

Therefore, I would suggest that the wording of Guideline 11 be as follows:

GUIDELINE 11:

• **Women who are pregnant or might soon become pregnant, or are breast feeding** *

- should consider not drinking at all;
- if they do drink occasionally, should keep their drinking to an absolute minimum and not drink on a regular basis;
- most importantly, should never binge drink, or become intoxicated.

Another reason to name FAS/FAE is so that the child can be correctly treated, as the research has shown that when the condition is identified and correctly diagnosed, there are certain strengths which can be built on, and their behaviour problems can be understood and assisted. Not all FAS/FAE patients have mental retardation and may have a normal IQ, but there will be some brain damage with individualized cognitive strengths and weaknesses which can be assisted with learning strategies and techniques for working around these problems. These children are currently not being fairly treated by the medical profession because of incorrect diagnoses, and this also needs to be addressed in the future, although I realise that this is not the main concern of the working party.

Thankyou for giving me the opportunity to bring my concerns to your attention, and I wish you well with your consultations.

Yours sincerely

Margaret Martin

Margaret Martin
Justice of the Peace, WA

• PADD footnote

In hindsight this reads as an endorsement of the new, current NHMRC guidelines 2008, which we unconditionally endorse.

Thank you in advance should your efforts prove favourable towards health warnings on beverage alcohol labelling.

Yours Sincerely
Donald Cameron
State Director for P.A.D.D.

11. Guidelines for specific situations

11.1 Alcohol consumption and pregnancy

The teratogenic effects of alcohol have been commented on above. Clinically the risks include spontaneous abortion¹⁷⁸, prematurity¹⁷⁹, still birth and major abnormality¹⁸⁰ including the foetal alcohol syndrome.^{74,181} Even low consumption of one or two drinks per week has been associated with an increase in spontaneous abortion.¹⁷⁸ In animal studies consumption of alcohol episodically in high doses was particularly teratogenic.^{39,40} Other studies suggest that two¹⁸² or four¹⁸³ drinks per day have no significant effect. This has recently been confirmed by the prospective study of Walpole and others.⁷⁸ Conversely Streissguth *et al.* 1990⁷⁷ have found lasting consequences resulting from 20 grams or more of alcohol consumption during mid pregnancy and binge drinking of five or more drinks prior to pregnancy recognition. The apparent variability in the foetal response to alcohol remains to be understood, thus caution needs to be exercised when suggesting any guidelines.

at our current level of knowledge, responsible drinking during pregnancy must still be considered to be abstinence. This has been recommended by a number of authorities.^{201,180,184} Drinking up to two units (20 g) per day regularly should be considered to be hazardous and drinking more than this regularly, harmful. Of particular note, is the possible harmful effect of consumption of a large dose of alcohol on any occasion especially early in pregnancy.

11.2 Responsible drinking and the operation of machinery

We would reiterate the view expressed in the Royal College of Psychiatrists report²⁸ which stated that anyone driving a vehicle should not drink at all beforehand. There is abundant evidence that responsibility is not being exercised by a significant percentage of drivers¹⁹² and it is this behaviour which leads to greatest proportion of preventable alcohol related mortality.^{7,129,130} This is even more true for motor cyclists, when driving at night, when a driver is taking medication, is inexperienced or weary; any alcohol consumption magnifies risk.^{16,17} Responsibility can only be exercised and safety achieved, if persons in

(Q7.)

APPLICATION 576
(2 pages)Please see Q4 answer sheets
also.

7. Do you think a health advisory statement about the risk of consuming alcohol when planning to become pregnant and during pregnancy on all alcoholic beverage containers should be required? Why/why not? *The evidence points to over-consumption of alcohol by sections of the Australian community*

PADD WOULD SUPPORT A HEALTH WARNING LABEL/STATEMENT WHEN PLANNING AND DURING PREGNANCY ON ALL ALCOHOL BEVERAGE CONTAINERS (Please see evidence on following pages)

