



Alcohol A Framework for Action

**East Dunbartonshire
Licensing Forum
6th May 2009**

Scotland's Relationship with Alcohol

- Alcohol is part of social and cultural life in Scotland
 - Celebrations – Hogmanay, anniversaries, weddings, '*wet the babies head*'
 - Rights of passage – 18th/21st birthdays, graduations
 - Socialising – clubbing, pubs, social clubs, eating out/eating in
 - Other – sponsorship, advertising
- Alcohol trends
 - Alcohol is now 70% more affordable than in 1980
 - 19% increase in consumption since the 1980's
 - Up to 50% of men and 30% of women are regularly drinking over sensible drinking guidelines
 - 50% increase in reported drinking by 13 year olds and more than a 33% rise in drinking by 15 year olds between 1990 and 2004
- Alcohol misuse has huge costs for individuals, families, communities, public services and the economy

Tackling alcohol misuse is a public health priority

Public Health Consequences of Alcohol Misuse

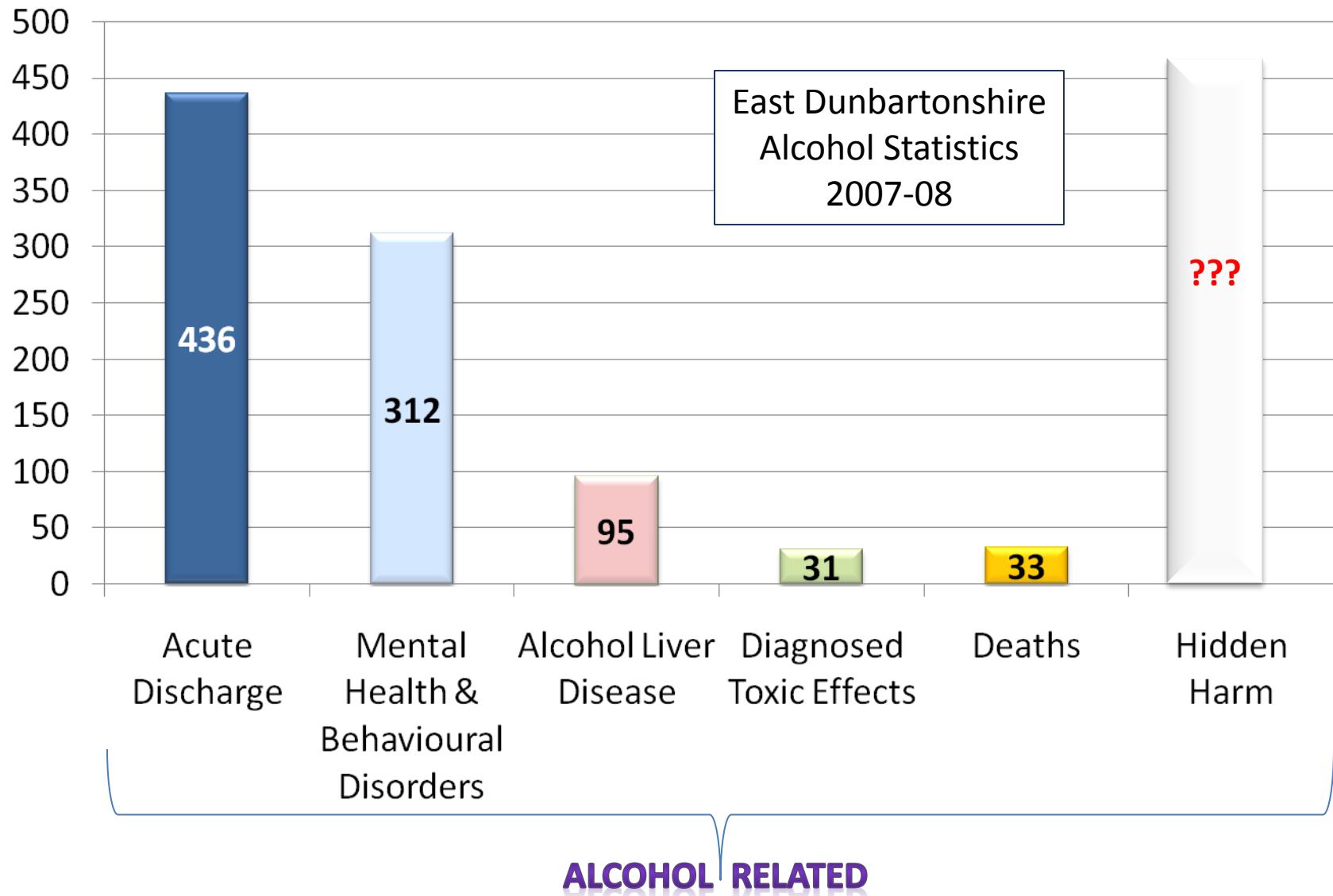
Regular heavy alcohol consumption, binge drinking and daily drinking of relatively small amounts over a long period of time is associated with:-

