

Alcohol policy in Scotland: interventions, implementation and challenges

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Presentation overview:

- Introduction to AFS
- Overview of Scottish context
- Policy responses and implementation

Who we are

Our Mission	To play a leading role in creating a world where alcohol is no longer a major cause of harm.
Our Vision	A future free from widespread health and social harm caused by alcohol.
Our Approach	We are independent, evidence-based, equalities-focussed and determined to bring about change.

What we do



Key areas of work

- Affordability of alcohol – Minimum Unit Pricing and alcohol duty
- Availability of alcohol – licensing in the public interest
- Alcohol marketing and the alcohol industry
- Alcohol's harm to people other than the drinker

Advocacy partnerships:

- Scotland: SHAAP, British Medical Association, Scottish Families Affected by Alcohol & Drugs
- UK: Alcohol Health Alliance UK
- Europe: Eurocare, European Public Health Alliance
- International: Global Alcohol Policy Alliance



Alcohol consumption in Scotland 2014

18%

more alcohol sold per adult in
Scotland than **England and Wales**

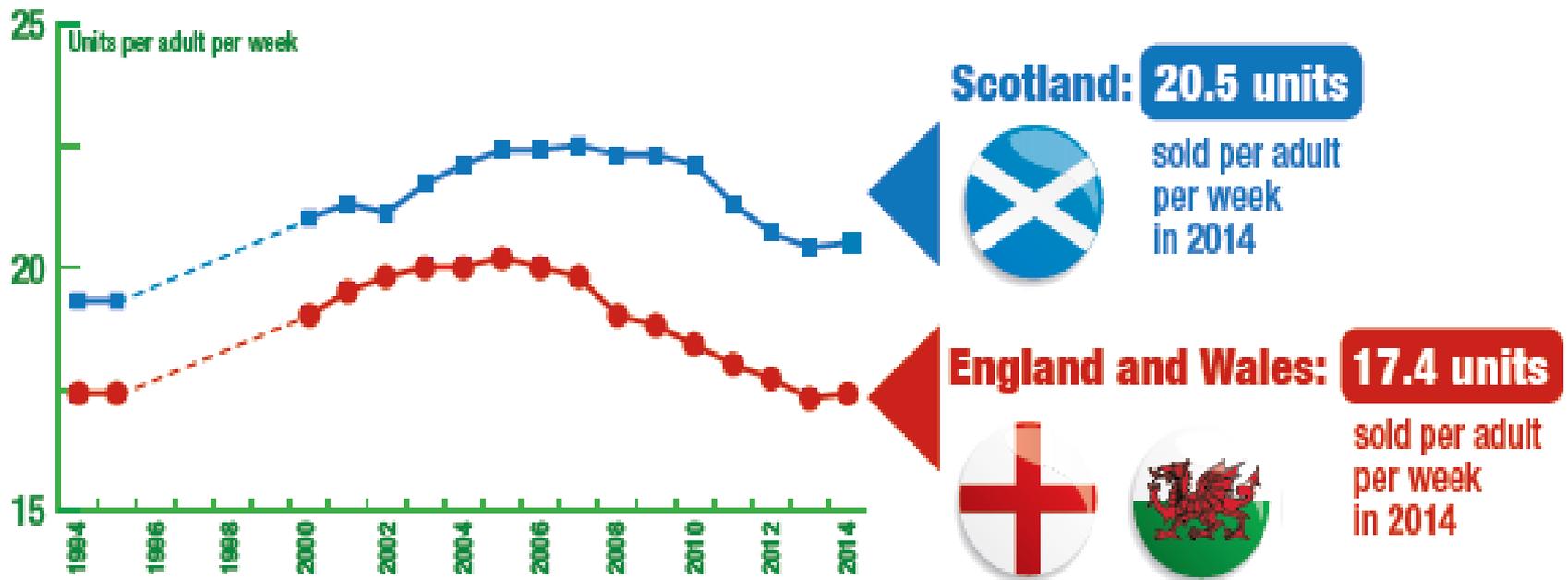
...and almost all of this (94%) was because of higher sales
in supermarkets and off-licences

