
OUR MANIFESTO



This manifesto crystallises the views of the many members of the public and professionals from across the South East who engaged in the Big Drink Debate in autumn 2009. It sets out their vision for addressing alcohol-related issues in the South East, enabling local people to confirm their support and help inform future alcohol priorities.

1. Recognise hidden harms

Families and relationships can be devastated by the effects of problem drinking. The debates showed growing concern from public and professionals about alcohol-related family breakdown, and the way in which alcohol can exacerbate domestic abuse. We must acknowledge that some impacts of excessive drinking are less visible than others and work with professional bodies to help them tackle these.

2. Looking beyond young adults

Although it is young adults that are often identified with problem drinking, in this region it is older adults who consume more alcohol, more regularly, damaging their long-term health and impacting on public services. We must work together to highlight the risks of regular drinking above the guidelines in adults of all ages.

3. Curbs on irresponsible promotions

The debates highlighted concern over irresponsible marketing of alcohol to children and young people or at very low prices. They also highlighted that a minimum pricing approach could help curb excessive drinking, especially by those drinking at the most harmful levels. The feasibility of introducing minimum pricing and other ways of curbing irresponsible promotions should be explored.

4. Tackle anti-social behaviour

Despite the South East being one of the safest regions in the country, there are many alcohol-related violent crimes each year and communities are reporting concerns about anti-social behaviour. We must continue to support police forces across the South East in tackling behaviour that harms individuals and communities.

5. Support workplaces

Employers have a duty of care to their staff when it comes to alcohol. We want to help employers develop appropriate and supportive policies and to advise their staff on alcohol-related issues.

6. Working together

We must unite as a region to address alcohol related harm. Public and professionals must share a common purpose to bring about real change.

Do you agree with the manifesto? Your view is important. To show your agreement for one or more of the six manifesto points here, go to www.bigdrinkdebateSE.org.uk/manifesto