

MEDIA RELEASE

NAAA WELCOMES QUEENSLAND GOVERNMENT MOVE TO PROTECT CHILDREN FROM ALCOHOL ADVERTISING

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The National Alliance for Action on Alcohol (NAAA) welcomes the announcement from the Queensland Government that alcohol and unhealthy food advertising will be banned from Government owned property.

Queensland now joins the Australia Capital Territory (ACT), Victoria and Western Australia (WA) in moving to protect children from alcohol industry advertising. The removal of alcohol advertising from Government owned property will commence with the Queensland's rail network and be extended to busways, bus shelters, roadsides, and outside major hospitals.

NAAA Co-Chair Dr John Crozier congratulated the Queensland Government for protecting children, "We know that greater exposure to alcohol advertising results in children being more likely to drink alcohol at a younger age and at riskier levels. The Queensland Government should be congratulated for taking this important step to remove alcohol advertising from Government owned property and reduce children's exposure to alcohol advertising."

This move from the Queensland Government demonstrates their continued leadership in preventing and reducing the harms caused by alcoholic products, as Queensland is the only state or territory in the country to have state-wide late-night trading limits for licensed venues.

Just last month the Queensland Government was ranked second in the NAAA Alcohol Policy Scorecard for its ongoing commitment to reducing the harms from alcohol.

"The Queensland Government has again demonstrated leadership in taking evidence-based and decisive action to reduce the harm from alcohol and improve the health and wellbeing of Queenslanders." Dr Crozier said

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National Alliance for Action on Alcohol Co-Chair Dr John Crozier (Royal Australasian College of Surgeons) is available for interview.

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About the National Alliance for Action on Alcohol:

The National Alliance for Action on Alcohol (NAAA) is a national coalition representing more than 40 organisations from across Australia. NAAA's members cover a diverse range of interests, including public health, law enforcement, local government, Aboriginal and Torres Strait Islander health, child and adolescent health, and family and community services.

NAAA's National Alcohol Policy Scorecard aims to: raise awareness of progress in alcohol policy development within Australian states and territories; recognise good practice in alcohol policy; and motivate governments to continue to strengthen and improve alcohol policy.

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