



**Together, we move forward - building on momentum and impact.**

Dear AWARE.org Community,

It's always a pleasure to share highlights from another impactful quarter at Aware.org, shaped by the strength of our partnerships and the momentum we continue to build together.

This quarter, Aware.org has seen the true impact of collective action. From school halls to roadside checkpoints and corporate partner townhall conversations, progress has been driven by strong partnerships and a strengthened and continued shared purpose: reducing alcohol-related harm across South Africa. In this edition, we reflect on the milestones of the first half of 2025, the power of working together, and what lies ahead as we continue building safer, healthier communities.

In addition, we extend our heartfelt thanks to our members, implementation partners, government stakeholders and community leaders whose ongoing trust and collaboration make our work possible. It is through these strong partnerships that we continue to amplify our impact, reach new communities and drive meaningful change across South Africa. Together, we are creating safer, healthier futures, one step at a time.

## Message from Mokebe Thulo, CEO of Aware.org

### Progress through partnership

This quarter has shown that the most meaningful progress is built through shared purpose and collective action. At Aware.org, our mission to reduce alcohol-related harm is powered by strong, cross-sector partnerships, spanning industry, government, civil society, and communities. These collaborations continue to show the real impact we can achieve when we're united by a common goal.

In Q1, we connected with millions of South Africans through targeted efforts: in classrooms, at roadblocks, on sports fields, via mass media, and through community dialogues. From supporting children with early intervention programmes, to standing alongside expectant mothers, and strengthening road safety initiatives nationwide, every achievement has been shaped by teamwork.

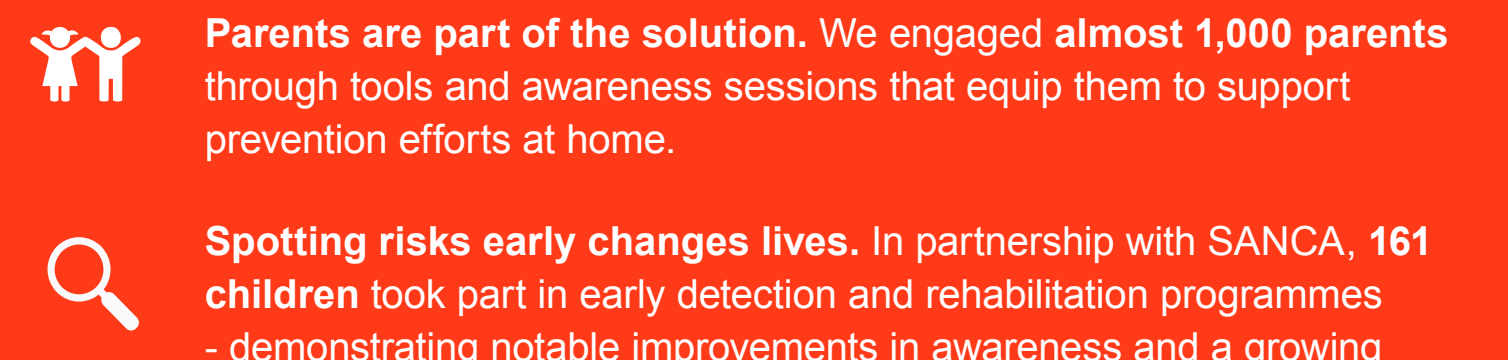
As you read this update, I encourage you to reflect on the changes we're driving and the strength found in walking this path together. Thank you for being part of this journey.

## Q1 Impact and beyond (to June 2025)

### #NotoU18

"I started drinking and smoking hubbly in Grade 7 to fit in. At 14, I was arrested for public indecency. It was a wake-up call that led to community service and deep hopelessness. Then I joined the Altus Sport programme, which changed everything. **I've learned life is about the choices we make, and I choose a better future.**"

- **Dineo Chabalala, 15, Soshanguve, Gauteng**



**Face-to-face engagement:**  
Empowering young people to make safer choices



**Early education is key to breaking the cycle of alcohol harm.**

This quarter, **nearly 35,000 children** took part in interactive school programmes designed to help them understand the risks of alcohol use.



**Parents are part of the solution.** We engaged **almost 1,000 parents**

through tools and awareness sessions that equip them to support prevention efforts at home.

