

Learning the lessons from Tobacco Control

28 August 2014

**Colin Shevills
Director**

BALANCE
Getting the
measure of alcohol

THE NORTH EAST ALCOHOL OFFICE

The picture in Stockton

- **Almost 2 in 5 adults drinking at risky levels**
- **95% of risky drinkers believe they are light or moderate drinkers**
- **High levels of health harms – though figures starting to show small reductions**
- **9 under 30s admitted per week**
- **Over 65 admissions increased by 5 times in 10 years**
- **Alcohol-related crime at relatively low levels**
- **43 alcohol-related crimes recorded every day**
- **Alcohol costs almost £81m a year**
- **£227,000 a day to clear up the problems**

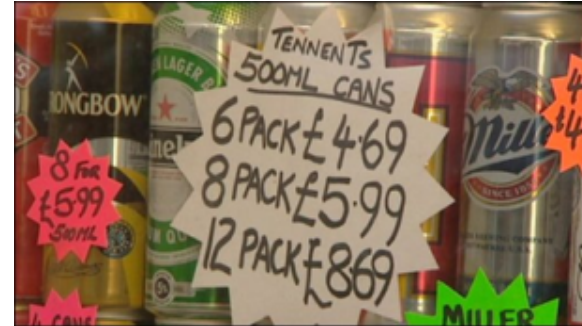
Industry vs Public Health



INDUSTRY MODEL

Problem – bad people who can't control themselves

Solution – partnership, education, enforcement



PUBLIC HEALTH MODEL

Problem – addictive drug irresponsibly produced, priced, promoted, sold

Solution - regulation

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Both are drugs

- **Both are addictive substances**
- **Tobacco ‘as addictive as heroin’**
- **Alcohol a mind-altering substance**
- **Alcohol consumption doubled since 1950s**
- **38% in North East drinking above recommended guidelines**
- **90% drinking too much think they are ‘light’ or ‘moderate’ drinkers**

Health and social harms

- **Direct harm – including death**
- **Alcohol world's third leading cause of ill health and premature death**
- **Over 20,000 alcohol related deaths a year in England**
- **Highest rate of alcohol related hospital admissions**
- **Half of violent crime linked to alcohol**
- **One in five police officers assaulted 6+ times**
- **Costs region over £1 billion a year**

Biggest impact on vulnerable

- **Drinking in pregnancy - fetal alcohol syndrome**
- **1 child admitted to hospital every day in NE**
- **Highest numbers under 18s in treatment**
- **Quarter male deaths 16-24 years due to alcohol**
- **Liver admissions up 300% in under 35s**
- **Over 65 admissions doubled in 10 years**
- **Least affluent more likely to suffer harm**
 - **45% more likely to suffer alcohol related death**
 - **Almost three times more likely to end up in hospital**
- **Strong link to domestic abuse**

Industry behaviour

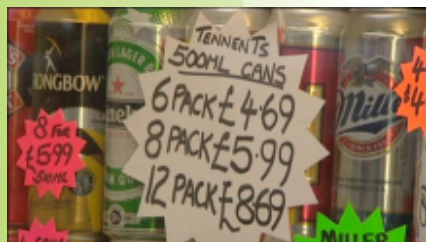
- **Both recruit young people –**
 - Carling: ‘first choice for the festival virgin’
 - TV ads reach children more than adults
- **Deny or undermine evidence –**
 - ‘penalise all consumers, especially families on low incomes and pensioners ...’
 - Discourage local action – letters to councils re voluntary agreements
- **Ineffective voluntary agreements**
- **Promote ineffective policies**
- **Use courts to prevent or delay action**








What the Evidence Says



AFFORDABILITY

- **TOBACCO:** raising taxes most effective intervention
- **ALCOHOL:** “making alcohol less affordable is the most effective way of reducing alcohol related harm” NICE
- **MUP:**
 - Targets children and heavy drinker
 - Doesn't penalise moderate drinkers or poor – 80%+ lives saved from less affluent
 - Would help community pubs
 - Canada – 32% fall in deaths; 10% fall in crime



CURRENT PRICES				
	£3.00	£5.49	£9.70	£4.50
	PUB PRICE	SUPERMARKET	SUPERMARKET	SUPERMARKET
	PINT OF LAGER (1.8 Units) abv 4%	75CL WINE (8.3 Units) abv 11%	70CL VODKA (26.3 Units) abv 37.5%	3L CIDER (22.5 Units) abv 7.5%
WITH A MINIMUM PRICE 50P PER UNIT				
	NO INCREASE	NO INCREASE	£13.15	£11.25
	PUB PRICE	SUPERMARKET	SUPERMARKET	SUPERMARKET

