



PRESS RELEASE

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‘Drink Responsibly’ Christmas Awareness Campaign

As in previous years, HM Government of Gibraltar’s Drugs & Alcohol Awareness Services are set to embark on its annual Christmas Awareness Campaign with the view to encouraging the public to adopt safer drinking levels.

Although the campaign will, as in previous years, be launched under the slogan “Drink Responsibly”, with this campaign it is important to raise awareness not only about the impact on health of excessive drinking but also drug use.

The campaign aims to provide awareness to the public on how alcohol abuse, as with use of drugs, has negative impacts and how it affects as individuals, the community, and also importantly families.

Again, at this time of the year, it a good opportunity to make sure we understand the current guidance around recommended limits of alcohol, which should go some way to preventing harm to one’s health and keep safe from accidents or incidents. Remember that when under the influence of substances an individual loses full awareness and control of behaviour.

Binge drinking is defined as the consumption of an excessive amount of alcohol in a short period of time, generally with the intention to get drunk. Guidelines advise that the consumption in excess of 3 to 4 units of alcohol (equivalent to two pints of average strength beer) for men and 2 to 3 units of alcohol (equivalent to 2 to 3 175ml glass of wine) for women, in a day, is above the recommended guideline level.

Binge drinking is especially prevalent during the festive period amongst our youth. Therefore, the Government’s Drugs & Alcohol Awareness Services together with the Royal Gibraltar Police, Gibraltar Health Authority and Department of Education will be delivering awareness presentations to pupils at both Westside and Bayside Schools in order to continue to raise awareness on the health implications and risks of alcohol and binge drinking and drug use.

The Government’s “Drink Responsibly” campaign runs parallel with the RGP’s Drink Driving campaign.

One important measure that provides the community with a safe way of enjoying the festivities, if drinking is involved, has already been announced through the Royal Gibraltar Police “Drink and Driving Campaign”.



Furthermore, also Gibraltar reminds the public that the Night Bus is still operational on Friday and Saturday nights from 21:00 to 02:00.

The Night Bus will also be available throughout December so members of the public can make use of the service during the festive period to include the 23rd, 24th, 30th and 31st December. This bus service will assist the RGP's drinking and driving awareness campaign and give other transport options to people celebrating on these festive dates.

The Minister with responsibility for drugs and substance misuse and services, the Hon Samantha Sacramento MP stated: "The campaign has been co-ordinated by my department and the RGP. Also participating are other essential services such as the Ambulance Service, the Fire Service and Social Services as this is representative of all the agencies who work together to deal with problems caused by drugs use and excessive drinking. Professionals from the Government's Drugs & Alcohol Service, including counsellors from Bruce's Farm are also available to offer guidance and advice. It is important that all agencies work together to enhance the efforts of making people aware of the detrimental impacts of abuse generally, even though the focus was on the festive season.

"While the majority of the public have already proved that they are able to celebrate and drink in a responsible manner that it was important to keep the message alive and continuous.

"I wish to reiterate that the services provided by my team at the Drugs and Alcohol Awareness Services are always at the disposal of any individual who encounters addiction and substance misuse issues."