Almost three-quarters
of alcohol was sold
in supermarkets
and off-licences



Alcohol consumption in Scotland 2014

Units of alcohol sold per adult per week, Scotland and England/Wales, 1994–2014



2014 was the first year in five years that the amount of alcohol sold per adult in Scotland did not reduce

Key factors driving consumption

- **Increased affordability:**
60% more affordable than 30 years ago
- **Increased availability:**
particular increase in off-sales
- **Increased marketing:**
alcohol industry spends £800million each year

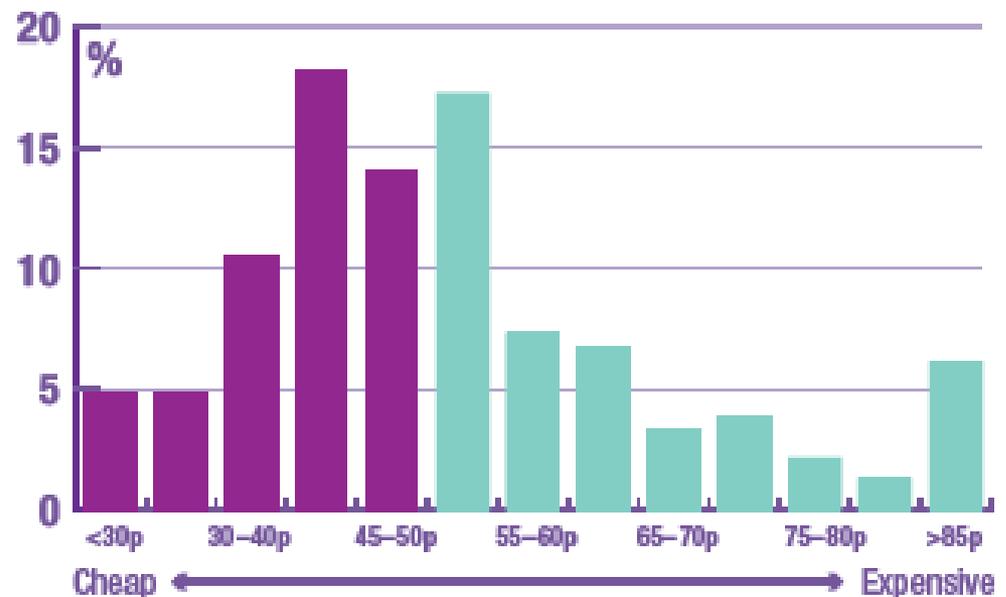
Alcohol price in Scotland 2014

More than half (52%)
of alcohol sold in
supermarkets and
off-licences was sold
at less than



...which is similar to
last year (2013 = 53%)

**% of alcohol sold at different prices
in supermarkets and off-licences
(pence per alcohol unit)**



Alcohol price in Scotland 2014

More beer and cider was sold at less than 50p per unit in supermarkets and off-licences than in 2013



Spirits sold for less than 50p per unit...