What the Evidence Says

AVAILABILITY

TOBACCO: Banned vending machines; display ban

NICE: “...making it less easy to buy alcohol ... is another effective way of reducing alcohol related harm”



LICENSING ACT

- Presumption to approve
- Number of licensed premises doubled since 1950s
- Move to off sales, pubs closing
- More inappropriate locations – soft play, tanning salons



What the Evidence Says



PROMOTION

TOBACCO: Banned in 2002; standardised packs

NICE: “...children and young people should be protected as much as is possible by strengthening the current [marketing] regulations”

LATEST

- 1 in 4 cinema ads for alcohol
- Children see more TV alcohol ads than adults
- Football on TV – 111 visual references to alcohol an hour
- UK has some of laxest regulation in Europe



National Policy Response

- **AFFORDABILITY:**
 - MUP put on hold following industry pressure
 - Banning below cost price introduced - ineffective
 - End of alcohol duty escalator and duty cuts/freeze
- **AVAILABILITY:**
 - World Cup hours relaxed
 - Ancillary licenses introduced?
 - Alcohol at motorway services?
- **MARKETING:**
 - Leave it to voluntary regulation

MUP vs Banning Below Cost

ESTIMATED EFFECTS OF MINIMUM UNIT PRICING IN ENGLAND IN 2014/15			
	Ban on below cost sales (Duty plus VAT)	45p minimum price per unit	50p minimum price per unit
Overall reduction in consumption	0.04%	1.60%	2.50%
First year reductions			
Crimes	900	34,200	50,700
Days absent	5,700	247,600	376,600
Annual health savings in year 10			
Deaths	14	624	960
Hospital admissions	500	23,700	35,100
Total cost reduction over 10 years (discounted)			
Health	£10m* + £33m**	£0.4bn* + £1.6bn**	£0.6bn* + £2.4bn**
Crime	£30m***	£1.1bn***	£1.7bn***
Workplace absence	£5m	£0.2bn	£0.3bn
Total	£77m	£3.4bn	£5.1bn

* Direct costs

** in Quality Adjusted Life Years

*** Total costs

Public Supports Change

% supporting / objecting to minimum pricing

■ Objecting ■ Supporting



Stockton lowest support at 28%

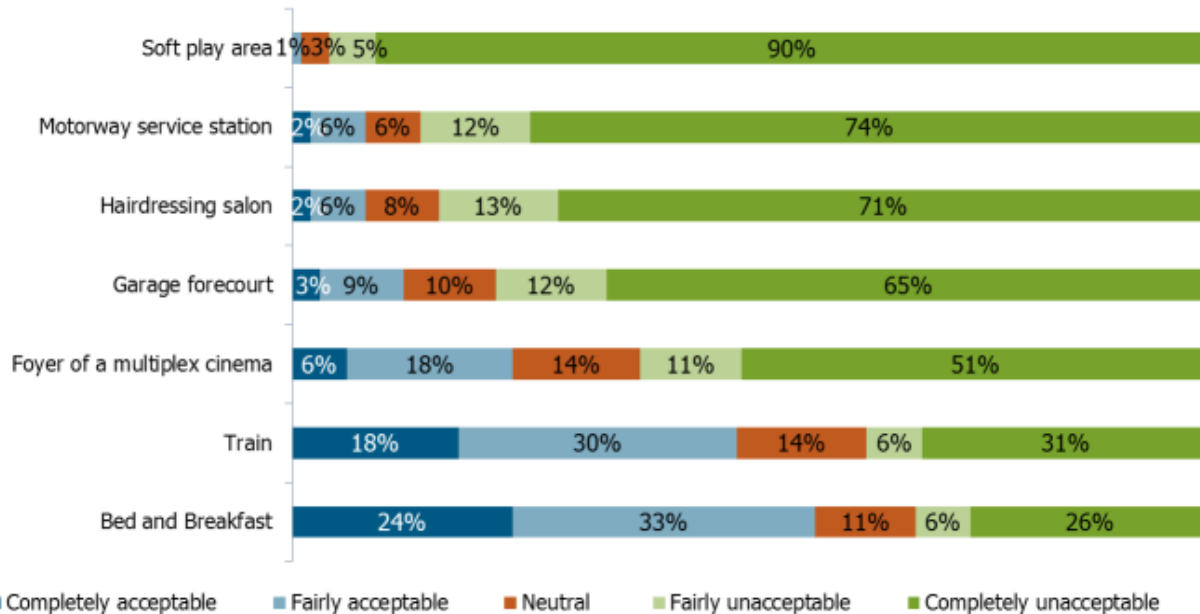
% agreeing that there should be a ban on alcohol advertising before 9pm



Stockton figure at 67%

Public Supports Change

In your view, how acceptable or unacceptable is it to be able to buy alcohol in the following places?



