

Beyond Awareness Q3 2026 in Action

Dear AWARE.org Partner,

During Q3, **AWARE.org** continued to strengthen its work across underage-drinking prevention, road safety and sober pregnancies. Working with implementing partners, government, law-enforcement agencies, universities and researchers, we expanded delivery while building **stronger** links between **education, enforcement, screening, referral and support**.

The quarter showed **strong** activity across **all three pillars**. Our focus now is to build on this scale with stronger evidence, better coordination and partnerships that support lasting change.

Programme Impact Snapshot

AWARE.org continued to deliver practical programmes across prevention, enforcement and support. Selected year-to-date results as at **31 August 2026** include:

By 31 August:



76,689

learners reached through school and recreation programmes.



6,574

roadblocks and DUI operations reported by our enforcement partners.



10,160

mothers screened through STRONG.

Building a Coordinated Response to Alcohol-Related Harm

Reducing alcohol-related harm requires more than isolated campaigns. **AWARE.org's** work connects



Prevention



Education



Enforcement



Rehabilitation

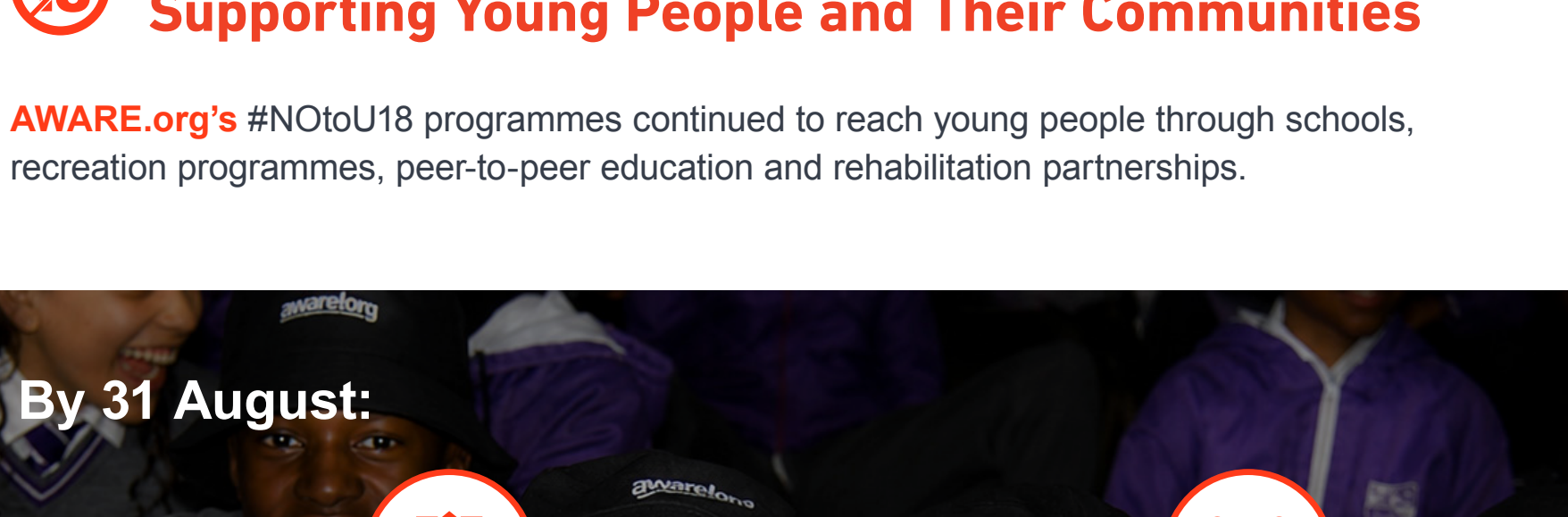


Research



Partnerships

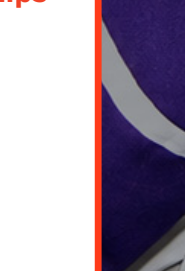
so that people can receive the right information and support at the right time. Q3 strengthened this approach through youth programmes, an integrated impaired-driving pilot, FASD screening and referral, university engagement and research-led public communication.



#NOtoU18 Supporting Young People and Their Communities

AWARE.org's #NOtoU18 programmes continued to reach young people through schools, recreation programmes, peer-to-peer education and rehabilitation partnerships.

By 31 August:



School and recreation programmes had reached

76,689 **2,526**

learners

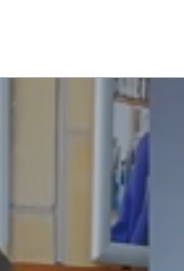
parents



Peer-to-peer programmes had reached

17,185

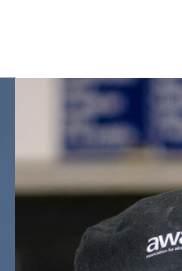
learners



Rehabilitation partnerships had enrolled

417

children



Rehabilitation partnerships had engaged

108 **157**

parents

educators

This wider support around the child matters because prevention is stronger when families, schools and communities are part of the response.

