



Uimhir Thagarta Uathúil: KCC-C55-521

Stádas: Submitted

Aighneacht: Public Health and Advertising

Údar: South Western Regional Drug & Alcohol Task Force

Comhairliúchán:

Draft Kildare County Development Plan 2023 - 2029

Litir Chumhdaigh

National Substance Misuse strategy published in 2012 states that “alcohol has major public health implications and it is responsible for a considerable burden of health and social harm at individual, family and societal levels” From this the Public Health (Alcohol) Act was enacted on 17 October 2018.

The Act proposes to achieve its objectives through the introduction of a range of measures, two of which outline;

1. Prohibitions and restrictions on advertising and sponsorship; such as preventing advertising near schools, playgrounds, etc
2. Separation and visibility of alcohol products and advertisements for alcohol products in specified licensed premises;

Tuairimí:

14 - Urban Design, Placemaking & Regeneration

Caibidil: Volume 1 - chapters » 14 - Urban Design, Placemaking & Regeneration

Since the Public Health Alcohol act have come into effect, and extraordinary amount of branded alcohol advertisements and branded items such as seating, pop up tents, digital signage promoting branded alcohol products are placed more and more around licensed premises such as hotels, pubs, restaurant, art centres are to be found across the towns and villages of Kildare, and as this is a clause within the Public Health act that the curtilidge of a licenced premises these branded alcohol products are promoting outside schools, and areas with significant child and family footfall.

This can have a negative effect on the look of the towns and villages as well as impacting on the preventative and public health measures in relation to alcohol.

We call for this practice to be prohibited within Kildare and that advertising be restricted to the name of the business and general of products stopping the advertisement of branded alcohol products.

Documents Attached: Níl

Teorainneacha Gafa ar an léarscáil: Níl