



Caring for the future growing up today

Professor Mike Daube

**Director, McCusker Centre for Action on
Alcohol and Youth**

Progressing change



Commissioner for Children and Young People
Western Australia



Where Next?

**Slide acknowledgements: Steve Allsop, Neil Guard,
Sandra Jones, Julia Stafford**



Commissioner for Children and Young People
Western Australia

Reducing alcohol-related harm in children and young people forum



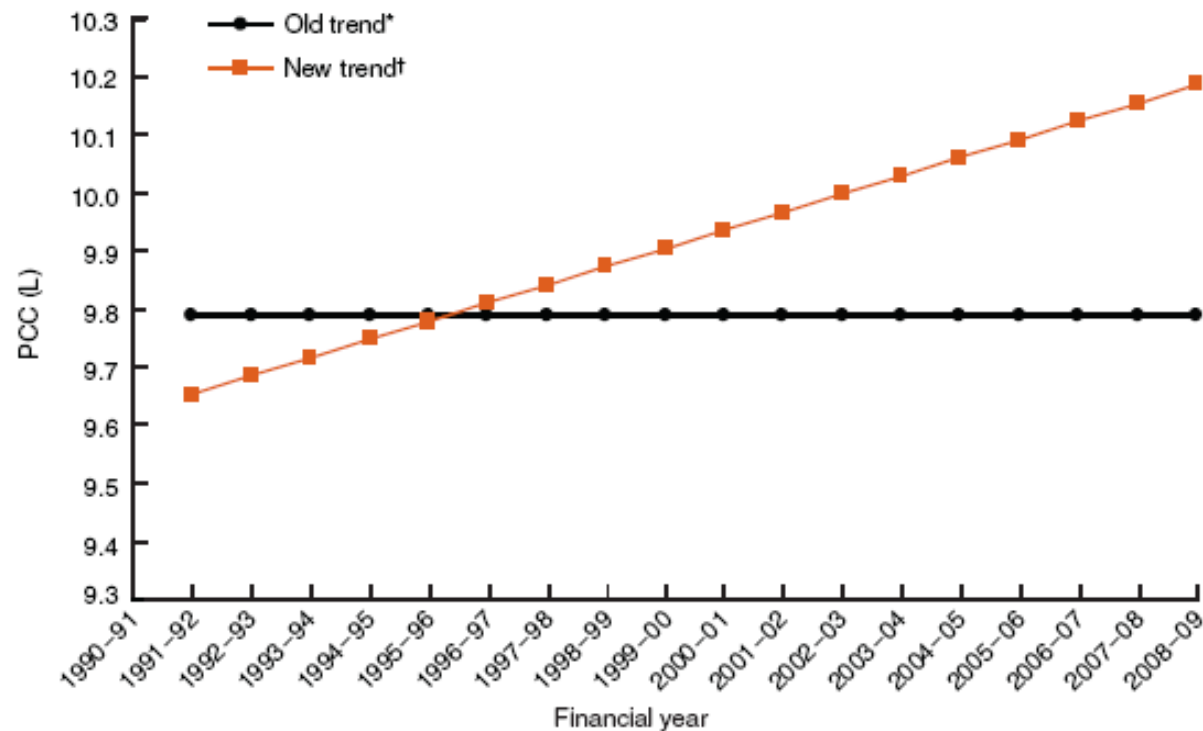
23 September 2011



Government of Western Australia
Drug and Alcohol Office

Are we drinking more?

2 Linear trends (line of best fit) for alternative estimates of annual per capita consumption (PCC) of pure alcohol in litres for Australians aged ≥ 15 years, 1991-92 to 2008-09



*The series of annual PCC of alcohol on which the old trend is based was derived from underestimated alcohol contents of wine. † The series of annual PCC of alcohol on which the new trend is based was derived from revised alcohol contents of wine.

Per capita alcohol consumption in Australia

Source: Tanya Chikritzhs, Steve Allsop, Rob Moodie & Wayne Hall

**‘One of the main reasons I drink is
to get drunk’**

**Report 43.3% of 16-17 year old WA
school students.**

Source: ASSAD Survey 2008.



Impacts of Alcohol Forum Series

May 2011: Brain Development and FASD

July 2011: How Alcohol Affects My Work

November 2011: Violence and alcohol

Boozy Leavers a thing of the past?

30 **OPINION**

The Weekend West

EDITORIAL

Debate needed on attitudes to kids and alcohol

The problems of alcohol abuse in our community have garnered significant attention in recent months, particularly in relation to violence in nightlife areas. But the comments of Children's Court president Denis Reynolds about the connection between young children drinking and their troubles with crime throw a disturbing new light on the issue.

Mr Reynolds, who was speaking at a forum on youth and alcohol yesterday, told of how he saw children as young as 12 in his court, some of them already showing signs of being alcoholic.

He also attempted to smash the stereotype about young drinkers typically coming from dysfunctional families, claiming that while some of those afflicted were Aboriginal children who stole to buy alcohol, others were children from well-off families in nice suburbs with no previous transgressions.

Young people face a barrage of influences in their daily lives. The words and actions of their peer groups, teachers, sporting heroes, other celebrities and the powerful messages in mass advertising all jostle for attention.

But no matter the background of the child, their parents usually have the biggest and most constant influence in forming their view of the world.

And in Mr Reynolds' opinion, some parents are to blame for their children taking a relaxed view about alcohol, referring to "western suburbs kids who are overindulged" and "poor parenting" in cases where it is seen as OK for teenagers to go out and get drunk on a weekend.

