

## **Alcohol Toll Reduction Bill 2007: Submission Statement**

### **Bendigo Community Health Services**

#### **Summary:**

Bendigo Community Health Services (BCHS) presents its submission into the 'Inquiry into Alcohol Toll Reduction Bill 2007.'

The media attention surrounding the issue of alcohol toll reduction is positive step towards recognising the need to improve the culture of responsible drinking.

It is our belief that alcohol is a demoralising factor in our community, and with this knowledge it is our responsibility to address this from a local perspective, as is within our power. We endeavour to raise awareness not only about the dangers of drinking, but to also improve individual knowledge about responsible drinking practices.

#### **1. Bendigo Community Health Services**

##### **1.2 Our organisation**

Bendigo Community Health Services mission is "to strengthen the capacity of individuals and communities to maintain and improve their health and well-being."

##### **1.3 Alcohol as a priority for BCHS**

To achieve the vision of reducing the dangerous harms associated with alcohol, BCHS has been funded by DHS to partner with key stakeholders and engage in Local Area Planning (LAP) to identify, address and improve alcohol concerns in the local community.

#### **The LAP vision is:**

- To promote an environment where individuals are empowered to make responsible drinking choices
- To provide the opportunity for individuals to be educated about the health risks associated with alcohol consumption
- To create a future that has an improved culture of responsible drinking that will benefit individuals, families and the whole of community.

#### **Key points of our submission include:**

##### **Require health information labels on alcohol products:**

- This would provide a standard across states, and Australia wide

- Empower individuals to make informed decisions based on facts immediately available before consumption
- This would set an example that alcohol is recognised as a serious and high risk drug
- This will provide information that may not be recognised by individuals in contact with alcohol e.g. youth

**Restrict TV and radio advertising between 9pm-5am:**

- Reduce the impact of visual reinforcement
- Reduce the number of young people viewing alcohol advertisements
- Reduce sensationalising of alcohol, to young people
- Reduce the message that alcohol is a form of entertainment



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