



Alcohol marketing is recruiting our kids as the next generation of problem drinkers.

The NZ Government has recently established a Ministerial Forum on Alcohol Advertising and Sponsorship. Their purpose is to consider whether further restrictions on alcohol advertising and sponsorship are needed to reduce alcohol-related harm.

The forum is currently seeking submissions on this topic before reporting to the Ministers later this year.

Submissions close at 5pm on Monday 28th April 2014.

Children see thousands of images of alcohol before they are old enough to drink. Alcohol advertising and sponsorship encourages children to drink younger and drink more. This means they are more likely to be victims of crime, have unprotected sex and under perform at school.

If you think it's wrong that children are exposed to all of this tell the Forum that enough is enough. You have the power to bring change! Get hold of one of our e-postcards and email the completed form to alcoholadvertisingforum@moh.govt.nz.

For further information visit www.ahw.org.nz

