



FAMILY FIRST



Steve Fielding Family First Senator for Victoria

MEDIA RELEASE

SF/266. Wednesday February 27, 2008

GILLARD AND FAMILY FIRST AGREE BINGE DRINKING CULTURE MUST BE CHANGED

Deputy Prime Minister Julia Gillard and Family First leader Steve Fielding agreed today that there needs to be a public awareness campaign on the effects of binge drinking.

Senator Steve Fielding re-iterated his call to the Government to commit in this year's budget an additional \$25 million each year for the next 5 years on a new TV alcohol education campaign to tackle our \$15.3 billion dollar binge drinking nightmare.

"I am really encouraged that both the Prime Minister and the Deputy Prime Minister are behind this move to change our binge drinking culture. One way the Government can get really serious is by launching a new TV alcohol education campaign to create a responsible drinking culture.

"Television advertising is very powerful and can be used to counter our binge drinking culture and help develop a new responsible drinking culture," Family First leader Steve Fielding said today.

"Television advertising has been used to tackle our road toll, our drug toll and our tobacco toll. Now it is time to use TV advertising to tackle Australia's alcohol toll, because alcohol kills three times more Australians than all illicit drugs combined.

"We all remember how in-your-face the 'Grim Reaper' ads were and the impact they had. We need similar high-impact ads to shock and change our drinking culture.

"Family First wants this new television advertising campaign to accompany new laws it has introduced to the Senate."

Family First's *Alcohol Toll Reduction Bill 2007* would require 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 that ads should not link drinking to personal, business, social, sporting, sexual or other success.

For media enquiries phone 0409 550 446

www.stevefielding.com.au