



FOR IMMEDIATE RELEASE

Swanswell helps Leicestershire students stay SAFE on the road

10 November 2011, Leicestershire – Swanswell’s helped hundreds of students understand the risks of driving under the influence of alcohol or drugs as part of a special road show in North West Leicestershire.

The SAFE event at Stephenson College in Coalville is organised by North West Leicestershire District Council, and focuses on the consequences of dangerous driving, attracting up to 500 young people from the college and neighbouring districts.

Swanswell – a national charity which helps people in Leicestershire and Rutland overcome drug, alcohol and other problem behaviour – was invited to highlight how dangerous alcohol or drug misuse can be to people on the road.

During the two-day event (8 and 9 November 2011), staff used special beer goggles and games to show 16 to 19-year-olds how substance misuse can affect perception, gave out information cards about alcohol and driving as well as useful Swanswell merchandise.

Students were also given an insight in to the charity’s Drink Impaired Drivers Programme, which gives people a clearer idea of how alcohol affects their ability to drive safely, putting the lives of others at risk as well as their own.

Nicholas Aston, Recovery Worker for Swanswell in Leicestershire and Rutland, said:
‘We know from statistics that road casualties are more likely to be in their late teens than

any other age group, so it's vital that we help get these safety messages across before it's too late.

'People taking part in our Drink Impaired Drivers programme often tell us how little they knew about the effect that alcohol has on their driving and how dangerous it can be for them and others.

'Although there is a drink-drive limit, we think the safest way is not to drink at all if you're getting behind the wheel.'

To find out more about Swanswell and the services it provides in Leicestershire and Rutland, visit www.swanswell.org or call 0300 303 5000.

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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

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 Rugby, Coventry, Leamington, Birmingham, Nuneaton, Barnsley, Sandwell, Leicestershire and Rutland. Visit Swanswell at: www.swanswell.org.

Join the conversation, follow Swanswell on twitter at www.twitter.com/Swanswell.

Photo attached

Safe-1.jpg: Helping students stay SAFE (from l-r) Swanswell staff Jamie Leake, Nicholas Aston and Michelle Towell; and **Safe-3.jpg:** a view through the special goggles.

About North West Leicestershire District Council's Community Safety Team



The Community Safety Team works closely with local Police, the Fire Service, Leicestershire County Council and other partners to reduce crime and tackle a range of crime related issues.

The team's specific contribution is to manage the Authority's Safer North West Partnership; a partnership which draws together all these agencies to tackle crime issues together. The Community Safety Team leads on tackling anti-social behaviour issues and works alongside organisations to tackle domestic violence, drugs and alcohol misuse, and other community safety issues.