

## **PRESS RELEASE**

### **DRINK SENSE**

## **Know Your limits on Alcohol use**

### **Press Launch on Monday 4<sup>th</sup> December 2006**

**Mr. Paul Watson** world renowned documentary maker and producer of the BBC 2 documentary '*Rain in my heart*' will speak at the press launch of **Drink Sense: know your limits on alcohol use.**

**Drink Sense** a borough wide alcohol education campaign organised by Drug and Alcohol Action Programme will be officially launched by The Worshipful the Mayoress of the London Borough of Ealing Councillor Diana Pagan on **Monday 4<sup>th</sup> December 2006 at 3.00pm Nelson Room, Ealing Town Hall, Uxbridge Road, Ealing**

Other speakers include Dr. Raj Rajarayan OBE, chairman, Drug and Alcohol Action Programme (DAAP), Mr. Robert Creighton, Chief Executive, Ealing Primary Care Trust and Ms. Perminder Dhillon, Chief Executive Officer, DAAP.

In addition to highlighting the problem of alcohol misuse over the festive season of Christmas and New Year, the campaign will also

focus on patterns of binge drinking and alcohol addiction amongst vulnerable groups.

**Dr. Raj Rajarayan OBE, DAAP Chair, said,** 'We are delighted to be commissioned by Ealing Police and Ealing Drug and Alcohol Team to educate diverse communities in Ealing about the harm caused by alcohol misuse.'

"It is a great privilege to have Paul Watson supporting our campaign. *Rain in my heart* showed the harrowing experiences of four individuals and their battle against alcohol addiction. Sadly alcohol addiction continues to destroy the lives of many individuals and their loved ones. It is therefore important that individuals know about the dangers of over indulgence and addiction " **says Perminder Dhillon, CEO, DAAP**

Stressing the importance of **Drink Wise, Ms. Anna Johnston, Head of Drugs and Alcohol Strategy said,** " It is important that we have a specific campaign in Ealing that is accessed by all communities"

"**Drink Wise** will complement the Department of Health and the Home Office's national campaign *Know Your Limits* and we are very happy to support this event" said Peter Kottlar, Business manager of Drug and Alcohol Action Team

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will be launched on **Monday 4<sup>th</sup> December 2006 at 3.00pm**  
**Nelson Room, Ealing Town Hall, Uxbridge Road, Ealing**

**For more information see [www.daap.org.uk](http://www.daap.org.uk) or**

**Contact [drinksense@daap.org.uk](mailto:drinksense@daap.org.uk)**

**Tel: 0208 843 0945**

Drink Wise is supported by Ealing Police, Ealing Drug and Alcohol Team and Ealing PCT

## **-ENDS-**

### **Notes to Editors:**

#### **Some facts**

- Briton drinkers spend **£30bn** on alcohol each year
- **£1.7bn** are spent on treating alcohol-related illnesses
- Binge drinking costs the country **£20 billion a year**
- **17 million working days** are lost to hangovers and drink-related illness each year
- Alcohol-related crime costs **£7.3bn**
- **£4.7bn** is spent on the human and emotional costs of alcohol-related crime including domestic and sexual violence
- There are **1.2 million** alcohol-related violent **incidents** every year
- Up to **1.3 million children** are affected by parents with drink problems

#### **Information**

1. Drug and Alcohol Action Programme is a national charity and works on empowering communities against addiction  
[www.daap.org.uk](http://www.daap.org.uk)
2. **DAAP will organise a number of activities during the month of December to the lead up to Christmas and the New Year.** This will include:
  - Dissemination of Know your Limit information and briefings to organisations
  - Production of information in English, Polish, Somali, Punjabi, Hindi and Urdu
  - Reaching street drinkers and vulnerable groups like Sikh men, pregnant women and Polish men
  - Wider dissemination of Know your Limit and local information on streets, outside pubs and bars and at various points like GP surgeries, drug agencies, off licences, shops, community and religious organisations
  - Electronic information dissemination via the DAAP website
  - Information stalls in prominent shopping and community locations, at Ealing council, Ealing Hospital, health centres and police stations
  - Information stalls at the University and colleges
  - Keeping all organisations working in the drug and alcohol field fully briefed about national and local issues

3. **Rain in my heart was a** BBC documentary broadcast on 21<sup>st</sup> November 2006 giving a painful and emotional account of the lives and deaths of people battling with alcoholism. More information on [www.bbc.co.uk](http://www.bbc.co.uk)

4. **The Department of Health and the Home Office campaign 'Know Your Limits'** was officially launched on Monday 16 October 2006. It aims to encourage 18 to 24 year olds to drink responsibly and to be aware of the consequences of drinking to excess via a hard-hitting advertising campaign on television, cinema, radio, magazines, interactive website as well as through posters and leaflets and a new youth-focused, interactive website. 'Know Your Limits' is designed to support other sensible drinking campaigns.

5. For information about what the Government is doing to tackle drugs visit: [www.drugs.gov.uk](http://www.drugs.gov.uk)