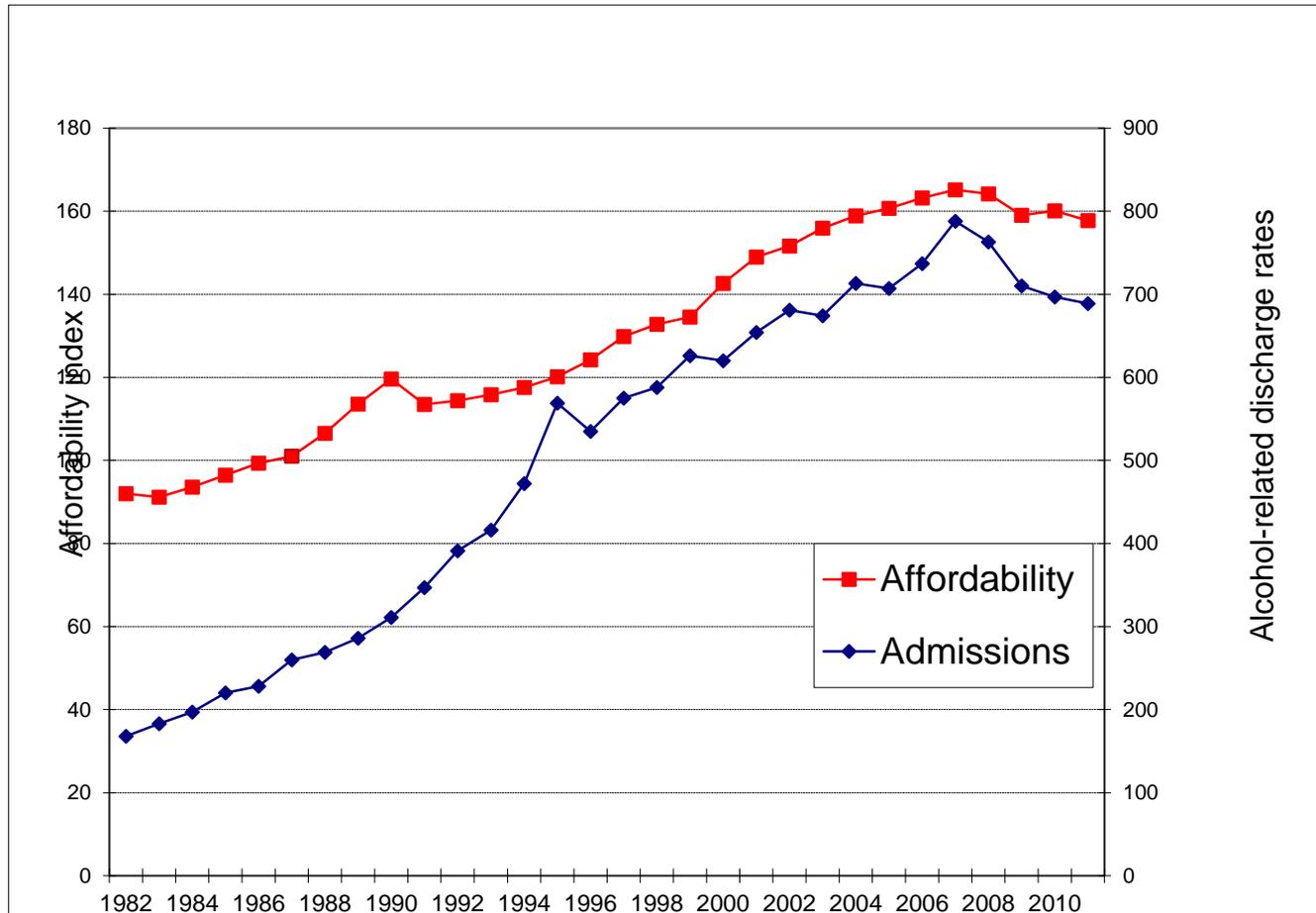


England and Wales

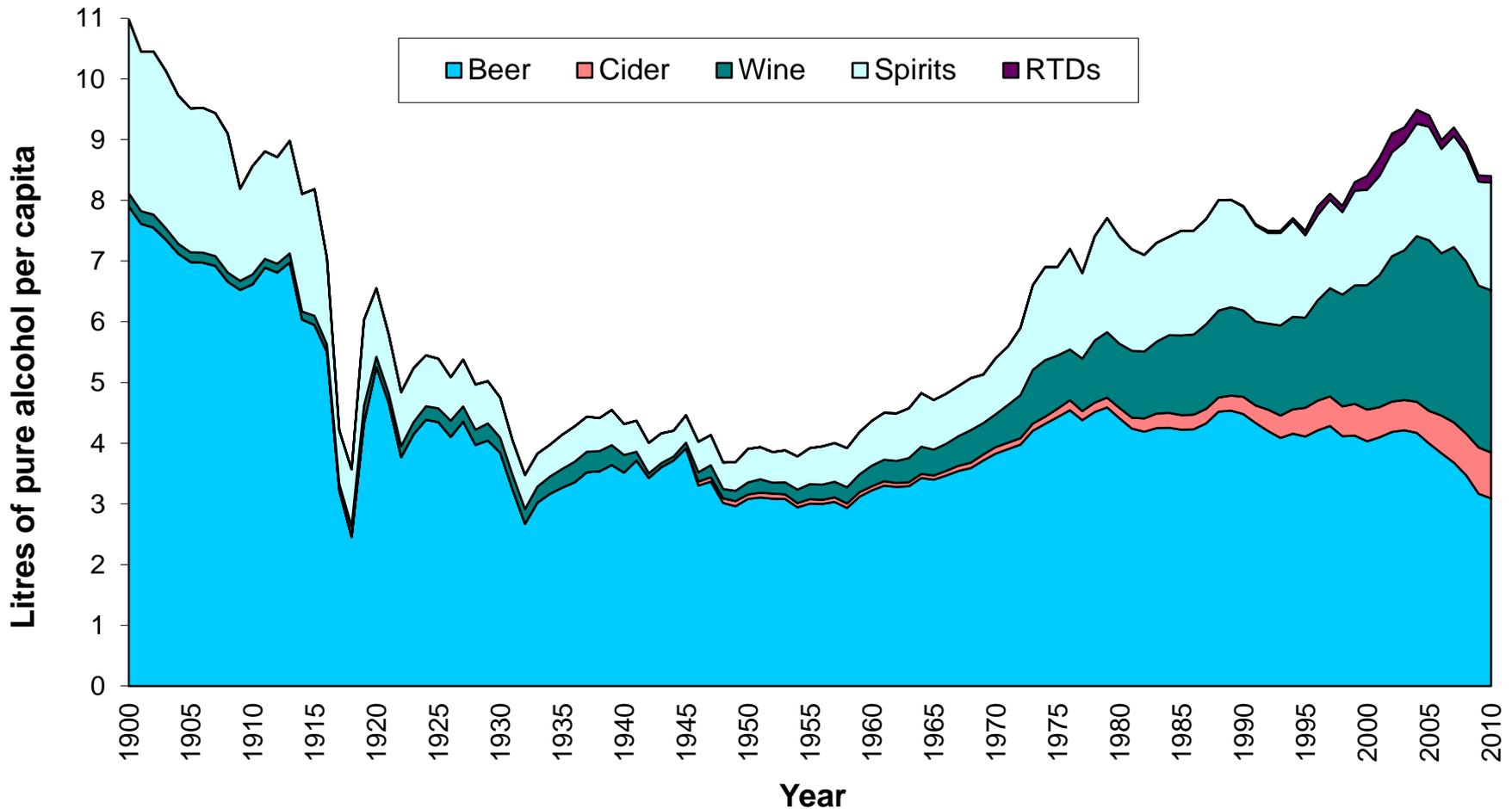