Police have backed this view, with one officer lamenting the problems with parents providing their 15-year-olds with a six-pack on a Friday or Saturday night and then not accepting responsibility when something goes wrong and the child gets into trouble with the law.

Clearly, many people are in need of a reality check about their parenting skills.

The risks of alcohol abuse and the importance of a parent leading by example are sometimes not fully appreciated.

Most parents commit their best efforts to the crucial task of raising healthy and responsible young people and understand the need to provide firm and clear guidance on what sort of activities are socially acceptable, including if and when alcohol consumption should be permitted.

For a variety of reasons, others struggle in this role.

The West Australian

WIN 5 HOLDENS IN FIVE WEEKS
WEEK FOUR SV6 COMMODORE COUPON PAGE 26

RICKY NIXON VIDEO RELEASED
News PAGE 7

'Blind drunk' children spark health warning

CATHY O'LEARY
MEDICAL EDITOR

WA ambulances are being called to treat almost one child or teenager a day for alcohol intoxication, alarming figures reveal.

St John Ambulance Service patient records show there were 228 call-outs in 2008-09 for the primary reason of alcohol intoxication, 85 of them in people aged 18 or younger. Two of the drunk children were under 12.

The records also show 85 of those 18 and under had to be taken to hospital.

McCusker Centre for Action on Alcohol and Youth director Mike Dudge said the figures were disturbing and did not include falls, assaults and road crashes where alcohol was involved.

"This is frightening because we are talking here about kids, including very young children, so regrettably drunk that they need urgent hospital treatment," he said.

"It's even more worrying than it looks, given this is the tip of the iceberg and these are only the children who are disastrously drunk and at immediate risk."

Professor Dudge said it meant

more than 15 per cent of all alcohol intoxication call-outs in WA were for people aged 18 or under.

"There will be many more kids who are drunk and at risk but not so catastrophically affected that they need ambulances, so we are talking about kids who are blindingly drunk," he said.

"What kind of a society are we turning into where children under 18 are taken to hospital in an ambulance because of their drinking?"

Professor Dudge said the figures came at a time when per capita alcohol consumption in Australia was at a 20-year high, with the most

disturbing trends being people drinking younger and drinking to get drunk.

The tax system on alcohol meant some products were cheaper than soft drink and bottled water and there was still far too much alcohol promotion aimed at children.

He called for compulsory alcohol and drug education in schools.

"This kind of alarm call tells us that we need much more comprehensive action at all levels, because we have a culture where drinking to get drunk is becoming the norm for kids and that has to change," he said. "The answers aren't just for

governments because you wonder where the parents are when young children are drinking themselves comatose."

Australian Medical Association WA president Dave Mountain said the figures showed many people were drinking under-age.

"It's concerning that large amounts of resources such as ambulances and hospitals are needed to look after all these people getting drunk but the main concern is the safety issue, particularly for those kids who seem to think the only way to get their jollies is to get drunk," he said.

Judge tells of alcoholics aged 12

CATHY O'LEARY
MEDICAL EDITOR

Children's Court president Denis Reynolds says he saw children as young as 12 who are already alcoholics as the scourge of previous drinking diagnoses, including in wealthy suburbs.

He said young teenagers, sometimes with an unblemished record, appeared in his court accused of violent crimes, such as stab wounds, related to alcohol.

Some Aboriginal offenders had

grossly dysfunctional families and little to buy alcohol, while teenagers with well-off parents often had the money to fund their drinking.

He will raise his concerns at a forum in Perth today organised by the McCusker Centre for Action on Alcohol and Youth and the Telethon Institute for Child Health Research.

Police, paramedics and doctors will talk about how their jobs are affected by young people drinking.

Judge Reynolds said there was too much emphasis on the role of

street drugs such as amphetamines when alcohol was far more significant problem with many young offenders.

"The drug that causes the most trouble is alcohol and it's present in nearly every case of a serious offence in this court and cuts right across the community," he said.

"We have Aboriginal kids who might be doing burglaries and robberies to obtain alcohol or money to get alcohol.

"But then we have western suburbs kids who are just overin-

dulged and have poor parenting, despite what those parents might like to think, and they go out and get drunk on their vodka and that's seen as OK."

Acting Sen. Sgt Adrian Puller said one of the biggest issues for police was dealing with the attitudes of young drinkers' parents.

"From the age of about 15 it seems an accepted practice to go out and drink on a Friday and Saturday night and for your parents to give you a six-pack," he said.

"Then parents fail to take responsi-

bility when their child commits a criminal offence, with many not prepared to come in and get them.

"That affects our ability to do our work, particularly because we have a duty of care to get these children safely back to their parents."

Emergency department doctor Dave Mountain said about one-third of teenagers were from drinking.

"When we do our ward rounds in the morning they're crummed flat, of people with acute injuries and illnesses because of problematic drinking," he said.

Sobering news on lingering effects

Young bingers risk brain damage



Frontline: Chris Tomlinson, metropolitan area manager of St John Ambulance, at the organisation's Belmont headquarters.

Picture: Ian Gilgible

Drunken girls more frequent patients of paramedics

Young girls covered in vomit, collapsed in the toilets of a nightclub, are becoming more frequent patients for paramedic Christian Tomlinson and colleagues.

"The young female, unconscious, covered in vomit lying around the toilet bowl in a nightclub," is the picture he paints of a regular weekend call-out.

Mr Tomlinson, a paramedic for 10 years, trained in the UK and joined St John Ambulance in WA in 2005 as a metropolitan area manager. Each week he deals with such damaging effects of alcohol.

