

9th June, 2011

Alcohol, Advertising and Energy Drinks~ Our Community in the MIX

Underage drinking is a significant problem in Australia with 73% of people being negatively affected by someone else's drinking. Three-quarters of Australian students have tried alcohol by age 12, and by age 15 almost one-third report consuming at levels that placed them at risk of alcohol-related harm on a weekly basis.

While there are numerous influences on adolescent's decisions to initiate and continue drinking alcohol, marketing plays an important role. A free local workshop brought to interested members of the community by the local Community Drug Action Team in partnership with Shoalhaven City Council will see Professor Jones provide an overview of recent research into young people's awareness of and responses to alcohol advertising.

Alcohol-energy drinks demonstrate a clear negative effect of consumption, over and above that of alcohol consumption per se. Concerns have also been raised about alcohol-energy packaging. Professor Jones will present on research conducted with young people about their consumption of AEDs.

Shoalhaven City Mayor, Councillor Paul Green is encouraging everyone to attend this important presentation. "This subject is something we should all be educated on. As concerned citizens we need to show our young people that we won't stick our heads in the sand over this issue and that we will assist where we can to dilute the direct marketing of these products."

GUEST PRESENTER: PROFESSOR SANDRA JONES



Professor Sandra Jones is the Director of the Centre for Health Initiatives, a Research Strength at the University of Wollongong. Her research focuses on the relationship between media and health, including the impacts of advertising on health, and the use of social marketing to improve population health. She also conducts research in the area of advertising and marketing regulation, particularly in relation to alcohol marketing, recent releasing new research regarding the impact of energy drinks and alcohol with young people. Sandra has published more than 100 refereed papers and been awarded in excess of \$3 million in research funding. Sandra is a Member of the Advisory Committee of the Community Alcohol Action Network (CAAN); and a Director of the Cram Foundation.

FREE **Wednesday June 22nd**

Ulladulla: **11am-1pm Ulladulla Youth Centre**, 40 St Vincents st Ulladulla
Registrations to: Kim Thompson Ph 44555366 or 0421615450
Kim.thompson@sesiahs.health.nsw.gov.au

Nowra: **2-4pm Shoalhaven Entertainment Centre**, Nowra
Registrations to: Wendi Hobbs, Shoalhaven Youth Health, Ph 02 44231784
Wendi.hobbs@sesiahs.health.nsw.gov.au