



10 January 2013

Ms Emer O'Gorman
Meetings Administrator
Corporate Services Department
South Dublin County Council
County Hall
Town Centre
Tallaght



Dear Emer

I wish to thank you for your letter concerning the withdrawal of sponsorship of sports from the alcohol industry.

Real and tangible proposals are currently being finalised on foot of the recommendations of the National Substance Misuse Strategy Steering Group report. I intend to submit these to Government for consideration and approval as soon as possible.

I want to emphasise that these proposals cover all of the areas mentioned in the report such as:

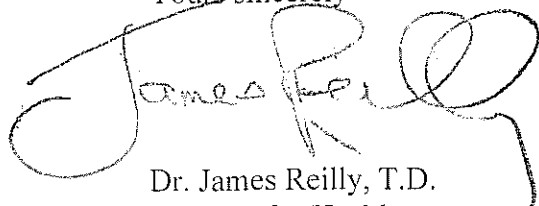
- legislation on minimum unit pricing which is about setting a statutory price per gram of alcohol;
- access and availability of alcohol- including of course structural separation in retail units where alcohol is sold; and
- advertising and sponsorship

As part of the process of developing these proposals my Department is in continuing discussions with various Departments such as the Departments of Justice & Equality; Transport, Tourism & Sport; Communications, Energy & Natural Resources; Arts, Heritage & Gaeltacht Affairs; and Agriculture, Marine & Food. Discussions have been based on the implementation of the recommendations of the National Substance Misuse Strategy Steering Group report.

In the meantime, work by officials in my Department on developing a framework for the necessary Department of Health legislation is continuing.

I trust that this clarifies the matter for you.

Yours sincerely

A handwritten signature in dark ink, appearing to read 'James Reilly'. The signature is fluid and cursive, with a large initial 'J' and 'R'.

Dr. James Reilly, T.D.
Minister for Health