

June 2017

After 500 days since the Public Health (Alcohol) Bill was first introduced to Seanad Éireann, it seems this legislation will recommence its passage of completion. Recently, when delivering his 'Nomination of Government' speech to Dáil Éireann, An Taoiseach, Leo Varadkar, outlined that the completion of the Bill would be a priority for his government, which we welcome.

Sadly, during this largely unnecessary delay, our corrosive relationship with alcohol has continued unabated; our consumption levels have again risen significantly and the harms to families and communities and the strains on our health services have continued. This burden has also posed enormous economic costs on our country.

On the reverse of this letter, the Alcohol Health Alliance have quantified some of the extent of the harm that is pervasive throughout our society, which will continue in the absence of essential and historic public health legislation.

It is our strong belief that the measures within the Bill, when taken together, will provide a reasonable, pragmatic means to achieving the ambition of this progressive public health initiative – namely to protect children, to ease the pressure on our health services and make for a healthier and more productive society for everyone.

Many legislators have voiced support for the Public Health (Alcohol) Bill, yet sought to weaken specific measures; the cohesiveness of all the Bill's measures can be its, and yours, historic legacy. I would urge you to support this Bill in its entirety and take an important step forward in the health of our nation.

Yours sincerely,

A handwritten signature in black ink that reads "Frank Murray".

Professor Frank Murray
Chair

ABOUT THE ALCOHOL HEALTH ALLIANCE

The Alcohol Health Alliance is an initiative to support the Public Health (Alcohol) Bill, established by the Royal College of Physicians of Ireland (RCPI) and Alcohol Action Ireland. This alliance brings together a wide range of Ireland's leading charities, NGOs, health campaigners and medical professionals, and its mission is to reduce the harm caused by alcohol in our society.

CONTACT: AHAIreland@rcpi.ie TEL: 01 878 0610 <http://alcoholireland.ie/campaigns/aha/>

IT'S NOW OVER
500 DAYS

SINCE THE **PUBLIC HEALTH (ALCOHOL) BILL** BEGAN ITS LEGISLATIVE PROCESS

Alcohol Health
Alliance Ireland

Since then ...

Alcohol consumption in Ireland
INCREASED during 2016 to

11.46

litres of pure alcohol
per person aged 15+
in 2016

AN
INCREASE OF
4.8%
FROM 2015



1,614



DEATHS WERE
ALCOHOL RELATED
that is 3 per day

418,410

DAYS OF
ALCOHOL RELATED
ABSENTEEISM



5,497

cases of alcohol
related self-harm
have been treated

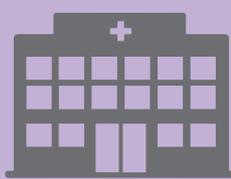
807,000

HOSPITAL BEDS
have been lost to
alcohol related illnesses at a cost of **€656m**



What's possible:

CHANGE THE
CULTURE
OF DRINKING
IN IRELAND



LESS PRESSURE ON OUR
HEALTH
SERVICES



BETTER
FAMILY LIFE
HAPPIER CHILDREN



SAFER STREETS
BETTER NIGHTS OUT

A HEALTHIER
SOCIETY FOR ALL



What's next...

BETTER
LABELLING

SO YOU
KNOW
WHAT YOU'RE
DRINKING



STRONGEST
ALCOHOL IS NOT THE
CHEAPEST
ALCOHOL



ALCOHOL
IS NO LONGER
AN EVERYDAY
GROCERY



CHILDREN ARE
LESS EXPOSED
TO ALCOHOL ADVERTISING



NO SPECIAL OFFERS
FOR EXCESSIVE
DRINKING

NO PROGRESS HAS BEEN MADE
since second stage was
completed in Seanad Éireann
OVER 200
DAYS AGO



TWO THIRDS OF IRISH PEOPLE AGREE THAT
GOVERNMENT HAS A RESPONSIBILITY
TO IMPLEMENT PUBLIC HEALTH MEASURES TO ADDRESS HIGH ALCOHOL CONSUMPTION



NOW IS THE TIME TO ACT!

#phabsaveslives