

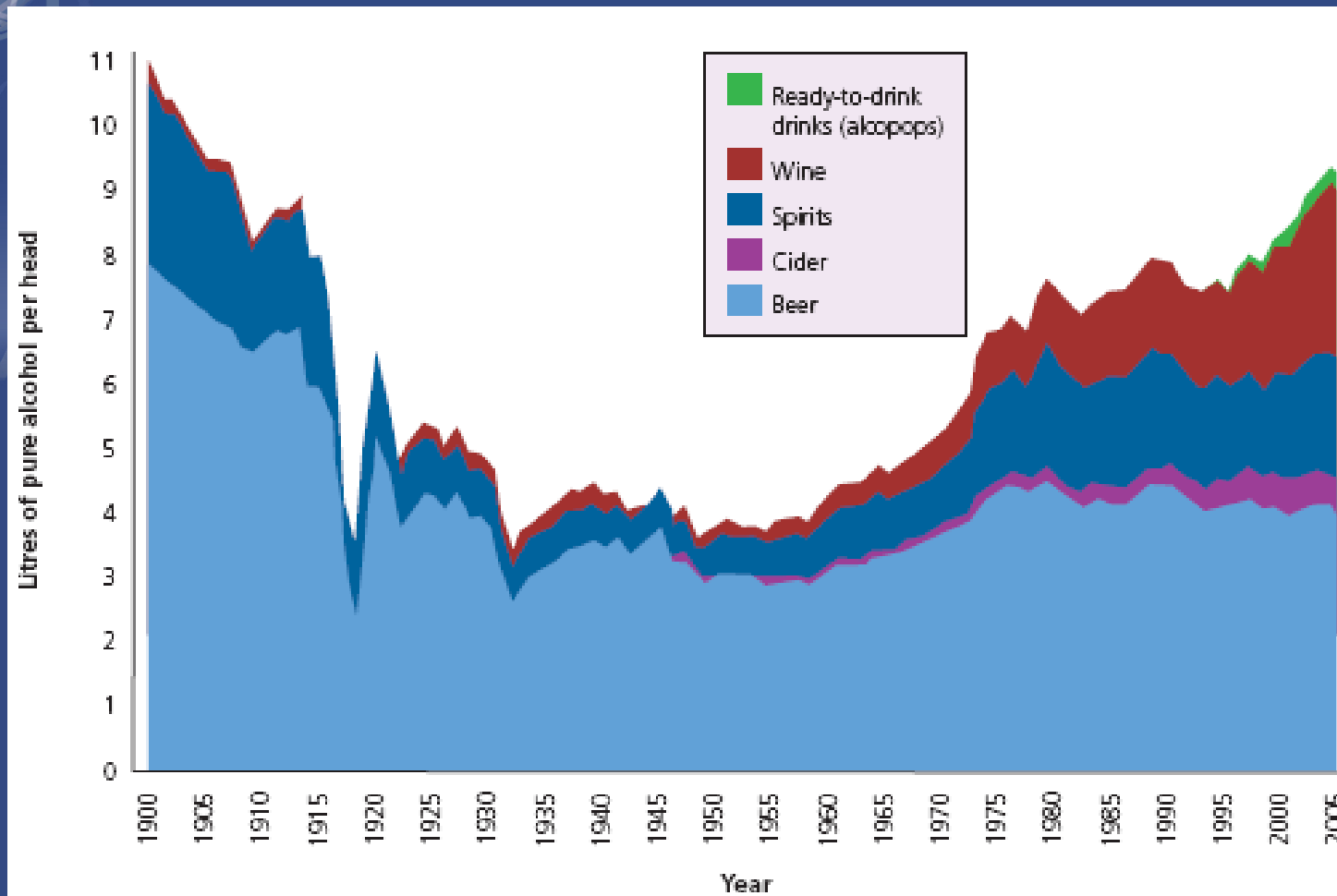


Policy Context – Perspective from Scotland

**Dr Emilia Crighton, Convenor of
the Faculty of Public Health
Scotland**

UK Alcohol Consumption

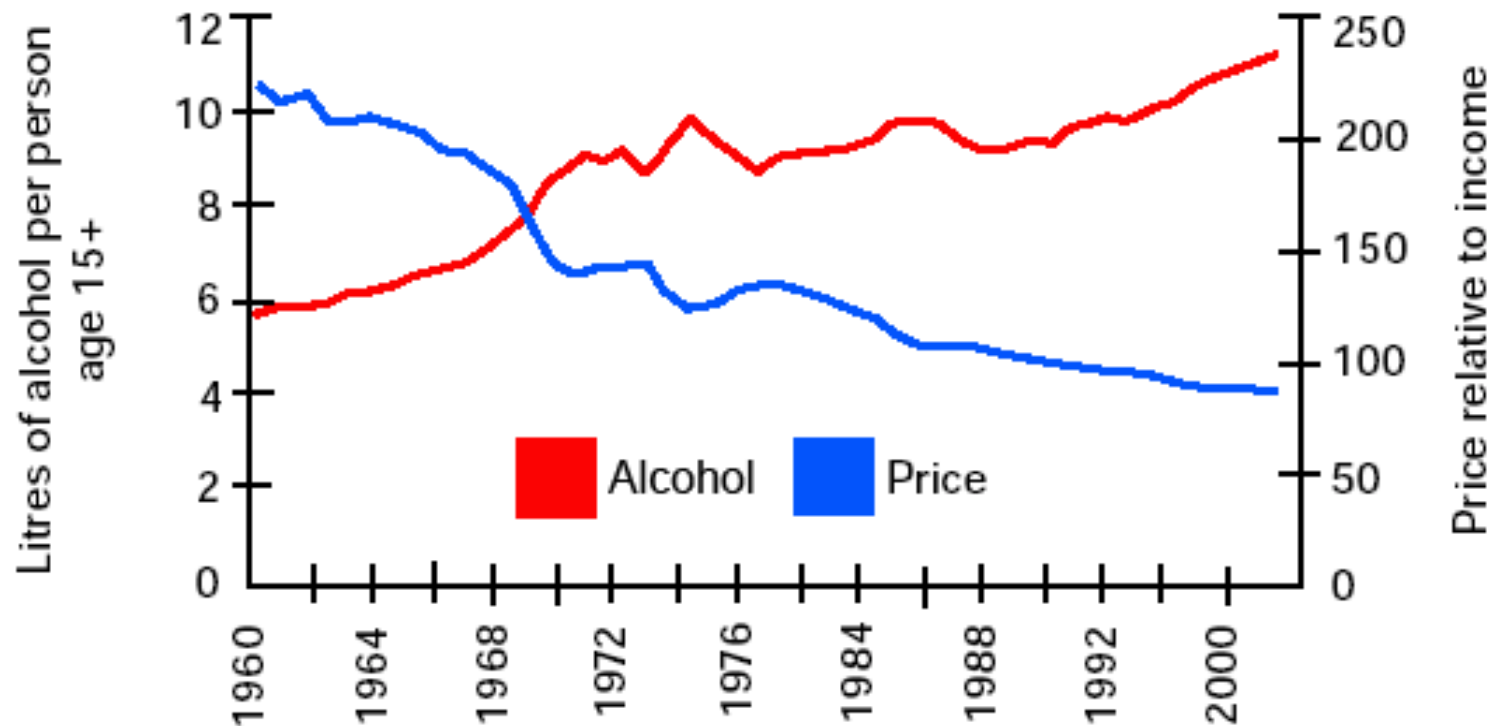
Litres of pure alcohol consumption per capita in the UK 1900-2006



