



LAST ORDERS ON THE BIG DRINK DEBATE

Time is running out to have your say on the region's biggest alcohol survey

NHS North West public health programme Our Life is calling time on the region's biggest ever debate on alcohol and is urging people to have their say before the survey closes on August 17th.

The Big Drink Debate (www.bigdrinkdebate.com) is the first campaign from Our Life, a region-wide programme which aims to tackle and address health issues in the North West.

It was created to understand the factors which make the North West one of the worst English regions for harmful and hazardous drinking.

More than 25,000 people have joined the Debate since it launched in May and commented about the role that alcohol plays in our lives including:

- How often and how much alcohol we are consuming;
- What we enjoy about alcohol;
- Where we are buying our alcohol from;
- If we are worried about the effects of alcohol on ourselves or our communities;
- What factors might make us drink more or less.

Our Life has joined forces with Gunther von Hagens' Body Worlds 4 exhibition at the Museum of Science & Industry (MOSI) in Manchester to offer 2 for 1 entry to people who complete the questionnaire on Thursday 14th August 10am – 9pm.

Body Worlds is the perfect backdrop for the debate as it shows dramatic illustrations of the dangers of excessive alcohol consumption.

Dr Alison Giles, director of the Our Life programme, said: "Visitors to the Body Worlds exhibition have the opportunity to see the effects that certain life style choices can have on our bodies and what damage excessive alcohol consumption can do.

“We hope the Big Drink Debate is the first step in bringing about a real change in people’s attitudes towards their health and well-being – so we want as many people as possible to share their thoughts and opinions on alcohol.”

Peter Clenshaw, exhibition director, Body Worlds said: “The striking comparison with the healthy and diseased livers has moved visitors at Body Worlds to leave comments in the visitor books vowing to cut down on the amount of alcohol they drink and respect their bodies more.”

To have your say on the North West’s biggest ever survey on alcohol log onto www.bigdrinkdebate.com now.

ENDS

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NOTES TO EDITOR

The Our Life team will be on-site at MOSI on Thursday 14th August between 10am and 9pm.

- Our Life is a new region-wide programme which aims to shake off the NW's bad health;
- Our Life will offer new ways for the NHS, the public, businesses and other sectors to work together and find creative ways of reaching people wherever they are and inspire them to make a change for the better;
- The first campaign for Our Life is to find out how people in the NW feel about their health and what their views are on alcohol;
- The NW has the worst drinking levels in the country for people drinking at hazardous or harmful levels;
- Deaths from alcohol-related causes have doubled in a generation;
- In the North West, around 43,000 men and 28,000 women are admitted to hospital every year for an alcohol-related condition. That's around one person every seven minutes;
- More than 73,000 recorded crimes across the North West last year were related to alcohol – of these 50,000 were violent offences;
- The estimated costs of alcohol-related and alcohol specific crime in England is £12billion;
- The most deprived 20% of people in the North West suffer the effects of alcohol the most;
- The questionnaire has been compiled by the North West Public Health Observatory, who will also be analysing the responses;
- The Big Drink Debate is being funded by Our Life and the Home Office.