

10th November 2009



ADDITION TO SUBMISSION TO
LAW JUSTICE AND SAFETY COMMITTEE

Presented by
Lindsay Rigby.

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RE EDUCATION CAMPAIGN.

On leaving the Public Hearing of the Law Justice & Safety Committee recently held in Brisbane my attention was grabbed by the multiple pink banners publicising the McGrath Foundation for breast cancer that were festooning the streets of the city. This month there is the "Mo"vember campaign for Prostate Cancer and we hear of high profile men growing their moustaches to raise awareness of this disease. The yearly mortality rate for each of these diseases is around 3000 ie a total of 6000.

According to the National Drug Research Institute Media Release 22.09.09 "Every week on average risky or high risk drinking is killing more than 60 Australians" making a yearly total of about 3000. In contrast to the cancer deaths where there is still some debate over the causes of the disease and treatments have variable outcomes, many of the alcohol related deaths are completely preventable. Yet where is a concerted publicity campaign to highlight this fact?

I would like to suggest that some high profile Australian be encouraged to establish a similar campaign to counter the "booze culture". Preferably this person should be young (30 - 45) and not connected with either religion or politics. Just some well known achiever of impeccable background. In fact a high profile couple might be even more effective to appeal to both sexes.

Lindsay Rigby.