

#BOOZEFREESPORT

FARE has long advocated for an end to alcohol sponsorship in sport. Our latest campaign #BoozeFreeSport was sparked by a State of Origin Blues promotion; a partnership between The Daily Telegraph, Carlton United Breweries, Woolworths (BWS) and the National Rugby League (NRL) in May 2016 offering free beer.

Concerned about the impact the promotion would have on impressionable young people and sport fans of all ages, former New South Wales (NSW) Origin player and FARE Board Director Steve Ella, together with his daughter Kristen and FARE, publicly condemned the NRL for what was a dangerous and ill-conceived promotion.

Dismayed that the Blues would be complicit in the promotion of a product responsible for so much harm, Steve wrote to NRL Chief Executive Todd Greenberg to outline his concerns.

Steve, Kristen, and FARE are not alone in this thinking. There is strong and increasing community support for placing a ban on

alcohol advertising on television before 8.30pm (supported by 70 per cent of Australians) and banning alcohol sponsorship at sporting events (60 per cent).

Responding to Steve Ella, CEO Todd Greenberg outlined the NRL's investment in measures to encourage its players and participants to drink responsibly. While commendable, it is not enough. Not when the NRL's influence extends beyond the game itself. And not when its alcohol sponsorship agreements and promotional activities run counter to the NRL's internal programs, sending the community, and its players, an entirely different and contradictory message.

Todd Greenberg has indicated that the NRL is currently reviewing how it allows alcohol partners to activate their sponsorship through advertising and media, and agreed to meet with me and Steve in October after the Grand Final.

It's great to get a response from the NRL, but this doesn't mean our campaign has come to an end.



Board member Steve Ella (l) and FARE Chief Executive Michael Thorn host a roundtable discussion on alcohol advertising in sport at Credit Suisse in Sydney.

It's important that we continue to pressure the NRL and other sporting codes to end their alcohol sponsorships and close association with alcohol.

Michael Thorn

JOIN US IN OUR FIGHT

Steve and Kristen Ella's #BoozeFreeSport petition has already been signed by thousands.

Australians have clearly had enough of alcohol advertising and sponsorship in sport, with many welcoming this campaign for change. Share the [Change.org/BoozeFreeSport](https://www.change.org/p/booze-free-sport) petition with your family and friends. Explain to them why this cause matters, and ask for their support. You can also join the conversation on social media at:

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INTERNATIONAL FASD AWARENESS DAY

Friday 9 September was International FASD Awareness Day, a day dedicated to raising awareness about Fetal Alcohol Spectrum Disorders (FASD).

FASD is an umbrella term for a range of disabilities resulting from prenatal alcohol exposure. FASD is the most common preventable cause of non-genetic, developmental disability in Australia. Children born with FASD have a range of learning, behavioural and developmental disabilities that can affect them for the rest of their lives.

International FASD Awareness Day is observed every year on 9 September at 9:09am in recognition of the nine months of a pregnancy. The day aims to raise awareness about the risks associated with drinking alcohol during pregnancy and to increase the profile of FASD.

This year, FARE joined Australian, and international, efforts by asking people to raise awareness on social media and commit to being alcohol free for the day.



Clockwise from top: The team at FARE, Australian Medical Association (AMA) ACT President Professor Steve Robson, and Calvary John James Hospital CEO Shaune Gillespie, show their support for International FASD Awareness Day.

ALCOHOL MEDIA LITERACY A GAME CHANGER FOR CANBERRA SCHOOLS

Canberra high school students are being challenged to think critically about alcohol advertising, as they take part in an innovative new program designed to counter alcohol industry messages.

Media literacy program Game Changer+ is an initiative of FARE, and is supported by the Australian Capital Territory (ACT) Government under the ACT Health Promotion Grants Program.

The program takes a proactive and preventive approach to improving public health and minimising risky drinking behaviour with a curriculum designed to equip students with key media literacy skills so they can interpret and challenge unhealthy advertising.



