



Dear AWARE.org Community,

After an impactful first half of the year defined by momentum and collaboration, Q3 2025 took that progress to new heights, marked by growth, recognition, and meaningful change. Across communities, schools, national and local roads, our shared mission to reduce alcohol related harm continues to empower, educate, and inspire action.

From equipping young people with relevant tools through #NOtoU18 interventions and mass content distribution, saving lives on our roads through our Don't Drink and Drive programmes and campaign efforts, and supporting mothers through Sober Pregnancies - we've reached new milestones, deepened partnerships, and inspired more South Africans to make responsible choices.

Here's a look at the highlights that defined this transformative quarter and steps we've taken into Q4.

Sustained growth and measurable impact

This quarter, AWARE.org strengthened its visibility, influence, and operational reach. Highlights include:



Award Wins

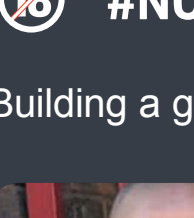
Merit win at the inaugural MARK Awards, received nominations at the Next Gen Awards and at the Assegai Awards, recognised both locally and internationally through honours at the Shorty Awards, finalists in the Anthem Awards and Loeries.



Partnerships Expanded

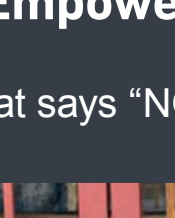
Collaborations with Nelson Mandela Bay Municipality, Gauteng Liquor Board, Gauteng Department of Economic Development, Gauteng Department of Transport and Eastern Cape Department of Social Development.

AWARE.org Q3 Programme Impact Number



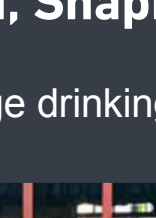
Youth Impact

130, 235 learners and 15 000 parents reached through prevention programmes.



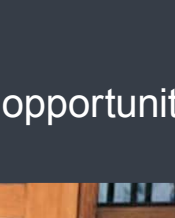
Road Safety

7 585 roadblocks conducted, resulting in **14 190 arrests** for driving under the influence. **127 awareness campaigns** were implemented resulting in **8 411 people** reached.



Sober Pregnancies

3,442 women supported to prevent FASD.



Media Health

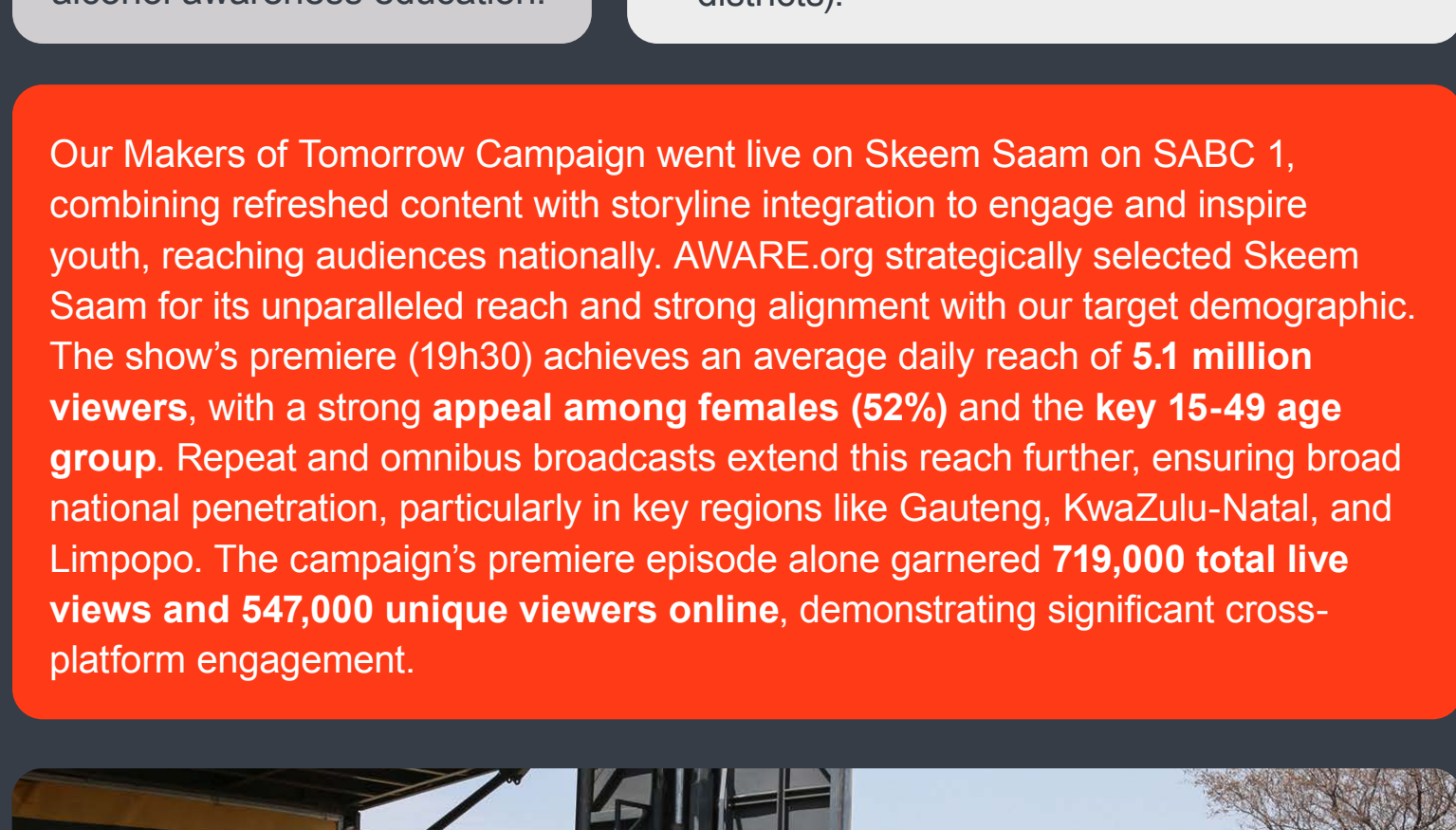
107 media features, **13 press releases**, and **61.2 million** total audience reach and **AVE of R3.6 million**.

