HM GOVERNMENT OF GIBRALTAR
MINISTRY OF EQUALITY & SOCIAL SERVICES
14 GOVERNOR'S PARADE
GIBRALTAR

PRESS RELEASE

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Alcohol Awareness National Day 2012

The Government is embarking on an awareness campaign to highlight the risks of excessive drinking by young people during National Day. To this end, it has adopted the theme 'National Day. Enjoy your day…stay safe.'

The Government acknowledges that most young people are responsible and will join in the spirit of the day in a civic manner. However, some may unintentionally put themselves at risk when they drink alcohol and it is crucial that they are given the facts about drinking and its effects. Under 18s need to know what drinking does to their body and appearance – as well as how to avoid peer pressure and stay safe.

The Care Agency, working in partnership with the Royal Gibraltar Police and the Department of Education have developed an awareness campaign, comprising posters, a television advert warning of the dangers of excessive drinking, and have delivered a series of talks to pupils at both comprehensive schools during the week leading up to National Week.

The Royal Gibraltar Police will also be visiting all retailers open on National Day, to remind them of their responsibilities in respect of the sale of alcohol to persons under the age of 18.

Samantha Sacramento, Minister for Equality & Social Services, whose responsibility includes drug and alcohol rehabilitation and awareness said, 'We have received reports and concerns of excessive drinking by young people on National Day in the past few years, particularly since early in the morning. Invariably for many it means that they will be suffering the consequences by early afternoon and this will have an impact on their families. We want everyone to enjoy National Day which is such a significant day in our calendar and while of course everyone should have a good time, we want people, especially youngsters, to stay safe and not expose themselves to unnecessary risks.'