# Collie launches the Alcohol Get Real project

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The Shire of Collie will today unveil an initiative aimed at reducing the harmful level of alcohol use in the community and increase the local community’s awareness of the harmful effects of risky drinking. The alcohol management plan will be officially launched today by Shire President Wayne Sandford at a free family event at Energy West Hall and will feature a series of fun, interactive alcohol-themed activities, mocktails, prizes and giveaways. Newly appointed Alcohol Project Officer, Deanne Fleay says the event will further promote the plan’s positive community benefits. “This project is about consulting with the community to develop strategies to promote the message around the responsible consumption of alcohol”, Ms Fleay said. The alcohol project is a partnership between the Shire of Collie, St John of God Hospital Bunbury and Southern Country Health Services with support from the WA Drug and Alcohol Authority and the Foundation for Alcohol Research and Education (FARE). The Foundation for Alcohol Research and Education provided $15,000 to the Shire of Collie, one of 17 grants awarded to community organisations throughout Australia as part of the 2011 Community Education and Engagement Grant Funding Round. For over ten years now, FARE has supported hundreds of community driven projects, and in the process, made a real and positive difference to the lives of Australians, their families and their communities. FARE Chief Executive Michael Thorn says the harms from alcohol use and misuse extend far beyond the drinker and impact heavily on individuals, families and communities. “I applaud the Shire of Collie for acknowledging that alcohol-related harms are a community wide issue and for creating a process that will ensure the Collie community will play a key role in the developing effective strategies to reduce the impact of alcohol-related harms in the shire,” Mr Thorn said.

### Metadata