

Diageo Sponsors Medical Society of the State of New York's Physicians Training Program

NORTH AMERICA (9/17/2007) – Diageo, the world's leading spirits, wine and beer company, is proud to announce its sponsorship of a physician's training program in screening and brief intervention techniques developed by the Medical Society of the State of New York (MSSNY).

The program, funded entirely by Diageo as an unrestricted grant, is being developed to better prepare physicians to address and assess issues related to alcohol abuse. This training program is being designed for physicians in four medical disciplines using the NIAAA's screening and brief intervention tool for use in primary care settings and the emergency department. Numerous clinical trials, including those sponsored by NIAAA and the World Health Organization, have shown that screening and brief interventions by physicians can play a pivotal role in helping patients that abuse alcohol.

"Diageo is proud to support the MSSNY brief intervention program which is in alignment with our commitment to responsible drinking," said Guy Smith, Executive Vice President of Diageo North America. Smith continued, "This collaborative effort is a first for our industry and hopefully the beginning of a step change in the way we address the misuse of beverage alcohol."

The program is comprised of a physician training module that includes formal presentations, an online program and a CD, all containing the tools necessary to conduct the screening and guidelines for implementing brief interventions. The initiative will also be supported by an awareness campaign as well as pre- and post-physician evaluations of the program.

The program will train physicians first to screen patients and to assess whether they are facing a problem related to alcohol abuse. The doctor will then offer an intervention in the form of brief advice based on the patient's individual situation and needs.

"The Medical Society of the State of New York is committed to combating alcohol abuse and the health risks and societal harm it can potentially cause," said Dr. Robert Goldberg, MSSNY President. "It is critical to have programs in place that address this issue and we're proud to have the support of Diageo, a company that takes any potential misuse of its products quite seriously, on this important program."

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