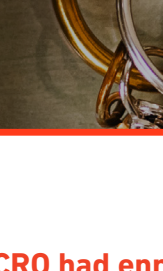
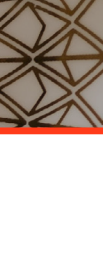
The **Youth Day Roundtable** at the University of Johannesburg brought together young people, educators, entrepreneurs, industry and youth-development stakeholders to discuss leadership, resilience and responsible choices. A programme visit to **Winchester Ridge Primary School** in August also gave **AWARE.org** a direct view of Ke Moja delivery and reinforced the importance of age-appropriate prevention content.



#DontDrinkAndDrive Connecting Enforcement, Education and Support

AWARE.org's Drive Sober, Stay Alive case study is testing what becomes possible when enforcement, education, prosecution and rehabilitation operate as one connected system. The six-month JMPD pilot brings together JMPD, SAPS, the NPA and NICRO through baseline research, monthly steering meetings and shared learning.

A knowledge-sharing session involving JMPD, TMPD and the NPA in July helped identify operational gaps and opportunities for stronger coordination. In August, **AWARE.org** and TMPD marked a further partnership milestone, followed by a roadblock activation supporting community outreach and road-safety work.



TMPD & JMPD Knowledge Sharing Session

By 31 August:



JMPD, TMPD, Nelson Mandela Bay Metropolitan Police and RTMC had reported

6,574 **11,094**

roadblocks and DUI operations

arrests

These totals include Nelson Mandela Bay's

69

DUI operations



NICRO had enrolled

296

participants in Shifting Gears

including

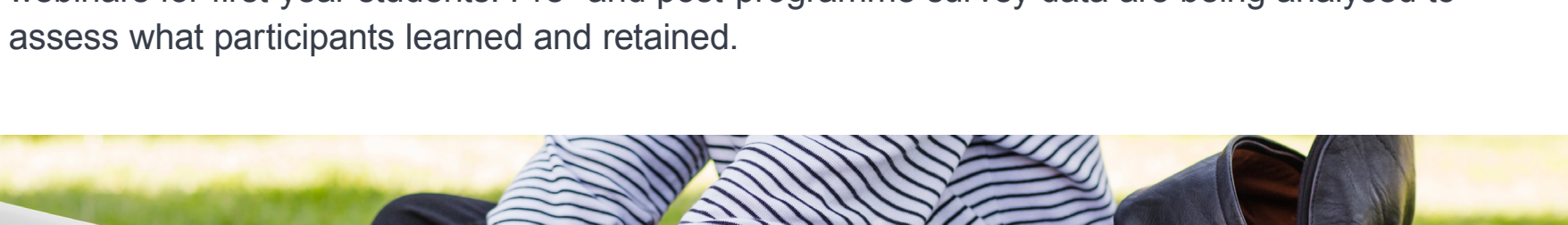
79

people referred specifically for driving under the influence

These figures show the scale of activity. The next step is to assess whether the stronger coordination improves prosecution, referral and rehabilitation outcomes.

#SoberPregnancies Moving from Awareness to Screening and Support

AWARE.org's Sober Pregnancies work is moving beyond broad awareness towards a clearer pathway of screening, identification and referral.



By the end of August:



