



THE BALANCING ACT



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Alcohol Community



Alcohol Community



COMMUNITY ACTION - BLACKBURN

(Changing Attitudes to
Alcohol)



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Project Aim

engage, assist and support the community in addressing concerns regarding alcohol ultimately leading to improved health, family life, opportunities and a reduction in alcohol related harm and anti social behaviour.



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- Community Consultation
- Steering Group
- Work Plan



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Outcomes

- Engage with the Community
- Improve Communication Links
- Improve Alcohol Awareness / Education
- Reduce Under Age Drinking & Alcohol Related Harm



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Can't Tell Don't Sell Initiative






Be A Thinker! Not A Drinker



Don't underage drink

Produced by 197 pupils of Blackburn, Marston Hill and Our Lady of Lourdes Primary Schools






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Differences

- Community asked for it
- Consequences if not acted upon
- Linked to the other work in community



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Barry McGuiness
Marketing Officer
Alcohol Focus Scotland






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IT'S GOOD TO TALK WITH COMMUNITIES



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