

This round is on us!

10 FACTS THE ALCOHOL INDUSTRY DON'T WANT ADVERTISED



* If alcohol was a new substance being introduced into New Zealand it would be scheduled as a Class B drug - (Sellman et al 2009)

Let's make drinking an **informed** decision.

Every week 20 New Zealanders die from causes directly related to alcohol. That's a serious amount of damage. The really outrageous thing though, is that much of the harm caused by alcohol could be prevented with just four simple, scientifically proven, steps:

- 1) End ultra cheap alcohol
- 2) Restore supermarkets to being alcohol free
- 3) End alcohol advertising and sponsorship*
- 4) End legal drunk driving**

*except objective product information **drop the BAC to 0.05 or below

Add your voice to the campaign. www.alcoholaction.co.nz Email: coordinator@alcoholaction.co.nz Write: Box 11409 Wellington

**ALCOHOL
ACTIONNZ**