SANCA National's STRONG programme had screened

10,160

mothers

SANCA National's STRONG programme had referred

48

mothers for treatment

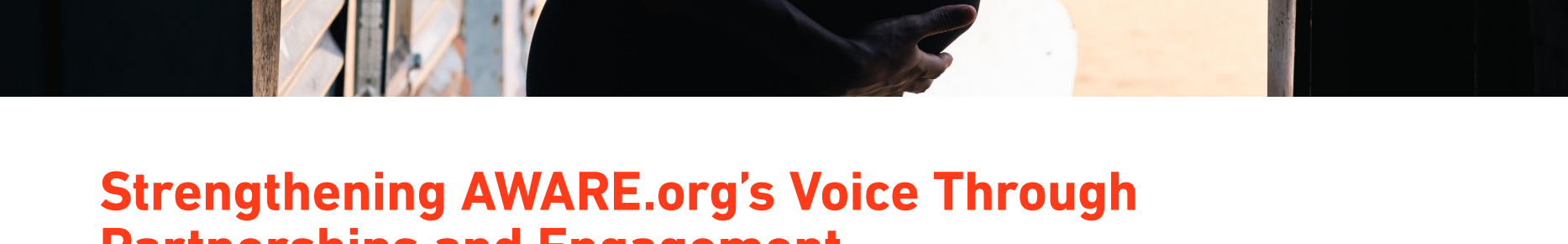


NextGen Mothers had supported

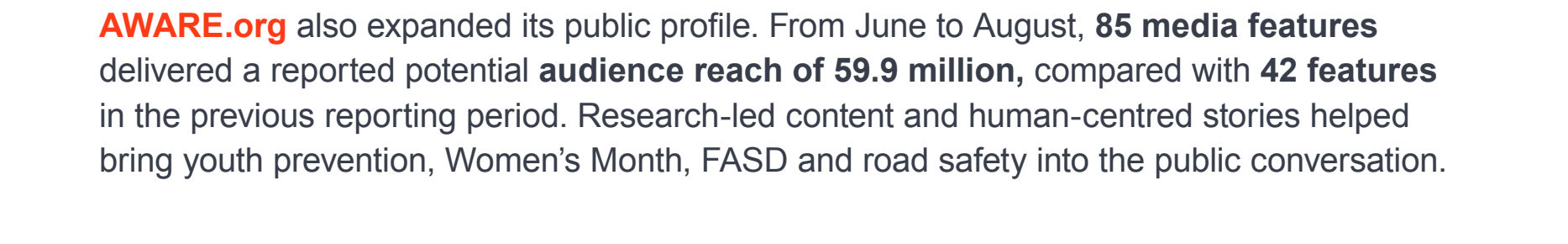
198

graduates

FASD prevention was also expanded through activations at **UKZN, the University of Limpopo and Emeris campuses in Gauteng, the Western Cape, the Eastern Cape and KwaZulu-Natal**. The University of Johannesburg hosted two awareness and prevention webinars for first-year students. Pre- and post-programme survey data are being analysed to assess what participants learned and retained.



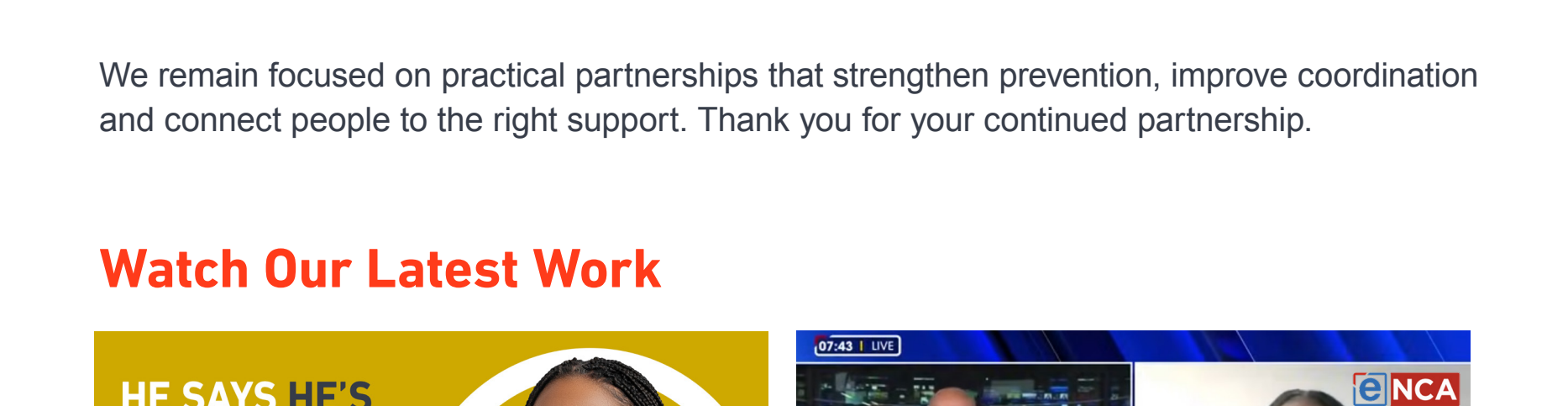
On 7 September, the South African Medical Journal published an **AWARE.org-funded** study conducted by the Foundation for Alcohol Related Research. The study estimated FASD prevalence of **18.0% to 18.5%** in the participating rural Free State community. The finding is specific to that community and is not a national prevalence estimate. It does, however, reinforce the need for stronger prevention, screening and referral.



Strengthening AWARE.org's Voice Through Partnerships and Engagement

AWARE.org's inclusion in the Gauteng Strategic Liquor Stakeholder Forum creates a stronger route for engagement with provincial government, regulators, enforcement agencies, industry and civil society. We will use the platform to support better coordination and shared accountability across road safety, underage drinking and alcohol-harm reduction.

AWARE.org also expanded its public profile. From June to August, **85 media features** delivered a reported potential audience reach of **59.9 million**, compared with **42 features** in the previous reporting period. Research-led content and human-centred stories helped bring youth prevention, Women's Month, FASD and road safety into the public conversation.



Looking Ahead

In Q4, **AWARE.org** will continue to close the evidence loop across its programmes. This includes completing the JMPD case-study assessment, reviewing FASD pre- and post-programme findings, and using programme evidence to guide Transport Month and festive-season communication.

We remain focused on practical partnerships that strengthen prevention, improve coordination and connect people to the right support. Thank you for your continued partnership.

Watch Our Latest Work



Yours in awareness,
The AWARE.org Team

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