

The 6th Dame Elisabeth Murdoch Oration
Rob Moodie

Changing Australia's Alcohol culture: the priority of prevention
December 1 2009

Introduction

Thank you very much John.

I would like to start by paying my respects to and acknowledging the Wurundjeri people of the Kulin Nation and its elders, the traditional owners of the land that we stand and meet on today.

Thank you to John Rogerson, Rick Swinard and to the Australian Drug Foundation for the opportunity of presenting the 6th Dame Elisabeth Murdoch Oration.

I would like to pay my respects to the orators who have preceded me.

In particular I would like to honour Dame Elisabeth Murdoch and Janet Calvert-Jones and John Calvert-Jones. I would like to acknowledge the Hon Ted Baillieu, Leader of the Opposition, Bill Stronach former CEO of ADF, the Hon Sally Brown from the Family Court of Australia and a former ADF Board Member, Adrian Anderson, Operations Manager AFL and Anne Miller, a life governor and donor.

The Culture of Alcohol in Australia

If we are to look at changing our drinking culture then perhaps we need to start with a brief review of the role alcohol, has played, and continues to play in the lives of Australians.

The consumption of alcohol in Australia has followed a V-shaped curve, beginning at a high point of 13 to 14 litres of pure alcohol per head per year (incidentally the same level as the United Kingdom) in the 1800s), declining to a nadir in the early 1930s and then climbing back to a high point during the 1980s.

According to Milton Lewis author of *The Rum State*, it is clear that heavy drinking was an established cultural norm transported to Australia at the time of colonisation of Australia. It was the norm in Britain to drink heavily, a time of the gin epidemics that devastated communities in Britain¹.

Lewis says that alcohol in Europe had long served as a food and source of nutrition as the diets of the time were very restricted and there wasn't a lot else to choose from. In some 19th century cities alcohol was also seen as a real alternative to water, or to anything that was water-based, because of problems of pollution.

All these different factors led to traditions of heavy drinking being brought to Australia on the first fleets. Ross Fitzgerald, the author of *Under the Influence* says Australia "was from the outset launched on a sea of spirits".

Once in Australia, these heavy drinking traditions contributed significantly to the destruction of Indigenous culture. At the same time heavy drinking became enshrined within various rituals of male solidarity.

¹ ¹ Milton Lewis Alcohol in Australia: The intertwining of social and personal histories. An interview with Milton Lewis @ <http://www.dulwichcentre.com.au/alcohol-in-australia.html>

Two drinking practices were established that exist today². One is 'shouting', in which each person in turn buys a round of drinks for the whole group; the other 'work and bust', was a prolonged drunken spree following a long period of hard work in the bush - an earlier term for our contemporary notion of binge drinking, it can even be seen in the Mad Monday celebrations at the end of a football season. Both these practices seem to have further promoted heavy drinking.

The literature of 19th century featured alcohol in stories of pulling together, facing hardship and celebrating life.

But other factors were also at play. For a time spirits were used in barter and convicts were part-paid in rum. In this way rum became a currency of the colony - hence the term 'a rum state'. The control of alcohol gave enormous political power.

And alcohol has been reported to be involved in the only military coup in Australia - the Rum rebellion in 1808. But this may be one of the first cases of successful 'political spin' described in Australia!

"... almost no one at the time of the rebellion thought it was about rum. Bligh tried briefly to give it that spin, to smear his opponents, but there was no evidence for it and he moved on. Many years later, in 1855, an English Quaker named [William Howitt](#) published a popular history of Australia. Like many teetotallers, he was keen to blame alcohol for all the problems in the world. Howitt took Bligh's side and invented the phrase Rum Rebellion, and it has stuck ever since.³"

But it is evident that heavy drinking has had a central place in Australian social life from the time of the first fleet.

Over the years there have been many different social meanings of alcohol. In Australia and elsewhere wine, brandy, beer and stout have been seen as good dietary supplements for invalids. Alcohol was once seen as a good healthy food⁴.

Even last week these claims were being made – Coopers Brewers have claimed in a student information booklet distributed by them⁵, that Coopers beer is a natural product recommended by the medical profession as a "body *nutrient*". The veracity of this claim has certainly been challenged.

Nursing mothers were encouraged to drink stout because there was a popular belief that it would help with the production of breast milk.

