



Australian Government
Department of Health and Ageing

National Safe Use of Alcohol Strategy – Media Campaign

Why is this important?

- Alcohol misuse results in about 3,000 deaths and 65,000 hospitalisations every year from accidents, violence, and diseases including liver damage and cancer. The cost is estimated at \$7.6 billion per year.
- A Government-supported awareness campaign will promote a more responsible drinking culture. The campaign will follow the review of the Australian Alcohol Guidelines by the National Health and Medical Research Council, to assist people to make informed and responsible decisions about their alcohol consumption.

Who will benefit?

- Many people drink too much and don't realise the harm they can cause themselves and others. Everyone will benefit from reduced disease, injury and violence and from the provision of a safer and healthier environment.

What funding is the Government committing to the initiative?

- The Government has committed new funding of \$25.2 million over four years to update the Australian Alcohol Guidelines and conduct a national alcohol education and information campaign.

What have we done in the past?

- A national alcohol campaign in 2000 targeted young people to provide them with the information they need in making responsible drinking choices. The ongoing National Alcohol Harm Reduction Strategy provides information to help people understand better the impact of alcohol on their health.

When will the initiative conclude?

- Funding has been allocated for the next four years and will be reviewed in the 2010-11 Budget.