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**ALMOST nine out of 10 Victorians want cigarette-style health warning labels on their beer, wine and spirits, according to new research.**

The labels, which feature graphic pictures and information about alcohol's effect on violence, cancer, hospital care and addiction, should become mandatory on all alcohol products, according to VicHealth.

Stepping up its campaign for the Federal Government to enforce alcohol warning labels, VicHealth yesterday unveiled survey results of more than 1500 Victorians.

With Australian companies having to place warnings on products they export overseas, VicHealth chief executive Todd Harper said the community expected health information would be included on Australian products sooner rather than later.

"There was a very high degree of support for simple, clear and direct labels to communicate to consumers," he said.

"Consumers indicated very clearly they expected factual information that is serious rather than humorous.

"They wanted information that is educating and informing, not lecturing and scary."

The phone survey found 85 per cent supported recommended daily guidelines for low-risk alcohol consumption, while;

NINE out of 10 want warnings that exceeding guidelines may

be harmful;

THERE is demand for warnings catering for, pregnant women and young people;

THREE-quarters support nutritional information and a list of ingredients;

MOST drinkers want to know what type of alcohol is used in pre-mixed drinks;

THERE is demand for a standardised display on the number of standard drinks in containers.

Mr Harper said drinkers wanted to feel empowered, with most saying they now judged their drinking by how they felt rather than factual health information.

Professor Robin Room, of the Turning Point Alcohol and Drug Centre in Melbourne, said warnings were included on alcohol sales in Sweden, India and the US, with those rotating between themes having the greatest impact.

He said alcohol was in the top four causes of death and disability around the world and warning labels needed to form part of a wider strategy tackling alcohol problems.

"Alcohol affects others adversely, it is not only the effect on the drinker we are talking about," he said.

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