



Beyond Empathy's 'Just One Less' and '5 in a Row' team with Mayor Peter Ducat and other key community supporters. Image: Danieli Studios

Just One Less campaign launches in Armidale

With the aim of promoting responsible consumption of alcohol in the community, eye-catching flags shouting "Just One Less" festoon the town's Mall this week. Pub staff and RSA Marshalls are all sporting Tee-shirts featuring the same cool graphics.

Arts organisation Beyond Empathy is the force behind the campaign, which is sponsored by Community Mutual Group and was conceived with the support of Armidale Dumaresq Council and local members of the Australian

Hotels Association and Armidale Liquor Accord, along with health professionals, high schools and University of New England colleges.

"The idea is to start a community-wide conversation about the way we drink and related risk-taking behaviour," says Beyond Empathy's Executive Director Kim McConville. 'Just One Less' is an initiative of the non-profit organisation's arts intervention project currently underway in Armidale, titled '5 in a Row' (a

definition of binge drinking). High school students are working with local and visiting filmmakers to produce multimedia artworks exploring their perceptions of alcohol use and misuse. These works will be showcased to the public at the end of June this year, and made available to the whole community as an educational resource.

"The Council is proud to be involved in this project and campaign," says Mayor Peter Ducat. "It's an opportunity to

perhaps make people think twice about having that extra drink that might lead to dangerous behaviour. As a community, we want people to go out and have a good time but not lose control."

Beyond Empathy is an Armidale-based national non-profit community arts organisation, set up in 2004 to use the arts as an individual and community development tool. Beyond Empathy is founded on a belief in the capacity of the arts and arts practice to improve lives and facilitate social change.