Scots drinkers down 46 bottles of vodka every year.... each! That's 25% more than English or the Welsh

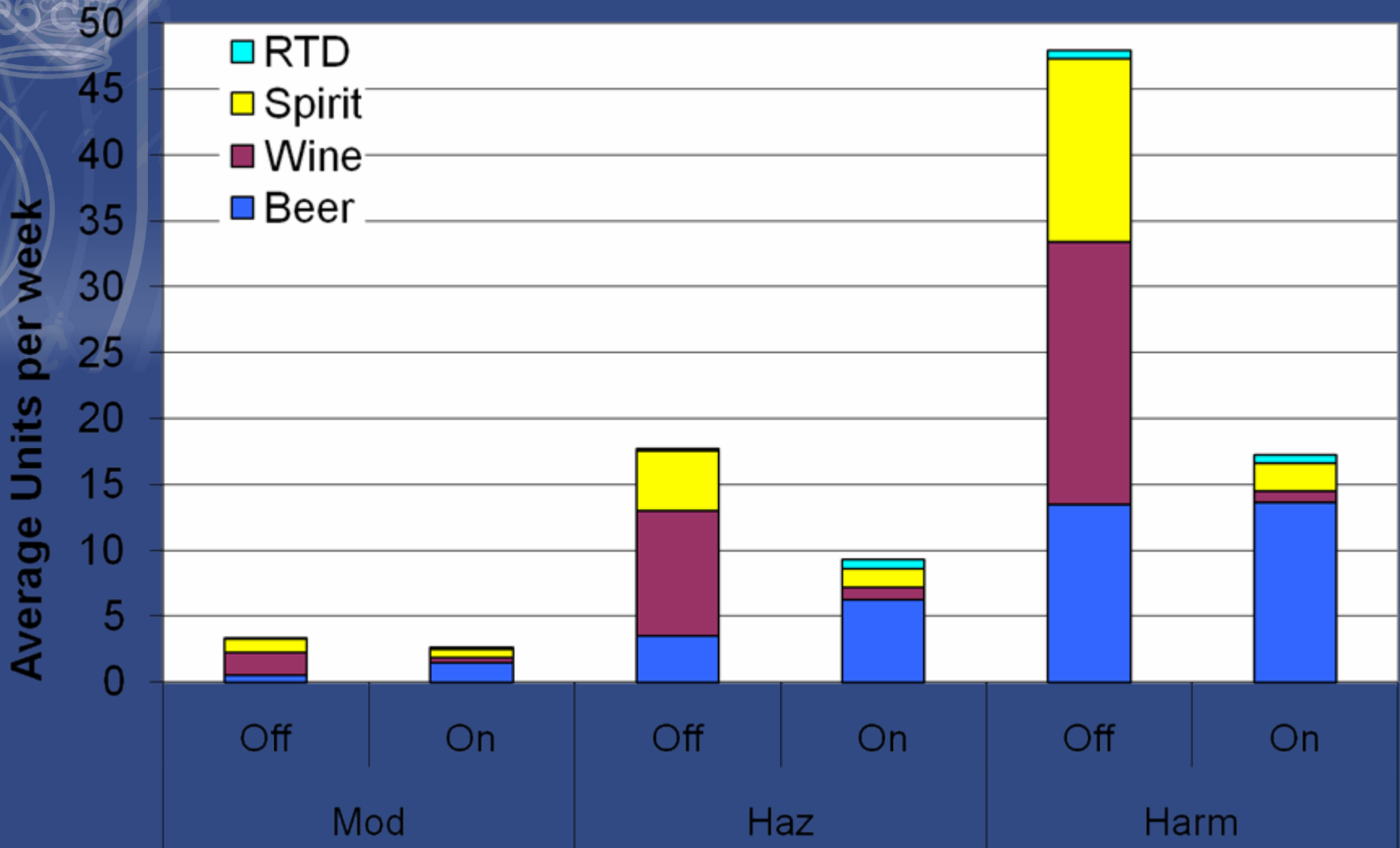
- 12.2 litres pure alcohol per person over 18
 - 46 bottles of vodka
 - 537 pints of beer
 - 130 bottles of wine

