

# Support for alcohol warnings

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ALCOHOL labels with graphic health warnings and daily consumption advice would be welcomed by Victorians, new research has found.

However, the research also found that safe drinking guidelines were usually ignored by drinkers because they didn't like being told how much to consume.

VicHealth surveyed 1500 Victorians and found more than 85 per cent supported labels with safe-drinking guidelines and health warnings targeted at groups such as pregnant women or teenagers.

There was also strong majority support for nutritional information and a list of ingredients.

VicHealth chief executive Todd Harper said people wanted to make better informed decisions about their drinking.

“There appeared to be an expectation that health information and warning labels will be introduced on alcohol sooner rather than later,” he said.

VicHealth developed 12 label prototypes and invited focus groups to comment on them.

The researchers concluded that labels should be serious rather than humorous, should include new information and be linked to a striking image that was part of a wider marketing campaign.