



William Hogarth's 'Gin Lane', 1751.

This year's NAAD will be a poster competition in conjunction with the BMA Students Welfare Committee. The underlying theme will be of a Public Health message to outline the dangers of excessive alcohol with entrants producing a poster based on either or both the 18th Century etchings of William Hogarth, known as Gin Lane and Beer Street (for history see below). In other words the poster will be a 21st Century version of Hogarth's classic(s).

Prizes:

Four winners will receive a three to four week placement in a centre for the treatment of substance abuse somewhere in the world: previous winners of NAAD in 2005 and 2007 have visited Seattle, Montreal, Vienna and Scotland. Details can be found www.m-c-a.org.uk.

Judging:

This will be organised by the MCA and will include judges from the BMA as well as outside agencies.

NATIONAL ALCOHOL AWARENESS DAY (NAAD) COMPETITION 2009

www.m-c-a.org.uk



William Hogarth's 'Beer Street', 1751.

Entry Rules:

1. The competition is open to all UK medical students.
2. The closing date for entries is 28 February 2010.
Entries should be forwarded in hard copy or via email: mca@medicouncilalcol.demon.co.uk.
Any queries please contact the MCA via email or ph: 020 74874445.
3. Poster size must be A3.
4. The following media are acceptable for the poster:

Watercolours	Oils
Pen and ink	Charcoal
Pencil	Photographs
Computer generated with graphics etc	

or a combination of one or more of the above.
5. If photographs of people are included, then written permission from the person or persons in the photographs must be obtained and forwarded with the entry.
6. Once entries have been received the MCA will retain copyright.
7. Students are encouraged to Google Hogarth, Gin Lane and Beer Street, and proceed from there.

'Gin Lane'

An etching and engraving published in February 1751, it depicts a scene north of Covent Garden demonstrating the effects of gin on society. There was a plague of gin drinking in London during the first half of the 18th Century after controls at the beginning of the century had been lifted, as a result of which gin stills proliferated with up to 1 in 6 houses in this part of London selling gin, much of which is imported. Gin was said to be responsible for a fall in the birth rate, for an increase in the infant mortality rate and for a fall in the total population, despite an increase in immigration.

Acts to reduce consumption in 1736 and 1743 were ineffective. A campaign launched in 1750, of which Hogarth's etching was part, led to the Gin Act of 1751 which introduced licensing of retail premises with resulting reduction in consumption.

Below the 'Gin Lane' etching are three verses from Townsley

"Gin, cursed fiend, with fury fraught,
Makes human race a prey;
It enters by a deadly draught,
And steals our life away.

Virtue and truth, driv'n to despair,
Its rage compels to fly;
But cherishes, with hellish care,
Theft—murder—perjury.

Damn'd cup! that on the vitals preys,
That liquid fire contains,
Which madness to the heart conveys,
And rolls it through the veins."



FOUNDED 1967

'Beer Street'

Hogarth produced the Beer Street etching at the same time as Gin Lane partly to emphasise that the risks of drinking English ale were believed to be far less than the far stronger alcohol content of imported gin. Beer was said to inspire artists, refresh tradesmen and labourers and could even be safely consumed on rooftops. The central figures in the etching appear affluent and healthy, if not a little portly. It is suggested therefore, that Beer Street was Hogarth's attempt at defining what in today's parlance could be described as sensible or responsible drinking. However, conjecture surrounds the relevance of the sign-writer. The horrors of Gin Lane provided imagery for propaganda against alcohol for another hundred years.

'Beer Street' etching also includes Townsley's three verses which make further contrasts to England & France:

"Beer, happy produce of our isle,
Can sinewy strength impart;
And, wearied with fatigue and toil,
Can cheer each manly heart.

Labour and art, upheld by thee,
Successfully advance;
We quaff the balmy juice with glee,
And water leave to France.

Genius of health! thy grateful taste
Rivals the cup of Jove;
And warms each English
generous breast,
With liberty and love."

