

## Using the Third Arm

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## Scotland & alcohol

- Alcohol is part of Scotland's culture
  - 67% agree that 'drinking is a major part of the Scottish way of life'
  - Integral to national events – e.g. Hogmany, Burns Suppers
  - Part of other occasions sporting events, family gatherings, celebrations, evenings out etc
  - Local pub/club can be the focal point for the community & source of employment
- Alcohol exports in 2003 worth £3.3bn
  - Major source of employment (6% of all jobs)
  - Internationally renowned whiskey industry
  - Producers, brewers, exporters, retailers of other alcoholic drinks
- Marked contribution to Scotland tourist industry – linked also to hospitality & night time economy

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## How we drink?

- Alcohol is a social lubricant
  - 81% agreed with the statement that it was possible to enjoy a night out in a pub without drinking
  - 39% also agreed it was easier to enjoy a social event with something to drink – particularly men
- Stigma attached to not drinking
  - 31% indicated people would think it was odd if they did not drink
- Increasingly culture of drinking to get drunk & at weekends
- Young people more permissive attitude to getting drunk and binge drinking
- Those who drink more often are more likely to think alcohol plays an important role in Scottish life but less likely to view it as a problem.
- Ref: [www.scotland.gov.uk/Publications/2008/08/01112431/0](http://www.scotland.gov.uk/Publications/2008/08/01112431/0)

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## What is the problem?

- 42,430 alcohol related hospital discharges (2007/08)
- 111,200 GP consultations
- 11% all Emergency dept attendances
- 70% of assaults alcohol related
- 49% prisoners said they were drunk at the time of their offence
- 76% young offenders reported alcohol having an impact on their offence
- People living in deprived areas
  - 6x more likely to be admitted to hospital with alcohol related diagnosis (79% v 42%)
  - 8x more likely to be admitted to psychiatric unit with alcohol related diagnosis
  - 5x more likely to die with alcohol as underlying cause of death
  - More likely to feel being drunk or rowdy had an effect on the quality of their lives (13% v 5%)

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## What are the costs?

Resource Category	Cost 2006/07 (£million)
NHS Scotland	405
Social Work Services	170
Criminal Justice & Fire Service	385
Wider economic cost	820
Human/Social Cost	470
<b>Total</b>	<b>2250</b>

Reference: Costs of Alcohol Use and Misuse in Scotland (2008) Scottish Government

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## How much are we drinking?

- 50 million litres pure alcohol sold in Scotland in 2007
- Volume of pure alcohol sold in 2007 equivalent to 23.4 units per week for every adult in Scotland.
- 72% men & 58% women drank alcohol in the last week
- 63% men & 64% women drank more than recommended units on heaviest drinking day.
- 60% of 16-24 year olds reported drinking more than twice the recommended daily limit
- On average we spent £5.97 per week on alcohol in 2007
- 1 in 10 15 year olds reported as spending £10 or more per week on alcohol

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## Recommended Guidelines

- Women should not regularly drink more than 2-3 units per day – not exceed 14 units per week
- Men should not regularly drink more than 3-4 units per day – not exceed 21 units per week
- Aim to have at least 2 alcohol free days per week
- Beer 5% is around 3 units
- 125ml glass 12% wine is 1.5 units
- 25ml spirit is 1 unit

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## Getting the balance right?

“Everyone of us has a part to play; reflecting on our own drinking, how it affects our health and how it impacts on those around us, whether our children, family, friends, colleagues or communities. This is not always a comfortable exercise, but it is essential if we are to achieve our ambition of a self confident Scotland where alcohol can be enjoyed sensibly as a pleasurable part of life.”

– Nicola Sturgeon, Deputy First Minister & Cabinet Secretary for Health and Wellbeing.<sup>1</sup>

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## Policy Context

- Changing Scotland's Relationship with Alcohol - A Framework for Action (Feb 2009)
- Sets out a ‘population approach’
- Taking action to ‘**re-balance** Scotland’s relationship with alcohol’
  - reduce the amount we drink
  - change the way we drink

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## What is the solution?

### Take action to:

- reduce the amount we drink: **supply reduction**
  - E.g. limit opening hours, min age, training, restrict number & density of outlets
- change the way we drink: **demand reduction**
  - E.g. control price, education, effective enforcement
- modify the drinking environment: **harm reduction**
  - E.g. improve city centre environments, staff training, plastic or tougher glass, prevent overcrowding

Ref Licensing for Public Health, Alcohol Focus Scotland & Scottish Health Action on Alcohol, June 2009

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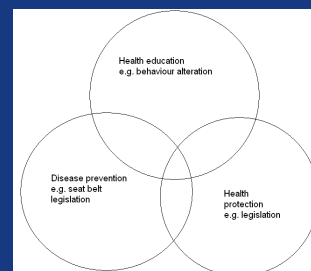
## Using the third arm

- Legislation is an important element within a wide range of tools to effect change – it’s the important third arm
- Licensing Legislation alone will not achieve the changes needed
- We can maximise the impact by:
  - working together – licensing Boards, Forums, ADPs, Public Sector, Industry, Third Sector to develop an alcohol strategy
  - listening to, involve, work with and for communities
  - sharing data, maximise intelligence to inform decisions/planning
  - maximising opportunities for consistent messages
  - acknowledging that behaviour change requires knowledge + motivation = actual change

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## The Three Arms/Spheres



Downie, Fife & Tannahill's overlapping spheres  
• Downie RS, Fife C & Tannahill A. Oxford: Oxford University Press, 1990

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## Conclusion



- Licensing has a crucial role to play as part of an overall integrated alcohol strategy
- The inclusion of 'protecting and improving public health' within the Licensing (Scotland) Act 2005 is a significant opportunity for change
- Every effort should be made to maximise this opportunity

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## Final thought



“Everyone of us must ask, frankly, whether we are part of the problem and whether we are going to be part of the solution”

Dr Harry Burns, Chief Medical Officer  
Changing Scotland's Relationship with Alcohol: A Framework for Action (2009),pg3

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