Then there are the crashes on the roads, where more often innocent parties are the ones who are injured or killed. Professionally they get on with the job but it's the harm to others that can become frustrating, he says.

"Everybody has the right to drink, but not to cause anybody else harm — such as assaults and drink-driving," he says.

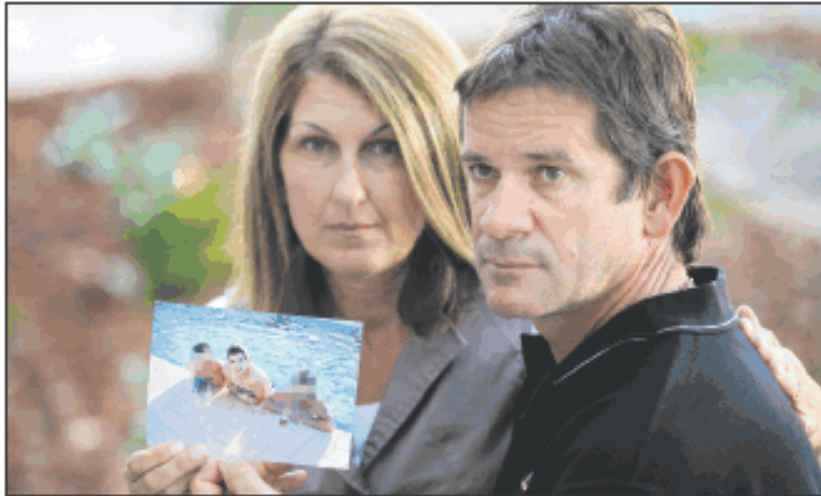
"When it's a drunk driver and that affects other people, that is when it gets frustrating."

He says paramedics dealing with angry drunks can be at risk, at times.

"If we are in danger we withdraw. If somebody tells you to go away you are not going to pester them — we would call the police in to assist."

While alcohol-related problems peaked on week-ends, most call-outs were for life-threatening emergencies. "Alcohol has always played a big part in our weekend work — it hasn't got any worse but there's more young females affected," he said.

Liver disease soars among young



Heartfelt plea: Gary and Kaylene Adams say parents should warn their children before they go out.

Victim's parents urge end to violence

YOLANDA ZAW

The parents of injured footballer Luke Adams have called for an end to drunken violence in Northbridge.

Gary and Kaylene Adams have spoken of the frustration and pain they have felt since May 1 when they received a 3am phone call to say their son was in hospital.

The 19-year-old Swan Districts rockman was allegedly hit in the head during an altercation after a night out in Northbridge and was knocked unconscious when his head hit the pavement.

ENOUGH IS ENOUGH

Watch the interview with Gary and Kaylene on Seven News tonight at 6pm

"The first day he was admitted we were told he wasn't going to make it through the day and no parent should have to be told that," Mrs Adams told Channel 7.

Luke made it through that first day but, a month on, he remains in

the head trauma unit at Royal Perth Hospital.

"There is not a day that goes by that we don't pray for a miracle," Mr Adams said. "We have been given the worst-case scenario by the neurologists. We have to heed to their advice and just wait and see."

The couple said their lives would never be the same and more had to be done to stop violent behaviour. "It has got to stop," Mr Adams said. "Parents need to teach kids about the dangers."

Dylan Gerald Wayne Winter, 18, who is accused of assaulting Luke, is due in the Supreme Court today

Carnage has to stop, says drink-drive victim

GABRIELLE KNOWLES

Don't drink and drive, ever. From Nysa Massarotto, it is a powerful message.

The wheelchair-bound 20-year-old is trying to rebuild her life after almost dying in 2008 when a drink driver ran a red light and ploughed into her car. In the wake of the death of teenager Luke Beyer, allegedly killed by a drink driver, Miss Massarotto and her friends want to warn of the life-changing consequences of mixing alcohol and driving.

Miss Massarotto, of Ballajura, spent 18 months in hospital and Shenton Park Rehabilitation Centre receiving treatment for head injuries, broken bones and crushed organs.

Her mother Margaret remembers the horrific moment a doctor told her: "Your daughter's injuries are not survivable." Even after the then-18-year-old fought through the first few days, doctors told her parents to start looking for a nursing home and warned that she was unlikely to eat, speak or communicate again.

"But I have to be honest and say I never thought she was going to die," Mrs Massarotto said.

"And I think the power of positive thinking has helped a lot with Nysa's recovery."

Nysa Massarotto has just celebrated a year back at home but her life has been irrevocably changed.

"Mum has to be with me at all times now," she said.

In the wake of the second alleged drink-driving case to affect Ballajura teenagers, Brooke Gerrick, Tom Dawkins and other friends of Miss Massarotto and Luke Beyer's older brother Matt are trying to stop drink-driving and speeding.

"Our main message is, 'How many lives will it take to see the bigger picture'," Miss Gerrick said.

The group aims to have advertising of Perth buses bus locations banned and to bring positive change including improving bus-night weekend public transport.

Their campaign, Enough is Enough, will be launched at Ballajura Community College on Sunday.



Message: Nysa Massarotto, front, with friend Brooke Gerrick. Picture: Lincoln Davis

Blitz snares 150 drink-drivers

KEATY FOGGELL

More than 150 WA motorists were caught drink-driving during a traffic blitz by police at the weekend.

Police Commissioner Karl O'Callaghan said yesterday police had conducted 600 random breath tests as part of Operation Decoy, a three-week operation targeting drink-drivers.

Of the 154 motorists caught drink-driving, 22 had been charged

with driving under the influence, 22 with exceeding 0.03, 48 with exceeding 0.05, eight with exceeding 0.08 and one novice driver was charged with being over the zero limit.