These achievements demonstrate our ability to deliver on strategic priorities while promoting collaboration and sustained behaviour change.

Programme Highlights and Achievements

18 #NOtoU18 – Empowering Youth, Shaping Futures

Building a generation that says “NO” to underage drinking and “YES” to opportunity.



During this quarter, the Pick n Pay School Club, active across five provinces (KwaZulu-Natal, Free State, Mpumalanga, Northwest and Gauteng), reached **more than 25,000 Grade 7–9 learners** with life skills and alcohol awareness education.

Youth-led programmes create safe, relatable spaces where students can learn from their peers. This quarter, youth ambassadors took the lead at Lungisa High School, delivering interactive sessions through the larger Eastern Cape Peer-to-Peer Programme (reaching over 25,000 learners in two districts).

Our Makers of Tomorrow Campaign went live on Skeem Saam on SABC 1, combining refreshed content with storyline integration to engage and inspire youth, reaching audiences nationally. AWARE.org strategically selected Skeem Saam for its unparalleled reach and strong alignment with our target demographic. The show's premiere (19h30) achieves an average daily reach of **5.1 million viewers**, with a strong **appeal among females (52%)** and the **key 15-49 age group**. Repeat and omnibus broadcasts extend this reach further, ensuring broad national penetration, particularly in key regions like Gauteng, KwaZulu-Natal, and Limpopo. The campaign's premiere episode alone garnered **719,000 total live views** and **547,000 unique viewers online**, demonstrating significant cross-platform engagement.



We additionally secured and ran monthly segments on a community radio station in the Free State through our partnership with LoveLife, providing ongoing education and awareness across AWARE.org's three core focus areas.

In September, SANCA National Vaal engaged the El Shaddai Christian School community through a Wellness Day, a culmination of the ICAN programme, **celebrating student achievements and supporting collaboration with parents, caregivers, and social development partners**, such as SAPS, FAMSA, VUT and more.

Impact: Based on our post intervention programme evaluations, **97% of learners reported reduced or no alcohol consumption; 91% felt confident resisting peer pressure.**

19 #DontDrinkAndDrive – Advancing Road Safety



Driving Action for Safer Roads.

Tshwane Pilot Success: Achieved **70% reduction** in road accidents since May 2025.