Price & Consumption Trends

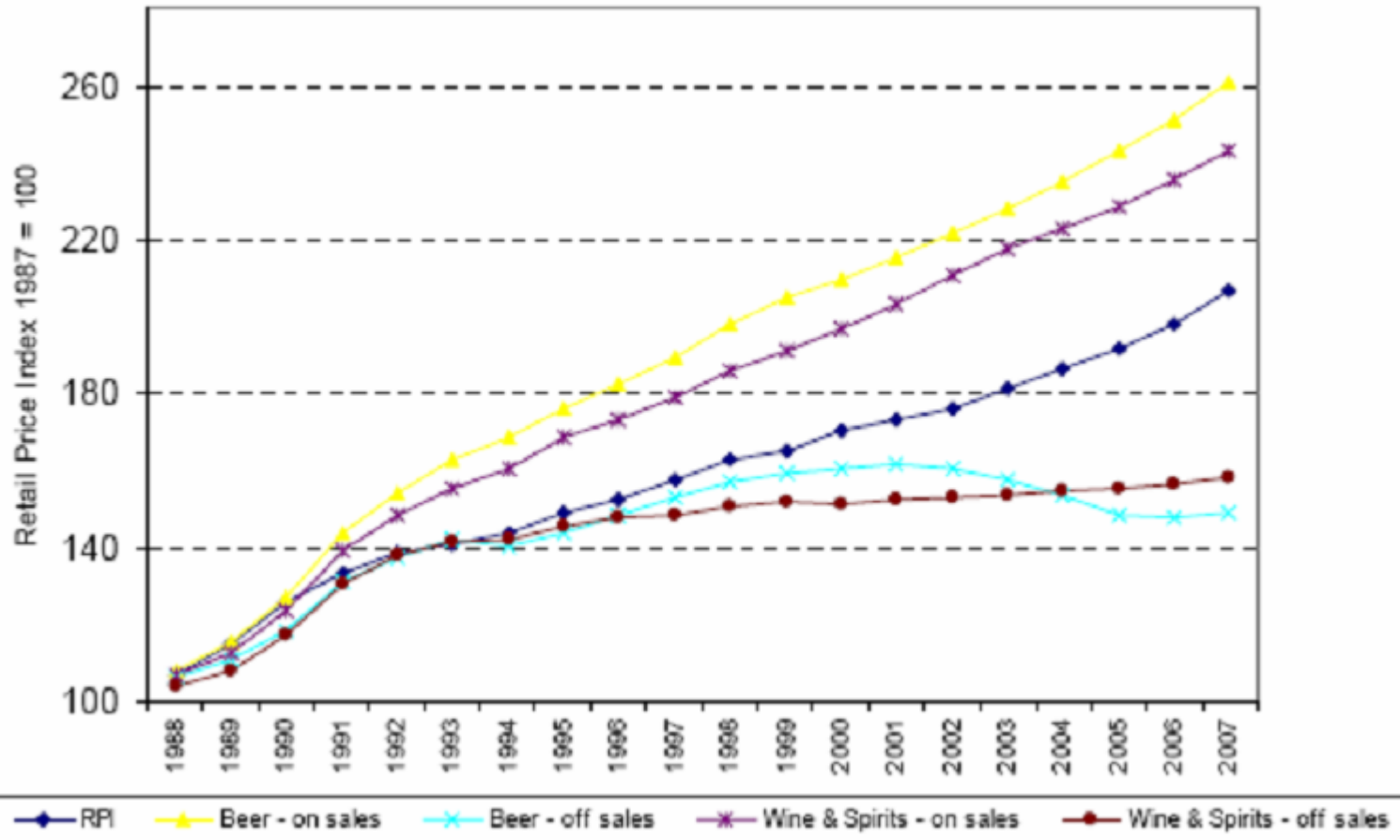


Source: Tighe, 2003

Off-trade vs On-trade: Most Hazardous and Harmful Units are from Off-trade



The Price of On and Off Sales Alcohol: 1988-2007



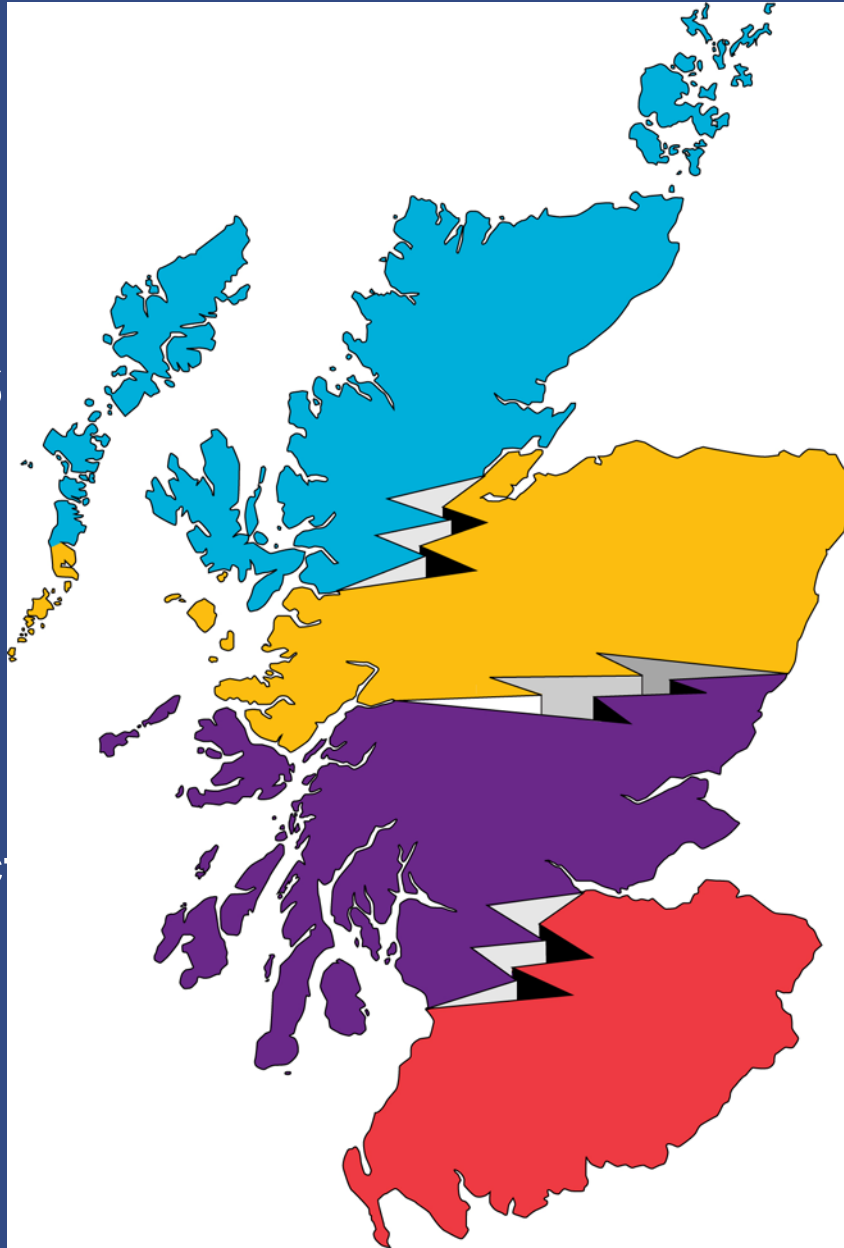
