



**THE HON NICOLA ROXON MP**  
**Minister for Health and Ageing**  
**MEDIA RELEASE**

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**Kids and Alcohol Don't Mix**

Changing the culture in Australia from binge drinking to responsible drinking is critical to reducing the harms from alcohol.

Parents in particular play a crucial role in this fight by shaping their children's attitudes and behaviours towards alcohol.

This message couldn't be more important than over the coming weeks - as students across Australia complete their exams and head to schoolies week celebrations.

Today's Parliament House launch of the 'Kids and Alcohol Don't Mix' campaign, by DrinkWise Australia and the alcohol industry, is targeted at parents and is a positive move by the industry to combat binge drinking.

This campaign is a good example of how as a community we need to work together to change the risky drinking culture that is influencing our young people.

There is more that industry can do, including taking voluntary action in regard to marketing, product composition and sale of products to combat binge drinking and underage drinking.

The Rudd Government has a strong commitment to reduce the harms caused to Australians, both young and old, by the excessive consumption of alcohol.

The Rudd Government is making significant investments in preventative health, including through the \$87.2 million COAG Preventive Health National Partnership.

The Government's \$53.5 million National Binge Drinking Strategy, at the forefront of our efforts to reduce the impact and incidence of binge drinking in society, is central to this plan.

The Government will be investing an additional \$50 million in this Strategy following the passage of the alcopops legislation.

The establishment of the National Health Prevention Agency by 1 January 2010 is a key weapon in the Government's fight against obesity, chronic disease and alcohol and tobacco addiction. The Agency will have a key role in driving the record \$872 million investment by this Government in health prevention.

As we consider the inter-generational impact of alcohol use in Australia, I call on the Senate to pass the legislation to establish the Agency.

I congratulate all those involved in the 'Kids and Alcohol Don't Mix' campaign on their efforts and look forward to continuing to work to change the culture of binge drinking in Australian society.

**For all media inquiries, please contact the Minister's Office on 02 6277 7220.**