

NEWS RELEASE

ALCOHOL CAMPAIGN FOCUSES ON ADULTS/PARENTS AS ROLE MODELS IN THE RUN UP TO XMAS

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KNOW THE CODE

This summer saw the launch of the Know The Code campaign to address safe and responsible drinking in Torbay.

Previously 'the code' has targeted young people's personal safety and health issues, but further key messages are highlighting the role of parents such as 'how are your kids getting home tonight?' and 'don't forget when you drink kids see more than you think'. The latter is particularly relevant when thinking about parents/adults as role models and drinking habits over the Christmas and New Year period.

- **198 out of 434 young people questioned in Torbay drank mainly at home.**

We will also be launching a new 'know the code' message in relation to fire safety - 'if you get home in a haze, don't start a blaze'. Sadly people who die in fires have often been drinking.

Divisional Officer (DO) Pete Smith said, "Devon Fire and Rescue Service regard this campaign as vital in the fight to reduce the risk to the community. The most recent deaths from fire in Devon involved people who had been drinking heavily and whilst the verdict in the Coroners Court was of accidental death, there can be little doubt that alcohol played a major role in the tragedy".



He added, "working in partnership is a vital part of the drive to reduce deaths and injuries from fires, Devon Fire and Rescue Service are pleased to support Safer Communities Torbay with this initiative and look forward to a safe festive period for all".

To highlight all of these messages the Safer Communities Team are inviting the general public to join them and Devon Fire & Rescue:

- **Friday 2nd December 2005 between 5pm and 9.00pm**
Fleet Walk, Torquay (near the Post Office)
- **Friday 9th December 2005 between 5pm and 9.00pm**
Fleet Walk, Torquay (near the Post Office)

to enjoy a complimentary mince pie, non-alcoholic mulled wine and visit our 'Know The Code Caravan'. There will also be an opportunity to let the team know if the campaign has made a difference by filling in a simple questionnaire.

If you would like any further information please contact Rachael Powell on 01803 841440 / rachael.powell@torbay.gov.uk.