

Australian drinking culture of "buying rounds" encourages each and every member of a drinking group to drink as much and as fast as the heaviest drinker amongst them. If it becomes socially acceptable to buy one's own drink, one can drink slowly and choose low alcoholic drinks without fear of being ridiculed. It also offers responsible bar tenders the chance to spot drinkers who are obviously inebriated and to refuse service. It is a behaviour change that is relatively easy to achieve. Such a campaign may potentially reduce the incidence of drink driving without incurring the overtone of a "nanny state". I'd love to have my say at some of the brainstorming sessions of the campaign