So over time alcohol has been used as a beverage, a food, a medicine and a psychoactive drug. As Milton Lewis says it has been consumed as a sacrament, a toast, a fortifier, a sedative, a thirst-quencher, and a symbol of sophistication⁶.

The temperance organisations sprang up in early 19th century, active in Australian colonies from 1830s. They initially advocated moderation, but would eventually demand prohibition. They were affiliated with

² Milton Lewis ibid

³ "[Proof of history's rum deal](#)" - article by Michael Duffy, [Sydney Morning Herald](#), January 28, 2006

⁴ Milton Lewis ibid

⁵ Nick Miller. Advice that's a bit hard to swallow. *The Age* 26/11/09

⁶ Milton Lewis ibid

Christian churches, and in some ways were a reaction by the middle classes to an upsurge in lower-class drinking of spirits, due to more industrialised production of distilled spirits – the fear of the working class being more dangerous when it is drunk!

The highpoint of Temperance came during WW1, with the imposition of 18:00 closing time, which in turn led to the 6 o'clock swill, and consumption went down dramatically across English speaking world, to a low point of 2-3 litres per head per year in the early 1930s, largely due to the Depression.

The word 'wowsers' was coined at the beginning of the 20th century in Australia. Given that this has been applied to me I am fascinated to read a definition attributed to US journalist HL Menchen:

“a drab-souled Philistine haunted by the mockery of others' happiness... he must devote himself zealously to reforming the morals of his neighbours, and, in particular, to throwing obstacles in the way of their enjoyment of what they choose to regard as pleasures.”

Originally it meant a person who is 'obnoxious or annoying to the community or who is in some way disruptive', but then took on a meaning such as that defined by C.J. Dennis: '*an ineffably pious person who mistakes this world for a penitentiary and himself for a warder*'⁷.

Post World War II there was a backlash against the anti-alcohol movement. Drinking rates began to climb again along with growing prosperity and cultural shifts such as the changing role of women, shaped the way we drank.

'Civilised' drinking became the norm – drinking with food, and in moderation. Wine became a much more popular drink by the 1960s and Australia invented the wine cask. There may be however, many wine lovers who refuse to countenance the notion of “civilised” and “wine cask” existing in the same sentence!

A significant change occurred in Victoria in the 1980s with the Nieuwenhausen report:

Here is an extract from *Epicure in the Age* in 2006, 20 years after the report:

Before his reforms, Victorian-era wowsers ruled. Hotels had a monopoly on serving alcohol and restaurants wanting a liquor licence had to submit to a lengthy, expensive, cumbersome and paternalistic application process. Nieuwenhuysen, then an economist at Melbourne University, had a vision of European-style liberalisation, of civilised drinking and freedom of choice.

His deregulation of the industry, finally introduced as law in 1988 by then premier John Cain after prolonged and sometimes hysterical public debate, was called "the most sweeping and sensible reform of liquor licensing law since the abolition of the six o'clock swill", by Age journalist Claude Forell.

In 1986, there were 571 on-premises (restaurant) licences in this state; in 2004 (the most recent figures available from the Australian Bureau of Statistics) there were 5136.

I remember this well as I was working during the 1980s in Alice Springs for the Central Australian Aboriginal Congress – the community- controlled Aboriginal Medical service. Alice Springs was, and

⁷ Australian National Dictionary Centre @ http://www.anu.edu.au/andc/res/aus_words/aewords/aewords_sz.php#wowser

still is, awash with grog and at that time there were something like 65 licenses in a town of 25,000 people. Because of the enormous toll that alcohol was (and continues to do) taking on the lives of so many aboriginal families, we objected to the take-away licences in the pubs, which were designed to sell incredibly cheap grog to Aboriginal people while having dress regulations destined to keep them out of the pubs. And when we objected the NT Liquor Commission would repeatedly point to the liberalisation of liquor licensing regime in Victoria as the benchmark.

So let's look at contemporary Australian culture:

Alcohol plays many roles in Australian society - as a relaxant, an accompaniment to socialising and celebration, a source of employment and exports, and as a generator of tax revenue.

As described in *The Age* article above there has been a significant liberalisation of the Victorian licensing laws and a corresponding growth in the diversity and number of alcohol outlets, both on and off premises, as part of larger market-orientated philosophy of the 1980s.