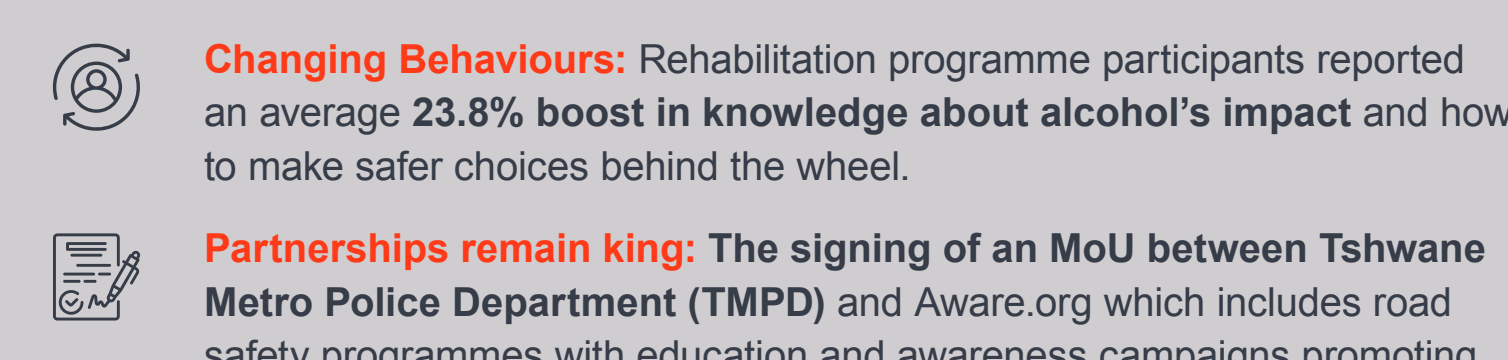


**Spotting risks early changes lives.** In partnership with SANCA, **161 children**

took part in early detection and rehabilitation programmes - demonstrating notable improvements in awareness and a growing readiness to make healthier life choices.



### #DontDrinkandDrive



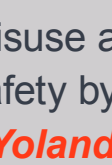
#### Road safety impact highlights



**Stronger, Safer Roads:** Together with law enforcement, **1,301 roadblocks** were conducted, leading to **2,956 arrests** for drinking and driving.



**Nationwide Awareness:** Our road safety campaigns reached hundreds of thousands of South Africans, amplifying the message about the dangers of impaired driving.



**Changing Behaviours:** Rehabilitation programme participants reported an average **23.8% boost in knowledge about alcohol's impact** and how to make safer choices behind the wheel.



**Partnerships remain king:** The signing of an MoU between Tshwane Metro Police Department (TMPD) and Aware.org which includes road safety programmes with education and awareness campaigns promoting responsible behaviour.

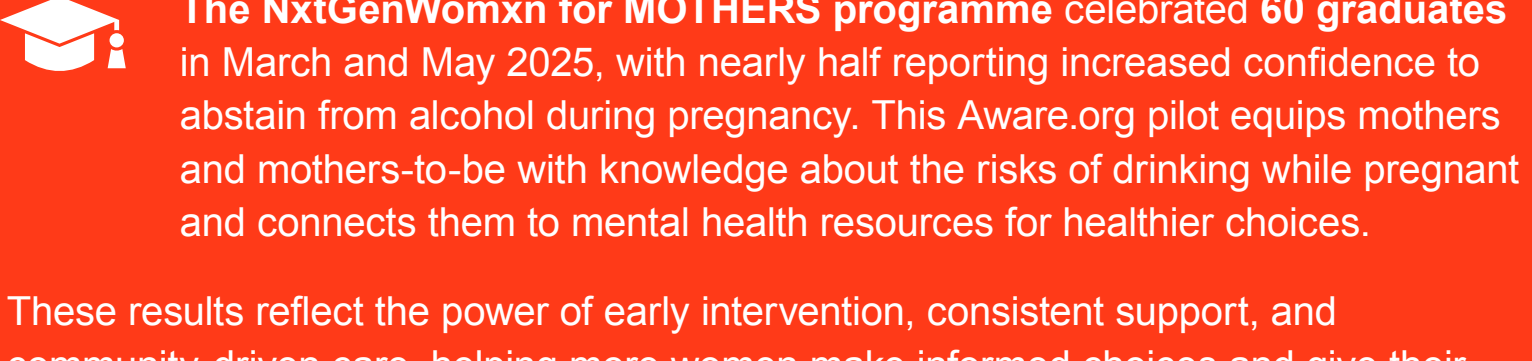


"Our agreement with AWARE.org will serve as a foundation framework to promote community safety and resilience by mitigating the detrimental impacts of alcohol misuse and abuse on individuals and society. This opportunity will advance road safety by enabling more frequent as well as more efficient and effective roadblocks."

- **Yolanda Faro, TMPD Chief**

### #FASD

Supporting healthy mothers and babies



Through, our partnership with FARR, we directly reached **988 women**, with an **additional 5,495 reached indirectly**, through community efforts.

Notably, **91 women enrolled in the Health Mother, Health Baby Programme before 20 weeks of pregnancy**, contributing to zero FASD diagnoses reported at the nine-month baby clinic in the Free State hosted by FARR.

