



社團法人台灣酒與社會責任促進會
Taiwan Beverage Alcohol Forum
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會訊雙季刊

二 0 0 二年七月至十二月

促進會的網站 www.tbaf.org.tw 已正式開始，並對外發佈一系列宣導與酒有關的社會議題，而日前與社會大眾息息相關的仍是酒後駕車肇事的事件。如何在日常生活中教育民眾改變酒後駕車的行為，是促進會架設網站的目標之一，並不時更新網站內容有關酒後駕車肇事統計資料及政府新修訂的處罰條例，以便民眾查詢。促進會除了以大型戶外看板於重點交通要道提醒駕駛人喝酒不開車，全國北、中、南華納影城影片宣導，也參與市民活動宣導 “酒駕防制”：贊助台北國際社區電台 ‘夏日 100’ 活動贈送恤衫給參與活動的聽眾，並於微風廣場晚會現場發出宣導文宣給與會觀眾。



促進會也嘗試以企業公民的概念說服各有線及無線電視台提供免費時段給公益組織播出『喝酒不開車』影片，一起為宣導防制酒駕努力，在幾家電視台的贊助下終於讓影片順利播出，替促進會開啟了第一扇門，也讓促進會瞭解到電視媒體是稀少及珍貴的資源但並不是不可能去克服的困難。

如欲進一步瞭解促進會的宣導或提供資源贊助促進會活動，可以電子郵件聯絡本會

contact@tbaf.org.tw

NEWSLETTER

JULY – December 2002

TBAF launched its website www.tbaf.org.tw in August, providing current campaign news and an update on the work of the organization. Responding to the latest official figures on drink-drive incidents in Taiwan TBAF has targeted its anti drink-drive education initiative at the central and southern region of Taiwan, in particular to Taichung and Tainan at Warner Village in order to remind people of the dangers of drinking and driving.

Demonstrating our commitment to anti-drink drive education at a local level we are pleased to report our sponsorship of a competition run by International Community Radio Taipei in which we gave away TBAF anti-drink drive tee-shirts, further strengthening our ties with local businesses and organizations that support Corporate Citizenship in the markets in which they operate.

Some local television stations have shown their support for the work of TBAF by providing free airtime for corporate citizenship issues including alcohol education and drink drive prevention campaigns, a measure of the interest and commitment of local businesses to the work we do.

If you would like to know more about the work of the Taiwan Beverage Alcohol Forum, or would like to assist us with volunteer-time or with technical expertise please click on this link contact@tbaf.org.tw