

## TEN THINGS THE ALCOHOL INDUSTRY WON'T TELL YOU ABOUT ALCOHOL

1. Alcohol is a highly intoxicating drug which is fairly easy to overdose on
2. Alcohol can cause brain damage
3. Alcohol causes aggression
4. Alcohol is fattening
5. Alcohol can cause cancer
6. Alcohol cardio-protection has been talked up
7. The alcohol industry actively markets alcohol to young people
8. Low risk drinking means drinking low amounts of alcohol
9. Over half of the alcohol industry's profit comes from heavy drinking
10. The 5+ Solution is based on the best international science available

## TEN MORE THINGS THE ALCOHOL INDUSTRY WON'T TELL YOU ABOUT ALCOHOL

1. Alcohol is addictive
2. Alcohol causes depression
3. Alcohol use is linked to more than 60 different medical conditions
4. Alcohol decreases sexual performance
5. Alcohol may alter your DNA
6. Alcohol causes enormous collateral damage in society
7. People who drive intoxicated need treatment
8. The social cost from alcohol misuse is astronomical
9. The alcohol industry constantly lobbies the government
10. Scientific evidence for the 5+ Solution is growing stronger, especially regarding alcohol marketing

## ABOUT ALCOHOL ACTION NZ

Alcohol Action was founded in 2009 by people working in public health and addiction treatment who were tired of being at the bottom of the cliff picking up the pieces, when clear solutions were being ignored.

The majority of us enjoy drinking alcohol but all of us are alarmed about the way a heavy drinking culture is being shaped and driven by the alcohol industry who are interested only in profits and are dissociated from ordinary people's well-being.

The crisis will be over when alcohol is positioned in the middle-ground between the present excessive commercialisation of alcohol and the equally extreme position of prohibition of alcohol.

Alcohol Action is led by health professionals and scientists using the best international and local scientific and medical evidence.

### Medical Spokespeople

Dr Geoffrey Robinson, Wellington  
Professor Doug Sellman, Christchurch  
Professor Jennie Connor, Dunedin

Email us: [contact@alcoholaction.co.nz](mailto:contact@alcoholaction.co.nz)

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Visit us: [www.alcoholaction.co.nz](http://www.alcoholaction.co.nz)

Donation: You can either send a cheque  
(made out to Alcohol Action NZ)  
or internet bank to:  
Alcohol Action NZ 38-9009-0359942-00

"BIG  
BOOZE  
ARE NOT  
BAD  
BLOKES..."

[www.alcoholaction.co.nz](http://www.alcoholaction.co.nz)

## THE TOBACCO INDUSTRY ALL OVER AGAIN

The pervasive smoking culture in New Zealand has undergone landscape changes over the past 30-40 years as Big Tobacco has been brought under better control. New Zealanders are now waking up to the serious damage being caused by the heavy drinking culture and Big Booze. The economic cost alone is in the billions.

- 25% of New Zealand drinkers are heavy drinkers
- A third of all police apprehensions involve alcohol
- Half of serious violent crimes relate to alcohol
- Up to 75% of adult presentations at Emergency Departments on Thursday to Saturday nights are alcohol-related
- Over 500 serious and fatal injury traffic crashes every year
- Over 1000 alcohol deaths every year
- More than 17,000 years of life per year lost through alcohol
- As many as 3000 children born each year with FASD
- 70,000 alcohol-related physical and sexual assaults each year

As pressure mounts to better control the commercial forces driving the crisis, the alcohol industry is fighting back with similar tactics we saw with the tobacco industry:

- *Claiming it is simply a matter of individual responsibility and calling for better education*
- *Continually saying that only a small minority have a drinking problem*
- *Spending millions on advertising and political lobbying*
- *Denying the facts and calling for "more research"*

New Zealanders are under subtle but very clever attack. And, many still believe the alcohol industry's brainwashing:

- *Life can't be enjoyed without alcohol*
- *Social events aren't proper events without alcohol*
- *To be in the in-crowd means getting wasted with the in-crowd*

## 2010: A BIG YEAR FOR NZ

This year is a once in a generation opportunity to rein in what the Law Commission calls the "unbridled commercialisation of alcohol".

If we don't get active in large numbers the recommendations of the Law Commission and the World Health Organisation will be seriously undermined by Big Booze lobbying and obfuscation.

Sign up as a supporter at [www.alcoholaction.co.nz](http://www.alcoholaction.co.nz) and help make it impossible for your local MP and John Key's Government to wriggle out of the Law Commission's raft of recommendations.

### **Tell Your Story**

Everyone has information and a story to tell. Soon there will be a golden opportunity to present these to Parliament. A Select Committee will be inviting submissions on the new alcohol bill, following its first reading in Parliament.

You don't need to be an "expert". Alcohol affects you, your life, your tax bill, your safety, your family and friends.

All the information you need to make a submission or visit/write to your MP will be on our website or can be sent to you.

MPs know alcohol is a big issue. The thing that will give them the courage to rein in the powerful alcohol industry will be for us all to get actively involved and keep pushing until there is real change.

For further help, advice and more information, check out our website [www.alcoholaction.co.nz](http://www.alcoholaction.co.nz)

## THE 5+ SOLUTION

Education and just hoping individuals will begin to act with more self-responsibility isn't enough without effective regulation of the commercial forces pushing alcohol in our society.

The 5+ Solution is an evidence-based set of policy directives which will make a huge difference to the national alcohol crisis:

1. **Raise alcohol prices \***
  2. **Raise the purchase age**
  3. **Reduce alcohol accessibility**
  4. **Reduce marketing and advertising \***
  5. **Increase drink-driving counter-measures \***
- PLUS: Increase treatment opportunities for heavy drinkers**

These are based on the internationally acclaimed, World Health Organisation publication "Alcohol: No Ordinary Commodity" written by fifteen of the top alcohol and public health scientists in the world. They have been further endorsed by a major review in the leading medical journal The Lancet.

The NZ Law Commission's final report "Alcohol in our Lives – Curbing the Harm" closely follows the 5+ Solution.

450 leading Doctors and Nurses in New Zealand have now made a public stand endorsing the 5+ Solution.

\* What Big Booze fears the most (from their own internal documents)