



FOR IMMEDIATE RELEASE

### **Charity calls for national debate about tackling alcohol harm**

28 December 2011, national – Swanswell’s welcoming reports in the papers this morning that minimum pricing is a step closer but believes more can be done to tackle the harm associated with alcohol misuse.

According to the Daily Telegraph, the Prime Minister has ‘ordered officials to develop a scheme in England to stop the sale of alcohol at below 40p to 50p a unit in shops and supermarkets’<sup>1</sup>.

Reports suggest the scheme would generate around an extra £700 million a year, of which any extra tax revenue could potentially go to the NHS.

Chris Robinson, Swanswell’s Director of Services, said: *‘It’s encouraging to see that the Prime Minister is seriously considering this important first step in tackling alcohol-related harm in the new year.*

*‘However, minimum pricing is only one aspect that should be considered – after all, society has to take responsibility for tackling the harm alcohol causes too, it’s something much bigger than any government, organisation or individual can do on its own.*

*‘With this in mind, we’re calling for a sensible, national debate about the harms of alcohol misuse and discuss the best way to move forward, so we’re not having the same conversation in ten years time.’*

To find out more about Swanswell and the services it provides, visit

[www.swanswell.org](http://www.swanswell.org).

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### Notes for editors

For more information or supporting photographs, contact Stuart Goodwin:

Swanswell  
Suite 5, Hilton House  
Corporation Street  
Rugby  
Warwickshire  
CV21 2DN

Tel: 01788 559 422

Email: [stuart.goodwin@swanswell.org](mailto:stuart.goodwin@swanswell.org)

### About Swanswell

Swanswell is a national charity that helps people overcome drug, alcohol and other problem behaviour. We believe that everyone deserves the chance to change and to be happy. We help them to remove the things that stand in their way, whether physical, emotional or practical. So, as their lives improve, they can feel well, do well, and stay well. Swanswell has a reputation for innovation and is a leading developer of new services which help people to change their behaviour for the better.

Swanswell has a number of offices across the country including Coventry and Warwickshire, Birmingham, Barnsley, Sandwell, Leicestershire and Rutland. Visit Swanswell at: [www.swanswell.org](http://www.swanswell.org).

Join the conversation, follow Swanswell on twitter at [www.twitter.com/Swanswell](http://www.twitter.com/Swanswell).

### References

1. Daily Telegraph 2011, *David Cameron plans minimum price for alcohol in England*. [Online]. Available at: <http://www.telegraph.co.uk/news/politics/david-cameron/8979765/David-Cameron-plans-minimum-alcohol-price-in-England.html> [accessed 28/12/12].