



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

PRESS RELEASE

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Christmas 2014 Binge Drinking Awareness Campaign

As in previous years, the Government is embarking on an awareness campaign in the lead up to Christmas to remind the public about the risks and possible consequences of binge drinking. The Government recognises that the majority of people will drink in a responsible manner and behave in a civil fashion, in-keeping with the seasonal festivities.

Binge drinking is characterised as drinking heavily over a short period of time or drinking continuously over a number of days or weeks. The campaign will encourage individuals to take responsibility over their drinking and stay safe at all times. The daily guidelines for the consumption of alcohol are of no more than 2-3 units for women and 3-4 units for men. As an example, one unit is equivalent to one small glass of wine, half a pint of beer, or a standard measure of spirits.

The consequences of binge drinking are well documented and can lead to compromising situations, accidents, injuries or problems with the law. In the long term, this behaviour may lead to a range of health issues including a dependency to alcohol.

As in recent years, the Government is taking a multi-agency approach and has teamed up with the Royal Gibraltar Police, the Gibraltar Health Authority and the Street Pastors in order to make the campaign more successful. As part of the campaign, the Care Agency will produce a series of posters and a television advert and during the next two weeks, representatives from these organisations will be delivering awareness presentations in both comprehensive schools and at the Gibraltar College. The campaign runs parallel with the RGP's drink-driving campaign and as part of the initiative, police officers will be visiting licensed premises.

On Saturday 6th December, these agencies will be manning a stall at the Piazza, offering advice to the public. All the organisations involved wish everyone a happy and safe festive season.