

news release ...

Local alcohol specialists **alcohol services for the community (asc)** has just launched a new leaflet, "**Talking Alcohol ... a parent's guide.**"

Full of factual information, the leaflet explains why alcohol and the under 18's don't mix and how alcohol can affect the mind and body in the short- and long-term. It also contains practical tips on raising the subject, promoting a safer drinking culture at home and how to deal with someone who has had too much alcohol.

Whether or not you drink alcohol yourself or whether or not your child has yet started to experiment with alcohol, it's never too soon to start discussing drinking.

Whilst a recent study of young people in England found that 48% of pupils said they had never had a proper alcoholic drink, those pupils who *had* drunk in the last week had consumed an average of 14.6 units, an alarming amount of alcohol for a young person, as 14 units a week is the recommended safe level for an *adult* female. Whilst young people may have emotional maturity, their body and organs are still growing and developing so the impact of alcohol will be far more severe.

Kathy McLaren, **asc's** PUKÉ Manager said: "It's all about giving balanced, factual information. Whether or not you and your family drink alcohol, drinking in the UK is widespread and young people are certain to encounter it in the wider community. Acknowledging this reality and demystifying this legal drug could positively influence your child's attitude and approach to drinking".