Stockton – soft play 99%; motorway 88%; garage 82%

Public Supports Change

Which of these statements best describes your views on the availability of alcohol in your area?

2013

57%

41%

2%

The number of places that sell alcohol is about right

There are not enough places that sell alcohol

There are too many places that sell alcohol

Stockton – only 1% believe there are not enough places selling alcohol

What can we do? 2013/14

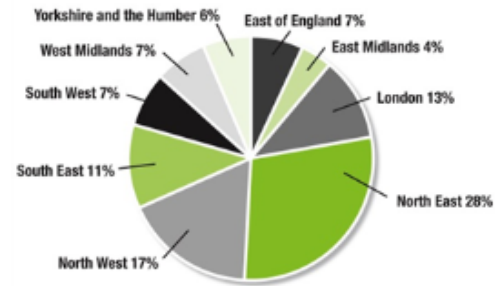


APPROXIMATELY
HALF OF ALL INCREASING
RISK DRINKERS STATED
THAT THE ADVERTISING
WOULD ENCOURAGE THEM
TO MODERATE THEIR
DRINKING IN THE FUTURE



DRY JANUARY

Sign ups by region



What can we do? 2013-14

- 542 news articles
- AVE £945,000; PR value £2.8m
- ROI 29:1
- 100+ news items per area (106 for Stockton)
- Breakfast TV; Radio 4 Today Programme; 5 Live; Guardian; The Times
- Social media – 530,500
- Topics: - young people; MUP; Dry January; cancer; policing



What can we do? 2014-15



- Cancer campaign – with focus on breast cancer
- Dry January – build on success; greater engagement of partners
- FASD Day – 9th day of 9th month
- Partnership and Champions' meetings and briefings
- Public opinion data
- Hospital admission reports
- Stakeholder survey – NEAS
- Alcohol brand recognition report
- Events – alcohol in secondary care; older people; IBA

What Can You Do?

LOCAL

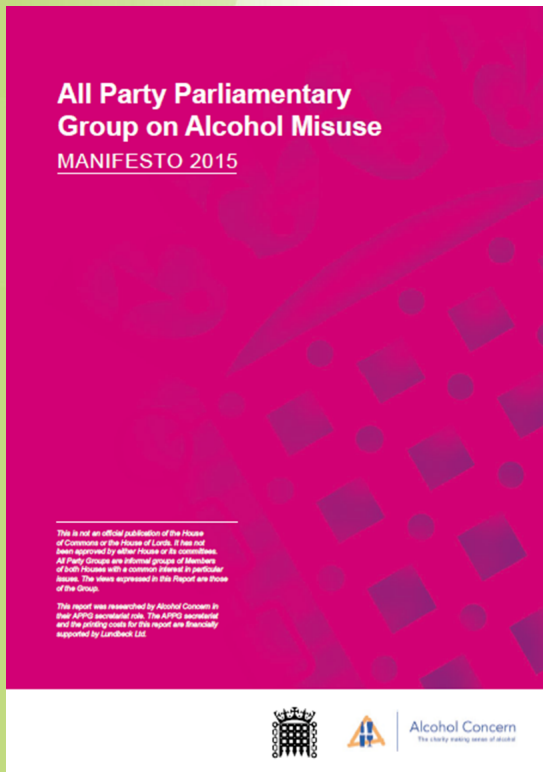
- Review marketing policies
- Review licensing policy
- Consider MUP bye-law
- Support campaigns
- Build support for MUP

NATIONAL

- Call for marketing restrictions
- Call for review of licensing
- Call for national MUP

Build understanding of harm – problem is addictive product not ‘bad people’

APPG on Alcohol Misuse



- Alcohol responsibility of single minister
- Introduce MUP
- Introduce public health licensing objective
- Strengthen alcohol marketing regulation
- Increase funding for treatment
- Commissioners to prioritise delivery of IBA
- Health warning on all alcohol labels
- Training for key workers on parental substance misuse, FASD and alcohol-related domestic violence
- Reduce drink driving limit
- Introduce sobriety orders

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