- physical problems – heart problems; stroke; liver disease; cancer
- mental disorders
- more risky sexual behaviour
- family break-up
- antisocial behaviour
- violence
- accidents/Injury
- road traffic accidents
- workplace performance

A National Perspective

- Estimated to cost our country at least £2.25 billion per year in extra services and lost productivity
- £820 million cost to the economy (unemployment & absence)
- 405 million annual cost to NHS
- A factor in 393,747 people attending A&E in 2007 (11%)
- 111,200 estimated primary care consultations
- Number of acute hospital occupied bed days directly connected to alcohol was 261,539 in 2006/07
- Discharge diagnosis of alcohol poisoning in 2006/07 was 3,929
- Children (under18 years) admitted to acute hospital with an alcohol related diagnosis was 1,094 in 2006/07
- One of the fastest growing rates of liver disease and cirrhosis in the world (400% rise)
- 2,372 alcohol related deaths (2005), more than doubled in the last 15 years - estimated kills six people every day
- Men living in the most deprived areas are 7 times more likely to die

A Local Perspective



Relationship between licensed premises and violent crimes

Public Health undertook a spatial Analysis of violent crimes and alcohol density outlet. All licensed premises in East Dunbartonshire were included between April 2005-March 2008 inclusive.

Findings:

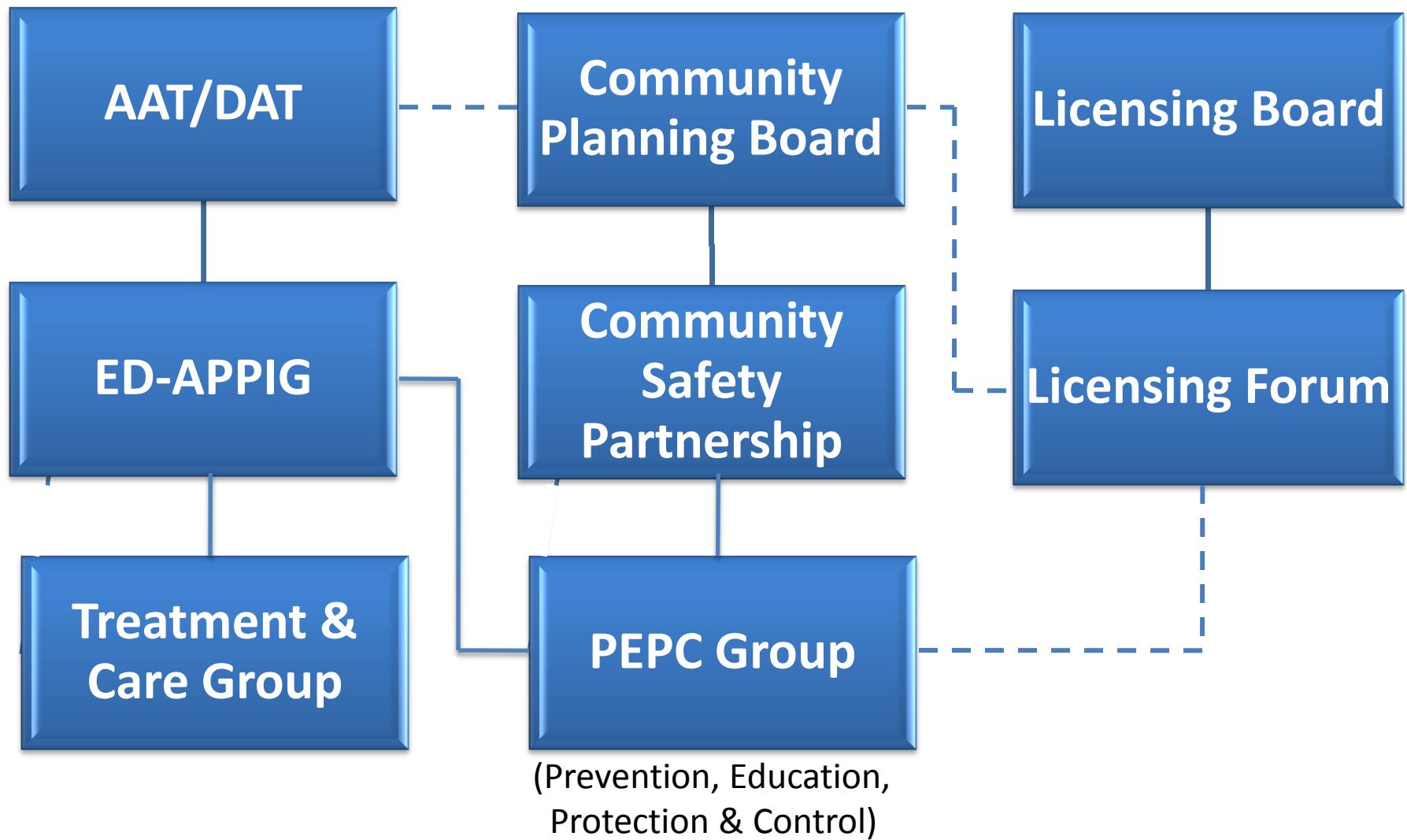
- Strong direct linear relationship between total premises and crime
- Strong direct linear relationship between deprivation and crime
- Areas with High Levels of Alcohol Related Violence include:-
 - Kirkintilloch South
 - Hillhead
 - Kirkintilloch West (very high!)
 - East Clobber and Mains Estate



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

- New health Bill will be introduced at the end of this year to tackle alcohol misuse
- Introduce a minimum price for a unit of alcohol
- Local flexibility to ban off-sales to under 21s
- Ban off-sales promotions such as 'three for two' and cut price offers
- Restrict the display and marketing of alcohol products

East Dunbartonshire: Local Planning Framework



A Local Framework For Action

Tier 4

Glasgow Addiction Service

- Acute Hospital Liaison
- Inpatient service
- Day Hospital services
- Alcohol Related Brain damage
- COHMLA: Co-morbidity Service
- Residential rehab support (out-with ED)

Tier 3

Treatment & Care

- Community Clinics
- Community Addiction Team
- ARC 12 step programme
- Localise DTTO

