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News

News releases and statements

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Summer season sees peak in alcohol-related incidents in London

1 August 2017

Londoners are getting more drunk in August than in December's party season, according to a new campaign launched by London Ambulance Service today (1 August).

Figures released by the UK's busiest ambulance service show that over 6,650 people were treated by ambulance crews after drinking too much last August (2016) – compared to less than 6,000 in December (2016).

For the first time ever, the Service is running an alcohol campaign in August – Not An Ambulance – to encourage people to look after their friends if they have drunk too much. The campaign is being launched with a 90 second film which highlights the issue.

Medical Director, Dr Fenella Wrigley, said: "Drinking too much puts people in a vulnerable situation. If you cannot look after yourself you risk injury by falling or being less aware of traffic and other hazards. You also risk losing your phone and keys, leaving you stranded on the streets.

"Many people who have drunk too much end up in arguments and tussles with others – something which, when sober, they would never be involved in. We're asking people to drink responsibly and if their friends do drink too much and need help, look after them so they don't end up alone, vulnerable and in need of an ambulance."

Dr Wrigley added: "A lot of the people our control room and ambulance crews respond to on Friday and Saturday nights don't need an ambulance – they need a friend to take responsibility to get them home safely and look after them.

"While we're treating patients who have had too much to drink – others, who are potentially seriously ill or injured could be waiting for help.

"Our message is simple – look after your friends, and make sure they get home safely, rather than ending their night in the back of an ambulance."

Ends

[Visit our #NotAnAmbulance page to find out more about the campaign and download the photos and videos to share on your social media channels.](#)

Top tips for a safe night out:

- **Eat before drinking:** Make sure you eat before you go out or start your night somewhere that serves meals or snacks. It'll provide more energy, and lessen your hangover the next day.
- **Try pacing and spacing:** Having a soft drink or some water between alcohol drinks slows the rate of your drinking.
- **Drink smaller drinks:** A large glass of wine in most bars is equivalent to a third of a bottle!
- **Keep a check on how much you're drinking:** The 'One You Drinks Tracker' will help you keep track of how much you are drinking and spending.
- **Look after each other:** Look after your friends and colleagues and make sure you know how you are getting home at the end of the night.
- **Plan your journey home:** Don't leave it to chance—think about how you're going to get home, and who with, before you go out. Make arrangements before you start drinking, and make sure you don't get left to walk home alone.

Notes to Editors

Paying tribute to Eric Roberts, Unison Branch Secretary

Two hundred new ambulance vehicles for London

Paramedics half-century of saving lives in London

Statement - Road traffic collision on Ladbroke Grove

Statement - Croydon tram incident

London Ambulance Service medics attacked with fireworks

Remember Remember stay safe this November

TV documentary prompts pizza praise

Service joins 100 black taxis on the Children's Magical Taxi Tour

Annual public meeting Tuesday 27 September

London Ambulance offers viewers unprecedented access in new TV series

Lennard Road - Road Traffic Collision, 31 August 2016

Over 1000 people treated at Notting Hill Carnival

Fire in Harrow

Hundreds more clinical staff on the frontline but not enough people from BME backgrounds

Paramedics praise five year old boy for helping to save his nan's life

Hundreds more emergency calls in London because of hot weather

Paramedic features in latest Historic England exhibition

Thief steals London Ambulance Service bike

Remembering 7 July 2005

Chief Executive speaks at launch of Living on the Edge report

Eat, Drink and Be Safe as Euro 2016 kicks off

Paramedic honoured at Buckingham Palace

Incident in Russell Square, WC1

Smartphone app alert helps volunteer first aiders save a life

Ealing butcher praises London Ambulance Service medics for excellent care

Fire in Shepherds Bush

- Last August (2016) we responded to 6,653 alcohol-related incidents compared to 5,938 in December 2016.
- 25 per cent of all alcohol-related incidents a week occur between midnight – 6am on a Saturday and Sunday.
- Top five boroughs for alcohol – related incidents:

Borough	Alcohol-related incidents – total for 2016
Westminster	4,830
Camden	3,427
Lambeth	3,419
City & Hackney	3,272
Southwark	3,051

- We have over 4,500 staff, who work across a wide range of roles based in 70 ambulance stations.
- We serve more than eight million people who live and work in the London area.
- For more information, media enquiries or interview requests please contact the Communications Team on 020 7783 2286 or communications@londonambulance.nhs.uk
- Follow us on [Twitter](#) using the hashtag [#NotAnAmbulance](#) and like us on [Facebook](#) for the latest news and information.

Increase in assaults on London Ambulance Service staff

Hero ambulance medic stops moped muggers in their tracks

London Ambulance Service gets ready for Notting Hill Carnival

Medic's bright idea makes ambulance crews even more accessible to blind patients

Incident at London City Airport

Incident at London City Airport

London Ambulance Service gears up for this weekend's Mad Friday

Skip the dreaded tinsel-itis and have your medication ready this Christmas

Ten years in the hot zone

Busiest night ever predicted for London Ambulance Service this New Year

Technical issues in our control room

London Ambulance medic honoured with Queen's Ambulance Service Medal

Don't get caught out in the cold, warns London Ambulance Service

Medics to provide life-saving support to refugee camps

Statement on incident in Southend Arterial Road

Prince Harry visits London Ambulance Service to launch Time to Talk Day

Innovator behind London's cycle paramedics praised at Healthcare Heroes exhibition

Fate brings man together with paramedic who helped save his life

Leadership team strengthened with two new non-executive directors

London Ambulance Service responds to Storm Doris

Card launched to improve safety of expectant mothers

Banker thanks life savers with charity run

New spit kits issued to track down offenders who spit at London's life savers

Prince William visits ambulance staff who treated patients in Westminster attack

Stock up on medication ahead of the long weekend, warns ambulance service

Statement following an incident on Warburton Road, E8.

London Ambulance Service appoints new Chief Executive

London Ambulance Service medic honoured at Buckingham Palace

Firefighter grants paramedic a final goodbye with fiancée

Paramedic who apprehended a violent criminal is awarded police commendation

Statement on the incident at London Bridge

Statement on the incident at Seven Sisters Road

Thousands more emergency calls during hottest week of the year

Investigation into 999 computer system outage on New Year's Day 2017

London Ambulance Service leads the way at Pride in London

Life-saving defibrillators rolled out across London thanks to emergency services partnership

Paramedic mugged by moped gang in London's West End

London Ambulance Service marks 100,000 followers milestone

We reveal the top London boroughs for alcohol-related incidents

Ambulance crews prepare for Notting Hill Carnival

Statement on the incident at Parsons Green

Medics reunited with premature twins they helped to safely deliver

Statement on incident in South Kensington

Prime Minister praises bravery of ambulance staff

Ambulance service stands with Croydon community to commemorate tram crash

Ambulance service comes together to remember the fallen

Paramedic shortlisted for Air Ambulance Paramedic of the Year

Statement in response to the Assaults on Emergency Service Workers Bill

Ambulance staff pay tribute to King's Cross fire victims 30 years on

Baby girl named after call handler who delivered her

[Over 1,300 years serving London](#)

[Police award brave ambulance man](#)

[Archbishop praises ambulance service after 'year of atrocities'](#)

[Extra ambulance crews on duty as Service braces itself for 'mad Friday'](#)

[While you're tucking into your turkey this Christmas, medics will be out saving lives](#)

[Busiest night of the year for 999 ambulance staff in London](#)

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