

MEDIA RELEASE

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GOVERNMENTS URGED TO ACT ON NEW NATIONAL ALCOHOL STRATEGY

The Alcohol and Drug Foundation is urging Federal and State Governments to act on policies outlined in the new National Alcohol Strategy, aimed at preventing and minimising alcohol-related harms.

Chief Executive Officer, Dr Erin Lalor AM welcomed the Strategy, saying alcohol causes significant harm across Australia, including alcohol-fueled violence, accidents, injuries and diseases such as cancer.

Dr Lalor also praised the Federal Government for its decision to commission a report into the social costs of alcohol to the Australian community.

“Every year approximately 150,000 Australians are hospitalised due to alcohol and 5,500 die from alcohol-related injuries, accidents and illnesses. All are preventable,” Dr Lalor remarked.

“The new National Alcohol Strategy has set clear options to reduce and prevent alcohol-related harms. Implementing the evidence-based measures would make a big difference,” Dr Lalor said.

Dr Lalor praised the National Alcohol Strategy’s priority area of managing price and availability, and reiterated her call for all jurisdictions to introduce a [minimum unit price for alcohol](#).

“Introducing a minimum floor price for alcohol means that the heaviest drinkers are likely to consume less, leading to reduction of harms. We are already seeing positive signs out of the Northern Territory,” Dr Lalor added.

The Alcohol and Drug Foundation also welcomed the National Alcohol Strategy’s objective of reducing inappropriate marketing and promotion of alcohol to young people.

“Our children should be surrounded by positive messages about health and wellbeing, not alcoholic products,” Dr Lalor said.

Dr Lalor was pleased that the Strategy acknowledged the importance communities can play in building a healthier Australia.

“Communities play a vital role in identifying, preventing and minimising alcohol-related issues,” Dr Lalor said.

For drug information or support, people can visit www.adf.org.au or call the Alcohol and Drug Foundation’s DrugInfo line on 1300 85 85 84. The confidential service provides drug information and puts people in touch with relevant support and health services in their state and territory.

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For media enquiries please call the Alcohol and Drug Foundation's media team on 0430 948 380 or email media@adf.org.au

About the Alcohol and Drug Foundation: Celebrating 60 years of service to the community, the Alcohol and Drug Foundation is one of Australia's leading bodies committed to preventing and minimising alcohol and other drug harms in communities around the nation. The Foundation reaches millions of Australians in local communities through sporting clubs, workplaces, health care settings and schools, offering educational information, drug and alcohol prevention programs and advocating for strong and healthy communities.