



DEPARTMENT OF HEALTH
 ALEXANDER FLEMING HOUSE
 ELEPHANT AND CASTLE LONDON SE1 6BY
 TELEPHONE 01-407 5522 EXT

EL(88)P/212

File ✓

M.R.H.A. - ADMIN.	
RCVD. -7 DEC 1988	
FOR ACTION BY	RMO
COPIES SENT TO:-	
HS	
HL	
2 December 1988	

Your reference
 Our reference

Regional General Managers
 Copies: District General Managers

Dear General Manager

GOVERNMENT ANTI-INJECTING CAMPAIGN - DRUGS HELPLINE POSTER

On 21 November, the GB Health Departments launched a campaign warning of the dangers of injecting drug misuse. Two TV commercials will run from mid-November to mid-December, and then from January to March. In the New Year, the TV commercials will be joined by posters, youth press and radio advertisements all sharing the strap-line: "Shooting up once can screw you up. Forever".

Between 1 January and 31 March the campaign will be supported by a free, confidential telephone helpline. The line will be manned by trained counsellors who will be able to give advice and information about local sources of help. Posters advertising the existence of the helpline will be available in handbill (A3) size, suitable for display in schools, youth clubs, GP surgeries etc. Copies are obtainable free from the Health Literature Ordering Service (Tel: 0800-555777) from 15 December onwards. Ask for the 'Drugs Helpline Poster'.

Please bring this letter to the attention of all relevant staff.

Yours sincerely

W J Burroughs
 W J BURROUGHS

This letter will be cancelled and deleted from the communications index on 31 March 1989.