

City-wide alcohol awareness campaign focus on children

A drive to identify the impact that alcohol has on children through personal experience, watching soaps and films or advertising launches next week.

Children will be invited to describe how alcohol affects their lives as part of a raft of initiatives during national Alcohol Awareness Week (18-22 October). This year's focus is on 'alcohol and childhood'.

Brighton & Hove's Children and Young People's Services are rolling out a 'postcard project', which encourages children and young people across the city to write down or draw what alcohol means to them. This could be from personal experience, watching TV and films, or being exposed to advertising.

Adults who use alcohol services will also be asked for their feedback about how alcohol affects children and young people, or how it affected them as a young person, either through personal experience or being exposed to messages about alcohol as they were growing up.

The city's Health Promotion (substances) team, member of the Communities Against Drugs team and the city's One Eighty Detached Youth Project will have a stand at Churchill Square on Monday 18th. The teams will be showcasing some of the young people and adult responses to the 'postcard campaign', and will be offering shoppers an opportunity to have their say.

CRI's (Alcohol) Brief Intervention Service will be present at various venues across the city, including Brighton's train station on Thursday 21st October from 11 am to 7 pm. Their stand will offer the public advice and support around alcohol, including making sense of 'units', and promoting safer drinking. The team will be 'showcasing' some of the feedback that will have been received on their stand, and offering the public an opportunity to have their say.

Councillor Dee Simson, Cabinet Member for Community Safety, said:

"The impact that alcohol has on children can be profound. It's vital that we ask young people themselves how it affects them so that we can raise awareness and continually adjust our services to prevent children getting into dangerous situations.

"Together with our NHS partners we run services to help young people who end up in A&E because of alcohol and support Sussex Police to run 'Operation Park' that targets young people who drink in public spaces."

Ends

For more information about Alcohol Awareness Week visit:
www.alcoholconcern.org.uk