



The College of Psychiatry of Ireland  
*Coláiste Síciatrachta na hÉireann*

**Embargo until 6am, Sunday 12<sup>th</sup> September 2010**

### ***The College of Psychiatry of Ireland advocates 'BAN on Alcohol Advertising'***

The College of Psychiatry of Ireland repeats their previous call for a ban on alcohol advertising and sponsorship in Ireland to protect Children and Adolescents. *“Our 2008 publication stated that the alcohol industry’s self regulatory group responsible for monitoring compliance with alcohol advertising had found multiple breaches of the code where children were exposed to alcohol advertisements. There were no consequences to these breaches” said Dr William Flannery, Chair of the College’s Faculty of Addiction Psychiatry.*

The College highlights a 2009 survey from the ESPAD (European School Project on Alcohol and other Drugs) which showed that the vast majority of Irish 15-16 year olds (86%) have experimented with alcohol. *“The findings referred to the remarkable large percentage (21%) of children in primary school, who have tried alcohol. A worrying 7% reported being drunk for the first time by the age of 12”* commented Dr Flannery.

The College of Psychiatry of Ireland restates, in the strongest possible terms, that that self regulation of alcohol advertising by the Industry has failed, and that alcohol use amongst Children and Adolescents continues without restriction. It is the duty of government to protect our young people from this form of exploitation. The College through their representation at the National Substance Misuse Strategy Steering Group will be advocating strongly for a total ban on alcohol advertising and sponsorship to protect Children and Adolescents.

Ends

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