Year 10 students from Caroline Chisholm School with Game Changer+ project manager Kamara Buchanan at the ACT launch event. To make a donation to support our media literacy curriculum in schools go to www.fare.org.au/donate or call (02) 6122 8600.

The eight-lesson program, which complements schools' existing curriculum, is being taught to Year 9 and 10 students at Canberra High School, Caroline Chisholm School, Namadgi School, and Radford College, during terms three and four.

The media literacy program, Game Changer+, was officially launched by ACT

Assistant Minister for Health Meegan Fitzharris MLA at the Canberra Museum and Gallery on 29 July.

The course is based upon a successful New South Wales initiative developed by a team of researchers from the Australian Catholic University's Centre for Health and Social Research (CHaSR) in Melbourne.

Lead researcher Professor Sandra Jones, Director of CHaSR, says that, "research shows that children are exposed to a constant stream of alcohol advertising, and that their drinking attitudes and behaviours are strongly influenced by exposure to these messages. Unfortunately, students, teachers and their parents are often unaware of the tactics the alcohol industry uses to make alcohol advertising appealing and to mislead young people about the effects of alcohol consumption".

Want more information about Game Changer+, or how to get this media literacy program in a school in your community? Email info@fare.org.au or give us a call on 02 6122 8600.

PREGNANT PAUSE RELAUNCHES BIGGER AND BETTER

Pregnant Pause, the innovative health promotion campaign that asks participants to take a break from alcohol during their pregnancy or the pregnancy of a loved one, has been relaunched, bigger and brighter, in the Australian Capital Territory (ACT).

Pregnant Pause takes a novel approach to making giving up alcohol easier for mums-to-be, by raising awareness of this important health message and building a strong support system that will help women achieve an alcohol free pregnancy.

The campaign features an extensive digital and social media component coupled with broadcast advertisements on television and radio, community activities, and local events. Its launch

comes at a time when new Australian research has found a third (33 per cent) of pregnant women report they intend to engage in drinking behaviour that puts both themselves and their babies at risk.

Pregnant Pause will raise awareness of the consequences of alcohol consumption during pregnancy, including reduced fertility in both men and women, miscarriage, still or premature birth, low birth weights, and Fetal Alcohol Spectrum Disorders.

The campaign is supported by the ACT Government under the ACT Health Promotion Grants Program, as well as the Australian Medical Association, with ACT President Professor



Pregnant Pause ambassadors Kristen and Rod, from Canberra's Mix 106.3 breakfast radio crew, with AMA ACT President Professor Steve Robson at the ACT launch. To make a donation to support our Pregnant Pause program for expecting mums and families go to www.fare.org.au/donate or call (02) 6122 8600.

Steve Robson applauding Pregnant Pause for countering anecdotal misinformation and reinforcing the advice from health professionals that there is no safe level of drinking during pregnancy.

“When I talk to pregnant women they say they just want to have a healthy baby. Pregnant Pause is a great way for partners, family, and

friends to assist in that process. The campaign ensures pregnant women throughout Canberra receive consistent and reliable information about alcohol and pregnancy, and that they feel supported by their community to abstain during this time. Even a small change can make a huge difference for both mum and baby, ensuring the health of the next generation of children,” said Professor Robson.

THE CALLINAN REVIEW: LAST DRINKS ENDORSED

A thorough review into the NSW lockout laws has confirmed what FARE, together with law enforcement, public health and medical experts have long argued: that the measures have made Kings Cross and the Sydney CBD safer, with the report refuting industry claims to the contrary.

The Independent Liquor Law Review, led by The Hon Ian Callinan AC, handed its highly anticipated report to the NSW Government on 13 September 2016, confirming the effectiveness of Sydney's liquor laws – concluding that the package of trading hour measures

has achieved its policy objectives of reducing alcohol-related violence.

Also, while acknowledging the measures have incurred an economic cost, the report concludes those costs to be either exaggerated or not sufficiently documented or quantified.

FARE Chief Executive Michael Thorn says the Callinan report is a ringing endorsement and acceptance of the large body of evidence that shows just how successful the measures have been in saving lives, saving taxpayer dollars and improving community amenity and public safety, and effectively silences

industry opponents that have tried unsuccessfully to suggest otherwise.

