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Tackling alcohol misuse requires united approach

The Scotch Whisky Association urged all political parties to work with industry and other stakeholders to change Scottish attitudes towards irresponsible alcohol consumption as MSPs today debated measures for tackling alcohol misuse in Scotland.

Campbell Evans, the Association's Director of Government & Consumer Affairs, said:

"Cultural change requires partnership and long term commitment. The drink drive campaign is a good example – over the last two decades drink driving has been stigmatised. The law is clear and is enforced consistently. We should aim to do the same in relation to irresponsible drinking, with strong enforcement of the laws against sales to underage or intoxicated drinkers a good place to start.

"The whisky industry will continue to play its part to the full. Unit labelling, responsibility messages and server training have all been widely adopted. At industry level, the SWA enforces a Code of Practice on Responsible Marketing and Promotion of Scotch Whisky, which aims to be the toughest self-regulatory code in the alcoholic drinks sector.

"Most people drink responsibly and the task for all is to make this seen as the norm, rather than glorifying excessive consumption."

- End -

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