HK Forum for Responsible Drinking
香港理性飲酒促進會



KNOW YOUR LIMIT:

Promoting Responsible Drinking in Hong Kong

THE HONG KONG FORUM FOR RESPONSIBLE DRINKING (FReD) is committed to promoting responsible drinking. The alliance seeks to engage Government, law makers, consumers and other stakeholders to promote responsible drinking in Hong Kong.

FReD SEEKS TO PREVENT

- DRINK-DRIVING
- DRINKING WHILE PREGNANT*
- UNDERAGE DRINKING
- BINGE DRINKING

*Or while breastfeeding.

DRINKING IN HONG KONG VS. THE WORLD

Hong Kong adult (15+) per capita consumption of pure alcohol is one of the lowest in the world

Source:
Regions other than Hong Kong: World Health Organization (2019)
Hong Kong: Department of Health, HKSAR Government (2019)

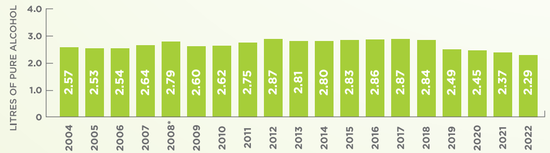


Between 2004 and 2022, the alcohol consumption per capita of Hong Kong stood between 2.29 and 2.87 litres.

Source: Department of Health, HKSAR Government

Note: Alcohol consumption per capita is used for monitoring the trend and for international comparison of alcohol consumption at the population level, but may not be able to fully reflect the actual drinking amount in local population. It is because the accuracy of the figure may be affected by many factors, such as stockpiling and tourist consumption, etc.

* The exemption of duty for wine and liquor with an alcoholic strength of not more than 30% has been implemented since February 2008.

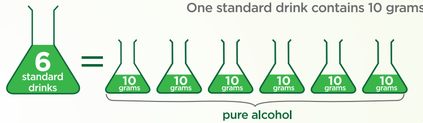


OUR GOAL

Educate the public on the risks associated with binge drinking

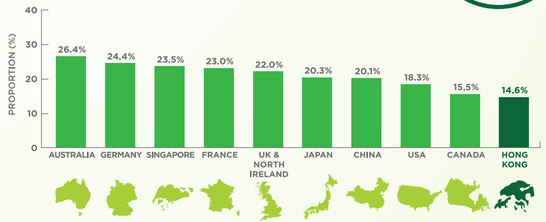
DEFINITION OF BINGE DRINKING

Definitions of binge drinking vary but the World Health Organization considers binge drinking to be drinking six or more standard drinks during one drinking occasion. One standard drink contains 10 grams of pure alcohol.



BINGE DRINKING IN HONG KONG VS. THE WORLD

The level of binge drinking in Hong Long is one of the lowest in the world.



Source:
Regions other than Hong Kong: World Health Organization (2016) – Consumed at least 60 grams or more of pure alcohol on at least one occasion in the last 30 days; age of 15+
Hong Kong: Department of Health, HKSAR Government (2016) – Drank at least 5 glasses or cans of alcoholic drinks on one occasion during the month prior to the survey; including unknown age

ACTION AGAINST BINGE DRINKING

HKSAR GOVERNMENT'S RESPONSE

The Department of Health provides printed materials, 24-hour education hotline (2833 0111), website (www.change4health.gov.hk) and electronic publications to educate the public on the prevention of alcohol-related harms.

HEALTH SECTOR'S RESPONSE

Hospitals and NGOs provide various health services to people with alcohol-related problems. Some services available include Tung Wah Group of Hospitals "Stay Sober, Stay Free" hotline (2884 9876); and the Tuen Mun Alcohol Problems Clinic (www.ha.org.hk/cph/en/services/at.asp).

FReD'S RESPONSE

Since 2013, FReD has engaged over 10,000 university students in its on-campus campaign. The campaign aims at raising awareness of the dangers of binge drinking and promoting responsible consumption of alcohol among university students.

SO HERE'S WHERE YOU COME IN!

Pledge you support

against binge drinking

and learn more about responsible drinking at www.fred.org.hk

SUPPORT US NOW!

Established in 2010, the Hong Kong Forum for Responsible Drinking (FReD) believes that with the correct attitudes towards alcohol consumption, drinking could be part of our way of life. As major players in the alcoholic beverage industry, FReD holds a strong belief that distributors, importers and sellers of beer, spirits and wine should be ambassadors in the community to encourage responsible drinking in order to make drinking an enjoyable part of life.

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