- ① Because of dangerously large doses of alcohol being endorsed for consumption by the previous NHMRC AUSTRALIAN GUIDELINES (ENDORSED OCT. 2001) FOR pregnant women.
- ② ALSO to exacerbate this "overblown" advice about alcohol being a pathway to health, posters & coasters bearing the imprimatur of the NHMRC and the Commonwealth govt. have been disseminated the length & breadth of Australia in the intervening years after the publication of its bearing "across the board" advice to the Australians sanctioning the 6 glasses daily for men & 4 for women daily, without mentioning all the exempt categories of persons for whom the advice is patently wrong.
- ③ Maybe appropriate messages by way of warning labels would help to redress the false information which has been sent out for years and begin to save any further danger to health of the category of planning pregnancy and becoming pregnant?
- ④ PADD believes there is no better place for the statements warning women of child bearing age than on alcohol, which is the danger beverage acting as cause or catalyst. After all - no alcohol during planning and pregnancy stages would not only banish the threat of FAS, but also maximise the ^{best} chances of a healthy baby & surely the well being of a mother's baby would be her primary concern? Please don't let women carry on in ignorance any longer which may help their ^{over-con-}sumption of alcohol.

- In 2007 Dr Alex Wodak (Drug & alcohol expert) said on T.V. "97% of all drug-related deaths in the past year were caused by Tobacco and alcohol."

< Over the same 10-year period, the general assault rate in the state jumped from 522 assaults per 100,000 people, to 942 per 100,000.

> But as far as Australia's drug problem is concerned, that's just the tip of the iceberg.

> Legal drugs like alcohol and tobacco are listed among the nation's biggest killers - and a significant proportion of the adult population is taking anti-depressants and other prescription drugs on a regular basis.

20/10/2006 (25% of which are criminal
to mixing with alcohol)

SOURCE OF
BELOWFROM DRUGS + CRIME PREVENTION COMMITTEE ENQUIRY
INTO HARMFUL ALCOHOL CONSUMPTION DEC. 2004

The Victorian organisation People Against Drink Driving (PADD) points out that warning labels similar to those required for Australian exports to the United States should be mandatory for alcohol products for the domestic market. It gives examples of labels that should be put on alcohol containers:

"Consumption of alcohol may harm the unborn child." "Consumption of alcohol impairs your ability to drive a car, operate machinery and may cause health problems."

- 480 Submission of Society Without Alcoholic Trauma (SWAT) to the Drugs and Crime Prevention Committee, Inquiry into Strategies to Reduce Harmful Alcohol Consumption, June 2004.
- 481 Submission of Mr Cecil Wright to the Drugs and Crime Prevention Committee, Inquiry into Strategies to Reduce Harmful Alcohol Consumption, May 2004.

page 332

Section Seven: Collaborating with the Commonwealth: Strategies to be addressed at a Macro Level

The above quotes are examples taken from labels for wine, which is exported from Australia, and done to conform to the legal requirements of America.

PADD has many thousands of supporters from organisations who would agree with the extension of similar labels to alcoholic beverages within Australia.

The Esk Brewery in Tasmania was required to use these labels when exporting the product to USA. To help save Australian lives why should there not be warning labels on alcohol beverage containers? After all, alcohol is second only to tobacco as the biggest killer drug of addiction, both in Australia and globally.⁴⁸²

One issue that was raised pertaining to HWLs at the New South Wales Alcohol Summit (Youth Round Table) was that of alcohol and its interaction with medication:

Recognise that warning labels are an important adjunct to awareness raising initiatives and call for the labelling of alcoholic beverages and warning posters in hotels with a message such as *"The consumption of alcohol by pregnant women may harm the unborn child - No alcohol is the safest choice for a healthy pregnancy"*.

- 482 Submission of People Against Drink Driving (PADD) to the Drugs and Crime Prevention Committee, Inquiry into Strategies to Reduce Harmful Alcohol Consumption, May 2004.
- 483 Submission of NOFASARD to the Drugs and Crime Prevention Committee, Inquiry into Harmful Alcohol Consumption, December 2004.

page 333

8. What further evidence is available about the use and/or effectiveness of a health advisory statement on alcoholic beverage containers regarding the risk of consuming alcohol when planning to become pregnant and during pregnancy?