During the operation, police had also charged 18 people with no authority to drive, impounded 29 vehicles as a result of no authority to drive or boom offences, and banned 60 other traffic infringements.

Wednesday, May 11, 2011

thewest.com.au \$1.30

West Australian

WESTERN DERBY COUNTDOWN
West Coast prepare to hit Freo with a full-strength midfield
Back page

Violent assaults mostly by drunks

A median of 20 standard units in a night, which equates to just over three quarters of a case of full-strength beer.

Professor Steve Alford, director of the National Drug Research Institute at Curtin University said drinking such an enormous amount made people a danger to themselves and others.

"They are more likely to be acting wildly without knowing what they're doing," he said.

"Violence events from a combination of factors but we only have to look at the sheer level of intoxication and vomiting to see it makes an already risky situation worse."

Alford sees the reason for 17 per cent of police arrests but that figure jumped to 21 per cent at weekends, the report found.

The data did not include offenders who were too drunk or violent to be interviewed.

The researchers also found just over half of those arrested for assault at weekends had their last drink at a private home and 80 per cent were 40 or over.

The latest AIC data on drug use, from 2008, showed 16 per cent of offenders taken to Perth hospitals tested positive for methamphetamine, the highest level of the most-used drugs but lower than its level in 2007.

The national average was 21 per cent.

The Australian Health Association (AHA) has called for an offender to be tested for an accurate picture of the contribution of drugs to violence.

Police statistics also show per capita assault rates have changed little over the past 10 years but that the most serious bodily harm had increased one-third.



Baby Bieber's wowing the world

He's got talent: Jack Vidgen, 14, has become an internet singing sensation following his appearance on Australia's Got Talent. He has even been dubbed Baby Bieber. Report, P6

PERTH 12-24 Details, P99
Surry Tomorrow: Surry
12-24 Yesterday: 15.3-25.3

W.A.'S BEST COUNTRY PUB STEAK SANDWICH PAGE 5

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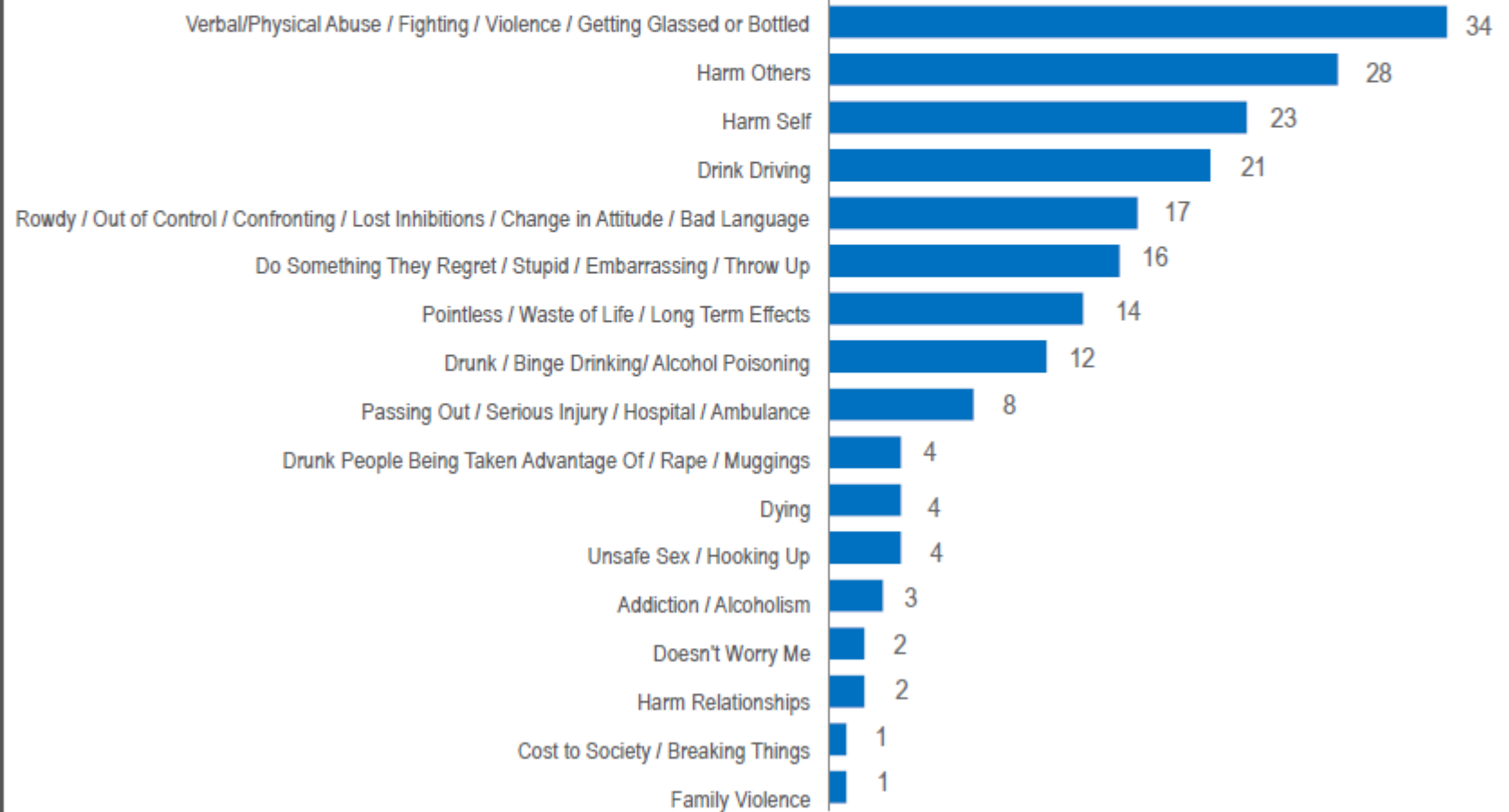
News

 thewest.com.au





Biggest Worries When People Drink Alcohol



Q1. If you had to tell us the one or two things you worry about the most when you see people drink alcohol, what would it be? Base: All Respondents (n=200).

