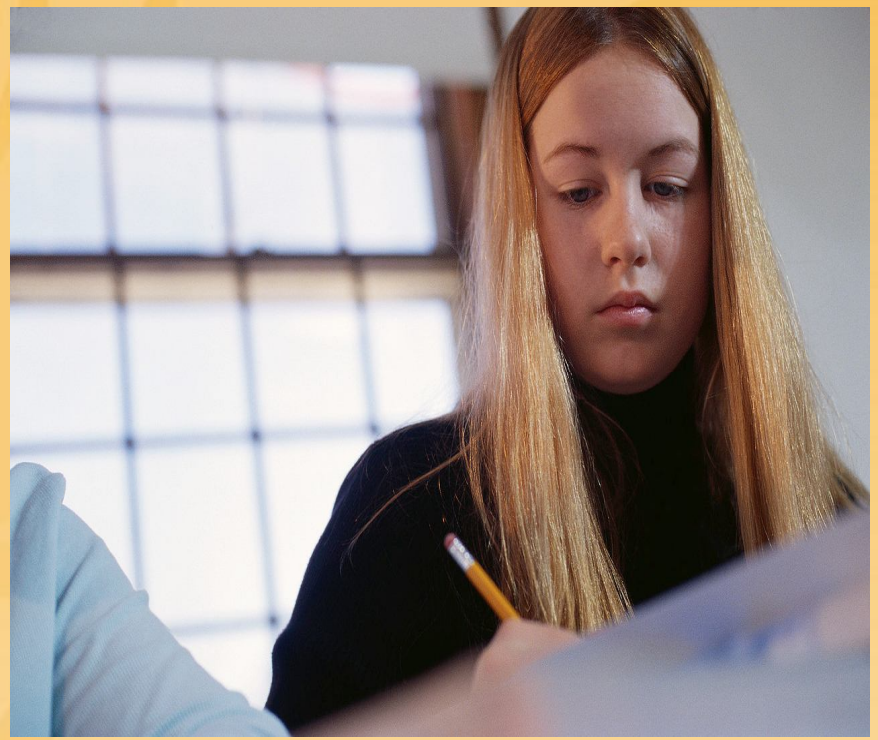
Promoting responsible drinking through education

Cathie Smith
Director of BIIAB



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AWARDING QUALIFICATIONS *for* LICENSED RETAIL

BII
RAISING STANDARDS IN LICENSED RETAIL

What is BII?

- Professional body for licensed retail
- Remit to raise standards
- Registered charity – 27 years
- 15,500 members
- Portfolio of qualifications for industry, its regulators and consumers

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What is BIIAB?

- Wholly-owned subsidiary of BII
- Ofqual/SQA accredited awarding body
- 600 centres UK wide
- 6,000 examination venues
- Portfolio of around 40 qualifications designed to promote responsible alcohol retailing and consumption
- Processed over 1 million qualifications since 1991

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Responsible retailing

+

Responsible consumption

=

Solution?

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BII Schools Project

- Safe
- Sensible
- Social

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Three main areas

- BIIAB Certificate in Alcohol Awareness
- Website
- Sponsored quiz booklets

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BIIAB Certificate in Alcohol Awareness (CAA)

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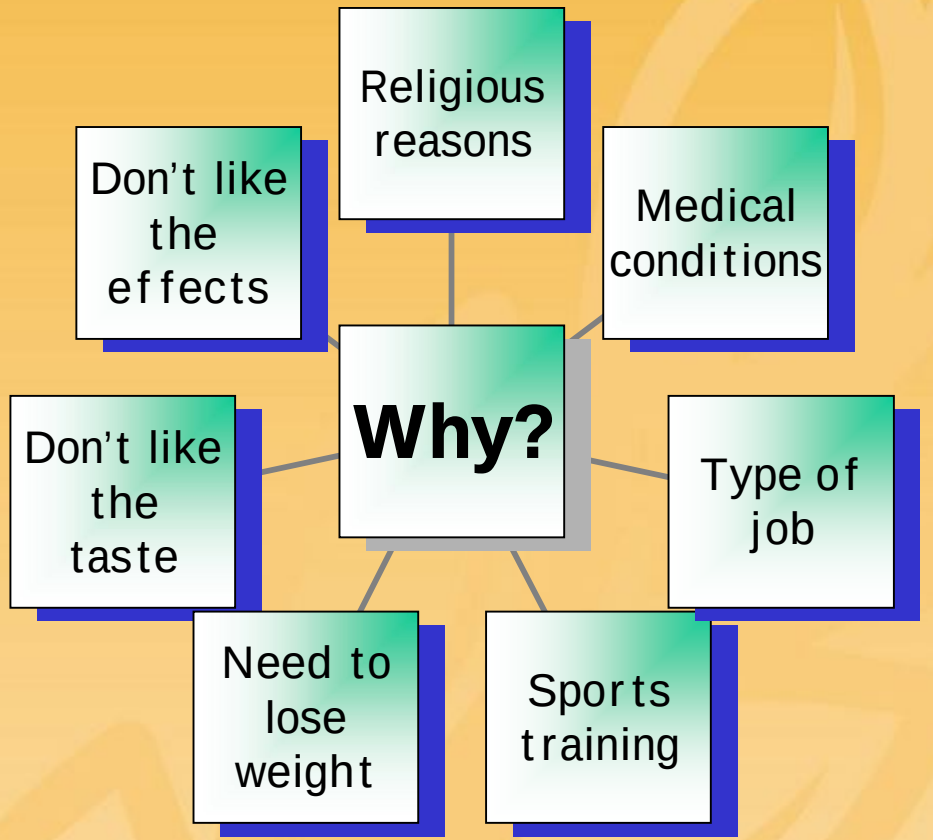
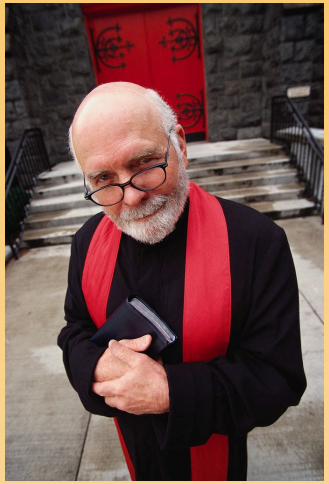
CAA - what is it?

