



fare

MEDIA CHARTER

MEDIA ENQUIRIES

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FARE MEDIA CHARTER

FARE is the only independent organisation focussed exclusively on stopping alcohol harm in Australia.

Our media credibility is built on 10-plus years of providing evidence-based advocacy, insights and commentary on alcohol policy, research and health impacts – giving voice to the ‘public interest’. We are principle-based and value our independence, which enables us to collaborate widely and work without fear or favour to pursue our goal of stopping harm caused by alcohol.

We put the health and wellbeing of people ahead of the commercial interests of the alcohol industry and we advocate fair and equitable responses to the suffering and consequences of alcohol on all Australians, but in particular to those most vulnerable to alcohol harm.

MEDIA OBJECTIVE

FARE’s media objective is to focus public attention and policy debate on the burden of alcohol harm at the community level, away from framing around individual consumption.

This population-based approach is necessary because ethyl alcohol (used in the production of alcoholic drinks) is a dangerous and addictive substance – so reducing harm from this drug is not just a personal responsibility.

Alcohol is a legal, regulated drug that is responsible for almost 6,000 deaths and costs the Australian community \$36 billion every year, including in healthcare, public safety, policing, courts, child protection and workplace productivity.

Therefore reducing alcohol harm is a public policy issue that should be independent of the alcohol industry and their commercial objectives.

THOUGHT LEADERSHIP AND PUBLIC DEBATE

In advocating and promoting measures to stop alcohol harm, FARE:

- undertakes and communicates strategic research
- increases awareness of the short- and long-term health and social impacts of alcohol
- advocates national and state/territory alcohol policies and measures
- uses scientific evidence to counter alcohol marketing and alcohol industry rhetoric.

EVIDENCE

RESEARCH

Together with La Trobe University, FARE funds the Centre for Alcohol Policy Research (CAPR) and collaborates with other well-respected alcohol researchers and organisations in Australia and from around the world.



FARE works with individuals, not-for-profit organisations, business and governments committed to achieving reductions in alcohol harm.

POLLING

We conduct annual nation-wide polling on attitudes and trends relating to alcohol in Australia and produce the Annual Alcohol Poll every year. Our data, research and insights are utilised by the research fraternity, governments, and the corporate and health sectors in Australia and in other jurisdictions.

INSIGHTFUL MEDIA CONTACTS

FARE is an informed media source and a well-respected voice on the global science relating to alcohol. We provide up-to-date alcohol data and research findings on the health impacts, social cost and damage caused by alcohol. In doing so, we ensure the 'public interest' has a voice in debate about alcohol harm in Australia.

Our spokespeople are Canberra-based and regularly provide media outlets with interviews utilising studio space at the Parliament House Press Gallery. Our key spokespeople have APH access passes.

OUR SPOKESPEOPLE

CATERINA GIORGI

FARE's CEO Caterina Georgi is a well-respected social and health policy advocate, having worked in both public health and the for purpose sector.

Caterina understands the dynamics of political, policy and media cycles and provides informed, evidence-based commentary. Caterina is an approachable, articulate spokesperson, who is adept at providing live commentary and grabs for TV and radio.



TRISH HEPWORTH

FARE's Director of Policy Trish Hepworth is responsible for FARE's policy analysis and development, advocacy, research and research translation.

Trish is a policy specialist with a legal background and she has worked in government, corporate and non-for-profit, spanning five countries. Trish has consulted widely on strategic policy, government relations, research and analysis.



EXPERT TOPIC AREAS

Most effective policies to reduce alcohol harm

- Alcohol pricing and Minimum Unit Price
- Alcohol taxation
- Density of alcohol outlets
- Marketing control
- Harm prevention, including health promotion

Child and maternal health

- Alcohol consumption during pregnancy
- Fetal Alcohol Spectrum Disorder (FASD)
- Alcohol product health warning labelling
- Alcohol and breast cancer
- Family and domestic violence, and child protection

Population data and information

- Alcohol and alcohol consumption
- Research and insights on the magnitude and types of alcohol harm in Australia
- What Australians think about alcohol and how they perceive alcohol harm (FARE Annual Alcohol Poll)
- Consumer awareness of alcohol harm
- Long-term health harms to self and others, including cancers, cardiovascular diseases (heart disease and stroke), digestive diseases (liver disease) and mental health problems
- Short-term health harm to self and others, including road fatalities, injury, assaults, family and domestic violence, and child maltreatment

Protecting children from alcohol advertising

- Protecting children and young people from prolific alcohol marketing
- Alcohol advertising in sport and e-sport
- Glorification of alcohol and the social responsibility of sporting codes

Online marketing and digital promotion

- Online shopping, afterpay, home delivery services
- E-marketing

International experience

- Reducing the harm of alcohol through global preventative health agenda (WHO/UN)
- Successful international policies, programs and health promotion strategies to reduce harm

CONTENT PLATFORMS AND MEDIA ASSETS



FARE

[FAREAustralia](#)

END ALCOHOL ADVERTISING IN SPORT

[EndAlcAdInSport](#)

DRINK TANK

[DrinkTankAU](#)

FARE MEDIA

[FAREMedia](#)

PREGNANT PAUSE

[PregnantPauseAU](#)

PREVENTION 1ST

[Prevention1stAU](#)



FARE

[FAREAustralia](#)

PREGNANT PAUSE

[PregnantPauseAU](#)



FARE

[FARE.Australia](#)

END ALCOHOL ADVERTISING IN SPORT

[EndAlcAdInSport](#)



FARE

[vimeo.com/FARE](#)

FARE-SUPPORTED WEBSITES

FOUNDATION FOR ALCOHOL RESEARCH AND EDUCATION www.fare.org.au

DRINK TANK AUSTRALIA www.drinktank.org.au

CAMPAIGNS

END ALCOHOL ADVERTISING IN SPORT

www.endalcoholadvertisinginsport.org.au

No Alcohol Ads to Kids. No Exception.
National campaign to remove alcohol advertising/sponsorship from our favourite sports.

