



London Ambulance Service **NHS**
NHS Trust



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MAYOR OF LONDON

Eat Drink & Be Safe



www.londonambulance.nhs.uk

#EatDrinkBeSafe

Information
Inside



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Introduction

Key messages

Template news release

Social media

Campaign assets

Contact us

Introduction

This festive party season, London Ambulance Service, London Fire Brigade, Metropolitan Police Service, and the Mayor of London are teaming up to help Londoners eat, drink and be safe.

Every year, London's emergency services are called to help more and more people who have become unwell through drinking too much, especially in December.

Alcohol-related calls are the most common need for an ambulance among 21-30 year olds across London. In 2014/2015, the Capital's ambulance service responded to 66,172 alcohol-related incidents.

We want Londoners to enjoy themselves, but avoid needing to call an ambulance for a trip to a hospital emergency department, becoming the victim of crime, or starting fires at home as a result of drinking too much alcohol.

We need your help to get the message out to party planners, employers and businesses in London that a little extra planning for a night out can make it a lot more fun in the long-run.

In this pack, we have brought together all the information that you and your organisation needs, along with a number of tools and resources that make it simple to join our campaign.



You can support us on social media, send a news release to your local paper about what you are doing, as well as advice on what office party planners can include in their invite to their colleagues to make sure everyone has a great time, and gets home well and safely.

By taking a few, good steps and some simple party planning, everyone can have a fun night out.

Your help will be hugely important to the success of our campaign and we look forward to working with you.

Dr Fionna Moore MBE
Chief Executive, London Ambulance Service NHS Trust

Dave Brown
Director of Operations, London Fire Brigade

Commander Simon Letchford
Metropolitan Police Service

Roger Evans
Deputy Mayor of London





Campaign messages

- ▶ We want people to eat, drink and be safe this festive party season.
- ▶ Christmas and New Year are a great time for Londoners to have a good time. We want people that are partying this year to.
- ▶ Through doing a bit of extra planning for festive parties with friends and colleagues, everyone can have a safer and better night out.
- ▶ We're encouraging Londoners and their employers to think about how they can make sure everyone has a great time, and to think about what happens when the party is over, and how their friends and colleagues will get home safely.

Key statistics

- ▶ In 2014/2015, London Ambulance Service attended 66,172 alcohol-related incidents.
- ▶ Top boroughs for alcohol related calls in December:
 - Westminster – 9.5% of all calls
 - Camden – 5.5% of all calls
 - Lambeth – 5% of all calls
 - Southwark – 5% of all calls
 - Lewisham – 4% of all calls
- ▶ LFB have attended 1,237 accidental alcohol-related fires in the last three years, with crews attending more than one incident a day.
- ▶ There have been 335 accidental alcohol-related fires so far in 2015.
- ▶ More than half of the people who died in accidental fires last year had alcohol in their bloodstream.
- ▶ 56% of all accidental alcohol related fires since 2010 have been caused by cooking.

Personal safety

- ▶ Look after your friends and colleagues and make sure you know how you are getting home at the end of the night.
- ▶ Before you go out, think about where the nearest public transport is to your party and check the time of the last bus or train.
- ▶ Have the number for a reputable taxi company in your area saved on your phone and book in advance. Share the fare' and share a cab with a colleague or friend who lives close by.
- ▶ Cabwise. Text HOME to 60835 for a list of licenced cab numbers.

Safer drinking

- ▶ Book a party somewhere that serves meals or snacks, or make sure you eat before you go out.
- ▶ Try pacing and spacing. Having a soft drink or some water between alcoholic drinks slows the rate of your drinking.
- ▶ Stick to safer drinking levels. For women, the guidelines are no more than two to three units a day. For men, it's three to four units a day.
- ▶ Keep a check on how much you are drinking. The NHS Change4Life tracker will help you keep track of how much you are drinking and spending.





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Introduction

Key messages

Template news release

Social media

Campaign assets

Contact us

Template news release

New figures from the London Ambulance Service show last December in (insert borough) x per cent of 999 ambulance calls were alcohol-related over the festive party season.

A new alcohol awareness campaign run by London's three emergency services and backed by the Mayor of London and City of London launched on Monday, 30 November.

'Eat, Drink and Be Safe' is a partnership approach which sees London Ambulance Service, London Fire Brigade and Metropolitan Police Service join forces to encourage Londoners to keep themselves safe, while also having fun this festive season.

As part of the campaign, posters advising the public to eat before going out, drink sensibly and plan ahead for a safe journey home will appear across the London Underground network.

Alcohol-related calls are the most common need for an ambulance among 21-30 year olds across London. In 2014, the Capital's ambulance service responded to 66,172 alcohol-related incidents.

Dr Fiona Moore, Chief Executive of London Ambulance Service said: "We want Londoners to have a good time during the party season, but we also want them to be safe. The wellbeing of the people of London is at the heart of everything the emergency services do. We're thrilled to be working together to make a real impact in tackling the number of alcohol-related incidents we see at this time of year."

