

■ **Background**

- It has been identified that young people in Horley have 'easy' access to alcohol, with many obtaining it through their parents or guardians. The Multi Agency Group along with the Horley Youth Council have identified that, in some cases, there is a lack of parental guidance and responsibility in this area.

■ **Location(s)**

- General within this area

■ **Action**

- To undertake a publicity campaign locally to raise awareness amongst adults and highlighting the dangers of alcohol consumption to the young by
 - highlighting specific dangers around:
 - Health
 - Education
 - Crime.
 - This would be done via:
 - Posters, local radio, letters from schools and leaflets with young people taking the lead role.
 - Targetting adults purchasing alcohol on behalf of young people.

■ **Lead/Responsible Agency:** Horley Multi Agency Group

■ **Resource:** Reigate & Banstead Borough Council, Reigate & Banstead Housing Trust, Horley Town Council, Horley Youth Council, Horley Learning Partnership, Surrey Police, Surrey Together, Trading Standards, Retail outlets

■ **Timescale:** 2005/2006

■ **Outcome Measure/Reporting:** Delivery of the campaign. Evidence of a change in attitude to the consumption of alcohol by young people.
Decrease in alcohol related incidents.