

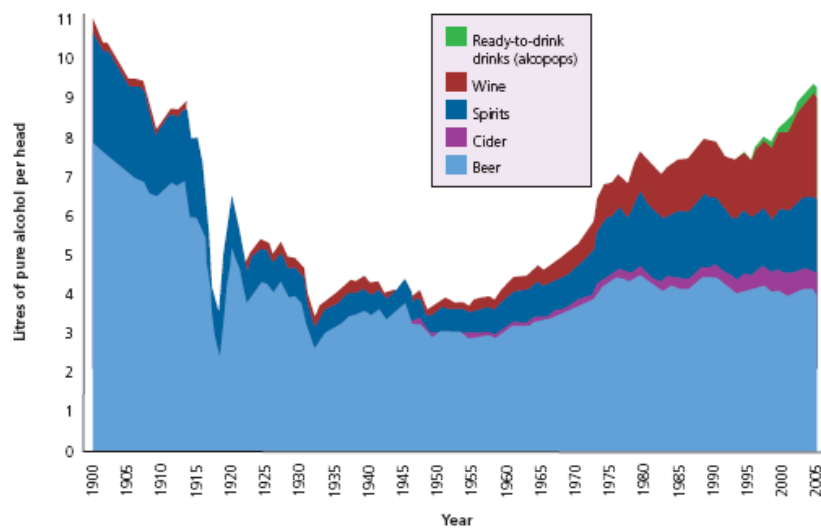
Changing Scotland's Relationship with Alcohol

Aberdeen City ADP: Alcohol Stock-Take Event

Alison Douglas
Head of Alcohol Delivery
27 October 2011

 The Scottish Government

UK Consumption 1900-2006



 The Scottish Government

Consequences?

Harms from drunkenness

"Mother describes family's torment over festive season killing"

"Warning of more murders if teenagers' drinking and 'Asbo' antics go unchecked"

Harms from sustained long-term misuse



Impact of Alcohol Misuse on Scotland

Healthier

- 11% of A&E
- 1 death every 3 hours

Wealthier & Fairer

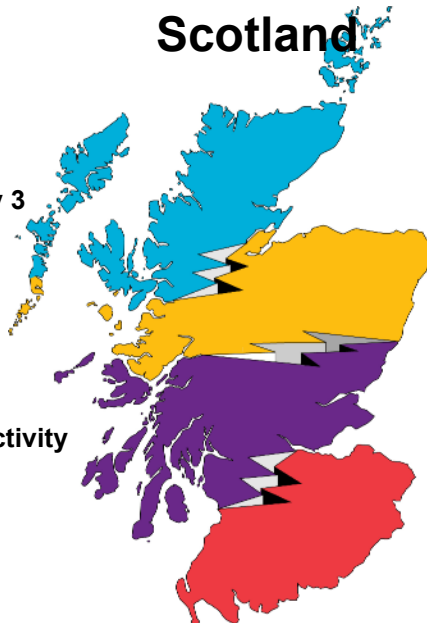
- £820m productivity loss

Safer & Stronger

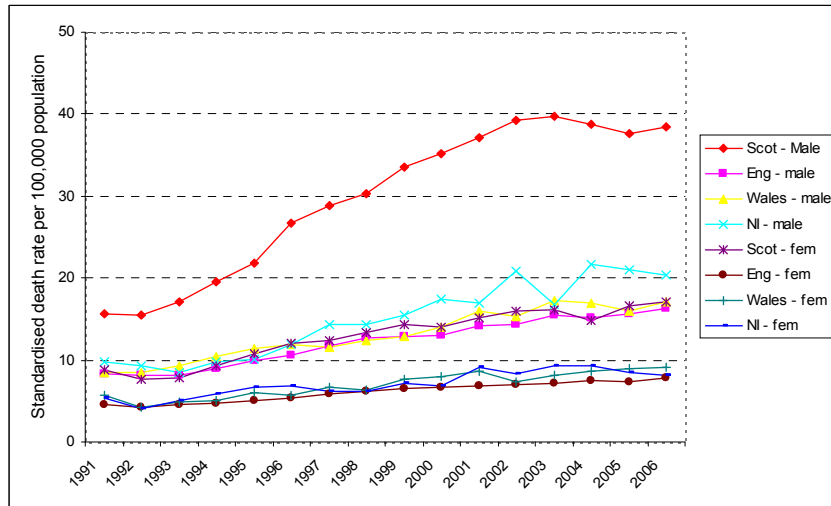
- 50% of prisoners
- 63% of homicides

Smarter

- >65,000 children
- 1 in 3 divorces
- 31% of 15yr olds & 11% of 13yr olds



Healthier Scotland: Alcohol-related mortality



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Wealthier & Fairer Scotland

Financial cost (mid-point estimates 2007, £million)

Health care	£268m
Social care	£231m
Criminal justice	£727m
Wider economic costs	£866m
Human costs	£1,465m
Total cost	£3,556m

Equivalent to £900 per adult per year....