The **NxtGenWomxn for MOTHERS programme** celebrated **60 graduates** in March and May 2025, with nearly half reporting increased confidence to abstain from alcohol during pregnancy. This Aware.org pilot equips mothers and mothers-to-be with knowledge about the risks of drinking while pregnant and connects them to mental health resources for healthier choices.

These results reflect the power of early intervention, consistent support, and community-driven care, helping more women make informed choices and give their babies the healthiest possible start.

## On the horizon: Q2 goals and game plan

As we move into the latter part of 2025, Aware.org remains committed to expanding our reach and deepening our impact across South Africa.

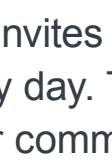
This quarter, we're rolling out a series of new harm reduction interventions which include:



**Partnership with the University of Johannesburg (UJ)** focused on FASD prevention.



Distribution of #NotoU18 educational content through the **Pick n Pay School Club programme** in KwaZulu-Natal, Free State, Mpumalanga, Northwest and Gauteng.



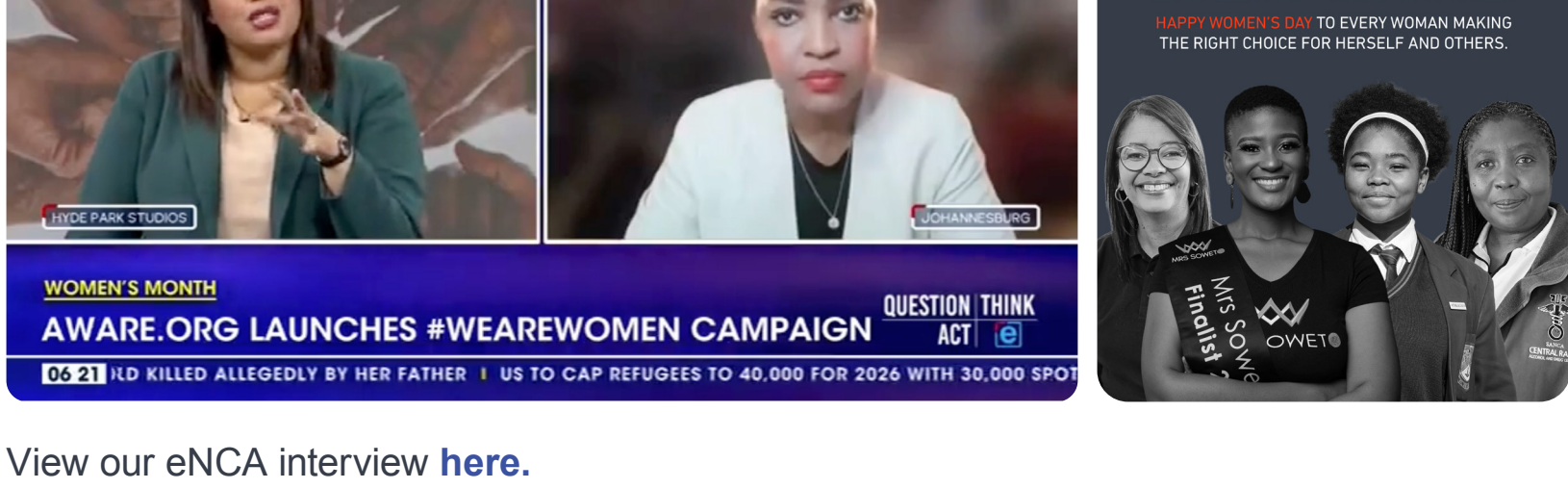
Continued management, monitoring, and evaluation of our **Eastern Cape Liquor Board peer-to-peer programme**, implemented in 40 schools and set to reach over 25,000 young people in 2025.

We look forward to strengthening our partnerships, hosting joint events, and collaborating with stakeholders such as our Liquor Boards, our members, law enforcement agencies, and advocates of change whose support is vital to our mission. The Aware.org team will also continue our corporate partner roadshow, taking our work directly into member spaces to share our progress, inspire action, and explore new opportunities. We look forward to seeing you when we visit your organisation.



## Aware.org Drinks Monitor App - What's your number?

We're excited to announce the launch of the **Aware.org Drinks Monitor App**. A powerful new tool designed to help South Africans track and take charge of their drinking habits in a simple, surprising, and empowering way. With playful curiosity at its core, the app invites you to "find your number," sparking self-awareness and motivating better choices every day. This launch is more than just technology – it's another step in building healthier, safer communities, together. **Stay tuned and look out on our channels for the official launch - your number is waiting to be discovered!**



View our eNCA interview [here](#).