- Designed for 13-16 age group – could be used for young adults
- Structure – handbook, examination, certificate
- Flexible in delivery times and mechanisms – 10 contact hours
- Can be built into PHSE sessions
- Ofqual accredited certificate awarded

Why do 80% of the adult population drink alcohol?

Why do some people choose not to drink alcohol ?





Know your limits…

Government Guidelines for adults

- Men - Daily limit 3-4 units
- Women - Daily limit 2-3 units
- Pregnant women – none

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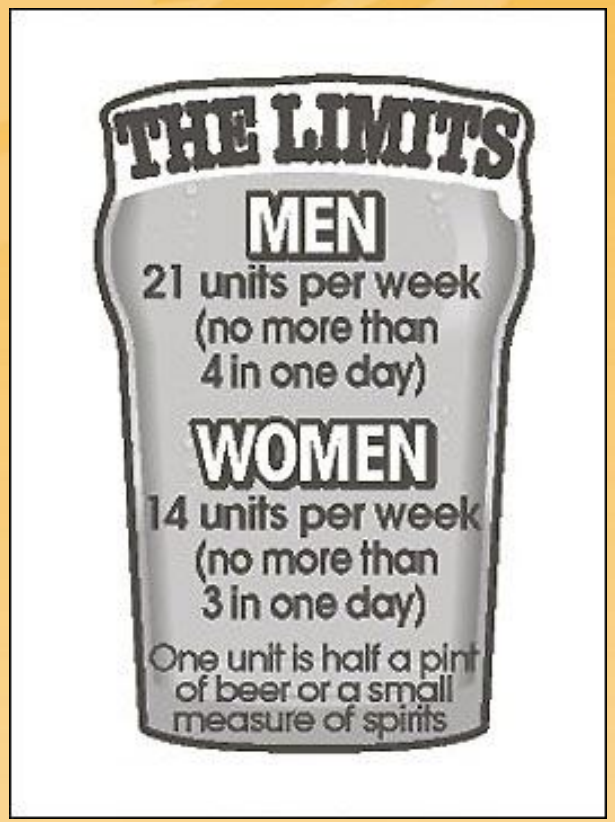
Why do we have these limits?

- It takes your liver one hour to process a unit of alcohol.
- If you have two or three drinks in an hour, you're overloading the system
- This will result in dizziness, throwing up, falling over and headaches



What is a unit of alcohol?

- A unit of alcohol is 8g or 10ml of undiluted alcohol
- Alcohol by volume (abv) is the amount of alcohol in a drink
- This should be shown as % on labels, drinks dispensers and menus

Work out the units in the following drinks…

- 1 pint (568ml) of John Smiths bitter (3.5% abv)
- 1 litre of strong cider (9% abv)
- 1 pint of Stella Artois (5% abv)
- 1 bottle (275ml) of WKD (5% abv)
- 1 large shot (35ml) of Tequila (35% abv)
- 1 bottle (750ml) of red wine (14% abv)

Units of alcohol = liquid in ml x % abv x 0.001

Work out the units in the following drinks…

- 1 pint (568ml) of John Smiths bitter (3.5% abv) = 2 units
- 1 litre of strong cider (9% abv) = 9 units
- 1 pint of Stella Artois (5% abv) = 2.8 units
- 1 bottle (275ml) of WKD (5% abv) = 3.4 units
- 1 large shot (35ml) of Tequila (35% abv) = 1.2 units
- 1 bottle (750ml) of red wine (14% abv) = 10.5 units

How does alcohol affect the body?