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The Strategy: new positive vision



- Being ambitious for Scotland
- Self-confident Scotland – a beacon of success
- Scots maximising our potential
 - as individuals and families
 - as communities
 - as a nation

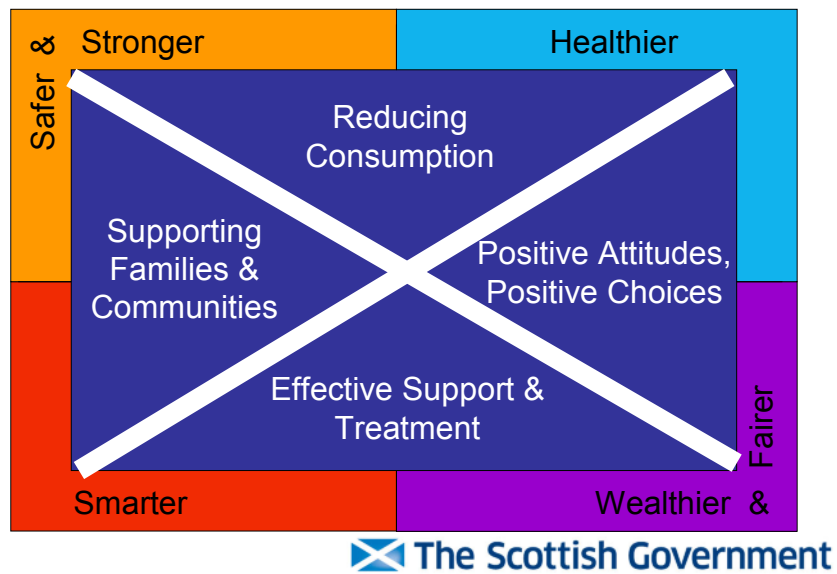
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Whole Population Approach (WPA)

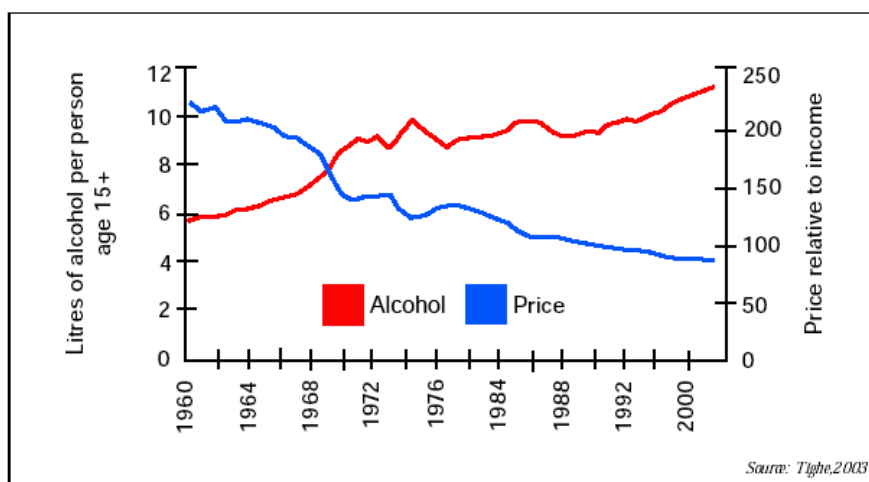
- Scale of problem required a move away from sole focus on targeted interventions
- Alcohol consumption even at low levels not risk free
- Individual behaviour not shaped by individual factors alone but by a complex interaction of social and culture norms
- Therefore can be influenced by population level interventions – *no man is an island*
- Strong international evidence of effectiveness of WPA
- Symbolic move

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Changing Scotland's Relationship with Alcohol



Affordability



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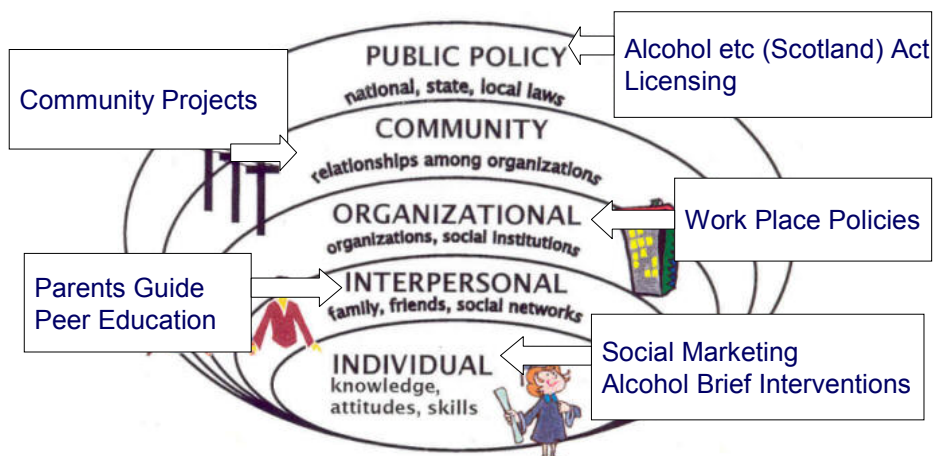
Achieving Culture Change (1)

- Importance of 'cultural capital' – attitudes, values aspirations (family, peers, communities)
- Encourage – eg. drive behavioural change through legislation/regulation & enforcement
- Enable – e.g. inform, build skills and capacity
- Engage – e.g. communities, media, social marketing
- Exemplify – consistency, credibility



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Achieving Culture Change (2)



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