In February 2014, the NSW Government introduced a range of measures to reduce alcohol-related violence. This included restricting entry to new licensed premises ('lockouts') after 1:30am, the cessation of alcohol sales ('last drinks') at 3am in the Kings Cross and Sydney CBD Entertainment Precincts, and a 10pm closing time for bottle shops.

The Hon Ian Callinan AC has suggested the government could consider a two-year trial of extending the 1:30am lockout and 3am last

drinks to 2am and 3:30am for genuine entertainment venues, but stresses that any relaxation of the measures carries the likelihood of an increase in alcohol harms, and that any such changes should be staged and trialled.

While FARE is open to consideration of this suggestion, the NSW Government should proceed with caution from here. As Callinan himself stresses, any relaxation of the measures carries the likelihood of an increase in alcohol harms, and that any such changes should be staged and trialled.

CAPR'S MICHAEL LIVINGSTON NOMINATED FOR EARLY CAREER RESEARCH AWARD

Research Australia are currently promoting the outstanding researchers short-listed for this year's Health & Medical Research Awards. Among these is Dr Michael Livingstone - NHMRC Post-Doctoral Fellow and Deputy



Director of the Centre for Alcohol Policy Research (CAPR), a joint initiative between FARE and La Trobe University - who has been nominated for the 2016 Griffith University Discovery Award which recognises early career researchers who are making their mark with high impact work.

Dr Livingstone has worked in alcohol policy research since 2006. His research focuses on better understanding the drivers of alcohol consumption, in order to inform policies and programs to reduce alcohol-related harm. His work has directly led to changes in planning processes, sparked considerable media coverage, and contributed to positive public health outcomes.



AUSTRALIA'S CONVERSATION SPACE ABOUT ALCOHOL

An initiative of FARE, Drink Tank aims to generate meaningful commentary and debate about alcohol policy and the associated social issues, to provide a platform for all members of the Australian community to share their views, concerns and individual stories.

We're looking for guest posts that present different perspectives on alcohol issues, and innovative solutions to alcohol problems. If you have something interesting to say, we'd like to hear from you.

There is no 'one size fits all' tone or voice at Drink Tank. We encourage you to tell your story in whatever way you feel works best - either through prose, video or photos.

For more information and submission guidelines please visit www.drinktank.org.au

THANK YOU TO OUR SUPPORTERS

We are focused on the future and ask for your support to continue our vital work. Whether you are an individual, or represent an organisation, small business or large corporation, we look forward to discussing ways we can work together to stop the harms caused by alcohol, which has an impact on too many lives every year.

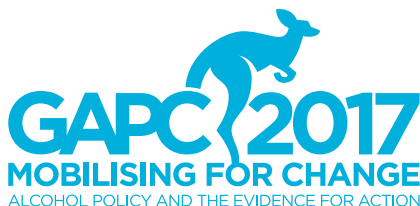
Get involved by subscribing to our newsletter or by donating. You can donate by visiting the FARE website, phoning 02 6122 8600, sending us an email at info@fare.org.au, or by cheque in the mail to the address below:

**PO BOX 19,
DEAKIN WEST,
ACT 2600**

Thank you to all donors! Your support means that we can continue working to stop the harm caused by alcohol. We would love to hear your feedback, drop us an email with your comments at info@fare.org.au

We will be in contact with all of our donors over the coming weeks to check their details and to ensure that they are receiving relevant information from us about the national conversation around alcohol. Please let us know if you do not wish for us to contact you by sending an 'opt out' request to info@fare.org.au

UPCOMING EVENTS



The next Global Alcohol Policy Conference (#GAPC2017), *Mobilising for change: Alcohol policy and the evidence for action*, will be held in Melbourne from 4-6 October 2017, hosted by FARE, the Public Health Association of Australia (PHAA), the National Alliance for Action on Alcohol (NAAA) and the Global Alcohol Policy Alliance (GAPA). Watch this space for further details.