**ALCOHOL ADVERTISING POLICY ON PUBLIC TRANSPORT**

**[Your name]**

**[Address]**

**[Phone]**

**[Email]**

**[Date]**

**[your local] Council**

**[Council Address]**

**Requesting alcohol advertising policy for public transport vehicles and infrastructure**

Dear Sir/Madam

I am writing to raise serious concerns about alcohol advertising that is often featured on public transport vehicles and infrastructure in our region. As a community, we are concerned about the exposure of alcohol advertising to our children and young people, and especially to those who have alcohol use dependence.

Alcohol advertisements on public transport vehicles and infrastructure are frequently seen by vulnerable people including young people, and those in recovery from alcohol problems. When young people are exposed to alcohol advertising, they are more likely to take up drinking earlier and drink more heavily. Persons with alcohol addiction also struggle in environments where alcohol is heavily advertised.

Many young people in our community walk or bike to school, or use public transport means. We want to reduce their exposure to all forms of alcohol advertising as they go about their day to day lives. Many councils and transport operators around New Zealand have already taken positive steps to remove alcohol advertising from their vehicles and infrastructure.

Some councils in New Zealand already have strong policies on alcohol advertising and public transport. We ask that Council, transport operators, advertising agencies, and other key stakeholders work together to develop policies restricting alcohol advertising on public transport within our community.

Please see the log below for some examples that are of concern to our community.

Yours sincerely,

**[Signature]**

**[Name]**

**[Contact email/phone]**

**INCIDENT LOG - ALCOHOL ADVERTISING ON PUBLIC TRANSPORT**

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| --- | --- | --- | --- | --- |
| **Date & Time**  | **Product Advertised** | **Type (bus/train/station/bus stop etc.)**  | **Location** | **Description of advertisement (include photos if available)** |
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