Fragmenting Scotland's Cohesion

Healthier

- 11% of A&E
- 1 death every 6 hours

Wealthier & Fairer

- £820m production loss



Safer & Stronger

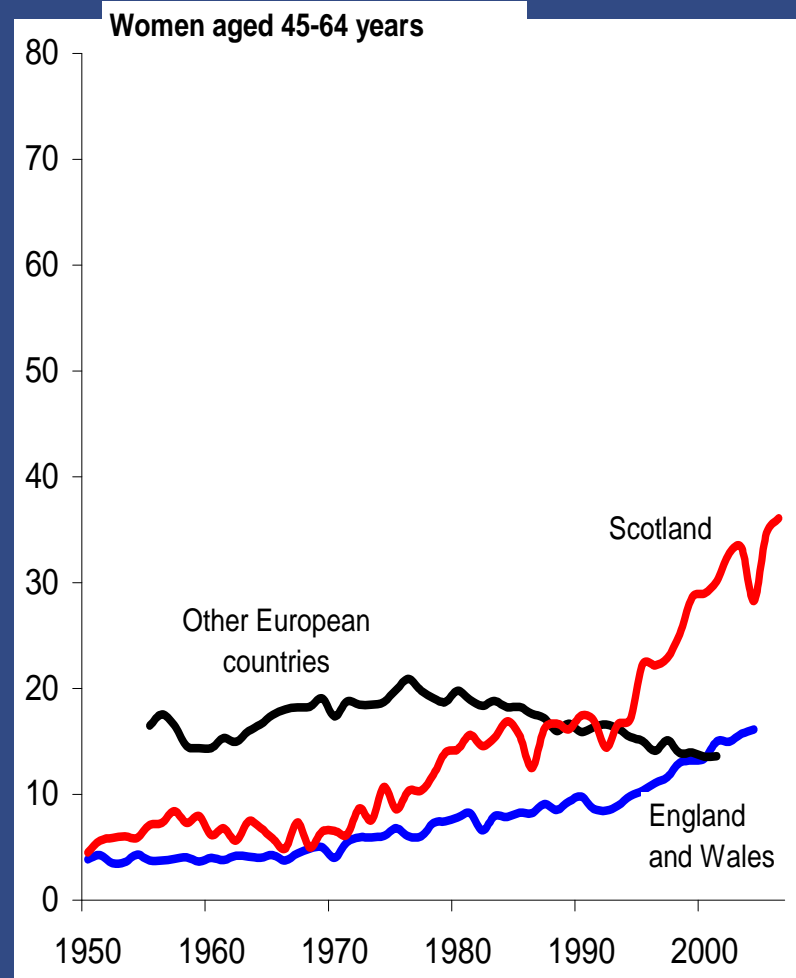
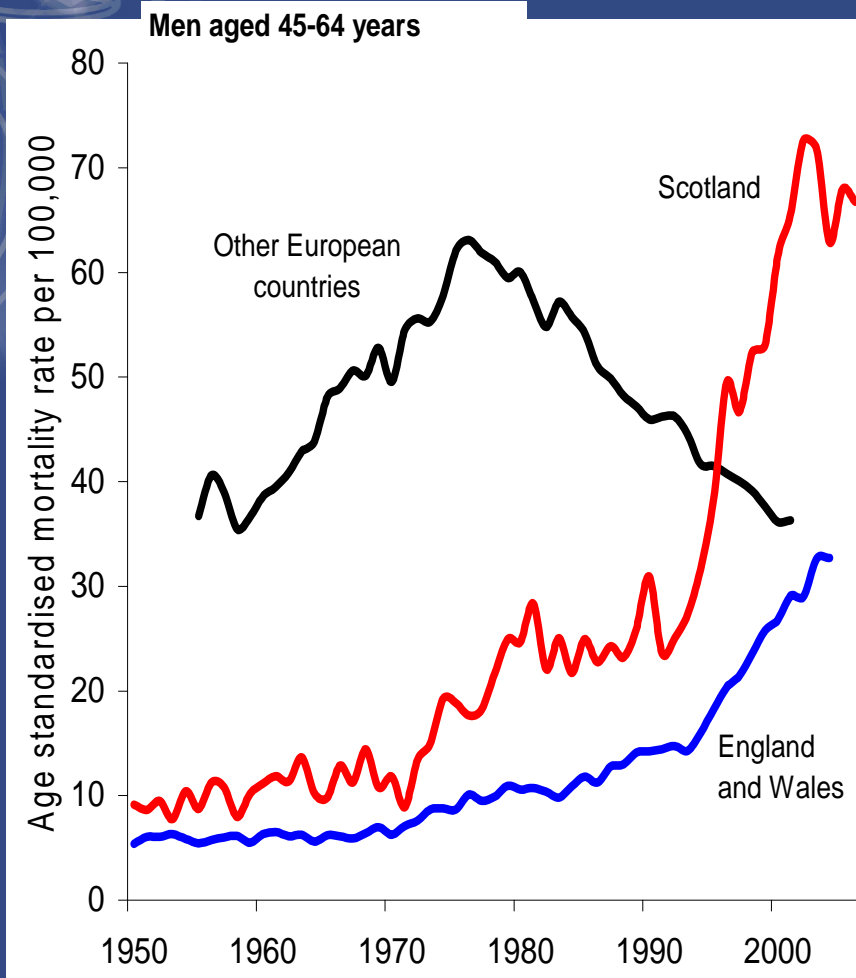
- 49% of prisoners
- 65% of homicides

