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VICHEALTH APPLAUDS NATIONAL ALCOHOL PLAN'S FOCUS ON PREVENTION

VicHealth has today welcomed the Australian National Council on Drugs' action plan, particularly the focus on engaging the community, working with young people and taking evidence-based approaches to reduce harm.

VicHealth CEO Jerril Rechter said the national plan brings together the expertise of Australia's leading alcohol experts and builds upon the great work currently happening at a state level.

"We particularly welcome the measures that directly address the amount of exposure that young people have to alcohol promotion, as the attitudes to alcohol we form as teens tend to stick with us into adulthood," Ms Rechter said.

"And we are pleased the plan acknowledges the importance of prevention, as well as policy and research, to address the damage alcohol does to our communities. It's vital to coordinate a raft of activities because no single action is going to solve this very complex problem."

Ms Rechter said the Victorian Government had already taken a lead with its *Reducing the alcohol and drug toll Victoria's plan 2013–2017*.

"As part of this plan, VicHealth is set to announce a statewide campaign with the State Government that involves a community conversation about alcohol culture and the place of alcohol in our lives.

"The community has to play a role if we are to see meaningful change in attitudes and behaviour. For this reason, our upcoming campaign will take a positive approach, with a focus on young people aged 16 to 29-years-old. We look forward to announcing the details in December."

VicHealth currently runs initiatives that create positive changes in sports clubs and workplaces that reduce alcohol-related harm, with its Healthy Sporting Environments and Creating Healthy Workplaces projects.

More information: www.vichealth.vic.gov.au/Programs-and-Projects/Alcohol-Misuse.aspx

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