

MEDIA RELEASE

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ADF WELCOMES LABOR'S ALCOHOL HARM PREVENTION PLEDGE

The [Alcohol and Drug Foundation](#) welcomes the Federal Opposition's election commitment to prevent alcohol-related harms.

Shadow Health Minister Catherine King today announced Labor would:

- Finalise a new National Alcohol Strategy
- Invest \$10 million over four years in targeted campaigns to reduce harmful drinking
- Continue work on delivering pregnancy warning labels on alcohol packaging
- Work with state, territory and local governments to limit alcohol advertising to children

Alcohol and Drug Foundation Chief Executive Officer, Dr Erin Lalor, said these measures acknowledge the importance of investing in prevention.

"Long term investment in prevention is critical to reductions in alcohol-related harms. Prevention works socially *and* fiscally," Dr Lalor remarked.

"More than 5,000 Australians are dying each year from alcohol-related injuries, illnesses and accidents. These fatalities could be avoided by implementing strong, evidence-based preventative measures," Dr Lalor said.

Dr Lalor applauded Labor's pledge to finalise a new National Alcohol Strategy.

"A national framework is strongly needed to prevent and reduce alcohol-related harms, including deaths and alcohol-related diseases like cancer and liver cirrhosis," Dr Lalor stated.

For drug information or support, people can visit the [Alcohol and Drug Foundation's website](#) or call the [DrugInfo line](#) on 1300 85 85 84. The confidential service provides drug information and puts people in touch with relevant support and health services in their state and territory.

ENDS

For media enquiries please call the Alcohol and Drug Foundation's media team on 0430 948 380.

About the Alcohol and Drug Foundation: Celebrating 60 years of service to the community, the Alcohol and Drug Foundation is one of Australia's leading bodies committed to preventing and minimising alcohol and other drug harms in communities around the nation. The Foundation reaches millions of Australians in local communities through sporting clubs, workplaces, healthcare settings and schools, offering educational information, drug and alcohol prevention programs and advocating for strong and healthy communities.

