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worldwidepartners inc

20 Northdown Street
London, N1 9BG
+44 (0)20 7843 5900
info@23red.com
23red.com

Invitation to contribute – independent review of Drinkaware

An Independent Review Panel has been established at the request of the Drinkaware trustees to fulfil the commitment in the founding Memorandum of Understanding to undertake a review of the activities and effectiveness of the Drinkaware Trust, and to ensure that the review is conducted in a rigorous, inclusive and open manner and that it is completely independent. The Panel will be chaired by Sir Hugh Taylor, Chairman of the Guy's and St Thomas' NHS Foundation Trust and former Permanent Secretary at the Department of Health. The other Members of the Panel are:

- Professor Sir Ian Gilmore, Faculty of Health Sciences, University of Liverpool, Honorary Consultant Physician at the Royal Liverpool University Hospitals, and Chairman of the Alcohol Health Alliance
- Jeremy Beadles, Corporate Relations Director, Heineken UK and former Chief Executive of the Wine and Spirit Trade Association
- Chris Heffer, Deputy Director Alcohol and Drugs, Department of Health
- Ben Page, Chief Executive, Ipsos MORI

The panel have appointed 23red, an independent consultancy, to conduct the review.

Individuals and organisations are invited to contribute documents that may be of interest to the review, particularly in the following areas:

- Effectiveness of Drinkaware's marketing campaigns
- Public understanding of and attitudes towards the Drinkaware brand and its messages
- Alcohol-related behaviours among Drinkaware's target audience groups
- The governance and funding of Drinkaware
- The role of the alcohol industry in positively changing public behaviour and the national drinking culture to help reduce alcohol misuse and minimise alcohol-related harm

The invitation to contribute is open until midnight on 31st January 2013.

Please email drinkawarereview@23red.com to submit your contribution, attaching any documents in Word, PowerPoint, Excel or PDF. Please include the following details:

Your name:

Your organisation:

Your job title:

Your email:

Your telephone:

Can we contact you for further information if required? Yes/No

Do you want to receive a copy of the final review? Yes/No

We will not share publicly the names of contributors, without their prior permission.