



**MediaBook**

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# 'Unseen' calories in alcohol give drinkers food for thought

**Eilish O'Regan**  
Health Correspondent

DRINKERS can consume more calories in a night out than their entire daily allowance, an obesity expert has warned.

People can fail to consider the amount of calories in alcohol when they are calculating their daily intake, said Professor Donal O'Shea, endocrinologist at St Colmcille's Hospital in Dublin.

"They will consider a gin and tonic which has 160 calories to be the same as an Americano coffee which has four."

A night out having two pints amounts to 380 calories. A glass of wine clocks up 120 calories.

It means that "a few tipples" can add up to 600 liquid calories - before eating anything.

The more people drink, the less concerned they are about the nutritional content and the calories they are piling on.

"Many people in Ireland have more than this and reach over

1,000 calories in alcohol consumption before they have any food," he said.

"Before you know it, your total daily calorie allowance of between 1,600-2,000 calories has been consumed in one sitting. As a result, alcohol is helping fuel the obesity epidemic."

He was speaking as the HSE launched a website, Askaboutalcohol.ie, for the public to help people better calculate how much alcohol they are drinking and what they are doing to their health.

"I am delighted to see this website and campaign being launched, and delighted that we are adopting a clear position and language with which to talk about alcohol in Ireland," said addiction expert Dr Bobby Smyth.

"Alcohol causes cancer, alcohol hurts our mental health, alcohol harms many people in our society.

"Language like 'drink respon-

sibly, moderation, sensibly' - we know from our research that these are meaningless and don't offer any true guidance.

"People want health advice from health experts, and we hope that this site and this campaign will offer just that."

## Severe

The Government's long-delayed bid to overhaul alcohol laws has promised to make it mandatory to put calorie content on drinks, but it is caught up in lobbying from campaigners who believe many parts of the proposals are too severe.

Dr Marie Laffoy, assistant national director of the HSE's cancer programme, said the research showed public awareness about the link between alcohol and cancer was low.

"Drinking alcohol regularly increases the risk of seven different cancers; mouth, pharyngeal (throat), oesophageal (gullet), laryngeal (voicebox),

breast, bowel and liver. Alcohol is responsible for one in eight breast cancers in Ireland and 900 people are diagnosed with alcohol-related cancers each year. Askaboutalcohol.ie is an independent, reliable source of information regarding the link between alcohol and cancer."

Health Promotion Minister Marcella Corcoran Kennedy said the measures in the Public Health Alcohol Bill would help create a supportive environment for making healthier choices when it came to alcohol. "Ultimately, together, we want to reduce the enormous burden of alcohol-related harm on Irish families."

Dr Mark Murphy said young men and women often presented to their GP with a serious healthcare problem, caused by alcohol, unaware that their intake of alcohol was the reason for their complaint. They included mental health symptoms.

Title: 'Unseen'calories in alcohol give drinkers food for thought

Source: Independent.ie

Media Type: INTERNET

Date: W, 08-March-2017

Length: 528

<http://www.independent.ie/life/health-wellbeing/unseen-calories-in-alcohol-give-drinkers-food-for-thought-35512077.html>

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## 'Unseen'calories in alcohol give drinkers food for thought

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He was speaking as the HSE launched a website, Askaboutalcohol.ie, for the public to help people better calculate how much **alcohol** they are drinking and what they are doing to their health.

"I am delighted to see this website and campaign being launched, and delighted that we are adopting a clear position and language with which to talk about **alcohol** in Ireland," said addiction expert Dr Bobby Smyth.

"**Alcohol** causes cancer, **alcohol** hurts our mental health, **alcohol** harms many people in our society.

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Severe

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Read more: Dietitian Orla Walsh: How to trick yourself into good habits when it comes to your diet

Dr Marie Laffoy, assistant national director of the HSE's cancer programme, said the research showed public awareness about the link between **alcohol** and cancer was low.

"Drinking **alcohol** regularly increases the risk of seven different cancers; mouth, pharyngeal (throat), oesophageal (gullet), laryngeal (voicebox), breast, bowel and liver. **Alcohol** is responsible for one in eight breast cancers in Ireland and 900 people are diagnosed with **alcohol-related** cancers each year. Askaboutalcohol.ie is an independent, reliable source of information regarding the link between **alcohol** and cancer."

