



HM GOVERNMENT OF GIBRALTAR
MINISTRY OF EQUALITY, SOCIAL SERVICES AND THE ELDERLY
14 GOVERNOR'S PARADE
GIBRALTAR

PRESS RELEASE

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National Day 'Binge Drinking' Awareness Campaign

As in the past two years, the Government is embarking on an awareness campaign in the lead up to National Day to highlight the risks of binge drinking.

In order to achieve this objective the Care Agency, the Royal Gibraltar Police and the Department of Education are working together on a series of initiatives including a programme of talks in all our secondary schools. These talks are aimed to promote awareness amongst school children by highlighting the risks and consequences of binge drinking.

The Care Agency will also be launching a poster campaign, TV advert and alcohol awareness information packs at key locations such as New Mole House, GHA's Ambulance Service and the Accident and Emergency Department.

These information packs are aimed at but not limited to young people. They provide facts about alcohol and tips about keeping safe, including emergency contact numbers in the event of any emergency.

Additionally, on the morning of Friday 5th September, the Care Agency and the Royal Gibraltar Police will be giving out free National Day themed t-shirts at the Piazza. These t-shirts will also carry an alcohol awareness message.

Binge drinking or heavy episodic drinking is a modern epithet for drinking alcoholic beverages with the primary intention of becoming intoxicated by heavy consumption of alcohol over a short period of time. The Government advises that people should not consume more than the recommended daily unit guidelines of 3 to 4 units of alcohol for men (equivalent to a pint and a half of beer 4%) and 2-3 units of alcohol for women (equivalent to a 175ml glass of wine).

The Government notes that, as in previous years, the vast majority of people will join in the events in a responsible and civic manner. However, there may be a minority of individuals or families whose enjoyment of the celebrations may be marred by the

abuse of alcohol. This campaign aims to address this by encouraging individuals to take sensible and healthy choices and thus avoid unnecessary risks.