

here were a range of comments on raising awareness of personal hazards of heavy drinking. However, I feel it should be noted that these rarely work as these consequences are seen as happening to others and never oneself.

Messages are often better received where there is a social message with the weight of social disapproval

Drink driving, not that you may die but that you may kill others
Seatbelts, an immediate financial penalty along with risk of killing others

Smoking, in part personal but the main impact of no smoking public areas is directly related to the risk not of the smoker but of others present with a personal benefit of financial savings.

If this is the case, any message should bear that in mind.

The impact on your work performance and opportunities for promotion

The likelihood that your child will abuse alcohol

The impact on family and child poverty - a choice between the financial cost of alcohol and the potential to achieve an ideal - say,

- holiday,

- child's school outing,

- going out as a family on a sunny Sunday morning V sleeping off

a hangover & kids arguing

I hope this provides some food for thought and perhaps generate debate.

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