

27th October 2004

ALCOHOL CONCERN APPOINTS NEW CHIEF EXECUTIVE

Alcohol Concern, the national authority on alcohol misuse, has today announced the appointment of Srabani Sen as Chief Executive. Sen is currently with Diabetes UK where she has made a significant contribution to raising the profile of diabetes.

Due to take up post in November, Sen says:

"I am delighted to have the opportunity to champion the needs of problem drinkers and their families and to lead Alcohol Concern through the next important phase of its development.

"Alcohol Concern has made enormous achievements. The publication of the Government's Alcohol Strategy earlier this year represented the culmination of many years hard work for the organisation and other campaigners in the alcohol sector.

"But times are changing and we must change with them. The Strategy presents us with a big opportunity to make a difference - the challenge now is to build momentum to ensure it is implemented and that alcohol is part of the wider public health debate.

"Alcohol Concern must therefore continue to use its vast knowledge and expertise to influence policy makers and planners. We have to get alcohol issues higher up the public and political agenda. At the same time it is critical that we ensure active support to those working in frontline services and who deal with the consequences of alcohol misuse on a daily basis.

"It's an exciting and crucial time to be joining the team at Alcohol Concern. I am confident that we can work with others to ensure a better future for people affected by alcohol misuse."

Prior to Diabetes UK Srabani worked largely in the social housing sector in a range of communications and public affairs roles. Srabani is a trustee of the Long Term Medical Conditions Alliance.