



Helena Conibear is Executive Director of AIM Alcohol in Moderation. Alcohol in Moderation was founded in 1991 as an independent not for profit organisation whose role is to communicate “The Responsible Drinking Message” and to summarise and log relevant research, legislation, policy and campaigns regarding alcohol, health, social and policy issues via its publications and websites www.alcoholinmoderation.com and www.drinkingandyou.com . Helena is also founder and co – director with Professor Ellison of The International Scientific Forum on Alcohol Research, which since 2009 has written 200 critiques on emerging research pertinent to alcohol and health, contributed to by its 42 Professors, Medical and alcohol specialist members. For the last 20 years Helena has strived with her eminent and distinguished Social, Scientific and Medical Council to ensure the balance between the moderate enjoyment of alcohol versus the excessive use and abuse of alcohol and its associated harms is struck. She is author of many publications and articles including The Wise Drinkers Guide, Alcohol and you and talking to your kids about alcohol. AIM’s first contribution to responsible drinking guidelines was in 1994.