



Scottish & Newcastle UK



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The co-operative



Constellation Europe leading wines and drinks



Tackling binge drinking in this country requires a fundamental change in the culture which surrounds alcohol.

We all have a part to play – individuals, parents, Government, the health community, charities and the drinks industry.

That's why an alliance of alcohol producers and retailers has come together to form the Campaign for Smarter Drinking, and today announces a major social marketing campaign, working in partnership with Government and the independent charity Drinkaware.

More than 45 businesses have joined forces to run a £100 million campaign over 5 years to challenge people to think anew about their drinking habits.

Our aim is simple: to change attitudes towards drunkenness and encourage more responsible drinking.

Despite overall alcohol consumption falling and retailers having made significant progress to stop under 18s buying alcohol, binge drinking by 18-30 year olds remains an issue that affects us all. We believe we can help alter our drinking culture for the better.

Our campaign will not work alone, it has to complement other, coordinated efforts from stakeholders. It will not do it by talking down to young adults or telling them what to do. Past experience shows this does not work. We will focus on young adults to make sure they have the facts, so if they choose to drink they can encourage each other to do so sensibly, as part of a balanced healthy lifestyle, rather than to excess.

The question the campaign asks is 'why let good times go bad?'. The answer will come from young adults in the weeks, months and years to come.



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