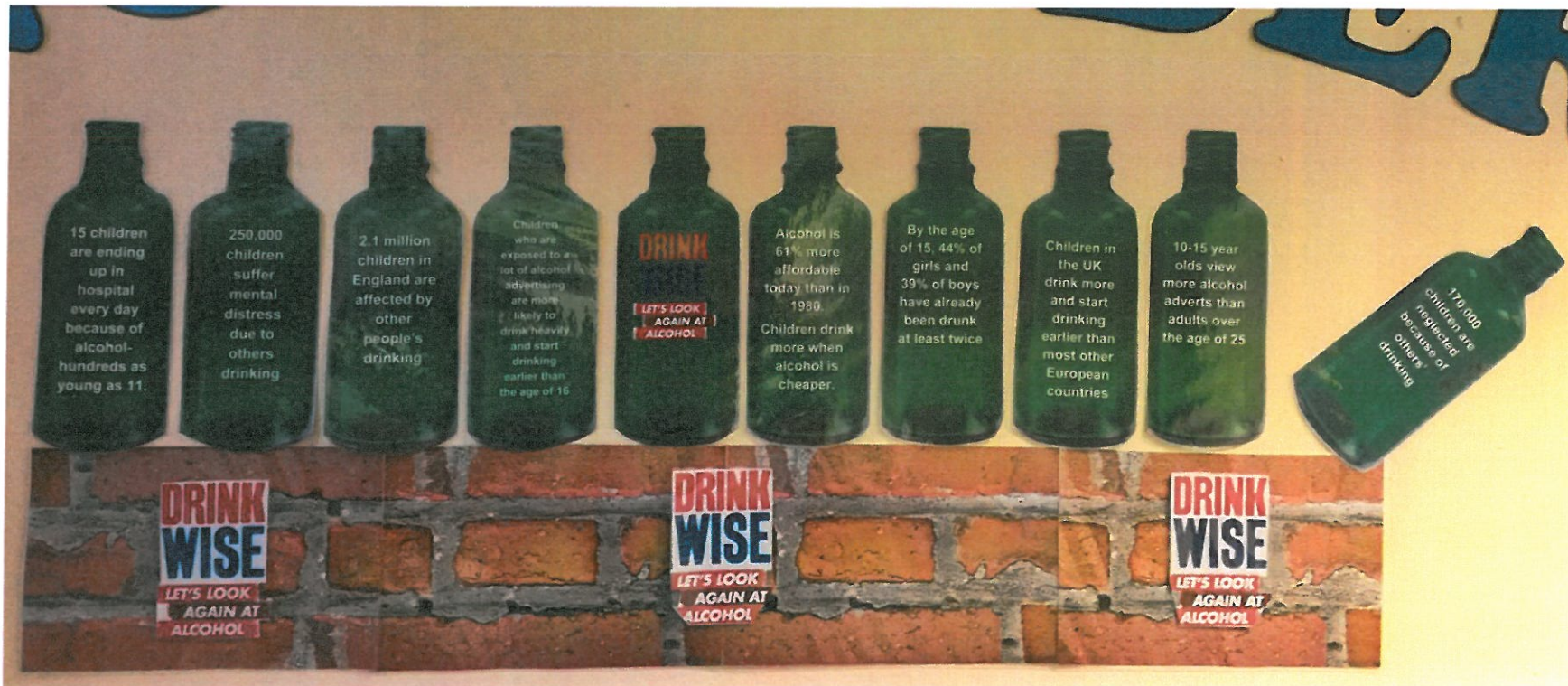




'10 Green bottles on a wall' - Visual Display

**DRINK
WISE**
LET'S LOOK
AGAIN AT
ALCOHOL




A green glass bottle, likely a medicine bottle, is shown against a white background. The bottle is oriented vertically with its neck at the top. The text is printed in white on the front of the bottle.

15 children
are ending up
in hospital
every day
because of
alcohol -
many as 11
young as 11

A green glass bottle lying horizontally on a white background. The bottle has a threaded neck and a rounded body. White text is printed on the side of the bottle.


**2.1 million
children in
England are
affected by
other
people's
drinking**

A green glass bottle, likely a medicine bottle, is shown horizontally. The bottle has a threaded neck and a rounded body. The text is printed in white on the front of the bottle.


**170,000
children are
neglected
because of
others
drinking**

A green glass bottle, likely a medicine bottle, is shown against a white background. The bottle is oriented vertically with its neck at the top. The text on the bottle is white and reads: 250,000 children suffer mental distress due to others drinking.


**250,000
children
suffer
mental
distress
due to
others
drinking**

A green glass bottle, likely for alcohol, is shown against a white background. The bottle is oriented vertically with its neck at the top. The text is printed in white on the front of the bottle.


**10-15 year
olds view
more alcohol
advertises than
adults over
the age of 25**

A green glass bottle, likely for medicine or a beverage, is shown horizontally. The bottle has a threaded neck and a rounded body. White text is printed on the side of the bottle. The text reads: "Children in the UK drink more and start drinking earlier than most other European countries".

**Children in
the UK
drink more
and start
drinking
earlier than
most other
European
countries**


A green glass bottle, likely for alcohol, is shown horizontally. The bottle is empty and has a textured neck. The text is printed in white on the front of the bottle.

**By the age of
15, 44% of
girls and 39%
of boys have
already been
drunk at least
twice**

A green glass bottle, likely for alcohol, is shown horizontally. The bottle has a textured neck and a smooth body. The text is printed in white, bold, sans-serif font on the front of the bottle. The text is arranged in four lines, with the first line being the longest and the last line being the shortest.

**Alcohol is
61% more
affordable
today than in
1980.**

**Children drink
more when
alcohol is
cheaper**

A green glass bottle, likely a beverage bottle, is shown against a white background. The bottle is oriented vertically with its neck at the top. The text is printed in white on the front of the bottle.

**Children
who are
exposed to a
lot of alcohol
advertising
are more
likely to
drink heavily
and start
drinking
earlier than
the age of 16**



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**Brick wall, enlarge to suit display,
ideally 4-6 to make it effective, and fit
9 bottles on top, and one just about to
fall.**

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Two signs for the top corners of the display
and one for the middle of the wall