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Dr Mark Murphy said young men and women often presented to their GP with a serious healthcare problem, caused by **alcohol**, unaware that their intake of **alcohol** was the reason for their complaint. They included mental health symptoms.

Irish Independent

Title: Discussion about Irish drinking too excess

Source: NewsTalk

Media Type: BROADCAST

Programme: The Pat Kenny Show

Presenter: Pat Kenny

Date: W, 08-March-2017, 10:06:17

Duration: 16

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## Discussion about Irish drinking too excess

Almost half of Irish people believe a drinking too excess is no big deal. A new study focusing on our behaviour towards **alcohol** also found that 73 % say drinking to excess is just part of Irish Culture. Reading texts.

Prof Frank Murray, President of the Royal College of Physicians, Chairman of **Alcohol** Health Alliance

Continental Europe

Spain

Portugal

Paul Cullen, Health Correspondent Irish Times

UK

CMO - Chief Medical Officer for England

**Alcohol** Low Risk Guidelines

Title: New alcohol awareness website launched

Source: q102.ie

Media Type: INTERNET

Date: T, 07-March-2017

Length: 23

<https://www.q102.ie/news/new-alcohol-awareness-website-launched/>

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## New alcohol awareness website launched

There's also tools to help people assess their drinking.

Marian Rackard's Project Manager with the HSE **Alcohol** Programme:

[CLIP]

OUT: And long term

Title: New website offers advice on alcohol intake and out affects health and mental well-being.

Source: Galway Bay FM

Media Type: BROADCAST

Programme: 11:00 News

Presenter: Bernadette Prendergast

Date: T, 07-March-2017, 11:05:55

Duration: 1

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## New website offers advice on alcohol intake and out affects health and mental well-being.

A new website offering advice on **alcohol** intake and out affects health and mental well-being. The HSE is putting out the message that people can gain more by drinking less to ask a **alcohol**.ie. It's designed to provide information on **alcohol** risk and enable everyone to manage their own health better.

Title: A new website is offering advice on alcohol intake and how it affects health and mental well-being.

Source: South East Radio FM

Media Type: BROADCAST

Programme: 11:55 News

Presenter: Michael Doyle

Date: T, 07-March-2017, 12:03:33

Duration: 1

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## A new website is offering advice on alcohol intake and how it affects health and mental well-being.

A new website is offering advice on **alcohol** intake and how it affects health and mental well-being. The HSE is putting out the message that people can gain more by drinking less through asked about **alcohol.ie**. It's designed to provide information on **alcohol** risk and enable everyone to manage their own health better.

Title: New alcohol awareness website launched

Source: Today FM

Media Type: BROADCAST

Programme: 13:00 News

Presenter: Susan Keogh

Date: T, 07-March-2017, 13:08:58

Duration: 1

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## New alcohol awareness website launched

Harmful drinking patterns have become the norm for many people in Ireland. A new website has been launched today to give advice on **alcohol** intake and how it affects our health and mental well-being. The HSE is putting out the message that people can Gain More by Drinking Less through Askaboutalcohol.ie.

Suzanne Costello, HSE **Alcohol** Programme

Ireland

Title: Minister Corcoran Kennedy launches new HSE website Askaboutalcohol.ie and encourages everyone to manage their own drinking

Source: MerrionStreet.ie

Media Type: INTERNET

Date: T, 07-March-2017

Length: 350

[http://www.merrionstreet.ie/en/News-Room/Releases/Minister\\_Corcoran\\_Kennedy\\_launches\\_new\\_HSE\\_website\\_Askaboutalcohol\\_ie\\_and\\_encourages\\_everyone\\_to\\_manage\\_their\\_own\\_drinking.html](http://www.merrionstreet.ie/en/News-Room/Releases/Minister_Corcoran_Kennedy_launches_new_HSE_website_Askaboutalcohol_ie_and_encourages_everyone_to_manage_their_own_drinking.html)

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## Minister Corcoran Kennedy launches new HSE website Askaboutalcohol.ie and encourages everyone to manage their own drinking

Published on Tuesday 7th March 2017 Minister Marcella Corcoran Kennedy, TD, Minister of State for Health Promotion is today launching a new website, Askaboutalcohol.ie , along with a Health Service Executive information campaign on **alcohol** harm. Minister Corcoran Kennedy said, “There is clear evidence that excessive use of **alcohol** is associated with poor physical and mental health and well-being. In Ireland, our **alcohol** consumption levels are high and binge drinking is commonplace. This pattern of drinking is causing significant harm to individuals, their families and society. **Alcohol** use and misuse is a complicated challenge for society.”