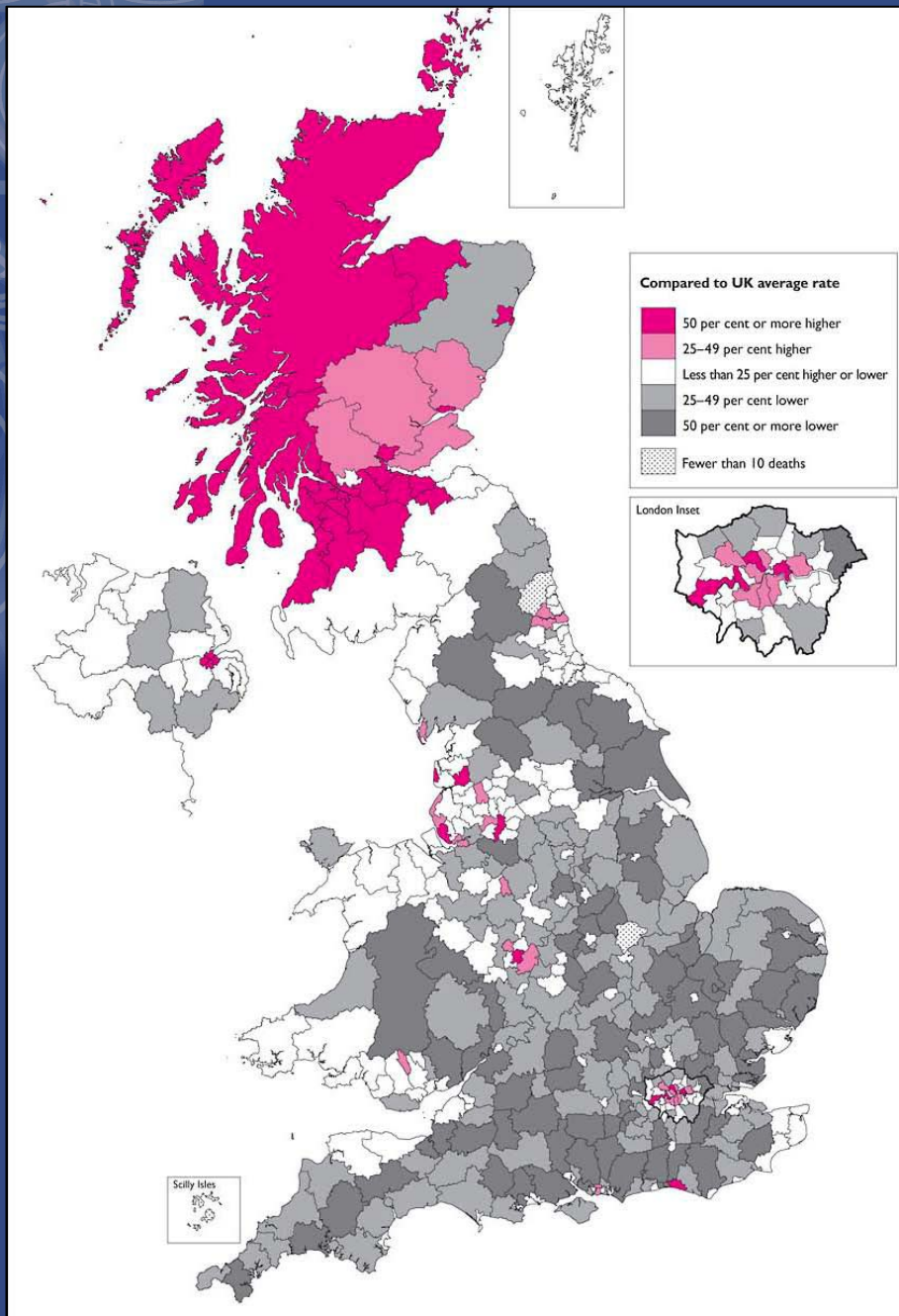
Smarter

- >65,000 children
- 1 in 3 divorces
- 40% of 15yr olds & 15% of 13yr olds

Chronic Liver Disease mortality rates per 100,000 population 1950-2006

updated from Leon and McCambridge, Lancet 367 (2006)





