



Australian Government
Department of Health and Ageing

Committee Secretary
House of Representatives Standing Committee on
Social Policy and Legal Affairs
PO Box 6021
Parliament House
CANBERRA ACT 2600

Dear Committee Secretary

On behalf of the Department of Health and Ageing, I would like to thank you for organising the opportunity to appear before the House of Representatives Standing Committee on Social Policy and Legal Affairs at the public hearing, held on 28 June 2012, regarding the inquiry into foetal alcohol spectrum disorder (FASD).

Following the hearing, you sought further clarification of when the two year period finishes for the alcohol industry to introduce appropriate alcohol warning labels on a voluntary basis. As advised at the hearing, the interpretation of the decision is a matter for the Legislative and Governance Forum on Food Regulation (FoFR).

The Committee also requested a copy of material DoHA has produced to promote the 2009 National Health and Medical Research Council (NHMRC) *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (Guidelines). The Department has developed and distributed a range of communications materials and a list of these and copies of current resources are enclosed. These resources built upon and updated previously developed resources and are available in ten different languages. I emphasise that these are broader materials originally produced to promote the 2009 NHMRC Guidelines. More targeted materials, such as Indigenous resources to specifically raise awareness of the risks of consuming alcohol during pregnancy and to prevent FASD, are under development and due to be completed later this year.

Promoting the key messages of the 2009 NHMRC Guidelines requires a collaborative effort and the Department is working closely with state and territory governments, the Australian National Preventive Health Agency (ANPHA) and with non-government organisations to embed the evidence based messages in activities including preventive care, primary care, treatment services and mental health services.

I trust this information is of assistance and look forward to receiving the Committee's report.

Yours sincerely


Colleen Krestensen
Assistant Secretary
Drug Strategy Branch

20 July 2012

Promotional resources produced to support the 2009 National Health and Medical Research Council *Australian Guidelines to Reduce Health Risks from Drinking Alcohol*

Don't lose your standards wallet cards
Reduce your risk new national guidelines for alcohol consumption brochures (produced in English, Arabic, Chinese, Italian, Khmer, Korean, Russian, Serbian, Turkish and Vietnamese)
If you are breastfeeding the safest option is not to drink alcohol flyer (produced in English, Arabic, Chinese, Italian, Khmer, Korean, Russian, Serbian, Turkish and Vietnamese)
If you are breastfeeding the safest option is not to drink alcohol poster
If you are pregnant the safest option is not to drink alcohol flyer (produced in English, Arabic, Chinese, Italian, Khmer, Korean, Russian, Serbian, Turkish and Vietnamese)
Alcohol and your kids: a guide for parents and carers brochure (produced in English, Arabic, Chinese, Italian, Khmer, Korean, Russian, Serbian, Turkish and Vietnamese)
*650ml empty drink bottles with the message 'count your drinks for better health'
*Standard drink measuring glasses with the message 'count your drinks for better health'
*350ml bottled water with the message 'count your drinks for better health'
*Pens with the www.alcohol.gov.au website listed on the side

**items no longer in stock*