AMA blasts Coles, Woolies for slashing alcohol prices

The problem with cheap booze

Cheap booze bad news for teens

Anthony Templeton that it's easy for minors to buy alcohol," he said. Prof Mike Daube said Coles and Woolworths should end their cheap alcohol promotions, have been accused of below-cost liquor sales, although they both deny the charge.

SOCIAL COST OF CHEAP GROG

Bargain wine prices a 'major worry

■ Natasha Boddy

Beer that's cheap as water



Cheap grog is key reason for violence, says top cop

Alcohol prices 'need reform'

Cheap wines worry doctor

By MARK METHERELL
HEALTH CORRESPONDENT



VB CHEERS FOR BEERS

IF THE AUSSIES WIN, VB SHOUTS!

SPORTS TRIVIA *On Tap*

Real



THE REAL BEER OF

SURFING AUSTRALIA



IF THEY GET THE SCORE, YOU GET THE CASH!

SCORE CASH

EVERY DAY OF THE ASHES



MEDIA RELEASE

Know your limits - **KNOW WHEN TO DECLARE**
Prime Minister extends his support to a new responsible drinking campaign

LIQUORLAND
fill drink to that.



FREE
STAINLESS STEEL
FILTERED
WATER BOTTLE
IN ANY LIQUORLAND STORE



TASMANIA'S FINEST
— SINCE 1881 —

WITH ANY **JAMES BOAG**
CARTON PURCHASE



JAGERMEISTER

**BONUS
PORTABLE
SPEAKER**

WITH EVERY
**700ML
PURCHASE**



BEER PONG TIME!

\$37.99



PLUS A BONUS
BEER PONG
GAME!

VISIT YOUR LOCAL CAMEL TODAY

RUGBY
WORLD CUP
2011

Heineken
WORLDWIDE PARTNER



BONUS
WITH EVERY 5L DRAUGHTKEG
OR CASE PURCHASE



**BONUS
NAILPOLISH**
WHEN YOU PURCHASE
ANY 2 BOTTLES FROM

YELLOWGLEN
EVERYDAY RANGE



PLUS A BONUS
GEL COOLER



\$11.98
4 PACK



Bacardi Breezer Stubbies 4 Packs



**BONUS JD
STUBBY
HOLDER
DISPENSER**

SEE IN STORE FOR DETAILS
While stocks last*

BONUS CRUISER
Hand Bag Hook

Buy any 2 Vodka Cruiser 4pks and receive a
BONUS Cruiser Hand Bag Hook
While stocks last



Cellarbrations
Helping you celebrate

**BONUS
HAMMER
BELT**

WITH ANY \$30
OR MORE
PURCHASE OF
**JACK DANIEL'S
PRODUCTS**



**BONUS
DARTBOARD SET**



Budweiser
GRAB SOME BUDS

BUDWEISER
COMPETITION BRISTLE
DARTBOARD & DARTS



WHEN YOU PURCHASE A CASE OF BUDWEISER

BERRI ESTATES
5
Fresh Dry White

BERRI ESTATES
5
Dolce Rosso
Lambrusco Red

2 FOR \$20

SAVE \$12.98

Berri Estates
5 Litre Casker*



ENLARGE

\$21.99
each

COSMO POLITAN
READY TO SERVE COCKTAIL

LIME MOJITO
READY TO SERVE COCKTAIL

VOK
2L

Vok 2L Cocktail Range





THE AGE

**MORE CHILD
PROTECTION
FAILINGS
EXPOSED**

Herald Sun

**FREE
BEER**

FOR READERS



Facebook deal with Diageo fuels under-age drinking fears

Drinks giant's marketing tie-up on advertising pages raises concerns about health impact on teenagers

Sarah Boseley, health editor
guardian.co.uk, Tuesday 20 September 2011 20.40 BST
Article history



Facebook's advertising tie-up with drinks giant Diageo has fueled fears of under-age drinking. Photograph: Action Press / Rex Features

Facebook deal with Diageo fuels under-age drinking fears

Drinks giant's marketing tie-up on advertising pages raises concerns about health impact on teenagers

Sarah Boseley, health editor
guardian.co.uk, Tuesday 20 September 2011 20.40 BST
Article history



Facebook's advertising tie-up with drinks giant Diageo has fueled fears of under-age drinking. Photograph: Action Press / Rex Features

facebook Search

Bundy R. Bear Like
Public Figure · Bundaberg, Queensland

Wall

Bundy R. Bear
When Kanye West and I were on an archaeological dig in the Andes we found the remains of the hammerhead T-Rex. The palaeontology society refused to recognise my find but that is not the point! The point is Kanye then wrote a song called Monster. I'm not saying he named it after our find, but I do know this:

facebook Search

Jim Beam On Campus Like
Company

LEGENDS OF THE PARTY SINCE 2004

Wall Jim Beam On Campus · Everyone (Top Posts)

facebook Search

Smirnoff Australia Like
Nightlife Exchange
Wine/Spirits

“LIKE” THIS PAGE
TO GET EXCLUSIVE ACCESS
TO ORIGINAL NIGHTLIFE.

facebook Search

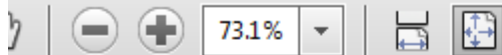
Stoli Vodka Australia Like
Wine/Spirits

Stoli ORIGINAL CASTING
Are you the next Stoli Original?

