

Table 3 below sets out some of the ways in which individuals and families, communities, health services, industry and governments can work together on these priorities to achieve change in alcohol-related harm.

PRIORITIES	ACTIONS	BENEFITS	Individuals and families	Communities schools & workplaces	Health services	Industry	Cwllh, States & Local Government
Reshape consumer demand towards low-risk drinking	Develop adequately funded and effective social marketing and public education campaigns to prevent misuse and reduce alcohol-related harm, including targeted approaches and local complementary initiatives for different population groups	State and territory governments support through additional media advertising and other targeted public education for priority population groups Communities reinforce messages through funded innovative local activities		■		■	
Reshape supply towards lower-risk products	Review the taxation system to stimulate the production and consumption of low-alcohol products	Individuals are supported in low risk drinking	■			■	■
		Individuals are better able to limit alcohol consumption when driving	■				
		Price of low alcohol products is more attractive to young people	■			■	■
	Develop a staged approach to restrict alcohol advertising	The alcohol industry can promote and produce a wider range of low alcohol products				■	
	Remove tax deductability for advertising, and develop a staged approach to restrict alcohol advertising	Community has less exposure to alcohol advertising			■	■	■
Improve public safety	Enforce legislation on responsible serving of alcohol, through intelligence-led policing programs that focus on the drinking establishment	Parents can provide greater support to young people on responsible drinking behaviour without alcohol advertising countering their efforts	■	■		■	■
		Public places are safer and licensees and employees are better equipped to uphold responsible service of alcohol and to adhere to liquor licensing laws, especially those prohibiting supply of alcohol to intoxicated or underage persons					