

Mexico

RESET Alcohol Initiative

Case Study: Media Campaign

Resonates with the Public

RESET Alcohol

A Global Alcohol Policy Initiative



Background

Alcohol is among the leading preventable risk factors for diseases and death worldwide. It causes harm to health, families, communities, and national development, and results in some 2.6 million deaths worldwide every year. Alcohol also plays a significant role in a range of social issues including homicide, violence against women, child abuse, suicide, road crashes and falls. It's also a significant contributor to the toll of noncommunicable diseases, specifically: liver disease, heart disease and seven types of cancer including mouth, throat, larynx, esophageal, colorectal, liver and breast.

RESET Alcohol seeks to tackle this burden by bringing together national governments, civil society, research organizations and global leaders in public health and alcohol policy. The aim is to develop and implement evidence-based alcohol policies, specifically through raising taxes and other targeted efforts to reduce marketing and availability. The initiative is led by Vital Strategies in collaboration with country partners and global technical partners, including Johns Hopkins University Economics for Health, Global Alcohol Policy Alliance, Movendi International and the World Health Organization. Priority countries include Brazil, Mexico, South Africa, and the Philippines.



Population

131,135,000 (UN, June 2023)

Total Alcohol Per Capita (APC) in liters of pure alcohol, 15+

9.4 l (Males), 2.3 l (Females) (2019)

Prevalence of heavy episodic drinking (HEC), 15+

27.1% (Males), 10.8% (Females) (2019)



"Alcohol Harms Those You Love the Most" campaign, Phase I, Mexico.

Learn more at www.vitalstrategies.org

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A media campaign calling attention to the link between alcohol and violence, with a focus on families, touched a nerve across Mexico when it ran nationally on social media and on buses in Mexico City during the second half of 2024.

Created by Mexican RESET Alcohol partner, El Poder del Consumidor, the campaign was part of an ongoing effort to encourage government action on alcohol policies that support a healthier, safer Mexico. The RESET Alcohol Initiative, led by Vital Strategies, provided technical and financial support.

The campaign, which ran in three stages from August through December, reached more than 33 million people, including almost 1 million social views in one week—an unprecedented number for a campaign run by El Poder del Consumidor.

The campaign combined compelling storytelling and imagery with pre-tested, evidence-based messaging and robust research data. It seemed to speak deeply to the Mexican public and was shared widely throughout the country on social media channels.

Messages of the campaign “Alcohol Harms Those You Love the Most” were based on polls conducted by Vital Strategies that indicated the public’s leading concerns about alcohol were its link to violence against women and its effects on children. El Poder del Consumidor also conducted focus groups to identify the most salient messages.

This [polling data](#) on the prevalence, availability and impact of alcohol on public health, as well as public support for taxes as a policy solution, was released at a campaign launch to paint a picture of Mexicans’ leading concerns about alcohol and its effect on families.

These learnings were leveraged to create powerful visuals and stories that depicted the impact of alcohol-related violence on women and the adverse effects on children.



Phase II of “Alcohol Harms Those You Love the Most” focused on family violence.

The campaign spread quickly and generated nearly 100 media stories. The number of social media shares and news stories revealed significant public concern about the [high percentage of violent deaths among women that can be attributed to alcohol use](#), as well as the injuries, anger, anxiety and depression that alcohol can bring into the home.

The Mexico campaign also highlighted widespread alcohol marketing, availability and affordability and called on the government to protect families from alcohol with a comprehensive national policy.

Lending credibility and authority to the idea of using tax increases as a tool to raise prices and reduce alcohol consumption, RESET partners at the Centro de Investigación Económica y Presupuestaria (CIEP) [published an op-ed on how alcohol taxes could also be used to provide critically needed government revenue](#). Taxes are among the most effective measures to both reduce alcohol harms and provide funds for government social programs.

In total, the multifaceted communication strategy reached 33.6 million people across social media and on Mexico City buses.

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Buses in Mexico City



Phase III of the Mexico campaign on alcohol looked at gender violence

The earned media strategy, including the launch event, drew the attention of media outlets including [Latinus](#) and [El Universal](#) which covered the campaign, amplifying its reach and credibility. This resulted in an earned media value of USD 1.3 million. Articles highlighted the prevalence of alcohol-fueled violence and the need for policies to mitigate harm to women and children.

As the campaign aired through the last quarter of 2024, campaign images were revised from a teddy bear in an empty apartment to include a young girl holding the bear. This change dramatically enhanced video performance: Weekly views on YouTube surged by nearly 170% and the 75% watch rate (people who watched at least 75% of the video) rose from just under 7% to nearly 30%.

Public conversations sparked by the campaign highlighted the fact that alcohol plays a role in 80% of femicides in Mexico, reinforcing the urgency of policy interventions. Engagement metrics, including social media shares and discussions, reflected a widespread acknowledgment of alcohol's harms on women and families, and the need for government action. In 2025, Mexican RESET partners will continue to use evidence combined with heartfelt storytelling to drive important policy changes, specifically tax increases and marketing bans.

For more on this campaign please visit the [campaign website](#).

About Vital Strategies

Vital Strategies is a global health organization that believes every person should be protected by a strong public health system. We work with governments and civil society in more than 73 countries to design and implement evidence-based strategies that tackle their most pressing public health problems. Our goal is to see governments adopt promising interventions at scale as rapidly as possible. To find out more, please visit www.vitalstrategies.org or Bluesky [@vitalstrategies.org](https://bsky.app/profile/vitalstrategies.org)