

West Lothian Drug Action Team

Press Release

“Everything You Need for A Good Night Out”

West Lothian Drug Action Team has been awarded £10,000 from the Scottish Executive to produce a leaflet, in partnership with West Lothian Drug & Alcohol Service and Lothian & Borders police, targeting young women and their attitudes towards binge drinking.

The need for this leaflet emerges from an increase in the numbers of young women in Scotland drinking excessive amounts of alcohol, which could potentially result in health and personal safety risks.

Hilary Smith, Research & Development Officer for the West Lothian Drug Action Team commented: “Anecdotal evidence highlights that the levels of binge drinking are increasing, particularly amongst young women. This is a problem throughout Scotland and West Lothian DAT are keen to promote a responsible attitude towards drinking.”

“The leaflet takes the shape of an A5 sized pink handbag, which folds out to reveal a comic strip-style girl’s night out. West Lothian Drug Action Team hope this leaflet will target women in an innovative way, providing them with useful advice and contact numbers.”

“The aim of the leaflet is to educate women on the potential dangers of excessive alcohol use. We want people to have fun in a safe way by highlighting the potential health and personal safety risks associated with binge drinking.”

The campaign will be launched in Club Earth in Livingston and The Dreadnought in Bathgate on Thursday 17th March and leaflets will be distributed to female clubbers when entering both venues. Stewart Ness, Manager of Club Earth said: “Club Earth are delighted to assist with this initiative, which highlights the dangers of binge drinking. The handbag leaflet is an excellent idea and, by distributing them at the club, we hope it will reinforce the message that West Lothian Drug Action Team is aiming to put across. It’s one that we certainly endorse.”

Margot Ferguson, General Manager, West Lothian Drug & Alcohol Service added: “This is a very timely initiative as women’s drinking is on the increase. Various incidents have occurred where women have gotten into difficulties surrounding their personal safety. This campaign will heighten their awareness of the dangers associated with excessive alcohol use and hopefully lead to a reduction in the levels of female binge drinking.”

Hilary Smith
WLDAT Research & Development Officer