PREGNANT PAUSE

www.pregnantpause.com.au

Encourages Australians to go alcohol free during their pregnancy, or the pregnancy of their partner, family member, friend or loved one.

WOMEN WANT TO KNOW

www.fare.org.au/women-want-to-know

Encourages health professionals to routinely discuss alcohol and pregnancy with women and to provide advice that is consistent with the *National Health and Medical Research Council's Australian Guidelines to Reduce Health Risks from Drinking Alcohol*.

PREVENTION 1ST

www.fare.org.au/prevention-1st

Advocates public health prevention to reduce Australia's burden of chronic disease.

COMMON TERMS EXPLAINED

There are many terms used to describe alcohol consumption and problems caused by alcohol use, which vary across the public policy arena, the health sector and media commentary and content.

The media has an important role to play to ensure that public debate about alcohol is realistic and accurately helps Australians to make informed choices about drinking.

FARE uses advice, tools and terminology derived from the World Health Organization (WHO), the National Health and Medical Research Council's *Australian Guidelines to Reduce Health Risks from Drinking Alcohol*, and the clinical tools used by Australian mental health experts.

ALCOHOL USE

Refers to any ingestion of alcohol.

STANDARD DRINK

A drink containing 10 grams of alcohol (equivalent to 12.5ml of pure alcohol).

DRINKING PATTERNS

How people drink and the circumstances in which they drink, including amount and frequency.

ALCOHOL HARM

Adverse health outcomes, including death, injury, disease and exposure to violence from alcohol use.

ALCOHOL BURDEN

The health, social and economic cost of alcohol harm.

SINGLE DRINKING OCCASION

A period of alcohol use when a person's blood alcohol concentration remains above zero in between drinks.

BINGE DRINKING

Drinking more than 4 standard drinks in a single occasion, which is the starting point for short-term risk according to the Guidelines.

SHORT-TERM RISK

The risk of harm from drinking a specific amount of alcohol in a single drinking occasion.

LONG-TERM RISK/LIFETIME RISK

The risk of developing alcohol-related diseases from drinking specific amounts of alcohol on a regular basis over a lifetime that may cause death or reduce quality of life.

RISKY DRINKING

Drinking more than recommended in the Guidelines.

PROBLEM DRINKING

A drinking pattern that exceeds the Guidelines and increases short-to-long term risks of harm.

Alcohol use	Refers to any ingestion of alcohol.
Standard drink	A drink containing 10 grams of alcohol (equivalent to 12.5ml of pure alcohol).
Drinking patterns	How people drink and the circumstances in which they drink, including amount and frequency.
Alcohol harm	Adverse health outcomes, including death, injury, disease and exposure to violence from alcohol use.
Alcohol burden	The health, social and economic cost of alcohol harm.
Single drinking occasion	A period of alcohol use when a person's blood alcohol concentration remains above zero in between drinks.
Binge drinking	Drinking more than 4 standard drinks in a single occasion, which is the starting point for short-term risk according the Guidelines.
Short-term risk	The risk of harm from drinking a specific amount of alcohol in a single drinking occasion.
Long-term risk/lifetime risk	The risk of developing alcohol-related diseases from drinking specific amounts of alcohol on a frequent basis over a lifetime that may cause death or reduce quality of life.
Risky drinking	Drinking more than recommended in the Guidelines.
Problem drinking	A drinking pattern that exceeds the Guidelines and increase risks of harm.

ALCOHOL IN PERSPECTIVE

GREATEST KILLERS OF PEOPLE AROUND THE GLOBE ANNUALLY



Sharks kill an average of six people



Around 2000 people die in plane incidents



Influenza kills around 145,000 people



169,000 deaths attributable to drug use



Mosquitos (vector-borne diseases) kill more than 700,000 people



Motor vehicle accidents kill more than one-million people



Around three million people die as a result of harmful use of alcohol

Note: Information drawn from various sources and timeframes.

STOPPING HARM CAUSED BY ALCOHOL

The Foundation for Alcohol Research and Education (FARE) is an independent, not-for-profit organisation working to stop the harm caused by alcohol. Alcohol harm in Australia is significant. Nearly 6,000 lives are lost every year and more than 144,000 people are hospitalised making alcohol one of our nation's greatest preventive health challenges.

For over a decade, FARE has been working with communities, governments, health professionals and police across the country to stop alcohol harm by supporting world-leading research, raising public awareness and advocating for changes to alcohol policy. In that time FARE has helped more than 750 communities and organisations, and backed over 1,400 projects around Australia.



Foundation for Alcohol Research & Education