

# What'll it be?



EVERY SINGLE YEAR ALCOHOL COSTS US **£11bn** IN CRIMINAL JUSTICE COSTS



ENOUGH TO KEEP MORE THAN **260K** POLICE OFFICERS ON OUR STREETS

**1.2m**

PEOPLE ARE ADMITTED TO HOSPITAL DUE TO ALCOHOL RELATED CAUSES AND COUNTLESS OTHERS SEE THEIR HEALTH DAMAGED BECAUSE OF IT

OVER THE PAST 10 YEARS; RATES IN PEOPLE UNDER 30 SUFFERING FROM LIVER DISEASE HAS INCREASED BY

**112%**

## OUR AIMS

- MINIMUM PRICE OF 50P PER UNIT OF ALCOHOL
- 1/3 OF EVERY ALCOHOL PRODUCT LABEL TO GIVE EVIDENCE-BASED HEALTH WARNING
- SALE OF ALCOHOL RESTRICTED TO CERTAIN TIMES OF DAY
- ALCOHOL POINT OF SALE RESTRICTED TO DEFINED AREA
- LEGAL LIMIT FOR BLOOD ALCOHOL CONCENTRATION FOR DRIVERS REDUCED TO 50MG/100ML

HELP SUPPORT #21BILLION DAY OF ACTION

alco**HELP**

#**21**billion



DESIGN BY BENPOLKINGHORNE.COM