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PRESS RELEASE 5 MARCH 2012

Last month David Cameron said the UK required 'innovative solutions to confront the rising tide of unacceptable behaviour' in reference to binge drinking, offering deployment of booze buses, drunk tanks and police in hospitals as some examples of proposed plans.

The plans will be published this month in the Government's alcohol strategy report and in the Government's budget, which will be released on March 21st.

One of the big debates which has come out of the budget is a plan to ban cheap booze.

Alastair Mordey, a specialist in alcohol and drug addiction believes rising alcohol prices may deter social drinkers but rising prices of alcohol will not deter an addict.

"If the UK Government is going to raise alcohol prices it also needs to provide support to the addicts that will remain undeterred by these increased prices. The negative impact will be more on the families and dependants of addicts rather than the addicts themselves."

Mordey, Programme Director at The Cabin, a world-class drug and alcohol rehabilitation centre based in Thailand, is facing unprecedented levels of demand from the UK for its services.

"The patients we have had here at The Cabin from the UK would never have been deterred by drunk tanks or booze buses. Binge drinkers are just part of the problem. We must also consider the hidden and high functioning alcoholics in UK society, who need direct support from the Government in terms of rehabilitation. There are all these services for down and outs/ violent binge drinkers but what about the middle class alcoholic who pays his taxes? No booze buses, drunk tanks or police in hospitals are going to change the lives of the high functioning alcoholic and their families. These people can only be saved through programmes such as we offer at The Cabin."

Of the £5.7 billion the Government receives from alcohol taxation, £2.7 billion is spent by the NHS to combat alcoholism.

Alastair said today,

"Perhaps the Government needs to consider the benefits of treatment and the positive long term effects alongside the negative effects of a hike in prices."

To interview Alastair, or to use this story, please contact Melissa Gilmour or Katie Wilks on 0845 225 1500 or email katie@fullportion.com