



REGISTER **NOW** FOR DRUG ACTION WEEK 2010! 1 February 2010

The Alcohol and other Drugs Council of Australia (ADCA) has launched Drug Action Week (DAW) 2010 with the new theme of ***“Looking After YOUR Mind!”***.

“Building on the success of the previous theme of ***“Alcohol is a Drug-TOO!”*** in 2008 and 2009, ADCA has turned the focus to the effect that alcohol and other drugs can have on our health and wellbeing,” the Chief Executive Officer (CEO) of ADCA, Mr David Templeman, said today.

“ADCA and the Australian Government take the challenge of alcohol and other drugs (AOD) misuse very seriously,” Mr Templeman said. “We know substance misuse has devastating effects on individuals, often with flow-on ramifications for families and communities when left unchecked.”

On 28 December 2009, the Minister for Health and Ageing, the Hon Nicola Roxon MP, announced a funding package totalling more than \$4 million for measures to support AOD peak bodies, drug education, online counselling, data collection and law enforcement research.

“This included \$250 000 in 2009-10 to support the work of ADCA in representing non-government organisations in the AOD sector, as well as \$468 000 over three years to support the annual DAW education and awareness-raising activities,” Mr Templeman said.

This year, Drug Action Week will run from Sunday, 20 June through to Saturday, 26 June with the aim of surpassing the 2009 record of 648 events which involved tens of thousands people throughout urban and rural Australia.

Mr Templeman said ADCA was calling on organisations from across the alcohol and other drugs, health, education, community, education and media sectors to get involved by registering an event on the DAW website www.drugactionweek.org.au.

DAW provides communities with a platform to raise awareness around the misuse of alcohol and other drugs, and work towards solutions to improve health and wellbeing.

“With more than 42 million occasions of binge drinking in our nation each year, long-term change to address Australia’s drinking culture is a high priority for ADCA,” Mr Templeman said.

“Another high priority is to address illicit drug abuse which in 2004-05 was estimated at \$8.2 billion. As Minister Roxon has stated, the challenge presented by alcohol and illicit drugs misuse should never be underestimated.”

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Australian Government
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