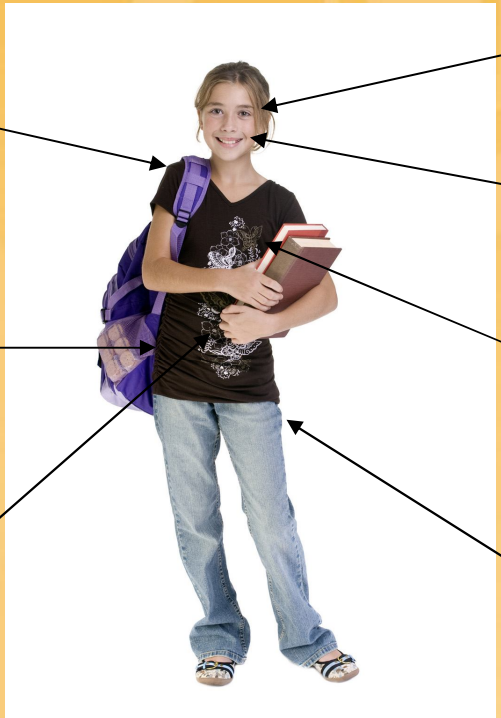
- **With increased amounts:**
  - Feeling sick and/or vomiting
  - Reduced bladder control
  - Difficulty standing and walking
  - Loss of self control – saying and doing things you'd normally never do
  - Getting lost when walking home
  - Loss of consciousness
  - Loss of memory – blackouts
  - Alcoholic poisoning or coma or even death

What might happen…..

Aggression, Violence, Depression, Impaired Judgement, Slower reactions

Weight gain, Vomiting & diarrhoea, Stomach ulcers, Liver damage, Inflamed pancreas

Trembling hands, Tingling toes, Numbness



Bloodshot eyes, Puffy eyes, Premature ageing

Mouth cancer, Throat cancer

High blood pressure, Heart failure, Anaemia

Sexually Transmitted Infections, Infertility, Impotence

It could be your loss of…

- Inhibition
- Judgement
- Efficiency
- Reaction time
- Focus
- Control
- Your life!

BIIAB Level 1 Certificate in Alcohol Awareness

What are the <u>short</u> and <u>long</u> term effects of binge drinking and alcoholism on health?

Falls and injuries

Accidents and injuries caused by fighting

Weight gain

Dementia

Anti-social behaviour

Heart disease

Alcohol poisoning

High blood pressure

Unplanned pregnancy

Liver damage

STI's

Cancers: bowel, mouth, throat, breast

Choking on vomit

Memory blackouts

Nerve damage

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Worried about someone?

Talk to:

- Family
- School
- Doctor
- Al-Ateen (AA group for teenage family members of alcoholics) 0207 403 0888
- Childline 0800 1111 (free-phone)
- Drinkline (0800 917 8282)
- Frank www.talktofrank.com

What are the problems associated with irresponsible drinking and casual sex?