Accompanying this growth in the number alcohol outlets and, as importantly, the liberalisation of their hours of opening there have been substantial increases in the promotion and marketing of alcohol, along with a range of pricing strategies by retailers aimed at increasing the volume of sales.

In fact, the real price of alcohol has dropped in many cases over the past decade. There has also been a shift in product preferences among consumers, with strong growth in new high alcohol content products but declining consumption of low alcohol products.

New products have been developed for young women. The manufacturers found out what soft drinks they drink when they are 14 then added undetectable alcohol! They made it alluring through advertising which, of course is only meant for those over 18 yet reaches the 13-17 year olds at the same rate. Bingo!

There has also been a continuing decline in the consumption of low alcohol products over this period (e.g. light beer), but at the same time an increase in the proportion of alcohol consumption in form of high alcohol products (e.g. premium beer; alcopops). A State subsidy on light beer, designed to encourage lower alcohol consumption and hence promote health and road safety, was abolished in 2000.

Concern in the general community about alcohol's adverse health and social effects is growing. A recent survey revealed that 84% of people are concerned about the impact of alcohol on the community⁸.

Look at the reaction to schoolies this year – with the police saying it's the worst in history. We have data from the Australian Secondary Schools Alcohol and Drug Surveys over the last 20 years showing the lowest rates of smoking in secondary school students, yet increasing rates of harmful drinking in the SAME students – I repeat in the SAME students

But the community debate on alcohol is now rapidly changing

No longer is the concern just about people who are harming themselves – we also fear harm to family members (including children), friends and workmates and bystanders.

⁸ National Preventative Health Task Force *The Healthiest Country by 2020*. The National Preventative Health Strategy. DOHA 2009

This is called secondary harm – call it *passive drinking* if you like. You or your family or friends at risk of being assaulted at home in the street, or sexually assaulted, or dying because of a drunk driver.

I have talked with all the Police Commissioners – they talk of up to 80% of street level engagements being alcohol related. Talk with Emergency Department nurses and Doctors. They justifiably complain that people, a la Brendon Fevola to name one of the best known recent cases - outsource their personal responsibility to others - to the Police or to the Emergency Departments.

Alcohol-related disturbance and assault ranging from acts of vandalism, offensive behaviour and disruption to far more serious antisocial behaviour resulting in violence and injury are taking much of the time and resources of police.

One study reported that alcohol is involved in 62% of all police attendances, 73% of assaults, 77% of street offences, 40% of domestic violence incidents and 90% of late-night calls, from 10.00pm to 2.00am⁹.

It is estimated that 47% of all perpetrators of assault and 43% of all victims of assault were intoxicated prior to the event¹⁰.

Recent research from Western Australia¹¹,¹² New South Wales¹³ and Victoria¹⁴ has demonstrated consistent links between the availability of alcohol in a region and the alcohol related problems experienced there, linking rates of violence to density of alcohol outlets.

The announcement by all of Australia's Police Commissioners of "Operation Unite" a nation wide police operation to be held across Australia on December 11 & 12, illustrates the issue that alcohol related violence and crime has become. Victoria's Chief Commissioner Simon Overland said "the 'drink to get drunk' culture cannot become the norm and that is why they are taking decisive action.

"This is a problem we cannot arrest our way out of. We need greater personal and parental responsibility....In addition to stronger enforcement, we acknowledge that there is a need for cultural change and better licensing regulations."¹⁵

Let me tell what Andrew Scippione, the NSW Police Commissioner said about the Bathurst car races – a few years ago they decided it would be a good idea to set a daily limit on how much beer could be brought in per day. In tough negotiations they got the organizers to agree on a limit of – yes - 2 slabs per day!!

⁹ National Preventative Health Task Force *The Healthiest Country by 2020*. The National Preventative Health Strategy. DOHA 2009

¹⁰ National Preventative Health Task Force *The Healthiest Country by 2020*. The National Preventative Health Strategy. DOHA 2009

¹¹ Chikritzhs T & Stockwell T. The impact of later trading hours for hotels on levels of impaired driver road crashes and driver breath alcohol levels. *Addiction*, 2006. 101(9): 1254-64. Available from:

<http://cat.inist.fr/?aModele=afficheN&cpsidt=18037462>

¹² Chikritzhs T, Catalano P, pascal R et al. Predicting alcohol related harms from licensed outlet density: a feasibility study, in *Monograph Series No 28*. 2007, NATioanl Drug Law Enforcement Research Fund: Hobart. Available from:

http://www.ndlerf.gov.au/pub/Monograph_28.pdf

¹³ Donnelly N, Poynton S, Weatherburn D et al. Liquor outlet concentrations and alcohol related neighbourhood problems, in *Alcohol Studies Bulletin*, 2006. NSW Bureau of Crime Statistics and Research: Sydney. Available from:

[http://www.lawlink.nsw.gov.au/lawlink/bocsar/ll_bocsar.nsf/vwFiles/AB08.pdf/\\$file/AB08.pdf](http://www.lawlink.nsw.gov.au/lawlink/bocsar/ll_bocsar.nsf/vwFiles/AB08.pdf/$file/AB08.pdf)

¹⁴ Livingston M, Alcohol outlet density and assault: a spatial analysis. *Addiction*, 2008. 103(4): 619-28. Available from:

<http://www3.interscience.wiley.com/journal/119411938/abstract>

¹⁵ <http://vicpolicenews.com.au/more-news/2175-operation-unite-a-police-blitz-on-drunken-violence.html>

Productivity loss

There are significant costs to the Australian community due to the harmful consumption of alcohol. The total social cost of the harmful consumption of alcohol is estimated to be more than \$15 billion each year. The majority of these costs are for tangible social costs such as crime (\$1.6 billion), health (\$1.9 billion), productivity in the workplace (\$3.5 billion), productivity in the home (\$1.5 billion) and road accidents (\$2.2 billion)".

Furthermore, an estimated 689 000 Australians attend work under the influence of alcohol each year¹⁶.

Health effects

One in five Australians (20.4%) drink at short-term risky/high-risk levels at least once a month. Put another way, this equates to more than 42 million occasions of binge drinking in Australia each year¹⁷.

The consequences of risky or high risk drinking are also reflected in hospitalization rates, with alcohol dependence, injuries caused by assault, road crash injuries and attempted suicides being the most common.

Victoria had the largest rise in alcohol attributable hospitalizations of all states and territories for the period 1995/96 to 2004-05, increasing by 77%. This has occurred at the same time as substantially increased access to alcohol over the decade, including dramatic increases in numbers of outlets and more 24-hour and late opening venues.¹⁸

New data

Two major pieces of evidence have come to light to guide our approach to alcohol.

One is the effect of alcohol advertising and media exposure on encouraging young people to drink alcohol and drink more and the other is the vulnerability of young brains to the toxic effects of alcohol.

Three major reviews just published have shown that:

- ✚ Alcohol advertising and promotion increases the likelihood that adolescents will start to use alcohol, and to drink more if they are already using alcohol¹⁹.
- ✚ There is a causal link between exposure to alcohol commercials and role models on acute alcohol consumption²⁰
- ✚ Among young people who had previously not drunk alcohol, ownership of alcohol branded merchandise is independently associated with susceptibility to, and initiation of, drinking and binge drinking²¹

¹⁶ National Preventative Health Task Force *The Healthiest Country by 2020*. The National Preventative Health Strategy. DOHA 2009

¹⁷ National Preventative Health Task Force *The Healthiest Country by 2020*. The National Preventative Health Strategy. DOHA 2009

¹⁸ National Drug Research Institute. Alcohol – caused death rates decline but hospitalisations keep on rising. Media Release. 22 September 2009. Available at: <http://db.ndri.curtin.edu.au/media.asp?mediarelid=92>

¹⁹ Anderson P, de Bruijn A, Angus K, et al., Impact of Alcohol Advertising and Media Exposure on Adolescent Alcohol Use: A Systematic Review of Longitudinal Studies. *Alcohol and Alcoholism*, 2009. 44(3): p. 229-243. Available from: <http://alcalc.oxfordjournals.org/cgi/content/abstract/44/3/229>.

²⁰ Engels RCME, Hermans R, van Baaren RB, et al., Alcohol Portrayal on Television Affects Actual Drinking Behaviour. *Alcohol and Alcoholism*, 2009. 44(3): p. 244-249. Available from: <http://alcalc.oxfordjournals.org/cgi/content/abstract/44/3/244>.

