



Kevin Humphries MP

Minister for Mental Health

Minister for Healthy Lifestyles

Minister for Western NSW

MEDIA RELEASE

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NRL STARS JOIN KNOW WHEN TO SAY WHEN CAMPAIGN

The NSW Government has teamed up with a few of the NRL's best known faces to promote a campaign that encourages people who regularly drink to excess to question their relationship with alcohol.

Minister for Mental Health and Minister for Healthy Lifestyles, Kevin Humphries, joined NRL players including Nathan Hindmarsh, Andrew Ryan and Shaun Timmins at the City versus Country game in Coffs Harbour yesterday to promote the *Know when to say when* campaign.

"By asking people to explore how and why they drink, the *Know when to say when* campaign is an important step towards raising awareness of the social and health impacts of binge drinking and of getting the message across that it is important people take personal responsibility for the negative consequences of their drinking," Mr Humphries said.

"Many of the dangers of excessive consumption of alcohol, are misunderstood, tolerated or ignored by those most at risk.

"By teaming up with the NRL we are helping to further spread the message that we can no longer afford to ignore the consequences of the Australian binge drinking culture."

The campaign forms an important part of the NSW Government's commitment to tackle binge drinking and alcohol-fuelled anti-social behaviour, which also includes sobering up centres, the Three Strikes scheme and the Kings Cross Plan of Management.

"This campaign is not about telling people not to have a good time when they go out or when they are having a drink with their family and friends, it is about knowing when the right time to stop is before doing something you regret," Mr Humphries said.

People seeking further information or support for problem drinking are encouraged to call the Alcohol and Drug Information Service (ADIS) on 02 9361 8000 (Sydney callers) or 1800 422 599 (Regional and Rural callers) for 24 hour confidential advice, information and referral.

For more information on the campaign visit: www.whentosaywhen.com.au