



FAMILY FIRST



Steve Fielding **Family First** Senator for Victoria

MEDIA RELEASE

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KIDS UNDER THE AGE OF 12 ARE EXPOSED TO 1 IN 3 TV ALCOHOL ADS

Teenagers are exposed to high levels of alcohol advertising equal to young adults, according to a submission to the Senate's inquiry into Family First's alcohol bill.

"Family First believes that the system of the alcohol industry regulating its own advertising has failed," Family First leader Steve Fielding said today.

"A submission by the National Drug Research Institute states that 'the evidence is that self-regulation has been generally ineffective ... it is clear that Australian children and teenagers under the legal drinking age are exposed to high levels of alcohol advertising on television on a consistent ongoing basis.'

"The National Drug Research Institute also said:

- 'children under the age of 12 were exposed to 1 in every 3 alcohol ads seen on average by mature adults';
- 'under-age teenagers (13-17 years) were exposed to [alcohol advertising] levels that were virtually identical to that of young adults (18-24 years)';
- that teenagers are in particular danger from binge drinking with 'over 80% of all alcohol consumed by 14-17 year olds ... drunk at risky/high risk levels for acute harm'; and,
- about 50 teenagers a year die from alcohol related injury or disease."

The Senate Community Affairs Committee is inquiring into Family First's *Alcohol Toll Reduction Bill 2007*.

Family First's *Alcohol Toll Reduction Bill* requires health information labels on all alcohol products. It would ensure all alcohol advertising is pre-approved by a government body, that television alcohol advertising runs after 9pm and ads should not link drinking to personal, business, social, sporting, sexual or other success.

"As a nation we have tackled our road toll, our drug toll and our tobacco toll with success," Senator Fielding said. "Now it is time to get tough on booze and tackle our alcohol toll."

The National Drug Research Institute's submission gave evidence that:

- 44% of alcohol is consumed at levels that pose risk in the long-term and 66% in the short term;
- 60% of all police attendances involve alcohol; and,
- more than 8000 Australians a year are hospitalised as a result of alcohol-related assault.

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