



FOR IMMEDIATE RELEASE

Swanswell to hold online clinics during *Alcohol Awareness Week* on *Netmums*

Swanswell practitioners will hold two clinics on the online community of *Netmums* to offer alcohol and drug advice

15 October 2009– Swanswell continue to find new ways of reaching people with substance misuse problems by giving advice online. Specialist Practitioners, Carly Smith and Tim Gunner, will be offering advice to members of the *Netmums* community during two online clinics. These will be on: Monday 19 October, 2-4pm and Thursday 22 October, 10-12 pm.

Swanswell first started working with *Netmums* in April 2009 offering drug and alcohol advice to members as part of a pilot project. The 22 Swanswell posts received over 16,000 views: *“more people than you could see in several lifetimes,”* said Carly.

“The online world allows us to reach lots of people who may otherwise not come into contact with drug and alcohol services,” said Tim. *“With 65% of homes having internet access and 80% of those people accessing social networking sites, the opportunity to reach out to these people is too good to miss.”*

Carly went on to say: *“We can provide alcohol and drug advice and information to more people than we could ever reach face to face. We hope that some people who wouldn’t*

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access this service normally receive the information they need to change their lives for the better.”

ADD ONE
NETMUMS CLINIC

Netmums is the UK's fastest growing online parenting organisation. The clinic homepage can be found at:

www.netmums.com/support/Swanswell_expert_answers_your_questions.3606/

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Notes for editors

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About Swanswell

At Swanswell, 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. With over 41 years experience, Swanswell is an established provider of services that help and support people in tackling their alcohol or drug related difficulties, enabling them to lead happy and more independent lives. Swanswell has a reputation for innovation and is a leading developer of new services which help people to change their behaviour for the better.

About Netmums

Netmums is a unique local network for parents, offering a wealth of information on both a national and local level. They provide details for all kinds of local resources, from child-friendly cafes to child minders, places to go and much more. www.netmums.com