The Minister went on to point out that “Askaboutalcohol.ie and the information campaign are an important first step in enabling people to manage their own drinking. This website and the associated campaign will play an important role in providing public health information on **alcohol**. Simple yet effective tools like the drinks calculator will empower people to assess their drinking habits and make informed choices to improve their health and wellbeing. I would encourage everyone to go online, get more information and manage their own drinking. The website will also be a useful resource for health services workers and those working in the field.”

The Minister concluded, “We need to reduce our **alcohol** intake as a nation. The Public Health (**Alcohol**) Bill will help to address this. The Bill is a measured and evidence-based response to deal with the very real harms caused by **alcohol**. The Bill provides for: minimum unit pricing to eliminate very cheap **alcohol** from stores; health labelling on **alcohol** products to inform consumers; separation in stores to restrict location and visibility; restrictions on advertising and marketing; regulation of sponsorship and regulation of the sale, supply and consumption of **alcohol** products. I am currently reflecting on the discussions to date in the Oireachtas in relation to the provisions contained in the Public Health **Alcohol** Bill and I will be bringing the Bill back to the Seanad as soon as possible. I am committed to ensuring that this will be a robust and effective public health measure, which will significantly reduce **alcohol** misuse in our society.”

Title: Harmful drinking patterns become the norm for many people in Ireland according to experts

Source: NewsTalk

Media Type: BROADCAST

Programme: 14:00 News

Presenter: Andrea

Date: T, 07-March-2017, 14:02:59

Duration: 1

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# Harmful drinking patterns become the norm for many people in Ireland according to experts

Harmful drinking patterns become the norm for many people in Ireland according to experts. A new website has been launched today to give advice on **alcohol** intake and how it affects your health and mental well-being.

Suzanne Costell

HSE

Title: Harmful drinking patterns have become the norm for many people in Ireland

Source: Tipp FM

Media Type: BROADCAST

Programme: 13:00 News

Presenter: Pat Murphy

Date: T, 07-March-2017, 13:09:22

Duration: 1

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# Harmful drinking patterns have become the norm for many people in Ireland

Harmful drinking patterns have become the norm for many people in Ireland according to experts. The website has been launched today to give advice on **alcohol** intake now affects health and mental well-being.

HSE

[askaboutalcohol.ie](http://askaboutalcohol.ie)

Suzanne Costello, HSE **Alcohol** Programme

Calories

Title: Ask About Alcohol

Source: todayfm.com

Media Type: INTERNET

Date: T, 07-March-2017

Length: 36

<https://www.todayfm.com/News/Ask-About-Alcohol>

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# Ask About Alcohol

A new website has been launched to give advice on **alcohol** intake and how it affects our health and mental wellbeing.

The HSE's putting out the message that people can 'gain more by drinking less' through

Title: Drink Less and Gain More – HSE

Source: clonmelonline.com

Media Type: INTERNET

Date: T, 07-March-2017

Length: 815

<http://clonmelonline.com/2017/03/drink-less-and-gain-more-hse/>

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## Drink Less and Gain More – HSE

The HSE will today, Tuesday 7th March 2017, launch a new website for the public on **alcohol** – about how much we’re drinking, how it affects us healthwise, and how we can gain more by drinking less.

Speaking at today’s launch, Dr Stephanie O’Keeffe, HSE National Director for Health & Wellbeing said, “This is the first HSE website that provides dedicated information about **alcohol** risk and offers support and guidance to anyone who wants to cut back on their drinking.

Comprehensive surveys show that harmful drinking patterns have become the norm for many people in Ireland, while awareness of the significant risk associated with these drinking patterns remains low. The HSE, in providing a wide range of health and related services, has insight into the impact of **alcohol** harm nationally. Whether it is through the well-known ED experience or right through inpatient and mental health services, our experts are well-placed to engage with the public to advise and support individuals in making clear and informed choices.”

