

**WRITTEN QUESTION TO THE CHIEF MINISTER
BY DEPUTY M. TADIER OF ST. BRELADE
ANSWER TO BE TABLED ON TUESDAY 3rd NOVEMBER 2015**

Question

Does the Chief Minister have any plans to restrict the advertising and product placement of alcohol, as has been the case for tobacco, and if not, why not? Furthermore, when can members expect to see a cohesive alcohol strategy being published?

Answer

The Council of Ministers' Alcohol and Licensing Strategy was published in September 2014 (R139/2014). That strategy does not include restrictions on advertising and product placement but does include development of safe drinking messages and point of sale information.

Restrictions on alcohol advertising and product placement are difficult to achieve as Jersey has no jurisdiction over UK print and broadcast media. In addition, bill board advertising, which is commonly cited as being the most pervasive in relation to alcohol promotion, is not generally a feature of the Island.

Further consideration may be given to point of sale restrictions (for example, screening) but the benefits would need to be fully assessed in light of on-going media advertising.