>80% more in Scotland

Alcohol affordability and alcohol-related hospital admissions: 1982-2011

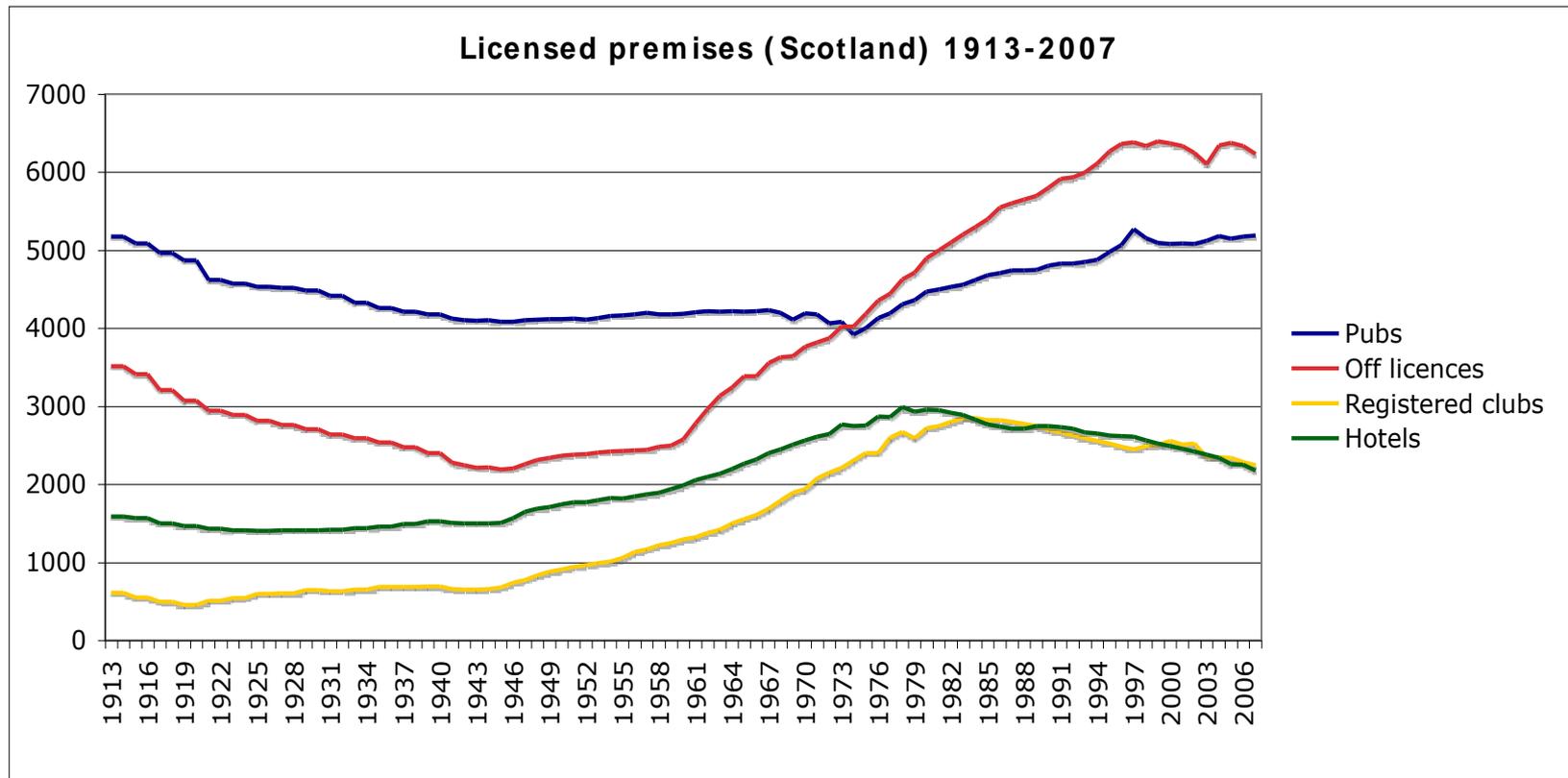


Per capita (litres per head per year) consumption of pure alcohol in the UK population, 1900–2010