• GOOD - LABELLING REQUIREMENTS

SOURCE NECESSARY ATTRIBUTES FOR LABELLING ON ALCOHOL BEVERAGES

from a Select Committee Report "ALCOHOL + HEALTH 1997 (U.S.)
GOVT. WARNING LABELS. CHAP 9. Page 316 CONGRESS

(a)

- Prevalence of conversations about drinking + pregnancy increased after label law took effect.
- awareness increased over time regarding warnings.
See Chap 6. Fetal etc. Syndrome.
- not effective warning design? Page 317
(it lacks certain basic features to make it more eye catching) MORE SUCCESSFUL LABELS IF -
 • noticed more quickly on front
 • 3 FEATURES
 - printed horizontally
 - with a red pictorial warning
- these 3 features increased notice of labels by 37%
(pictorial alone by 21%).
- Mackinnon 1993 stronger words generate significantly higher avoidance than softer words
- "may cause health problems."
- "pregnant women should not drink"
- WARNINGS BETTER STILL ON ADS (see VIC GOVT WARNINGS ON GAMBLING ADS)
 • place warnings on ads - much better too 1993
 Barlow + Wogalter • (the most conspicuous had the most effect)
- TV also especially if ads were visual + auditory
- "reducing positive perceptions of alcohol is a likely precursor to belief change among persons in resistant populations"

In summary, supplementing beverage container warnings with warnings in print + broadcast ads. is likely to improve dissemination of the warning info. significantly

Leading PREVENTION OF
ALCOHOL PROBLEMS.

Page 317.

9A

9. What wording for a statement about the risk of consuming alcohol when planning to become pregnant and during pregnancy would be appropriate on an alcoholic beverage container to raise awareness in pregnant women and women planning to become pregnant?

SOME SUGGESTIONS FOR LABELLING

• WHEN PLANNING PREGNANCY AND
DURING PREGNANCY, ZERO ALCOHOL IS SAFEST
CHOICE FOR A HEALTHY BABY

(a suggested
label option)

**YOUR SMOKING
CAN HARM OTHERS**

Government Health Warning

READS AT A GLANCE

FOR WOMEN PLANNING
TO BECOME PREGNANT,
THEN THROUGHOUT THE
PREGNANCY ITSELF,
ALCOHOL IS THE SAFEST
OPTION FOR THE BABY'S HEALTH

smoke can be seriously harmed. Your smoking can
increase their risk of lung cancer and heart disease.

Children who breathe your smoke may suffer
asthma attacks and chest illnesses. For more
information, call 13 2130.

Government Health Warning

DRINKING CAN

**WHEN
PREGNANT HARM
YOUR BABY**

Government Health Warning

TASMANIA IS THE RUGGED ISLAND STATE
OF AUSTRALIA SITUATED OFF THE
SOUTHERN COAST. THE STATE IS
RECOGNISED THROUGHOUT THE WORLD FOR
IT'S UNPOLLUTED NATURAL WILDERNESS,
HOME OF THE FAMOUS 'TASMANIAN
DEVIL' (SARCOPHILUS HARRIS) AND SOURCE OF
THE FINEST RAW MATERIALS FROM WHICH
THIS INTERNATIONAL LAGER IS BREWED.

GOVERNMENT WARNING: (1) ACCORDING TO THE
SURGEON GENERAL, WOMEN SHOULD NOT
DRINK ALCOHOL BEVERAGES DURING PREGNANCY
BECAUSE OF THE RISK OF BIRTH DEFECTS. (2)
CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS
YOUR ABILITY TO DRIVE A CAR OR OPERATE
MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

ML. 10¢ REFUND
MA. OR. ME. CT. NY. IA. VT. DE. 5¢ REFUND
BREWED BY J. BOAG'S BREWERY, THE ESPLANADE
LAUNCESTON, TASMANIA, AUSTRALIA. IMPORTED
BY BRANDEVOR USA INC., REDMOND, WASHINGTON

FAR TOO
WORDY

DIFFICULT
TO READ
AT A GLANCE

TOO MANY
WORDS

**SMOKING WHEN PREGNANT
HARMS YOUR BABY.**

Poisons in tobacco smoke reach your baby
through the bloodstream. If you smoke when you
are pregnant, you greatly increase the chance of
having a baby of low birth-weight. Smoking may
lead to serious complications which could harm
your baby. For more information, call 13 2130.

Government Health Warning

TOO
SMALL
AND TOO
WORDY

The smoke from each cigarette contains, on average:
8 milligrams or less of tar - condensed smoke containing
many chemicals, including some that cause cancer;
0.8 milligrams or less of nicotine - a poisonous and
addictive drug;
10 milligrams or less of carbon monoxide - a deadly gas
which reduces the ability of blood to carry oxygen.

