

Advancing Impact Q1 2026 In Action

Dear AWARE.org Partner,

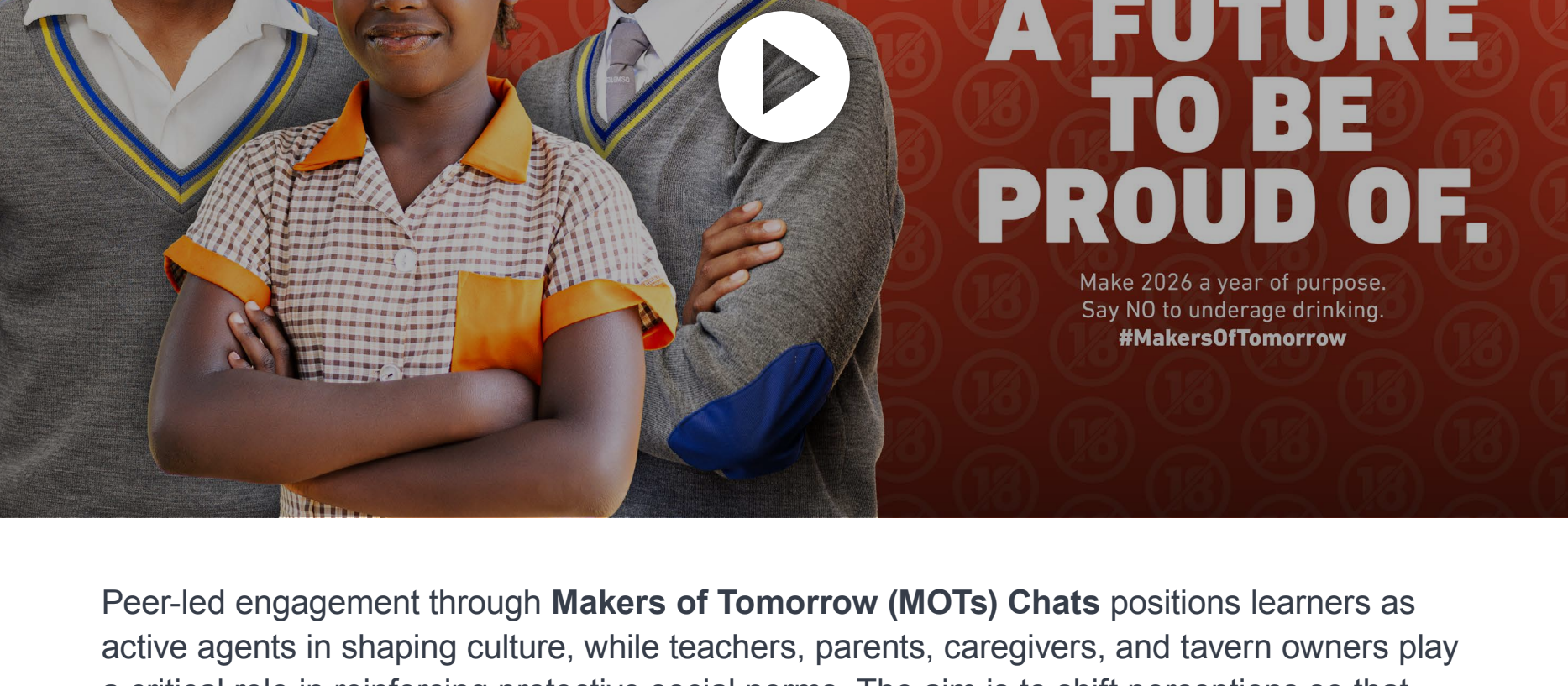
The first quarter of 2026 has marked an important shift for AWARE.org. We are driving measurable behaviour change at scale across South Africa to reduce alcohol-related harm.

This means building on our strong foundation in awareness and education by strengthening programmes and partnerships that influence real-life decisions. Whether among young people, on our roads, or in maternal health.

#NOtoU18 Supporting Young People To Make Safer Choices

Through the #NOtoU18 programme, AWARE.org continues to work directly with young people, schools, and families to delay alcohol initiation and reduce risk.

Our first national campaign, **A Future To Be Proud Of**, which ran from February to March 2026, targeted the early-year period, reframing the choice to say no to underage drinking as an act of self-definition and leadership.



Peer-led engagement through **Makers of Tomorrow (MOTs) Chats** positions learners as active agents in shaping culture, while teachers, parents, caregivers, and tavern owners play a critical role in reinforcing protective social norms. The aim is to shift perceptions so that underage drinking becomes socially unacceptable, while aspiration, agency, and hope are actively promoted.