Alcohol abuse is linked to fertility problems

Alcohol can numb nerve cells leading to unsatisfying sex

Alcohol can prevent men from getting an erection

Inhibitions are lowered

More risks are taken – not using a condom

More likely to put a condom on incorrectly

Un-planned pregnancy

Greater chance of catching STI's

Not able clearly remember having sex

Having sex with someone who is incapacitated due to alcohol is classed as rape

Draw an association map to highlight the problems that might occur

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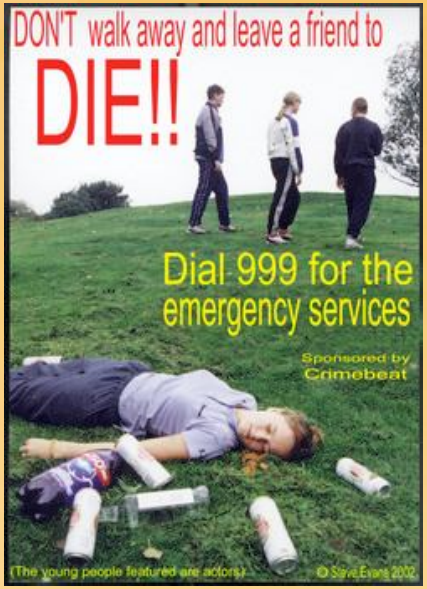
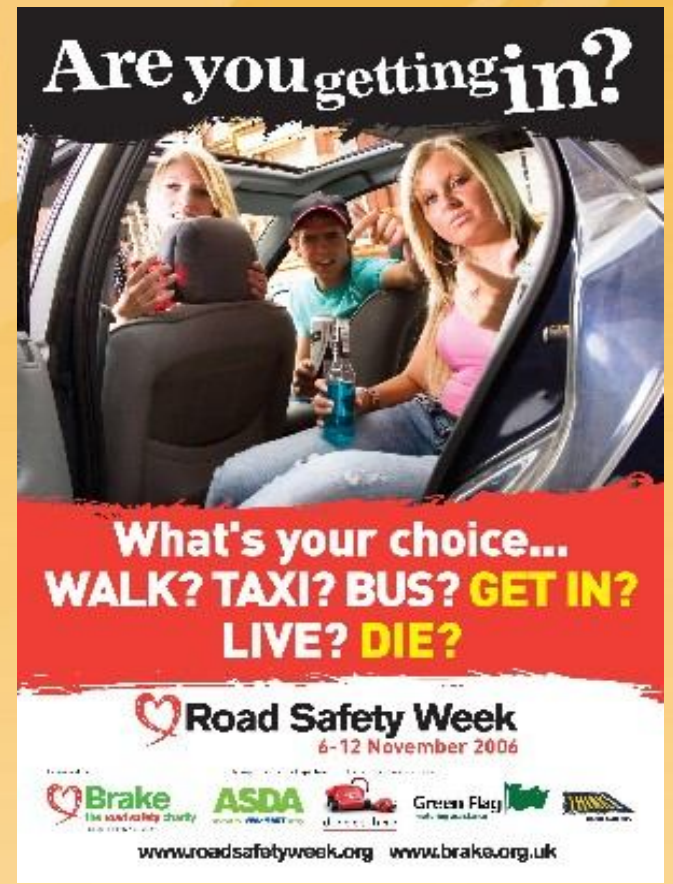
Helping someone who is drunk…

- Be friendly – they may become aggressive
- Don't give them any more alcohol – they need to drink plenty of water.
- Stay with them – they may collapse or vomit.
- Get them home – into the care of a responsible adult.



Dangers of being a passenger

- Never be a passenger in a car whose driver has been drinking.
- Discourage anyone who has been drinking from driving.
- There is no safe limit for the amount of alcohol a person can drink and then drive.
- Take a taxi.



Why have licensing laws?

The Licensing Act 2003 has four licensing objectives:

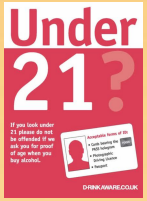
- **Protect children from harm**
- **Prevent crime and disorder**
- **Prevent public nuisance**
- **Improve public safety**

Licensing laws were initially introduced during the First World War to stop munitions workers turning up for their jobs drunk from the night before.

The law in England and Wales

Alcohol is a drug. It is legal, but still a drug. The law is intended to keep young people safe.

- **Under 5 yrs – illegal to give alcohol to a child under 5 – except under medical supervision**
- **Under 16 yrs – can go into any part of a bar with an adult. Can only drink non-alcoholic drinks.**
- **16 or 17 yrs – permitted to drink beer, cider and wine with a table meal if bought by an adult**
- **Under 18 yrs – cannot buy alcohol**



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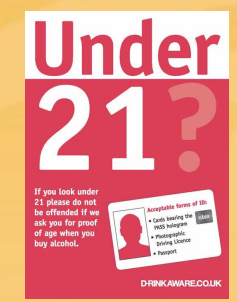
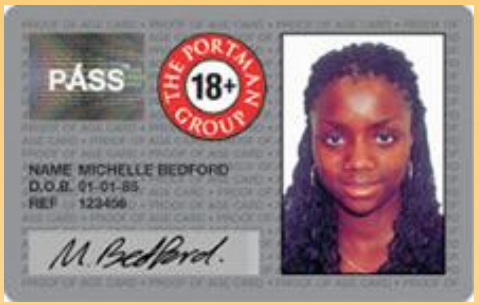
Proof of Age

- Retailers risk severe penalties if they are caught selling age-restricted products, such as alcohol, to under-age customers.
- Retailers should always apply the 'Challenge 21' approach - challenging anyone who looks under 21 to prove their age.
- PASS is the UK's national guarantee scheme for proof-of-age cards.





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Schools Project Website

- Access on www.schoolsproject.co.uk
- Displays supporting companies
- Pay for class batches of Alcohol Awareness quiz booklets
- Relationship between companies and schools

Quiz booklets

- Designed to be user friendly
- Deal with alcohol issues and problems of misuse
- Support the BIIAB Certificate in Alcohol Awareness
- Promote the industry as part of the wider tourism offer and a good career choice

Next steps

- 4,000 awards for the Certificate in Alcohol Awareness
- Colleges using as entry requirement
- Increase sponsorship
- Evaluation of scheme

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Thanks for listening!

Any questions

Email: cathie@bii.org

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