Keep out of reach of children.

**WARNING. INTENTIONAL MISUSE BY
DELIBERATELY CONCENTRATING AND
INHALING THE CONTENTS CAN BE
HARMFUL OR FATAL.**

GOOD
SIZE
CLEAR
LESS
WORDS

READ AT
A GLANCE

**SMOKING IS
ADDICTIVE**

Government Health Warning

SMOKING IS ADDICTIVE.

Nicotine, a drug in tobacco, makes smokers feel they
need to smoke. The more you smoke, the more your
body will depend on getting nicotine and you may find
yourself hooked. It may be difficult to give up smoking
once you are hooked on nicotine.

For more information, call 13 2130.

Government Health Warning

FOR INTENDING MOTHERS
AND DURING PREGNANCY,
NO ALCOHOL CONSUMPTION
BY THE MOTHER IS THE
SAFEST OPTION FOR A
HEALTHY BABY.

CLEAR + LEGIBLE (GOOD
SCALE)

**SMOKING CAUSES
LUNG CANCER**

Government Health Warning

FOR INTENDING MOTHERS, AND
WHILE PREGNANT, ZERO ALCOHOL
IS THE SAFEST CHOICE FOR THE BABY'S
HEALTH

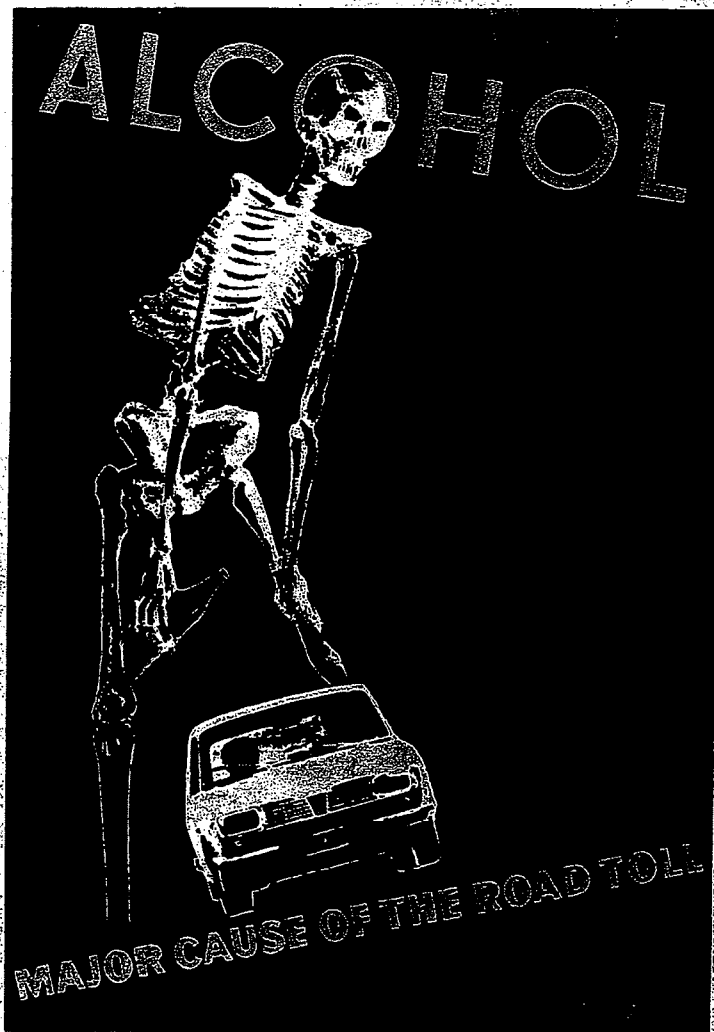
(a suggested label
offered for consideration)

Q9 contd APP. 576

(96)

illustrated - the principle of combining word + illustration
(96)

relevant for labelling { EXAMPLES TO HEIGHTEN WORD + IMAGE
(Combining image with text.)



EXAMPLES OF LABELLING

(Combining word + image)

* I designed the above while on a Scholarship in Paris for 4 months at Lycée Technique Estienne. When I returned from France the image was reproduced as a bumper sticker on cars: on our roads, where the crashes were happening.

