

Friday 20 November 2015

NEW M.E.R.C. UNVEILED BY LIQUOR ACCORD

A purpose built, mobile interactive console that simulates the effects of a range of blood alcohol levels is the latest resource of the Eastwood Gladesville Liquor Accord (EGLA) to raise awareness among young people of the dangers of drink driving and binge drinking.

Named M.E.R.C. (for Mobile Education Resource Trailer), the interactive trailer is designed like a play station with two monitors connected to a gaming console and laptop that delivers interactive driving simulations, games and presentations via 'beer goggles'. It is used at schools and youth focused events as part of the EGLAs community education program.

City of Ryde Mayor, Cllr Jerome Laxale, said M.E.R.C. was a perfect use of technology to engage young people. "The great thing about this interactive trailer is that when a young person connects up to the simulator wearing the 'beer goggles' they experience the effects of a range of blood alcohol levels, and with the additional guidance of the Police they begin to learn how to minimise their risks and make better choices."

Members of the Ryde LAC trialled the simulator at Drink Drive Awareness events for Year 11 students at Holy Cross College and at the recent Granny Smith Festival.

Funding and equipment for M.E.R.C. were provided by EGLA membership fees and fundraising, City of Ryde and Northern Sydney Health Promotion, the Epping Club and Community Drug Action Team (CDAT).

M.E.R.C. will be launched by the Eastwood Gladesville Liquor Accord (EGLA) on Tuesday 24 November, at the North Ryde RSL, Pittwater and Magdala Road, Ryde, at 10.15pm.

What is the EGLA?

The Eastwood Gladesville Liquor Accord (EGLA) works to reduce alcohol-related problems, anti-social behaviour and violence in and around licensed premises.

Membership comprises the majority of clubs and hotels in the local area and a number of restaurants and bottle shops, with Ryde LAC, City of Ryde Council and the Northern Sydney Health Promotion.

It is one of the more successful Accords in NSW with a large, active membership and a strong and cooperative partnership between members, local police and Council. This has contributed to the relatively low rate of alcohol related issues in the Ryde LGA.

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