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Media Release

Dave goes to the World Cup!

Dave loves the world cup and it's the perfect excuse to sink a few more beers than normal. However, he's noticed a few changes recently – he's feeling a bit bloated and he's definitely seen a change in performance!

You see drinking can have a detrimental affect on men's health such as causing weight gain and affecting sexual performance. Drinking also has a big impact on Portsmouth with the city having the highest rate of alcohol related hospital admissions in the South East, approximately 4000 people per year. In addition as many as 14,000 A&E attendances per year are alcohol related and it is estimated that alcohol misuse costs the NHS over £10million per year in Portsmouth alone.

Thats why we have developed an eye-catching campaign aimed at Portsmouth's Daves – Men over 35 who are statistically more likely to drink to dangerous levels. The campaign picks up a football theme to remind fans of the toll alcohol can have on their health and will run over the world cup period, from 7th June until mid July.

Paul Edmondson-Jones, Director of Public Health & Primary Care for Portsmouth, said "The World Cup will hopefully be a time for us to celebrate, and that often involves having a few drinks. Research shows us that a majority of men will drink more during the World Cup and that this will lead to an increase in alcohol related hospital admissions.

This campaign highlights some of the negative consequences of being a long-term heavy drinker. There are services available which can provide confidential advice to drinkers, which can help them improve their physical and mental health. We are committed to reducing the burden that alcohol related illnesses place on individuals, their families and on public services."

Fiona MacLeod, Manager of the Alcohol Interventions Team, said “We want people to enjoy the world cup but this is also a time to consider your drinking and the implications it can have on your health.

We offer free confidential advice to anyone over 16 who may think they are drinking too much. We will see you in neutral locations, such as your Doctor’s surgery, or at the hospital. You can even drop in to Buckland Community Centre every Thursday between 7pm and 8pm.”

People seeking help for their drinking can call the Alcohol interventions Team on 023 9284 1753 or can visit www.savedave.info

Look out for the Save Dave world cup advertising at Vue Cinemas, on Heart FM, in bus stops, on buses, billboards and more across the city in June and July.

Ends

About Safer Portsmouth Partnership

Safer Portsmouth Partnership is a group of statutory and voluntary community agencies that meet regularly and work together to reduce crime, substance misuse and the fear of crime. Their goal is to make Portsmouth a safe place to live, work and visit.

Contact:

Krista Ford, Communications Officer Safer Portsmouth Partnership
Tel: 023 9284 1723 Email: Krista.ford@portsmouthcc.gov.uk <mailto:krista.ford@portsmouthcc.gov.uk>

or

Heather-Fiona Egan, Communications Officer Safer Portsmouth Partnership
Tel: 023 9284 1723 Email: heather-fiona.egan@portsmouthcc.gov.uk <mailto:heather-fiona.egan@portsmouthcc.gov.uk>