



# More back call to give booze in sport the boot

**CATHY O'LEARY**

More West Australians are backing a total ban on promoting alcohol through sport, according to a recent poll.

Almost 60 per cent of those surveyed called for all alcohol advertising and sponsorship during sport, including televised games, to be scrapped.

This compares with 48 per cent support last year and 45 per cent in 2009.

The poll of more than 600 adults on behalf of health insurer HBF and *The West Australian* also found nine in 10 people believed the promotion of alcohol in junior sport was "completely unacceptable".

Three-quarters of people supported more advertising showing the ill-effects of drinking too much.

Healthway, which has attracted criticism from sporting groups for

its stance on alcohol promotion, said the results showed the community did not want to see sport emblazoned with alcohol messages.

Chairwoman Rosanna Capolungua said it was difficult to quarantine the impact of alcohol promotion to adults only.

"Adult players are the kids' sporting heroes, so kids are going to the grounds or watching the telecasts which are covered with alcohol advertising," she said.

"But there's a clear message from a large percentage who don't want alcohol in kids' sport and a sizeable number say we should get alcohol out of sport altogether."

McCusker Centre for Action on Alcohol and Youth director Mike Daube said children were exposed to a tsunami of alcohol promotion

through sport.

"Alcohol sponsorship sends out all the wrong signals about role models at a time when so many young people are drinking to get drunk," he said. "We need governments and sporting bodies to work together so sport can be about promoting health, not a vehicle for promoting beer and spirits."

Australian Medical Association WA president David Mountain said the survey results added weight to the association's push to stop alcohol promotion in sport.

"There is no place at all for alcohol sponsorship in junior sport and the fact that a majority want it removed across all sport shows it's a message resonating with the public," he said. "For too long alcohol has been portrayed as part of sporting success."



## ALCOHOL IN SPORT

**59%** of people want all alcohol advertising and sponsorship during sport, including televised games, to be scrapped

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 This compares with **48%** support in 2010 and **45%** in 2009  
 .....

**87%** say alcohol promotion in junior sport is "completely unacceptable"  
 .....

**77%** support more advertising showing the bad effects of drinking too much



SOURCE: HBF HEALTH SURVEY 2011