



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

PRESS RELEASE

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Care Agency Drink Awareness Campaign for the Festive Season

On the 1st of December, the Care Agency will be launching its campaign for the festive season to highlight the risks associated with binge drinking. This will run alongside a parallel campaign by the Royal Gibraltar Police to warn of the consequences of drink driving.

The Care Agency has produced a series of posters, leaflets and a TV advert that draws attention to the dangers of excessive drinking. There will also be adverts with a similar message displayed on buses. Additionally, and as part of its Children Safeguarding Agenda the Care Agency, in partnership with the Royal Gibraltar Police have, this week, embarked on a series of talks in our comprehensive schools and the Gibraltar College targeting young people who may make themselves more vulnerable as a consequence of binge drinking. The Care Agency has already received very positive feedback from the students who have attended these talks.

The Government advises that people should not regularly drink more than the daily unit guidelines of 3-4 units of alcohol for men (equivalent to a pint and a half of 4% beer) and 2-3 units of alcohol for women (equivalent to a 175 ml glass of wine).

Studies show that drinking a large amount of alcohol over a short period of time may be significantly worse for your health than frequently drinking small quantities. Besides all the well documented health risks associated with binge drinking, this practice can lead to anti-social, aggressive and violent behaviour.

Whilst the festive season might provide some with an excuse to engage in binge drinking, the Government encourages people to consider the possible consequences both to themselves and others.

The Care Agency has developed an awareness agenda in relation to drugs and alcohol abuse. "We had very positive feedback on the drink awareness campaign by the Care Agency during national week and this is a similar initiative to remind both young and adults to drink sensibly during the festive period while still enjoying

themselves. The Care Agency has worked closely with the Royal Gibraltar Police and both our campaigns are running in parallel for maximum effect. This is a perfect example of a multi-agency approach” commented Samantha Sacramento Minister for Equality and Social Services whose responsibility includes drugs and alcohol rehabilitation and awareness.

The Government would like to take this opportunity to wish everyone a happy, enjoyable and safe festive season.

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