the challenges of peer pressure and making personal choices.

- The programme encouraged schools to recognise the importance of alcohol education
- Cragrats challenged young people's behaviours and attitudes where alcohol misuse was concerned. This encouraged open discussion and debate around the subject and encouraged young people to take personal responsibility for their decision making
- Messages identified by pupils included peer pressure and loss of personal control, as well as the personal and physical consequences of alcohol misuse.

A commitment to responsible drinking is a priority for Diageo as part of their CSR strategy and their message is communicated effectively through this highly engaging medium.

If you would like to learn more about Cragrats and how they may be able to help your business, please go to their website www.cragrats.uk.com