London Fire Brigade Director of Operations Dave Brown, said: "We're not out to put a dampener on the Christmas party season, but want Londoners to take a few simple actions to ensure the emergency services don't interrupt their night out. We are delighted to be adopting

a joint approach with the other services to keep Londoners safe this Christmas."

Commander Simon Letchford, from the Metropolitan Police Service, said: "We want people to enjoy London's vibrant night-time activities in the run up to Christmas. However, the misuse of alcohol can result in disorder and anti-social behaviour that causes a strain on emergency services and diverts them from priority calls.

"Individuals can also make themselves vulnerable, putting themselves - and others - at greater risk of injury, as well as increasing their chance of falling victim to crimes. That is why we are very pleased to have this opportunity to join with our 999 partners in this targeted initiative to help tackle this important issue."

Deputy Mayor of London Roger Evans, said: "At this time of year, London is a special and wonderful place for people to celebrate with friends, colleagues and families. This campaign is about helping people do just that. We want people to enjoy themselves, not require the help of the emergency services. That is why we are working together to help people have a good time and stay safe."

To request alcohol-related statistics for your borough, please contact communications@londonambulance.nhs.uk





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Introduction

Key messages

Template news release

Social media

Campaign assets

Contact us

Social media

Suggested tweets:

 **Your Tweet** @YourTweet 12 hrs
We've teamed up with @Ldn_Ambulance to bring you some top 'party planning' tips for a safer festive season EatDrinkBeSafe #EatDrinkBeSafe
Expand Reply Retweet Favorite More

 **Your Tweet** @YourTweet 12 hrs
Don't feel pressured to keep up with people in rounds of drinks this festive season. For more top tips go to EatDrinkBeSafe #EatDrinkBeSafe
Expand Reply Retweet Favorite More



 **Your Tweet** @YourTweet 12 hrs
Don't get in an unlicensed cab this Christmas. For more top 'party planning' tips from @Ldn_Ambulance go to EatDrinkBeSafe
Expand Reply Retweet Favorite More

 **Your Tweet** @YourTweet 12 hrs
#EatDrinkBeSafe are you out this week? Are you drinking alcohol within safer levels? Find out more from @Change4Life
Expand Reply Retweet Favorite More

 **Your Tweet** @YourTweet 12 hrs
#EatDrinkBeSafe, how are you getting home tonight? Check the @TfLOfficial website for the time of your last public transport service
Expand Reply Retweet Favorite More

 **Your Tweet** @YourTweet 12 hrs
#EatDrinkBeSafe stick together. Always look after your friends and make sure everyone is getting home safely
Expand Reply Retweet Favorite More

Suggested Facebook post:

 **London Ambulance** 43 mins · London · 


We want Londoners to have a good time, eat, drink and be safe and not ruin their night by ending up ill.

If it is your office party tonight remember to plan your journey home in advance, check the train times and only use licenced taxis. Don't just think about how to get there; think about what you are going to do when the party finishes.

Last December, the London Ambulance Service attended more than 5,000 alcoholic-related calls. Look after your friends and colleagues this year and stick to safer drinking levels.

Put some extra thought and plans in place for a safer more enjoyable night out.

Like · Comment · Share

 564 people like this.





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Introduction

Key messages

Template news release

Social media

Campaign assets

Contact us

Campaign assets



How to use the campaign assets

Please contact the London Ambulance Service communications department to order posters and logos with your branding included.

communications@londonambulance.nhs.uk or
call us on 020 7783 2286



London's emergency services wish you an enjoyable party season, but please:

Eat food first
Alcohol on an empty stomach makes you drunk more quickly. Make sure you have something to eat before you start drinking this party season

Drink responsibly
Space your drinks out – have a soft drink or glass of water in between rounds

Be safe
Plan your journey home so you don't need the help of the emergency services

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[Introduction](#)

[Key messages](#)

[Template news release](#)

[Social media](#)

[Campaign assets](#)

[Contact us](#)

Contact us

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Launches on 30 November 2015.

Please get in touch if you have any questions about our campaign and if we can help you.

We will be tweeting throughout December and advertising on the tube network during London's festive party season.

Please contact the communications department for further information:

communications@londonambulance.nhs.uk or
call us on 020 7783 2286

www.londonambulance.nhs.uk/EatDrinkBeSafe

The campaign has received funding from the following partners:

Greater London Authority, London Ambulance Service, London Fire Brigade, the City of London Corporation, London Drug and Alcohol Policy Forum and the Safe Sociable London Partnership. Other partners, such as TfL and the Metropolitan Police Service are also providing support.

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Useful links

[Mayor of London](#)

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[City of London](#)



[London Drug & Alcohol Policy Forum](#)



[Transport for London \(TFL\)](#)



[Change4Life](#)



[Drinkaware](#)

drinkaware.co.uk
for the facts

[Cabwise](#)

