

4th June 2010

Ref: 21/2010



Media Release

Safe drinking at the bottle bank

NHS Portsmouth have teamed up with Portsmouth City Council to deliver a sensible drinking message, as part of ongoing work to tackle alcohol issues in the city. Stickers are being placed on bottle banks in Portsmouth asking recyclers to 'Check how many units are in your drink'.

The stickers also show images of different drinks, along with how many units they contain and information about recommended daily limits. In addition there is contact phone number for The Alcohol Interventions Team if people want more information or help with their drinking.

Portsmouth has the highest rate of alcohol related hospital admissions in the South East of England. Approximately 400 people per year end up hospitalised as a result of their drinking, most through long term heavy drinking. In addition to this as many as 14,000 visits per year to A&E, at Queen Alexandra Hospital, are due to alcohol misuse.

Paul Edmondson-Jones, Director of Public Health for Portsmouth, said, "We have to look at every opportunity to provide people with information about sensible drinking. Placing information on bottle banks seems like a good way of reaching people that may be drinking more than they realise.

The information we provide is not preaching to people, it is just highlighting how many units of alcohol are in common drinks and the recommended levels we should not regularly exceed. People can then make an informed choice the next time they take a sip of their favourite tippie."

Vince Venus, Waste Collection Manager for Portsmouth City Council, said, "We are happy to play our part in helping to reduce alcohol related issues in the city. This type of work would not be considered a normal part of our business, but we

can see that our glass recycling banks provide an ideal location to deliver health messages. We are happy to support NHS Portsmouth with this campaign.”

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

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>