Ask About **Alcohol**.ie has been created to provide authoritative information source on **alcohol** risk to enable everyone to manage their own health better. It is also designed to work in tandem with public health legislation and planned regulatory changes on **alcohol** labelling, availability and pricing.

Launching the new website Minister Marcella Corcoran-Kennedy said, “I am delighted that we now have a high-quality and engaging source of evidence-based information on **alcohol**, provided by the HSE in partnership with our wider health community. Giving people information on the risks associated with **alcohol** is of huge value, yet if we want to see positive changes in our drinking habits then we have to make healthier choices about consumption. The measures in the Public Health **Alcohol** Bill will help create a supportive environment for making healthier choices when it comes to **alcohol**. Ultimately, together, we want to reduce the enormous burden of **alcohol** related harm on Irish families.”

Dr Marie Laffoy, Assistant National Director, HSE National Cancer Control Programme said, “Research shows that awareness with regards the link between **alcohol** and cancer is low. Drinking **alcohol** regularly increases the risk of 7 different cancers; mouth, pharyngeal (throat), oesophageal (gullet), laryngeal (voicebox), breast, bowel and liver. **Alcohol** is responsible for 1 in 8 breast cancers in Ireland and 900 people are diagnosed with **alcohol-related** cancers each year. Askaboutalcohol.ie is an independent reliable source of information regarding the link between **alcohol** and cancer.”

In addition to providing information on the physical and mental health effects of **alcohol**, askaboutalcohol.ie has useful tools to help you assess your drinking including a drinks calculator. The website also provides information for people, who are worried about their own drinking, or worried about someone close to them, and has a service finder to help connect people to support and services.

Prof Donal O’Shea, Consultant Endocrinologist and Chair Royal College of Physicians

of Ireland Policy Group on Obesity said: “Drinking within safe limits is important for lots of reasons, including maintaining a healthy weight. People often don’t consider the amount of calories in **alcohol** as part of their look-back at their daily intake. They will consider a gin and tonic (160 kcals) to be the same as an Americano (4 kcals). A night out having two pints (190 kcals each) before dinner and two glasses of wine (120 kcals each) totals around 600 liquid kcals – before eating. Many people in Ireland have more than this and reach over 1,000 kcals in **alcohol** consumption, before they have any food. Before you know it, your total daily calorie allowance (1,600kcal to 2,000kcal) has been consumed in one sitting.”

Dr Mark Murphy, Irish College of General Practitioners said, “Young men and women often present to their GP with a serious healthcare problem, caused by **alcohol**, unaware that their intake of **alcohol** was the reason for their complaint. Patients may present with mental health symptoms such as anxiety, low mood or poor sleep, which are directly related to excessive **alcohol** intake. Similarly many patients present to their GP with a physical complaint such as fatigue, a sexual health problems or trauma, relating to excessive consumption of **alcohol**, of which they may not be aware.”

Dr Bobby Smyth said “I am delighted to see this website and campaign being launched, and delighted that we are adopting a clear position and language with which to talk about **alcohol** in Ireland. **Alcohol** causes cancer, **alcohol** hurts our mental health, **alcohol** harms many people in our society. Language like ‘drink responsibly, moderation, sensibly’ – we know from our research that these are meaningless and don’t offer any true guidance. People want health advice from health experts, and we hope that this site and this campaign will offer just that.”

The HSE’s Ask About **Alcohol** communications campaign will feature supporting promotional materials, social media content, radio advertisements and a digital marketing campaign to take place across the coming months.

Title: Harmful drinking patterns have become the norm for many people in Ireland

Source: Spin FM

Media Type: BROADCAST

Programme: 15:00 News

Presenter: Andrew

Date: T, 07-March-2017, 14:46:18

Duration: 1

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## Harmful drinking patterns have become the norm for many people in Ireland

Harmful drinking patterns have become the norm for many people in Ireland according to experts. A new website has been launched today to give advice on **alcohol** intake how impact on health.

Suzanne Costello, HSE **Alcohol** Programme