²¹ McClure A, Stoolmiller M, Tanski S, et al., Alcohol-Branded Merchandise and Its Association With Drinking Attitudes and Outcomes in US Adolescents. *Archives of Pediatrics & Adolescent Medicine*, 2009. 163(3): p. 211-217.

- ✚ An Australian study published in 2009 has questioned whether there is in fact any safe level of alcohol use for those aged under 18²², because of the vulnerability of young brains from the toxic effects of regular high risk/risky drinking.

The National Preventative Health Strategy

The alcohol related targets in the Strategy are:

- ✚ Reduce the proportion of Australians aged 14+ years who drink at short-term risky/ high-risk levels at least monthly from 20.4% to 14.3%
- ✚ Reduce the proportion of Australians aged 14+ years who drink at long-term risky/high-risk levels from 10.3% to 7.2%
- ✚ Reduce the proportion of Australian secondary school students aged 12–17 years who are current drinkers and consume alcohol at harmful levels from 31.0% to 21.7%

If we look at our public health successes we can see the effects of comprehensive, determined, progressive, sustained action over time that has been so successful with tobacco and road trauma (and drink driving). And this is how we have designed the National Preventative Health Strategy.

The key components of the National Preventative Health Strategy²³

1. Licensing:

- ✚ States and territories to harmonise liquor *control regulations*, by developing and implementing *best practice nationally consistent approaches to the policing and enforcement of liquor control laws, including:*
 - Outlet opening times, outlet density
 - Accreditation requirements prior to the issuing of a liquor licence
 - Late-night and other high-risk outlets
 - Responsible Serving of Alcohol (RSA) and training model

Increase available resources to develop *and implement best practice for policing and enforcement of liquor control laws and regulations, relating to:*

- ✚ Optimal levels of enforcement of drink-drinking laws
- ✚ Intelligence-led, outlet-focused systems of policing and enforcement
- ✚ Annual review of liquor licences as part of annual licence renewal process
- ✚ Demerit points penalty systems for licensees who breach liquor control laws, with meaningful and graduated penalties depending on severity and frequency of offence
- ✚ Monitoring and reporting on enforcement of legislation

So *taking the next step* necessitates a major investment in changing State and Territory liquor control regulations so that the

- ✚ granting
- ✚ owning
- ✚ managing and
- ✚ enforcement of liquor licensing

.....is taken far more seriously

²² Moore E, Coffey C, Carlin JB, et al., Assessing alcohol guidelines in teenagers: results from a 10-year prospective study. Australian and New Zealand Journal of Public Health, 2009. 33(2): p.154-159.

²³ For more detailed information see the National Preventative Health Task Force *The Healthiest Country by 2020*. The National Preventative Health Strategy. DOHA 2009

Having an alcohol license is simply not a license to make money. It should have major obligations that go with it.

From talking with senior police I am well aware that many licensees are simply unaware (or choose to ignore) the obligations of their licenses.

- ✚ Develop a business case for a new COAG *national partnership agreement on policing and enforcement of liquor control laws and regulations.*
- ✚ Change current system to ensure local *communities and their local governments can manage existing and proposed alcohol outlets through land use planning controls to:*
 - Estimate and take into consideration the impact of proposed new alcohol outlets on outlet density levels, the health and safety of the local community, and neighbourhood amenity prior to granting a licence
 - Determine the most desirable mix of outlet types
 - Determine the appropriate conditions for new licences such as operating hours, noise restrictions and fees for cost recovery purposes
 - Require an annual liquor licence renewal subject to satisfactory compliance
- ✚ Establish the public interest case to *exempt liquor control legislation from the requirements of National Competition Policy.*
- ✚ Partnerships with health and law enforcement groups and the alcohol beverage and related industries, such as alcohol retailers, hoteliers, licensed clubs, local communities and major event organizers.
- ✚ Data collection and monitoring of alcohol sales, policing, and health and social impacts

2. **Comprehensive, sustained national social marketing and public awareness strategy**

- *Building on current state and federal campaigns to:*
 - Help build a national consensus on safer alcohol consumption
 - Raise awareness and understanding of NHMRC alcohol guidelines
 - De-normalise intoxication
 - Raise awareness of the longer term risks and harmful consequences of excessive alcohol consumption

3. **Pricing and taxation**

We need to commission independent modelling for a rationalised [tiered, volumetric] tax and excise regime for alcohol, which discourages harmful consumption and promotes safer consumption, and at the same time establish a floor (minimum) price for alcohol.

