Alcohol

Achieving Culture Change

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Overview

- Immersion in Alcohol advertising and culture
- Patterns of Drinking across the Country
- What we are doing to change culture
- Why it won't work
- Information, Balance and Choice

Awash with Alcohol

Kids and Alcohol

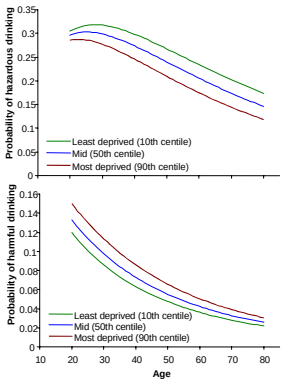
- Of 15 year olds
  - 30% think okay to be drunk once a week
- Trends
  - Long term trends are up
  - Recent 11-15 year olds drinking fallen
    - (last week - 26% 2001 – 21% 2006)
  - Those drinking weekly average
    - (9.8 units 2001 – 11.4 units 2006)
- Estimated consumption
  - Equivalent - 445 million pints/year (underage)
- Response
  - No national age checking scheme
  - Relatively small penalties for underage sales
  - Little parental advice on alcohol

£££

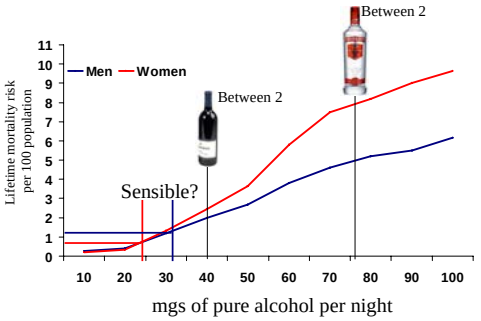
Fuller et al, 2007

Harmful and Hazardous Drinking

- Hazardous Drinking
  - Weekly >21 ♂ Units; 14 ♀
  - 1 in 5 adults (8 million)
- Harmful Drinking
  - Weekly >50 units ♂; 35 ♀
  - 1 in 20 adults (2 million)
- Estimated Consumption
  - Conservative calculations
    - Glass of wine = 1 unit
  - Tend to underestimate
    - Holidays, Parties, Friday night
    - Telling the doctor
  - HM Revenue and Customs estimates double GHS
- Dependent Drinkers
  - 1.1 million in England
  - 1 in 18 in treatment



Daily consumption and Lifetime Risk of dying from an Alcohol Related Disease



- Ignores risks associated with accidents, violence and injury

Australian National Health and Medical Research Council

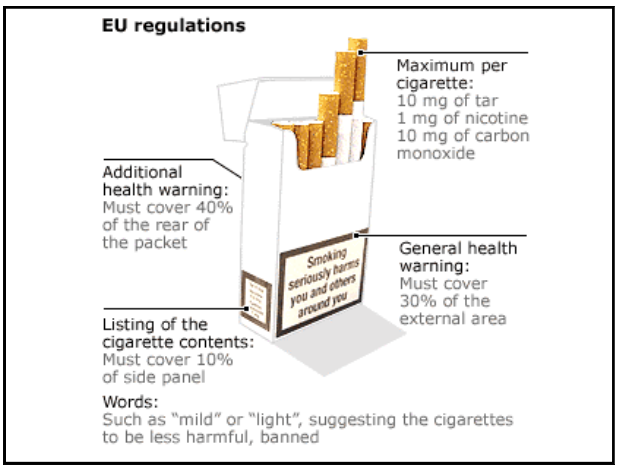
Alcohol and Violence Types

- Youth Violence
  - > ½ A&E assault patients aged 18-24 have been drinking
- Sexual Violence
  - One in three rape victims have been drinking
- Intimate Partner Violence
  - > 1/3 of intimate partner violence committed under the influence of alcohol
- Child Maltreatment
  - 44% of Childline calls for family members' alcohol problems also report physical abuse
- Elder Abuse
  - Carers' alcohol use key factor in elder abuse
- Suicide
  - Alcohol may be a factor in up to 65% of suicide attempts

World Health Organization & Centre for Public Health, 2006

Labelling

- Practically no warnings
- Except from any labelling
- Warning about sulphites but nothing about what they are associated with
  - asthma attack
  - severe headaches
  - skin rashes



Drinking and Getting Fat

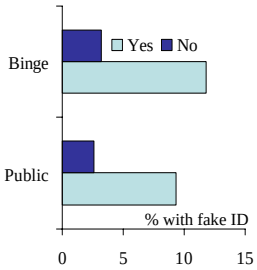
Calories

- Bottle of wine = 500 Kcal
- Average Night out in Liverpool
  - Men 2,190 Kcal;
  - Women 1,260 Kcal
  - Add a Kebab & Chips, 1000Kcal
  - Weight gain (1 year) >2 stone

Critical issue for young people

- Non alcoholic drinks labelled
- > half of females and one in three males age 12-15 would like to lose weight *(SHEU, 2007)*

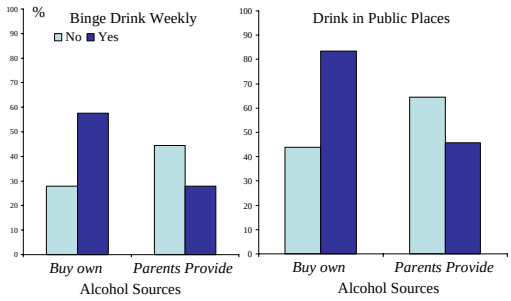
Proof of Age



- Why is there no national mandatory scheme?
- Sensible implementation not to discredit scheme
- Individuals are trying but failing to buy alcohol

Bellis et al, In Press, n=8163

Alcohol with Advice



- Alcohol free is fine but 82% have drank alcohol by age 15
- Parents provide advice, need the support to do it
- Practically no advice to parents on child drinking

Bellis et al, In Press

Protective Effect of Alternatives

- Of drinkers, those without involvement in sports, hobbies or clubs
  - After corrections for deprivation and demographics
  - 59% more likely to Binge weekly
  - 50% more likely to drink 2+ times a week
  - 12% more likely to drink in pubic places

Bellis et al, In Press

Night Time Economics

- Alcohol now 54% more affordable than in 1980
- Pocket money averaging £8 per week.