Are you the most Original Australian? LIKE' US TO ENTER

WE KNOW WHAT NEEDS TO BE DONE

- Individuals
- Community
- Governments



DRAFT TOPLINE



Painted Dog Research

**2011 Consultation with Young People
Regarding Alcohol Consumption**
Commissioner for Children and Young People

31 August 2011

Client Contact

Caron Irwin, Executive Direction
Trish Heath, Principal Policy Officer

Prepared By

Claudia Amonini (Principal)
Sally Braidwood (Account Executive)



Tougher laws and stronger enforcement is a key strategy for reducing the harm associated with alcohol drinking.

Better education, including targeting families and parents is also a prominent theme.

What can we do? (EXPERT CONCLUSIONS)

- We will need a range of responses – I-E-D
- Prevent use and prevent exposure to risk
- Delay onset of use
- Reduce harm in those who use – for them and for others
 - Control supply – supply matters
 - Control promotions
 - Reduce demand
 - Connectedness matters – adults, community, school
 - Address needs of vulnerable individuals, families and communities
- And What we do as adults matters

(From S. Allsop)

National Preventative Health Taskforce

Key Action Areas

1. Improve the safety of people who drink and those around them
2. Increase public awareness and reshape attitudes to promote a safer drinking culture in Australia
3. Regulate alcohol promotions
4. Reform alcohol taxation and pricing arrangements to discourage harmful drinking
5. Improve the health of Indigenous Australians
6. Strengthen, skill and support primary healthcare to help people in making healthy choices
 1. Build healthy children and families
 2. Strengthen the evidence base



Education and Health Standing Committee Recommendations

- Allow 'controlled purchasing operations'.
- Increase enforcement and amend the objects of the Act.
- Introduce secondary supply legislation.
- Mandatory drug and alcohol education in all schools
- Assess the benefits of having a split age limit.
- Introduce a minimum floor price on alcohol.
- Introduce a tiered volumetric tax.

MPs push tough line on alcohol

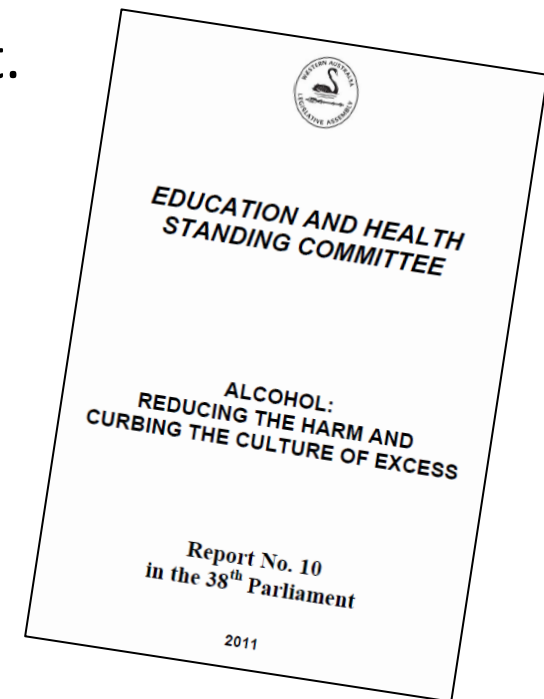
NATASHA BODDY
and GARETH PARKER

Alcohol advertising should be restricted, alcohol should have a minimum price and all WA-produced beers, wines and spirits should

for alcohol consumption, with the average West Australian drinking 12.45 litres a year — 2.6 litres more than the national average.

recommendations may lead to criticism that WA was a nanny State.

"If being a nanny State means that young people can go to places like Mouthbridge and feel safe, do



Alcohol prices 'need reform'

