



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.



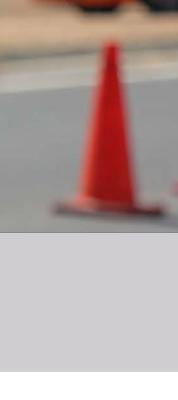
Road Safety

7 585 roadblocks conducted, resulting in 14 190 arrests for driving under the influence. 127 awareness campaigns were implemented resulted 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

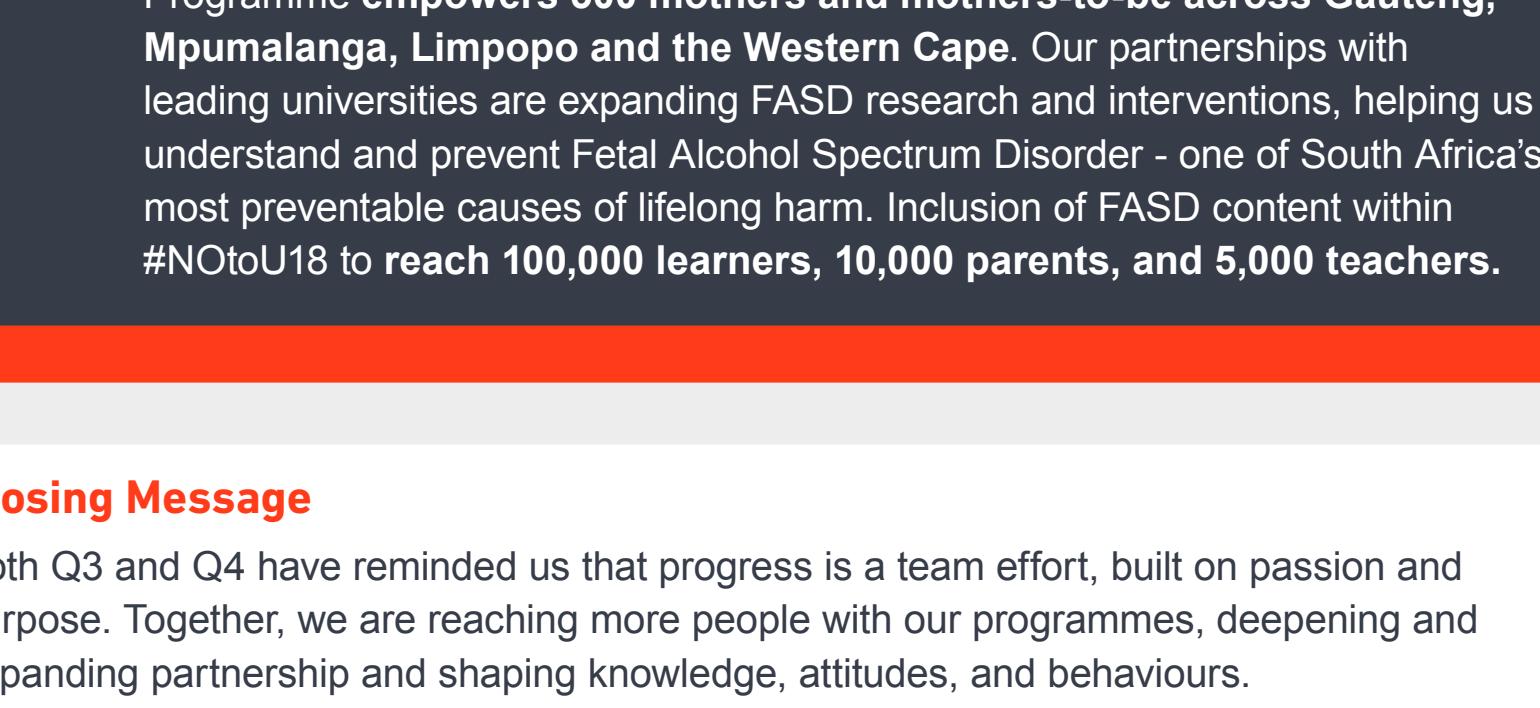
Building a generation that says "NO" to underage drinking and "YES" to opportunity.



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**.

18 #DontDrinkAndDrive – Advancing Road Safety



Through #NotoU18, we continue nurturing resilient, self-aware youth, with our Next Gen Boys and Girls programmes creating safe spaces for young skills, gender equality, and mental health support, because today shape the South Africa of tomorrow.

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

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 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 behaviour 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 achievement 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.

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