Healthier Scotland: death rates

15 of the 20 local areas in the UK with highest male alcohol-related death rate 1998-2004 are in Scotland.

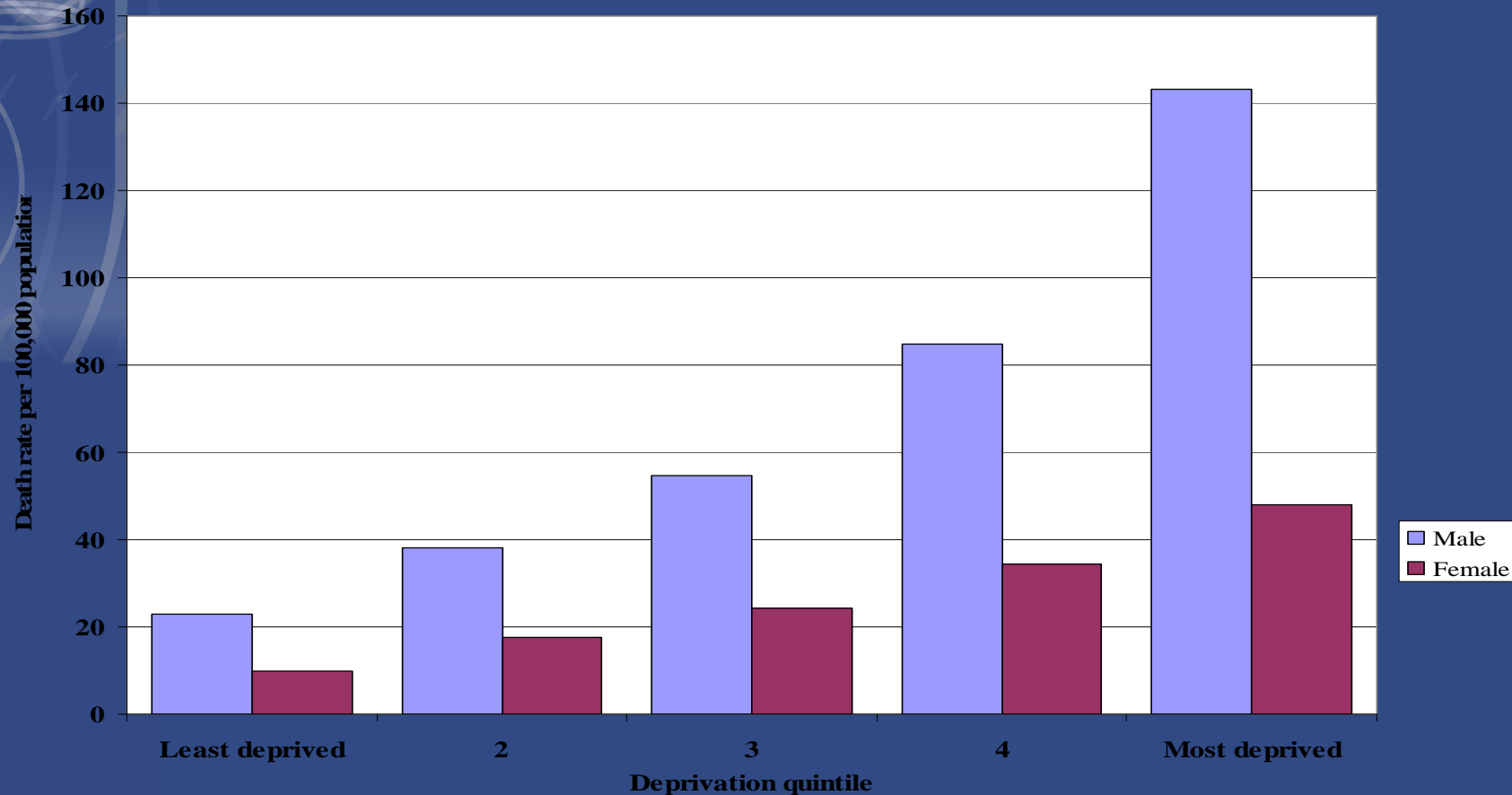
Top 5 all in Scotland:

1. Glasgow City
2. Inverclyde
3. West Dunbartonshire
4. Renfrewshire
5. Dundee City

Source: Office for National Statistics

Healthier Scotland: Inequalities & mortality

In Scotland 2005, men in most deprived areas 6 - 7 times more likely to die an alcohol related death



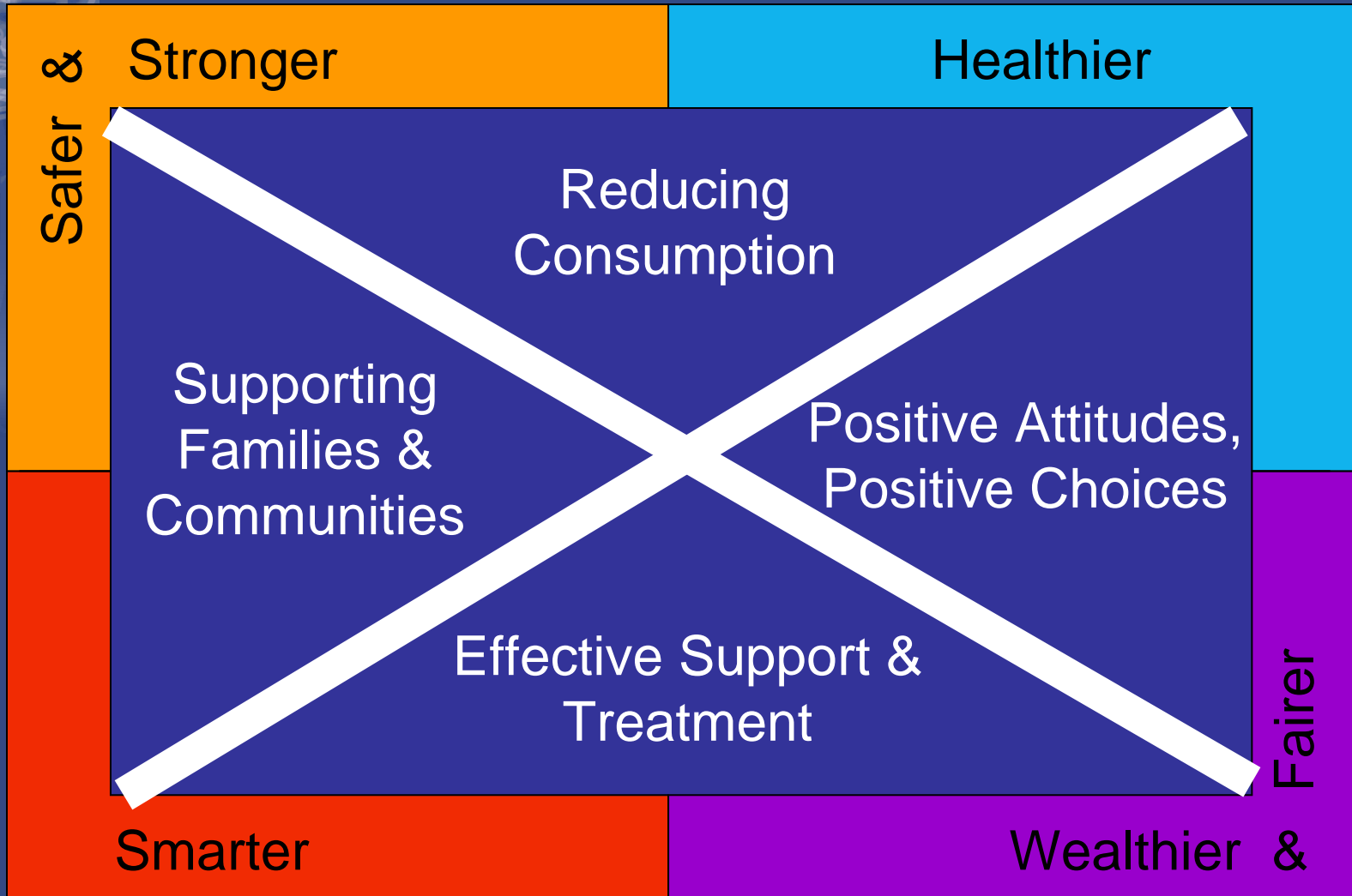
Source: ISD Scotland based on GROS



Changing Scotland's Relationship with Alcohol: A Framework for Action



Integrated alcohol policy



Building on

- The Licensing (Scotland) Act 2005, with 'protecting and improving public health' as one of its five objectives
- An NHS HEAT target(H4) to deliver ~150,000 alcohol brief interventions from 2008-11

Underpinned by

- An investment of almost £120 million for alcohol treatment and support services (2008-11)
- A robust evidence base
- Monitoring and evaluation of implemented policy