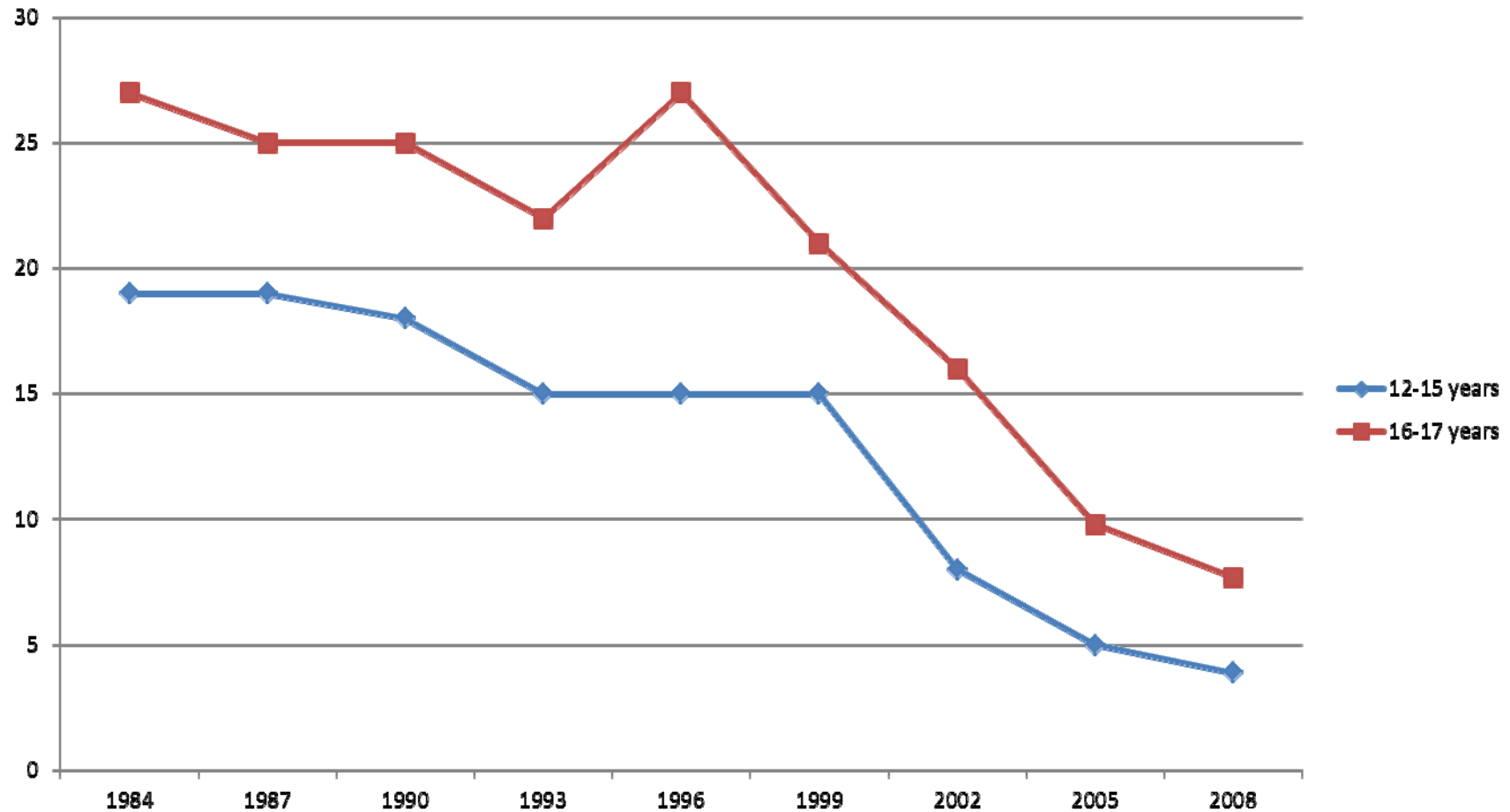
TOP health groups are stepping up pressure on the government to lift the price of cheap alcohol to curb excessive drinking.

OBSTACLES

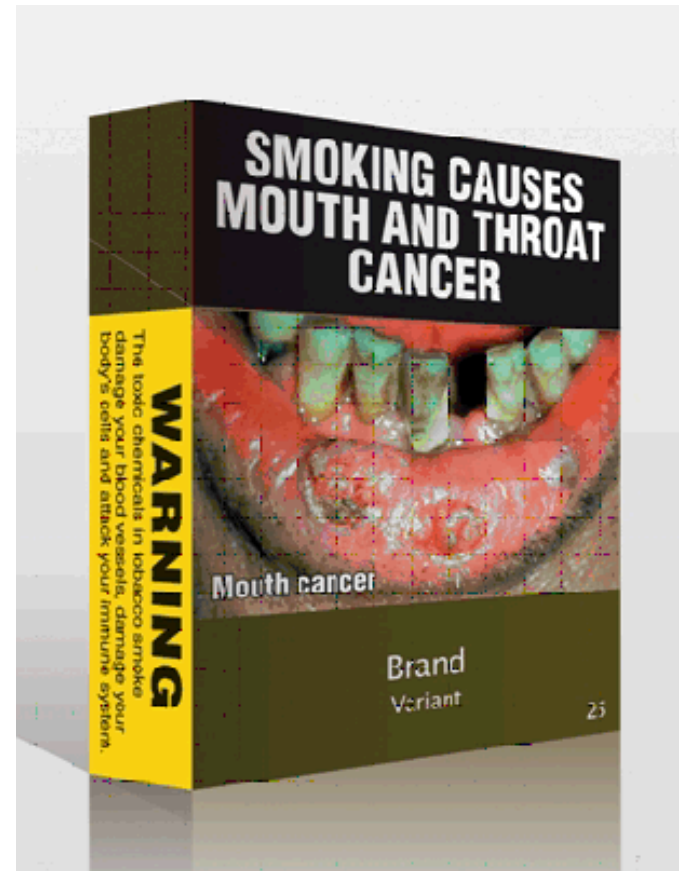
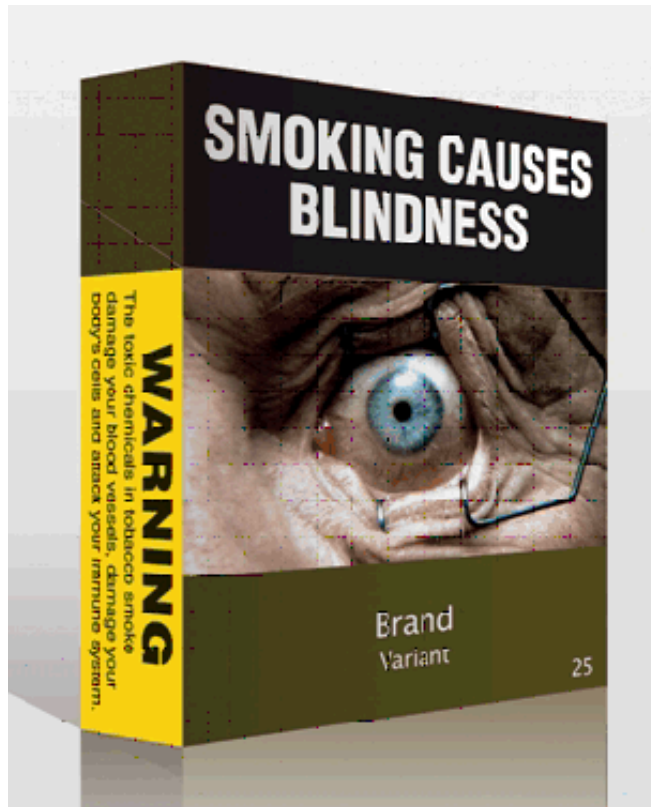
- Cultural
- Other priorities
- Opposition to action – major interests
- Politicians express concern – race for soft options
- All too hard