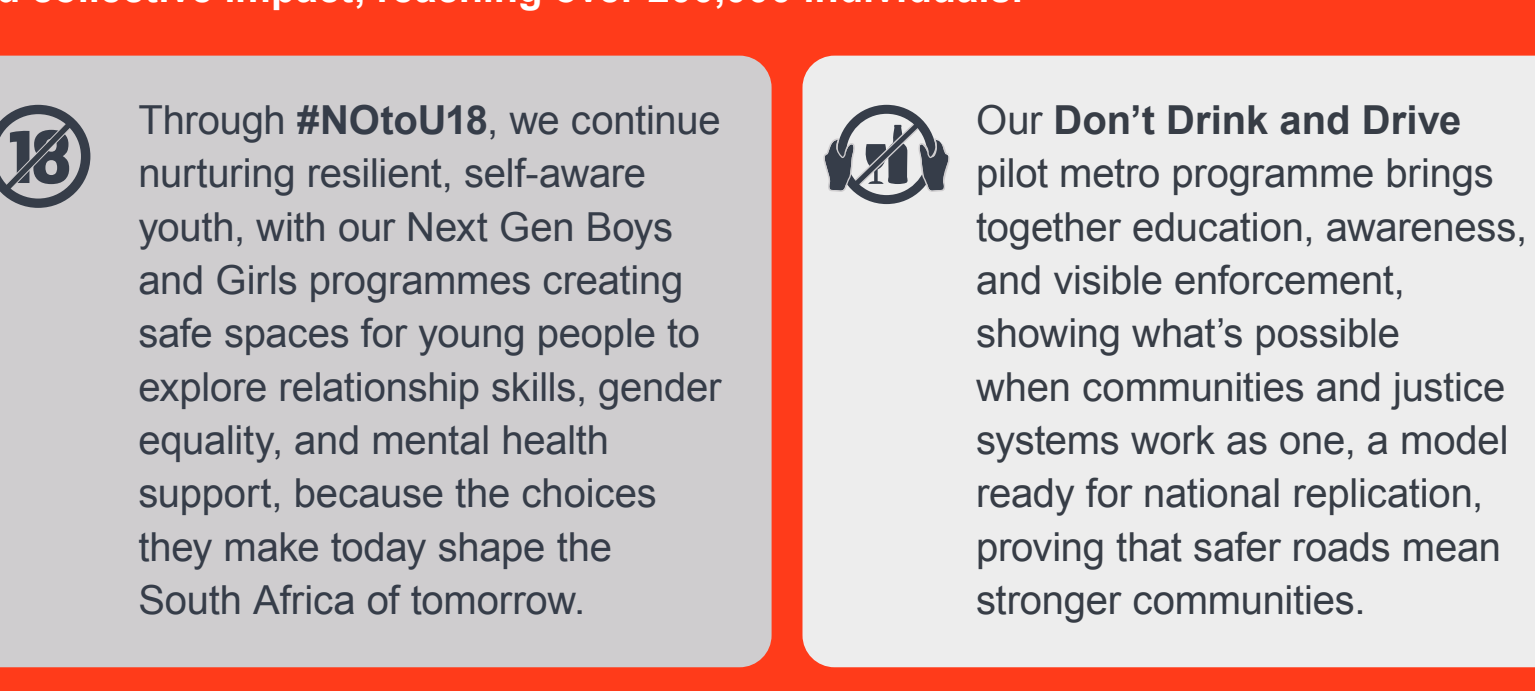
386 NICRO participants reflected an average of a **23% improvement** in knowledge gain of dangers of alcohol impaired driving.

Seminar Success: Themed “From Insight to Action,” the seminar aimed to foster solution-driven discussions and develop actionable strategies for monitoring and implementation. The seminar achieved its objectives, resulting in a roadmap that includes a planned pilot scheduled for early 2026 in the Tshwane municipality. The event was attended by the Deputy Minister of Transport, who delivered the keynote address, along with key stakeholders from government, the private sector, and civil society. Watch the seminar video [here](#).

Showcase and 2026 Preview Celebration: The inaugural Impact Celebration and 2026 Strategy Preview highlighted a year of measurable progress in reducing alcohol-related harm across South Africa and celebrated AWARE.org's multi-sector partnerships. The event also showcased programme impacts on learners, parents, mothers and mothers to be. It unveiled the 2026 roadmap to scale interventions, and honoured partners demonstrating excellence in underage drinking prevention, road safety, and FASD prevention. Watch the showcase video [here](#).

20 #FASD - Sober Pregnancies: Preventing FASD and Supporting Maternal Health

Changing futures, one healthy pregnancy at a time.



University of Johannesburg Research: Baseline research completed and education and awareness has been provided to 5000 learners and community members.

FASD Roundtable: Convened experts during International FASD Awareness Month to align on prevention strategies and challenge misconceptions.