Tier 2

Primary Prevention & Care

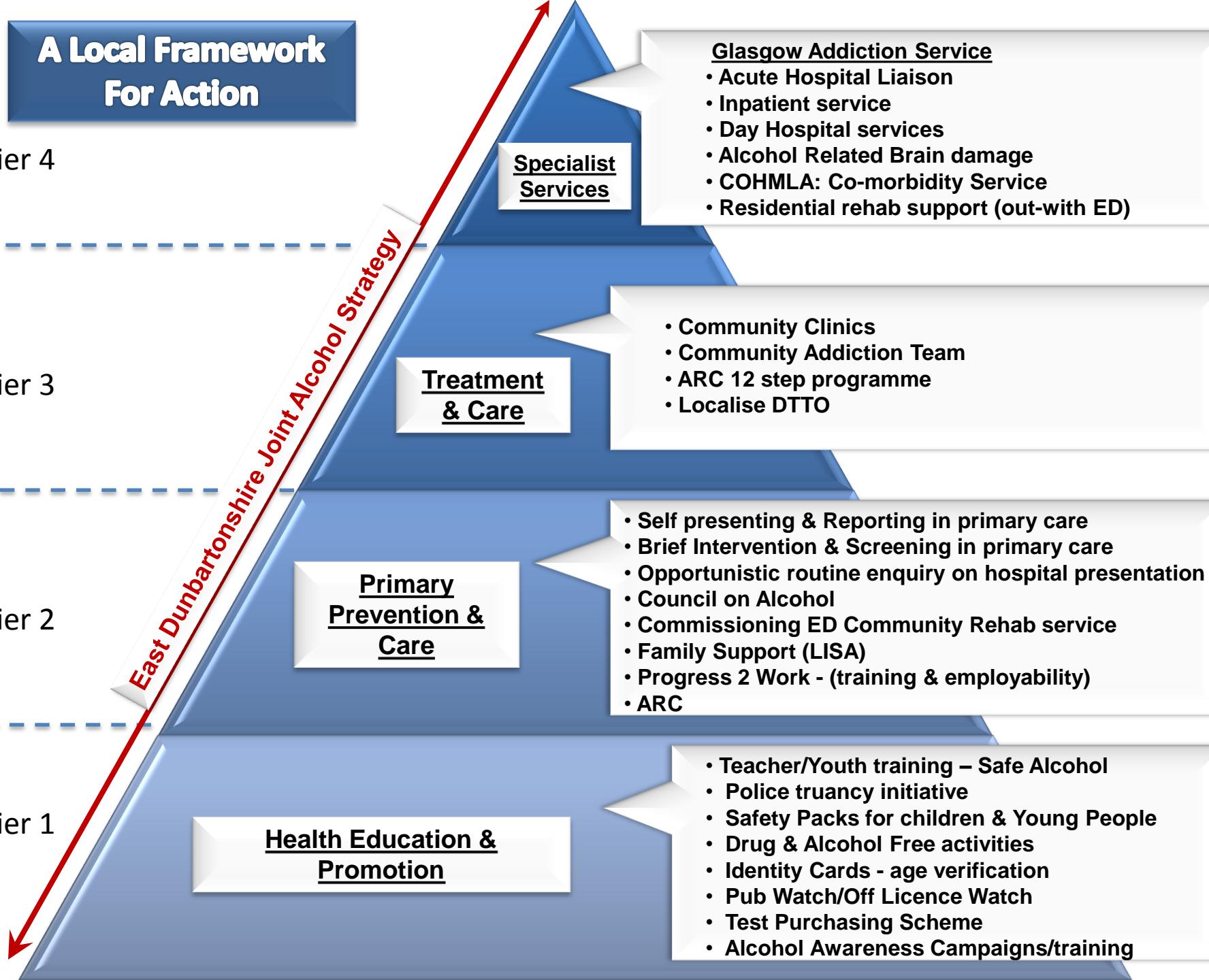
- Self presenting & Reporting in primary care
- Brief Intervention & Screening in primary care
- Opportunistic routine enquiry on hospital presentation
- Council on Alcohol
- Commissioning ED Community Rehab service
- Family Support (LISA)
- Progress 2 Work - (training & employability)
- ARC

Tier 1

Health Education & Promotion

- Teacher/Youth training – Safe Alcohol
- Police truancy initiative
- Safety Packs for children & Young People
- Drug & Alcohol Free activities
- Identity Cards - age verification
- Pub Watch/Off Licence Watch
- Test Purchasing Scheme
- Alcohol Awareness Campaigns/training

East Dunbartonshire Joint Alcohol Strategy





In conclusion

- The impact of problematic alcohol use is clear
- National appetite to address the problem
- Local planning arrangements in place
- A range of local interventions in place
- Acknowledging the role of the East Dunbartonshire's Licensing Forum