THIS PRINCIPLE, OF LABELLING ALCOHOL CONTAINERS GOES AGAIN TO THE SUBSTANCE WHICH IS THE ROOT CAUSE OR CATALYST OF THE MANY RESULTING ALCOHOL RELATED DISASTERS

(I designed & produced the other warning images above)



(It was later considerably enlarged & given a run for a year on Melbourne trams)

CHILD DRINKERS



WILL IT COME TO THIS?

N.S.W. "Sunday Telegraph" 13/2/1983

"A state-wide survey made by the N.S.W. Drug and Alcohol Authority showed that alcohol drinking among the state's 1,028,000 school pupils has doubled in the past 12 months. Some of the harrowing facts reveal that more than 87 percent of all school children aged between 12 and 16 years (about 900,000) drink regularly, two out of every 10 of them get drunk at least twice a week, and at least 60,000 of them could be teenage alcoholics."

VICTORIA "The Age" 7/1/1986

"A survey taken in Victoria by the Committee of Concerned Citizens Against Under-age Drinking in June last year showed 74 per cent of girls aged 16 and 85 per cent of boys aged 17 who were visiting hotels were drinking."

W.A. "The Age" 7/1/1986

"In a paper released in January 1985, the Drug and Alcohol Authority of Western Australia found that more boys in years 7 and 8 drank than girls. However in years 9 and 10, similar proportions of girls and boys had been drinking."

The child drinkers of today will become the DRIVERS OF TOMORROW!

Enquiries to: P.O. Box 218, Kew 3101



higher in Australia possibly.

NOTE I designed the above to focus on the prevalence of child drinking - I did not realise at the time just how prophetic it would prove to be!
D. Lameran

(9C)

an illustration of heightening impact through image & text

de

Child alcohol habit

NEARLY 40 per cent of primary school children have consumed alcohol, some without their parents' knowledge, according to a US study.

University of Pittsburgh Associate Prof John E. Donovan, a study co-author, said the result was surprising given that previous studies had shown alcohol consumption among teens at only 6 per cent.

Even among much younger children, the reality is that nearly seven times as many have had some experience, Dr Donovan said.

While some children surveyed had received alcohol from parents during religious ceremonies or family gatherings, many admitted obtaining it without their parents' knowledge.

"A third of the mothers and half of the fathers whose children have sipped alcohol are not aware of it," Dr Donovan said.

Paul Dillon from Drug and Alcohol Research and Training Australia, believes the figures may be higher in Australia, and says they demonstrate how prevalent alcohol is in our culture.

"You only have to look at the coverage of New Year's Eve celebrations. Everywhere you looked, people had a drink in their hand," Mr Dillon said. "It's reinforcing the whole idea that being an adult and having fun means that you have to have alcohol, and that's pretty sad."

(410)

Application NO 10

- Q 10. What further evidence is relevant to the wording of such a statement, such as its likely effectiveness or appeal to women of childbearing age and/or understanding of the statement by women of childbearing age?

(See also our comments +

illustrated examples in Q 8, + Q 9.)

• I believe the labels you have in mind should be simply worded in considering the needs of

- lower education levels of the population
- immigrants
- those whose vision may suffer impairment
- the fewer words the better bearing in mind the need to have a satisfactory message
- the additional help that a reinforcing image can make to the impact of the label.
- scaled the words
- clarity + colour needed to catch the eye + enhance each other.

• satisfactory for comprehension of girls from about 12 years of age! *

for sample examples of both text + image
please refer to our answers on NO 8. + NO 9 questions

(Q13) + Q14 + Q15

"RISK FACTORS TO HEALTH OF ALCOHOL CONSUMPTION"

TOPIC - APPLICATION A 576 TO FSANZ

"Labelling of Alcoholic Beverages with a Pregnancy Health Advisory Label" (Australia is lagging behind other countries on this)

See below

13. What is the likely impact on consumers, industry, and/or government if the status quo was maintained?
14. What is the likely impact on consumers, industry, and/or government if an advisory statement on the risks of consuming alcohol when planning a pregnancy and during pregnancy is required on alcoholic beverage containers?
15. How would labelling alcoholic beverages compare in terms of effectiveness and cost-effectiveness with other public health measures to inform pregnant women of the risks of alcohol consumption during pregnancy?

