



Alcohol, Tobacco and other
Drugs Council Tasmania Inc.

MEDIA RELEASE

17 July 2015

MINISTER LAUNCHES

PROMOTION PREVENTION AND EARLY INTERVENTION IMPLEMENTATION PLAN

Minister for Health Michael Ferguson will launch the Promotion, Prevention and Early Intervention (PPEI) Implementation Plan on Monday 20 July 2015 at the Salvation Army Bridge Program in New Town.

Alcohol Tobacco and other Drugs Council (ATDC) CEO Jann Smith said the plan was developed from the state government's framework to develop approaches in averting alcohol, tobacco and other drugs use.

"There have really been three phases to this project. The strategic framework, *Everybody's Business*, was developed by the Inter-Agency Working Group on Drugs and this plan has been formulated from there. Implementation will be led by a lead agency, which is the Drug Education Network (DEN)," she said.

'ATDC employed a project officer for ten months to develop the implementation plan. The work has been guided by the Alcohol, Tobacco and other Drugs PPEI Implementation Advisory Group, along with workshops and extensive consultation, so it is a huge achievement for us to see the plan finalised.

"The strategic framework and implementation plan provide a vision and focused effort to ensure that Tasmania's alcohol tobacco and other drug sector is well positioned to deliver high quality promotion, prevention and early intervention services.

"This project allows us to engage in prevention rather than only focussing on treatment and harm reduction. It's so important to address alcohol and drug use and misuse before they cause harm or become entrenched in our community. I believe this approach can provide long term benefits for all Tasmanians.

"The lead agency, DEN, will be supported by key stakeholders, both from government and non-government areas. Several organisations have already been identified to carry out or be involved with specific activities. These agencies will no doubt become our champions in prevention as they support the DEN to achieve the desired outcomes."

ENDS

MEDIA OPPORTUNITY

DATE: Monday 20 July 2015

TIME: 10:15am for 10:30am

VENUE: Salvation Army, Bridge Program, 63 Creek Road, New Town

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