WA 2008 Australian School Students Alcohol and Drug (ASSAD) Survey

Smoking Prevalence: 12-17 year olds in Western Australia: 1984 - 2008



The Australian cigarette pack in 2012



Reducing harm from alcohol

CREATING A HEALTHIER AUSTRALIA

MEDIA STATEMENT

GOVERNMENT MUST ACT ON ALCOHOL TAX OMISSION

28 August, 2011: Leading health and medical organisations have criticised Treasurer Wayne Swan's decision to renege on commitments that the government would consider alcohol tax issues.

The National Alliance for Action on Alcohol (NAAA) says that there would be no public health representation in the Treasurer's decision to renege on commitments in early July that alcohol tax issues would be a priority for a public health review.

As a result...

Page 1 of 1

National Alliance for Action on Alcohol
MEDIA RELEASE

16 August 2011

National Alliance calls for Alcohol health labelling

The National Alliance for Action on Alcohol (NAAA) has called for early action to introduce evidence-based alcohol labels and product information, following the release by the Alcohol Education and Research Foundation (AER) of a policy paper on alcohol labelling. The NAAA is urging the government to make the proposed warning labels mandatory.

...Director of the McCusker Centre for Action on Alcohol ... alcohol were long overdue.

...problems caused by alcohol,"

National Alliance for Action on Alcohol
MEDIA RELEASE

30 May 2011

Alcohol industry-funded campaign is a 'public relations stunt'

Leading health and related organisations are calling for the drinks industry's Drinkwise organisation and the Sporting Hall of Fame to support the phasing out of televised sports sponsorship by the alcohol industry.

In Melbourne today (30 May), Drinkwise and the Sporting Hall of Fame are announcing a new component of a program entitled "Under Your Influence", which they claim is about "developing a safer and healthier drinking culture that picks up on the crucial role parents and other influential adults play as role models".

The National Alliance for Action on Alcohol (NAAA) has slammed this as a "meaningless public relations stunt" as the alcohol industry established and funds Drinkwise which has six senior drinks industry representatives on its Board.

"How can anyone take seriously Drinkwise claims to be concerned about drinking and young people when the alcohol industry spends hundreds of millions of dollars exposing children and young people to alcohol promotion," NAAA Executive Spokesperson, Mr David Templeman said today.

"The industry itself is investing massively in associating drinking and drinking cultures with children's sporting heroes and the function in Melbourne in the NAAA's opinion is just another Drinkwise public relations campaign."

Mr Templeman said that Drinkwise still remarkably claimed to be "independent" despite its alcohol industry funding and links, and today's announcement will do nothing to counter the impact on young people of televised alcohol sponsorship.

WA Alcohol and Youth Action Coalition

- Youth
- Alcohol prevention and services
- Medical
- Health
- Legal
- Law enforcement
- Road safety
- Charities
- Welfare
- Sexual health
- Mental health
- Education
- Universities
- Local government
- Research
- Indigenous
- Drug treatment
- Religious
- Injury prevention
- Rural health
- Public health

New group takes stand against alcohol scourge

KATHERINE FLEMING

Fears about rising levels of alcohol abuse among young people have prompted 63 WA organisations to form a new coalition, urging all levels of government to act on the tide of community concern.

The WA Alcohol and Youth

in 40 years.

"There is a real momentum building," he said. "The whole community, not just small sectors, has had enough. Police have had enough, health professionals are concerned and parents are desper-

hol-related aggression was also ramping up.

"There's no excuse for offences and violence committed when people are under the influence of alcohol," he said.

It comes after *The Weekend West*



Mission

To reduce alcohol related harms in young people through reduced overall consumption and lower risk patterns of consumption.

Primary target group:

Western Australians aged 14 to 25 years.

Approach

- Comprehensive action at various levels.
- Work in WA and nationally where appropriate.
- Stimulate and inform community discussion.
- Influence young people directly and indirectly.
- Raise awareness of the:
 - Magnitude of harms
 - Approaches we know can work
 - Other options
 - Need to act without delay.



Targets for Action

- Public awareness
- Availability and access
- Price
- Drink-driving
- Developing coalitions
- Community education
- Working with Indigenous organisations and communities
- Exposure to advertising, marketing and sponsorship
- Support for services
- Support for research

Scope for hope

- Awareness
- Concern in community
- Concern among young people
- Organisations – government, non-government, community
- Public opinion
- We know what to do

Opinion

The West Australian

Need to act on
abuse of alcohol
by our children

What we can all do

- Show our concern
- Exemplar role – parents and others
- Act as individuals
- Act as organisations
- Engage the community
- Work in coalitions
- Seek action from governments at all levels
- Stay with it

“Change comes from small initiatives which work, initiatives which, initiated, become the fashion.

We cannot wait for great visions from great people, for they are in short supply at the end of history. It is up to us to light our own small fires in the darkness.”

Charles Handy