



ALCOHOL
HEALTHWATCH

MEDIA RELEASE
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In their submission to the Health Select Committee on the Public Health Bill yesterday Alcohol Healthwatch described alcohol as the public health issue that can teach us most about how not to go about responding to non-communicable disease.

Alcohol Healthwatch Director Rebecca Williams says that our approaches to alcohol control simply haven't worked and harm is increasing as a result.

She says that industry groups are pushing for time for voluntary codes and self-regulation to work. From an alcohol perspective we can predict that the wait will be a fruitless one.

We currently have a self-regulatory framework for alcohol advertising and industry groups claim that this works well. The reality is that young people under the legal purchase age see at least as many if not more alcohol advertisements than adults. Exposure to alcohol advertising predicts early drinking and harmful drinking in the young.

Alcohol consumption continues to rise driven by consumption of products designed to appeal to young people.

While acknowledging that industry groups can contribute to initiatives to reduce harm Williams say they oppose attempts at introducing effective public policy.

Media Contact:
Rebecca Williams
Director
Alcohol Healthwatch
Ph: (09) 520 7035
Mob: 021 862 250