After all – do we really want wine to be sold cheaper than water?

And we propose directing a proportion of revenue from alcohol taxation towards initiatives that prevent alcohol-related societal harm – Treasuries may not like earmarked taxes, this but the voters certainly do!

4. **Promotions and sponsorship**

We propose the phasing out alcohol promotions from times and placements which have high exposure to young people aged up to 25 years, including advertising during live sport broadcasts and sponsorship of sport and cultural events.

- i. live sport broadcasts
- ii. high adolescent/child viewing times
- iii. sponsorship of sport and cultural events

Can I digress on the point of sponsorship of sport by alcohol manufacturers?

Some of the sports such as AFL, Rugby League and Cricket have been complaining that they will lose important revenue that they require for maintaining their games if we ban alcohol sponsorship of their sports.

The obvious solution is replacement or a buy out funded through a levy or surcharge on the product - as we did with tobacco.

In my view they should be arguing for sponsorship with health promoting messages, which fit much more closely with their image of healthy sports – and they should be arguing for it to be funded from taxes on alcohol.

Without overdoing it, you may remember Ricky Ponting giving a press conference to explain that Andrew Symonds had been sent back from England because of a drinking problem. Ponting wasn't wearing a Cricket Australia cap but a cap emblazoned with VB on his head.

Why was David Boon chosen as the VB figurine because he was a good cricketer or because he held the record of 46 tinnies from Melbourne to London?

Coming back to sponsorship - either way the consumer still pays – sponsorship through the alcohol companies is paid by the consumer at the counter – its part of the price – it is not the good will of the manufacturers. It is the same for a tax or surcharge. The purchaser still pays but the sponsorship money can be used for health promotion messages rather than potentially health damaging ones.

And local community sporting clubs would be the same – replace alcohol sponsorship with health promotion sponsorship.

The other areas covered in the Strategy include:

5. Primary health care network of alcohol- related referral services and programs
6. Increase access to health services for Indigenous people
7. Locally developed initiatives in Indigenous communities
8. Multi-site trial of alcohol diversion programs
9. Protect the health and safety of children and adolescent brain development
10. Promote informed community discussion about the appropriate age for young people to begin drinking
11. Support parents in managing alcohol issues at all stages of children's development

12. Improve systems of alcohol data collection
13. Develop a set of essential indicators on alcohol consumption, health and social impacts

At this point I would like to acknowledge the conviction and determination of the Minister for Health and Ageing and the Rudd Government to go through with the Alcopops tax reform.

It is important we remember that, because of the loophole that arose out of the GST negotiations, we had become the number 1 global consumers of alcopops. Using racing parlance - Australia first, daylight second, UK third at half the rate of the Aussies.

And the Minister and her team had to fight hard – the Distillers, camped in Parliament House played very dirty. They had become used to getting their own way - for years the Distillers had boasted to us of their annual submission to the then Treasurer as to why they should be any increase in taxes.

So bravo, or should it be brava to the Minister.

There are and will be some major opponents to the recommendations of the Taskforce. These include various industries such as the distillers, winemakers, brewers, retailers, hotels, the advertising industry and even the media if profits might be threatened.

But in essence we do realise that these industries are an important part of the national landscape – we just want them to behave ethically and responsibly – and to make more money out of safer products.

Conclusion

In changing the culture we need to remember how much the culture of alcohol has changed over time – even over the last 25 years. So it will take time to re-equilibrate.

There have without doubt been great advantages in the liberalisation of the liquor laws. Whether that can be said about increased advertising, sponsorship and promotion, and products targeted at young women for example, is another thing completely.

But our major problem as a community is that we have not effectively handled the downsides of liberalisation - too many venues in some areas, too large a size, open too long, too aggressive promotions – these make up, in many ways a tragic equation where the outcome is needless alcohol-fuelled violence and death.

We need to better respect the drug itself, it is after all, no ordinary commodity – and to respect and enforce the rules we already have.

Changing the Australian culture in relation to alcohol is in no way about prohibition; nor is it about reducing individual autonomy or responsibility.

It is about encouraging us as a progressive, dynamic society to step up to the crease to take our responsibility to each other.

Maybe it is just about drinking a little less so everyone can enjoy life a lot more.