Football £20-£45

Badminton, Liverpool £7.00 non members

Cider, Aldi 5.3%, 2 litres £1.49

•What do parents know about children's expenditure

Office for National Statistics, 2003

Link into Cheap Off Licence Alcohol

- Improved Night time bars and clubs
- Off-licenses and Supermarkets
  - Promotions encouraging wholesale purchase quantities
  - Alcohol is very cheap
  - Price and availability relates to consumption
- Off-licensed sales as % of total
  - 24.0% in 1980; 34.8% in 2004

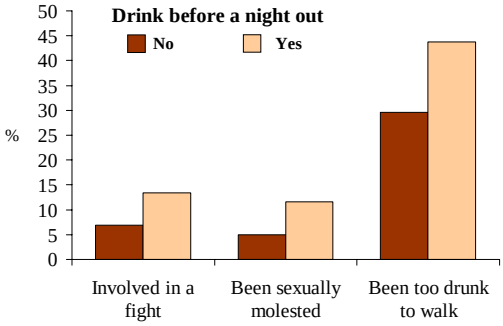
Bar £2.50 -£3.00

Supermarket 60p

Night Life

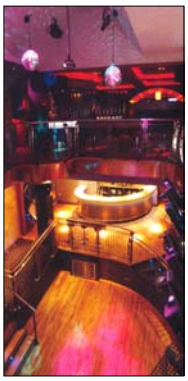
Pre-loading

Nightlife Problems in last 12 months



Safer by Design

- Inside
  - Adequate seating and Table space (cf. vertical drinking)
  - Bar staff sight lines – central, raised floor
  - Realistic attractive alternatives to alcohol
  - Trained Servers – do not serve drunks
  - Trained Door Staff
- Overall
  - Shared vision for nightlife
  - Drunken youth or Family fun

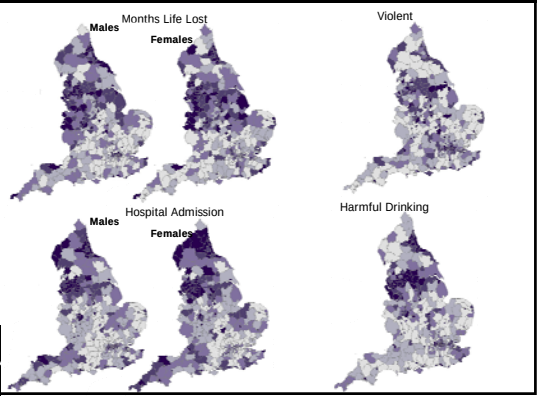


Drink Driving

- Blood Alcohol Content limit (BAC) 0.08mg
- Almost one in six road fatalities involve drivers over the limit
- Lower levels in general
- Zero (or 0.02 mg) limit for young and inexperienced drivers
  - US and Australia: implementation of 0.02 BAC for new/young drivers gave average reduction in serious road traffic injuries of 17%

Zwerling and Jones, 1999

North – South Divide (LA level)



Rat Park

- Rat House
  - Play spaces
  - Private areas for mating
- Lab rats
  - forced to take morphine hydrochloride for 57 consecutive days brought to colony
- Choice between plain water and water laced with morphine
  - Most chose plain water
  - *"Nothing that we tried produced anything that looked like addiction in rats that were housed in a reasonably normal environment"*

What can be done?

- Choice
  - Two elements – **Information and Alternatives**
- Information has to be balanced
  - Cut down the promotions and advertising
  - Increase information labelling – Not just lip service
  - 1 unit a day increases breast cancer risk by around 10%
  - Contra-indications
- Makes the prices realistic and alternatives at comparable levels
- Children choice must be with adults
  - Stop children's access outside the home
  - Provide parents with guidance
- Understand the downside

Sex and Alcohol

- European Basis -Around ¼ of young girls and 1/3 men use alcohol to help find a sexual partner

Provide balanced information, alternative and let people choice

Sensible Drinking Advice

- "Three kraters (cups) do I mix for the temperate: **one to health**, which they empty first, the **second to love and pleasure**, the **third to sleep**. When this bowl is drunk up wise guests go home. The **fourth bowl is ours no longer but belongs to hubris**, the **fifth to uproar**, the **sixth to prancing** about, the **seventh to black eyes**, the **eighth brings the police**, the **ninth belongs to vomiting**, and the **tenth to insanity and the hurling of furniture**". Dionysus 4th Century BC
- Drinking is good for your health???
- Need a sensible maximum but be honest about what it represents

Summary

- Tax does not cancel out problems
- Address the ideas that alcohol is sexy and good for your health
- Balanced Information, Attractive and Affordable Choices
- Children drinking should be through informed parents
- Shared vision of Nightlife environments
  - hopefully not "pissed and out on the streets"
  - Mixed age and social
- Intolerant of drinkers causing harm to others – e.g. Road traffic and Violence

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