

PUBLIC HEALTH ASSOCIATION OF AUSTRALIA
MEDIA RELEASE



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Public Health Association welcomes government's attack on binge drinking

"The Government's new plan on binge drinking is a massive step forward," according to President of the Public Health Association, Professor Mike Daube. "It is time for appropriate action to protect the health and social well-being of our young people. This program ticks the most important boxes, and will make a real difference".

"We welcome the announcement by Health Minister Nicola Roxon because it reflects a comprehensive approach to binge drinking. At last the Federal Government is willing to take the issue seriously and provide serious funding," he added.

"Tackling binge drinking should neither be dismissed as wowsery nor taken lightly by some who think that 'it has always been part of Australian culture'". This is a major social problem, requiring determined action.

"It's enormously encouraging that they are spending real money rather than the peanuts prevention usually gets," he said. "It will not be cheap to run campaigns that even start to match drinks industry promotion – but this is an important start. At last too the door is opening to curbs on the massive levels of alcohol advertising that are now effectively uncontrolled."

"This announcement is especially welcome because it focuses on the crucial target group of binge drinkers. Drinking with the intention of getting drunk carries with it huge health and social implications – and this issue needs to be squarely faced by modern society."

Professor Daube concluded by saying "The Public Health Association welcomes the effort that is being made in this difficult area and extends an offer to the Health Minister to use its networks to support the approach that has been adopted."

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The Public Health Association of Australia is a non-party-political organisation with a membership drawn from more than 40 health-related professions. The Association makes a major contribution to health policy in Australia and has branches in every State and Territory. www.phaa.net.au

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