Sources: BBPA Statistical Handbook; Cancer Research UK

Increase in availability



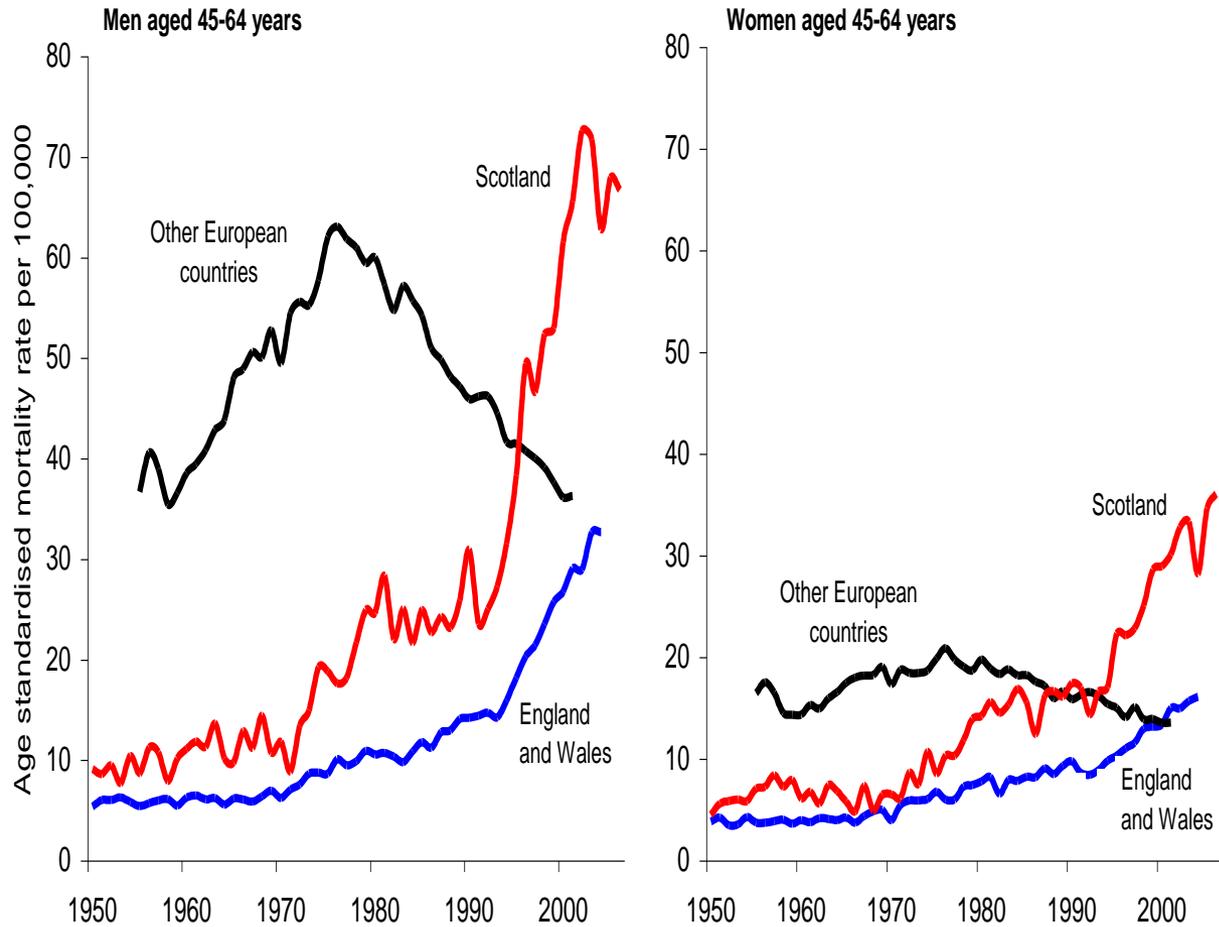
Source: Wilson, T., *Alcohol and the Nation* (1940); Nicholson Committee (2003)



The price we pay

- 100 alcohol-related hospital admissions every day in Scotland.
- 22 people die every week in Scotland due to alcohol-related condition.
- Almost 40% of these deaths are in the 45-59 year old age group.
- Alcohol cited as a contributory factor in 1 in 3 divorces.
- Up to 51,000 children in Scotland are living with a parent who has an alcohol problem.
- Costs Scotland £3.6billion each year - £900 for every adult and £1bn more than Scotland's entire education budget.

Chronic Liver Disease mortality rates 1950-2006



Updated from Leon and McCambridge, Lancet 367 (2006)

Legislative and policy response

- Licensing (Scotland) Act 2005
- Changing Scotland's Relationship with Alcohol: A Framework for Action (2009)
- Alcohol etc (Scotland) Act 2010
- Alcohol (Minimum Pricing) (Scotland) Act 2012
- Air Weapons and Licensing (Scotland) Act 2015

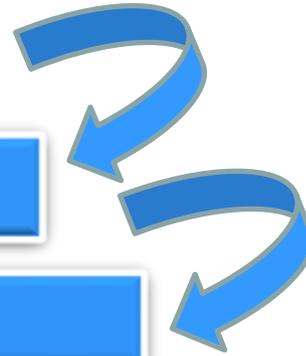
- Nicola sturgeon

A change in approach:

Scotland's Alcohol Strategy

Reduce alcohol related harm

Reduce consumption



4 key areas of priority:

- Reduced consumption
- Support families and communities
- Positive attitudes, positive choices
- Improved treatment and support

Price

Availability

Marketing

Positive attitudes
Positive choices

Reduced consumption

Supporting families/
communities

Treatment & support



Big Alcohol River



Alcohol policy in Scotland: challenges

Price

- On-going court case delaying implementation

Availability

- 96% of new licensing applications still granted
- Shift to home drinking
- Legal challenges from industry

Marketing

- Devolved and reserved powers
- Legal challenges from industry

Alcohol policy in Scotland: next steps

- Redevelopment of Scotland's Alcohol Strategy
- Minimum Pricing
- Implementation of licensing legislation
- Protecting children from alcohol harm – particularly alcohol marketing
- Evaluation of Scotland's Alcohol Strategy – March 2016



Thank You

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