

“Review of the Regulation of Alcohol Advertising: tell us what you think”

Information for people who work with youth

Because you work with young people, you know how important it is that they are supported in making their voices heard about things that matter to them. The Review of the Regulation of Alcohol Advertising (the Review) is something that young people might be interested in. To help them do this, we’re asking you to read the attached document, “Review of the Regulation of Alcohol Advertising: tell us what you think”, send it around your networks, and help the young people you work with to create and send in submissions by **Tuesday 31 October 2006**.

About the Review

The Government is conducting a review of the way that alcohol advertising is regulated in New Zealand. As part of this review, a Steering Group has been formed to carry out consultation with the public. The consultation opened on 13 September 2006 and will close on 31 October 2006. The Steering Group plans to report to the Government with recommendations by the end of 2006.

Youth consultation on the Review

The Steering Group has identified young people as a special interest group with respect to alcohol advertising, and wants the views of as many young people as possible to inform the Review. For this reason the Ministry of Health, the Alcohol Advisory Council of New Zealand, and the Ministry of Youth Development have worked together to develop “Review of the Regulation of Alcohol Advertising: tell us what you think”. This is a youth-friendly consultation document that gives information about the review and seeks young people’s feedback.

“Review of the Regulation of Alcohol Advertising: tell us what you think” can be found online at www.ndp.govt.nz, the Government’s National Drug Policy Network. It can be printed out and sent by mail, or saved on a computer and emailed in. The email address to send it to is advertisingreview@moh.govt.nz, or by mail to **Steering Group, Review of the Regulation of Alcohol Advertising, c/o Jo Burgi, Ministry of Health, PO Box 5013, Wellington**.

Any questions?

The all-ages consultation document for the Review is also online at www.ndp.govt.nz, and it contains a more detailed explanation about the current regulatory framework for alcohol advertising and other relevant information. If you or the young people you work with have questions about the Review, you might find the answers in the all-ages consultation document. If there’s anything else you want to know, please email advertisingreview@moh.govt.nz.