Supporting Families & Communities

- Increase age limit to 21 (off-sales only) [Bill]
- ‘Social Responsibility’ levy [Bill]
- Other licensing measures e.g. test purchasing
- Review advice to parents & carers
- Support for Diversionary activities
- Call for reduced UK drink driving limit

Positive attitudes, Positive choices

- Improve public awareness
 - information & education campaigns
 - call on EU/UK to improve labelling
- Urge for tightened restrictions on alcohol advertising in relation to young people
- Limit promotional material in-store [Bill]

Effective Support & Treatment

- National support for H4:HEAT target
- Essential Services
- Offender and alcohol pathways

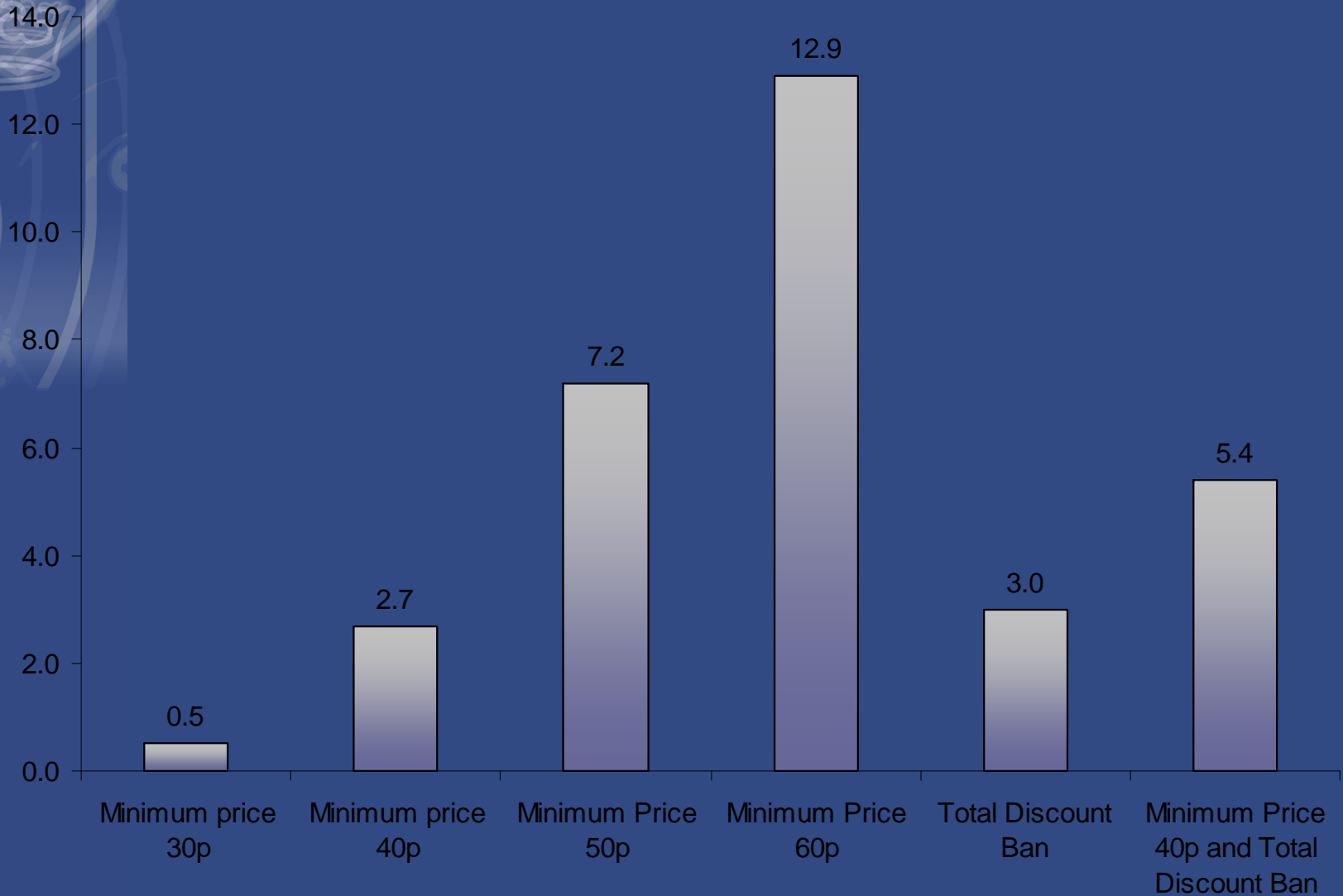
Reduced Consumption

- Discount ban in off-sales [Bill]
- Ensure smaller measures of wine available in on sales [Bill]
- Minimum price [Bill]

Effectiveness of Interventions: World Health Organisation 2003

Measure	Effect	SG Policy
Pricing	High	Yes
Availability -Age Limit -- Outlet Density	High	Yes
Safer Drinking -Server Training - Safer Glasses	Mid	Yes
Treatment - Brief Interventions	Mid	Yes
Regular Ads & Promotions	Low	Yes
Information -Schools - Product Labelling	Low	Yes

Reduction in consumption (%)



Changing Culture

Culture is a result of a complex and dynamic interaction of legislation, formal and informal controls, general and specific environmental influence and personal belief systems.

Education alone is not a powerful enough factor to change behaviour and culture.

Examples such as seat belt laws; drink driving and smoke free legislation demonstrate how legislation and regulation, preceded by education and consensus building can bring about a change in culture.