ANSWERS TO THE ABOVE QUESTIONS BELOW (continued from other page)

13. (br) The current status of very unsatisfactory occurrences due to alcohol use in Australia would be guaranteed to continue if nothing was done about health warning labelling on beverage alcohol. Devastated mothers could sue the government (as is currently happening in France) of being in dereliction of its duties to warn citizens by way of labels on alcohol, of the dangers of people considering pregnancy or of drinking alcohol while pregnant. The effect on government would be an increasing need to cater for brain-damaged children + adults being created in the community, through ignorance of parents about alcohol + pregnancy dangers. There would be a heightening of trauma in families through the grief, worry and distress being multiplied which can occur in families ignorant of alcohol consumption damage.

14. The converse would occur - a lessening in the population of FAS, and the various shades of different types of damage caused by alcohol on the community which are currently with us as manifestations of that alcohol caused damage in foetuses, young children + adults. People could also applaud industry + govt. for being sufficiently civic-minded to do something concrete enough to help all drinkers (80% of population) as well as innocent children + babies who become impaired.

15. With warning labels about alcohol on all its containers carrying truths currently not being disseminated by the liquor industry, this move would be widely endorsed, as the majority of Australians want warning labels about alcohol on alcohol containers. It could also save lives ^{would} people drinking in ignorance. ^{+ BINGING EXCESSES} of this psycho-active drug of addiction. ^{heroin is also a psycho-active drug.} WARNING LABELS would save lives from alcohol induced deaths and injury. + WHAT DO HUMAN LIVES COST? EVERY DRINKER WOULD! BENEFIT. LABELLING on alcohol is the only guaranteed way of reaching ALL DRINKERS. GOVT. + INDUSTRY, BOTH MAKE MONEY FROM ALCOHOL. SHARE COSTS.

Q13a

QUESTIONS. 13, 14, & 15 herewith. (2 pages)
Application A 576 (see overleaf)

13. What is the likely impact on consumers, industry, and/or government if the status quo was maintained?

There will be a continuing rise in the negative results as indicated below without a broadbased health warning on alcohol containers, which would inform most users of alcohol of the attendant risks and subsequent generations too. - that is important!

SPECIAL REPORT Deaths and disease will rise as

By JILL STARK
MEDICAL REPORTER

AUSTRALIA'S binge-drinking culture is a "ticking time bomb" threatening to overload the public health system within decades, health experts have warned.

A rise in dangerous drinking across all age groups, class boundaries and cultural lines has prompted calls for action.

Top researchers predict Australia will see a big rise in chronic diseases such as cirrhosis of the liver, cancers and brain disorders in the next 20 years.

Addiction doctors say they are seeing a growing trend of drinkers as young as 18 suffering tremors, sweats and even seizures. Many are drinking a bottle of spirits a day, with experts predicting a rise in brain-damage cases.

Those in the field have accused governments of failing to tackle the crisis, citing generous political donations from the alcohol industry and huge tax revenues as factors behind the complacency.

The claims comes as the World Health Organisation pre-

pares to debate on May 14 a resolution to reduce global alcohol harm, the fifth leading risk factor for premature death and disability.

Professor Ian Webster, a drug and alcohol specialist and chairman of the Alcohol Education and Rehabilitation Foundation, said: "We have got to change the way our culture dances with alcohol or future generations will suffer the consequences. At the moment it's a bit like David fighting Goliath."

He said the alcohol industry had "powerful political con-

nections, making cultural change difficult.

An Australian Institute of Health and Welfare report on 64 consultations reveals that risky consumption of alcohol among 18 to 24-year-old men jumped from 40 per cent of patients in 1999 to 49 per cent in 2006, while rates for women rose from 33 to 36 per cent. Rates for 25 to 44-year-old men grew from 35 to 41 per cent and 22 to 25 per cent in women.

International researcher Professor John Toumbourou, from the Murdoch Children's

as young and old drink at dangerous levels

Research Institute, said alcohol could be dangerous for young brains but Federal Government guidelines did not rule out drinking for under 18s, suggesting only that it be "kept to a minimum".

"With children there's really no evidence at all that a moderate exposure to alcohol does any good," he said.

"Increasing numbers of families will be affected by alcohol dependence and abuse. As this generation moves through young adulthood into adulthood we'll see an increase in all categories

of illness related to alcohol, and it's an extensive list — liver failure, a variety of cancers, brain damage and higher deaths down the line. To me that's a ticking time bomb."

