Minister for Health David Tollner today announced the *Tell ‘Em That’s Enough* Central Australian Alcohol Public Awareness Campaign will be relaunched as a Territory-wide campaign.

Mr Tollner said the youth-led alcohol education program undertaken in Central Australia throughout 2011 and the start of 2012 will be rebranded *Go Easy* and launched in December this year.

“The alcohol awareness campaign aims to raise awareness about the dangers of excess alcohol consumption and encourages teenagers and young people to drink responsibly,” Mr Tollner said.

“*Tell ‘Em That’s Enough* was based around a competition for high school students and young adults to help create videos and posters for a mass media alcohol awareness campaign.”

An independent evaluation found *Tell ‘Em That’s Enough* achieved a range of outcomes including:

- empowering young people to have their say;
- increasing knowledge and awareness about the risks of drinking too much alcohol and the effect it has on relationships with family and friends;
- increasing knowledge about the potential for trouble and danger when people are out socialising and consuming alcohol; and
- raising awareness amongst the population, particularly amongst young people to encourage responsible drinking.

“Independent evaluators hailed the program a success and the campaign evaluation summary shows the program’s achievements, as well as areas that can be improved on in the new campaign,” he said.

*Go Easy* will expand on the previous program by targeting a Territory-wide audience, developing a more interactive website with a particular focus on social media and offering some impressive prize money to encourage more young people to take part.

“It’s great to see local industry coming on board to support and promote the new campaign that will be managed by the Drug and Alcohol Services Association Alice Springs.

“The Country Liberals Government is committed to working closely with non-government agencies and industry to help spread the right messages about responsible drinking to teenagers and young adults.

“I encourage young people throughout the Territory to get involved with *Go Easy* for a chance to win great prizes while helping to educate the community on responsible drinking.”

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