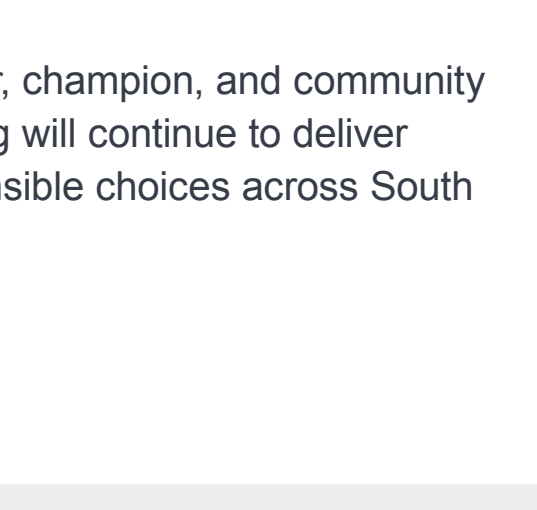
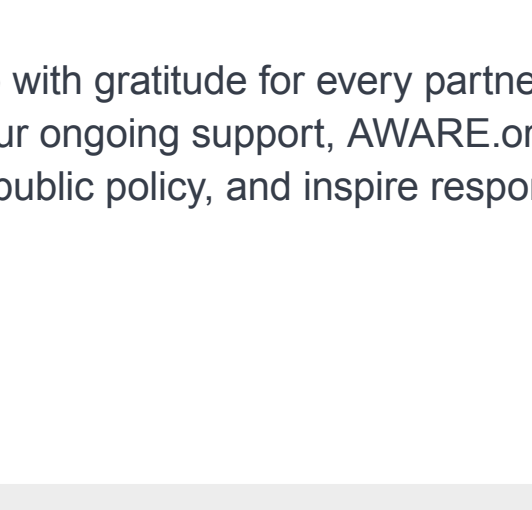
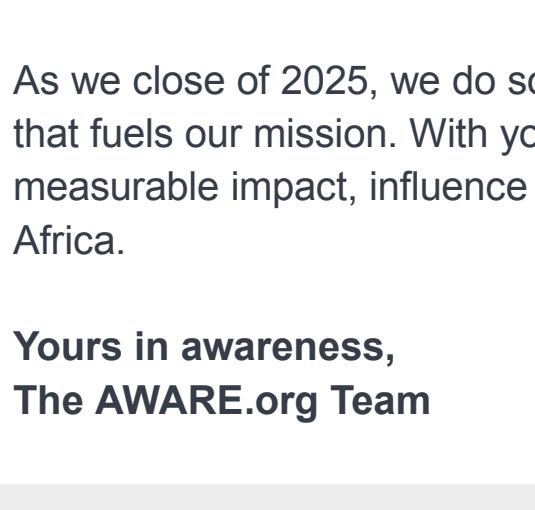
Healthy Mother, Healthy Baby Programme: 183 pregnant women supported; 4,000+ community members and 400 healthcare professionals trained.

Next Gen Mothers Initiative: 100 participants graduated; 92% of mothers reported improved emotional wellbeing after completing the programme. 76% showed increased knowledge of the risks of alcohol use during pregnancy.

Communications, Media, and Public Awareness

Our voice is reaching more South Africans than ever before.

Campaigns such as #WeAreWomen, Makers of Tomorrow, Road Safety Roundtable, and the Don't Drink and Drive Seminar reinforced AWARE.org as a trusted, evidence-based voice for social change.



Spotlight on Change: Looking Ahead to 2026 – Strategic Priorities

As we prepare for 2026, AWARE.org is ready to build on this momentum:



Every action, partnership, and campaign reflects the people behind a safer, more responsible South Africa. **In 2026, we enter a defining year of expansion, innovation, and collective impact, reaching over 200,000 individuals.**

Through **#NOtoU18**, we continue nurturing resilient, self-aware youth, with our Next Gen Boys and Girls programmes creating safe spaces for young people to explore relationship skills, gender equality, and mental health support, because the choices they make today shape the South Africa of tomorrow.

Our **Don't Drink and Drive** pilot metro programme brings together education, awareness, and visible enforcement, showing what's possible when communities and justice systems work as one, a model ready for national replication, proving that safer roads mean stronger communities.

Through our **Sober Pregnancies** pillar, we will shine a spotlight on healthy beginnings, **reaching over 20,000 women aged 12–45 across all nine provinces** with SANCA National, while our Next Gen Womxn Mothers Programme **empowers 500 mothers and mothers-to-be across Gauteng, Mpumalanga, Limpopo and the Western Cape**. Our partnerships with leading universities are expanding FASD research and interventions, helping us understand and prevent Fetal Alcohol Spectrum Disorder - one of South Africa's most preventable causes of lifelong harm. Inclusion of FASD content within **#NOtoU18 to reach 100,000 learners, 10,000 parents, and 5,000 teachers.**

Closing Message

Both Q3 and Q4 have reminded us that progress is a team effort, built on passion and purpose. Together, we are reaching more people with our programmes, deepening and expanding partnership and shaping knowledge, attitudes, and behaviours.

Committed to leading harm reduction and promoting responsible drinking in South Africa, AWARE.org successfully continued to integrate behavioural science, data, and local and global best practices to inspire sustainable behaviour change and create lasting impact. Over the past year, we worked closely with our member companies and partners, whose involvement and support were instrumental in sustaining the momentum we set out to achieve.

Through this collective effort, we delivered on the priorities outlined in our 2025 strategy, realising the seven key focus areas that shaped the AWARE.org 2025 build.

Collaboration

Visibility

Prevention VS Cure

Collective Strength

Eliminate Duplication

Inter-Industry Support

Resource Sharing

As we close of 2025, we do so with gratitude for every partner, champion, and community that fuels our mission. With your ongoing support, AWARE.org will continue to deliver measurable impact, influence public policy, and inspire responsible choices across South Africa.

**Yours in awareness,
The AWARE.org Team**