Older generations are also a growing concern, with risky drinking among 65 to 74-year-old women rising from 15 per cent in 1999 to more than 17 per cent in 2006 and from 12 to 14 per cent in over 75s.

The director of the National Drug Research Institute, Professor Steve Allsop, said: "Even if nothing changes we're going to

have a substantial increase over the next 20 years of older people who are drinking at levels that cause harm to themselves and potentially to others. And it may be that things get worse rather than better because if the baby boomers take their drinking habits into older age that's going to be a real problem."

Australian Drug Law Reform Foundation president Alex Wodak said millions were affected by alcohol-related crime, domestic violence, health and social problems but governments were loath to tackle an alcohol

industry that had an annual turnover in excess of \$50 billion, contributing 2.5 per cent to the nation's gross domestic product.

"There are so many forces seeking to liberalise the availability of alcohol and so few sources trying to keep a lid on alcohol consumption," he said. In 2002-03, funding to political

► Heading for a hangover NEWS 5
LINKS

► aerf.com.au
► ndri.curtin.edu.au
► alcohol.gov.au

► Continued NEWS 5

Alcohol time bomb: deaths, disease to jump as young

◀ From PAGE 1

parties from the alcohol beverage industry and hotels association was just under \$7 million.

The federal Minister for Ageing, Christopher Pyne, who has responsibility for alcohol, drugs

and tobacco, said policy was based on "sound data and evidence".

He said \$25.2 million was being spent on a national alcohol campaign, \$50 million on treatment and \$5 million on education programs.

The chief executive of the Hotels Association Victoria, Brian Kearney, said donations were made to ensure governments were "as fully informed as possible", and "any proposition that the industry is trying to influence politicians to

retain the status quo is ill-founded".

Alcohol is directly responsible for 3000 to 4000 deaths in Australia each year, more than twice the number of deaths caused by all other drugs combined, excluding tobacco.

and old drink at dangerous levels

"Illicit drugs capture the headlines ... but politicians aren't proud to speak about anything to do with alcohol," Professor Webster said.

A senior drug and alcohol worker, who asked not to be named, saying he feared jeo-

pardising government funding, said Australians were being "fed a line" on crystal meth or "ice".

"Alcohol is not a vote winner," he said. "Getting tough on ice is an absolute winner and that's why even (Opposition

Leader Kevin) Rudd is coming out and saying ridiculous things about ice because he knows there are votes in it.

"Alcohol is the number one issue in our community affecting more people than anything else."

Sat. edg May 5 2007

by Jill Stark

- Q 11
11. What are the advantages and disadvantages of a written statement compared with a pictorial image for conveying the risks of consuming alcohol when planning a pregnancy and during pregnancy? *(have dealt with this earlier)*

12. What percentage of alcohol by volume should be used to determine which alcoholic beverages are to carry an advisory statement, if required?

Why determine which alcoholic beverages should carry an advisory statement?

I believe, as does PADD, that any and all beverages classified as alcoholic drinks by law could and should have clear, health warning labels along the lines previously discussed.

*Donald Cameron
(for PADD.)*

P.S. I wonder if the purport of the above question is designed to include other high alcohol products such as alcohol and the like. If such products as ALCOPODS, ESSENCES + the like the answer is emphatically yes.

If so we heartily endorse the inclusion of these products as highly necessary. e.g. The Hoyts Vodka Essence bottle with about a 70% alcohol content, which killed Lorraine + Bruce Clark's 15 year old son.

(needless to say - it was unlabelled) devoid of any kind of warning which just may have avoided the death of the 15 year old boy.

Needless to say, we view the principle of such health warning labels on alcoholic products as fulfilling a duty of care for the whole of the Australian population at risk, which regrettably seems to include, these days, men, women and children. WE WOULD REGARD SUCH MANIFESTATION OF CARE AS NOT BEING OVER-DONE IN THE LEAST, AFTER ALL IT HAS ALREADY BEEN CLASSIFIED AS AN ANAESTHETIC, A POISON, A DRUG OF ADDICTION, A PSYCHO-ACTIVE OR MIND-ALTERING DRUG (AS IS HEROIN), AS WELL AS BEING ONE OF TOP TWO KILLER DRUGS NOT ONLY IN AUSTRALIA, BUT IN THE WORLD (Australia has a crying need for this long over due reform)