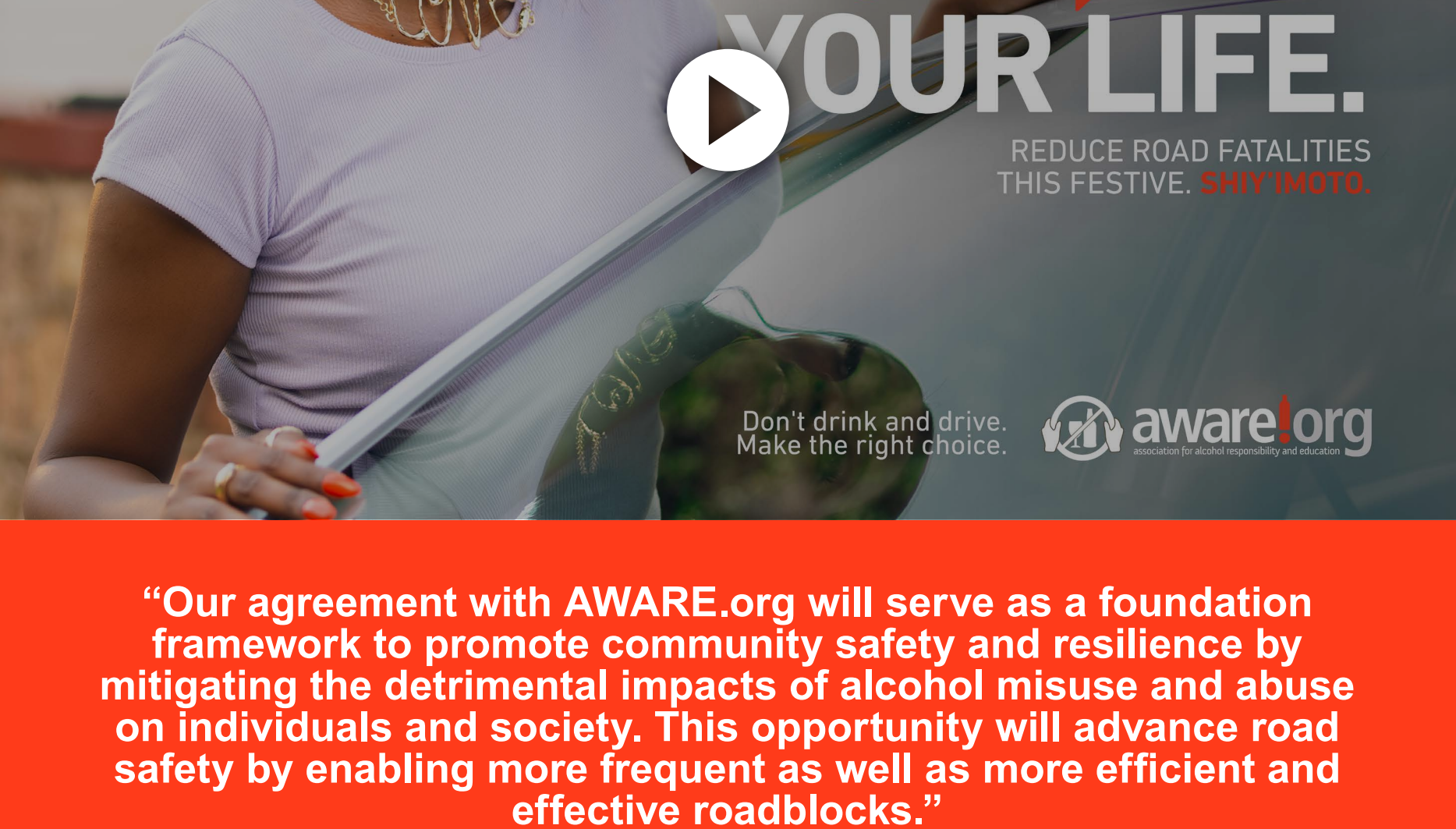
#DontDrinkAndDrive Driving Safer Choices On Our Roads

The start of the year is a high-risk period for alcohol-related harm, particularly on South Africa's roads.

Through the #Shiyimoto campaign, AWARE.org worked alongside Metro Police Departments and the Road Traffic Management Corporation (RTMC) to promote responsible decision-making and safer mobility choices.

The campaign reached over 42 million people, with 226,000 engagements, reinforcing the life-saving message: "If you plan to drink, leave your car behind."

This was supported by strong media visibility. Beyond awareness, these efforts contributed to ongoing enforcement and behaviour-change initiatives aimed at reducing drinking and driving, supporting the United Nations Sustainable Development Goal target of halving road traffic deaths and injuries by 2030.



"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."

- Yolande Faro, Tshwane Metro Police Department Chief.

#SoberPregnancies Promoting Healthier Pregnancies And Early Prevention

Through the Sober Pregnancies programme, AWARE.org continues to raise awareness of the risks of alcohol use during pregnancy and support informed decision-making.

Working in partnership with SANCA National & The School of Hard Knocks through their GenNext Mothers Programme, our Q1 efforts included:

The graduation of our very first NextGen Mothers cohort, who completed the intensive six-week programme designed to support the mental wellness and holistic wellbeing of mothers and mothers-to-be.

Outreach to mothers and families through community and healthcare engagements, as part of our national SANCA programme, which will be implemented across all nine provinces and reach 20,000 pregnant women in 2026.

These interventions play an important role in preventing Fetal Alcohol Spectrum Disorders (FASD) and supporting healthier outcomes for mothers and children.



GenNext Mother's Programme ladies graduation ceremony in Long Street, Cape Town, with Lana Rolph (CEO of School of Hard Knocks) and Mokebe Thulo (Aware.org CEO).

What We Know

Across these programmes, a few key insights continue to stand out:

- Ongoing, community-based interventions are more effective than once-off campaigns.
- Peer influence plays a major role in shaping behaviour among young people.
- Working with enforcement and government partners strengthens impact, particularly in road safety.
- Addressing multiple risk areas together leads to more meaningful and lasting change.

"Creating a home environment where children feel supported and understood can significantly reduce harmful behaviours."

- Adrie Vermeulen, SANCA

Looking Ahead

In Quarter 2, the focus will be on continuing to build momentum through:

- Expanding programme reach across communities and provinces.
- Strengthening partnerships with government and civil society.
- Continuing knowledge-sharing through upcoming FASD webinars with Frontline Research Group, highlighting insights from our ongoing national study.
- Improving how impact is measured and tracked over time.

Closing

While awareness remains paramount, real impact comes from changing behaviour and strengthening the environments in which decisions are made.

With continued support from our members and partners, AWARE.org remains committed to reducing alcohol-related harm and building safer, healthier communities across South Africa.



Watch Our Latest Work



Yours in awareness,
The AWARE.org Team