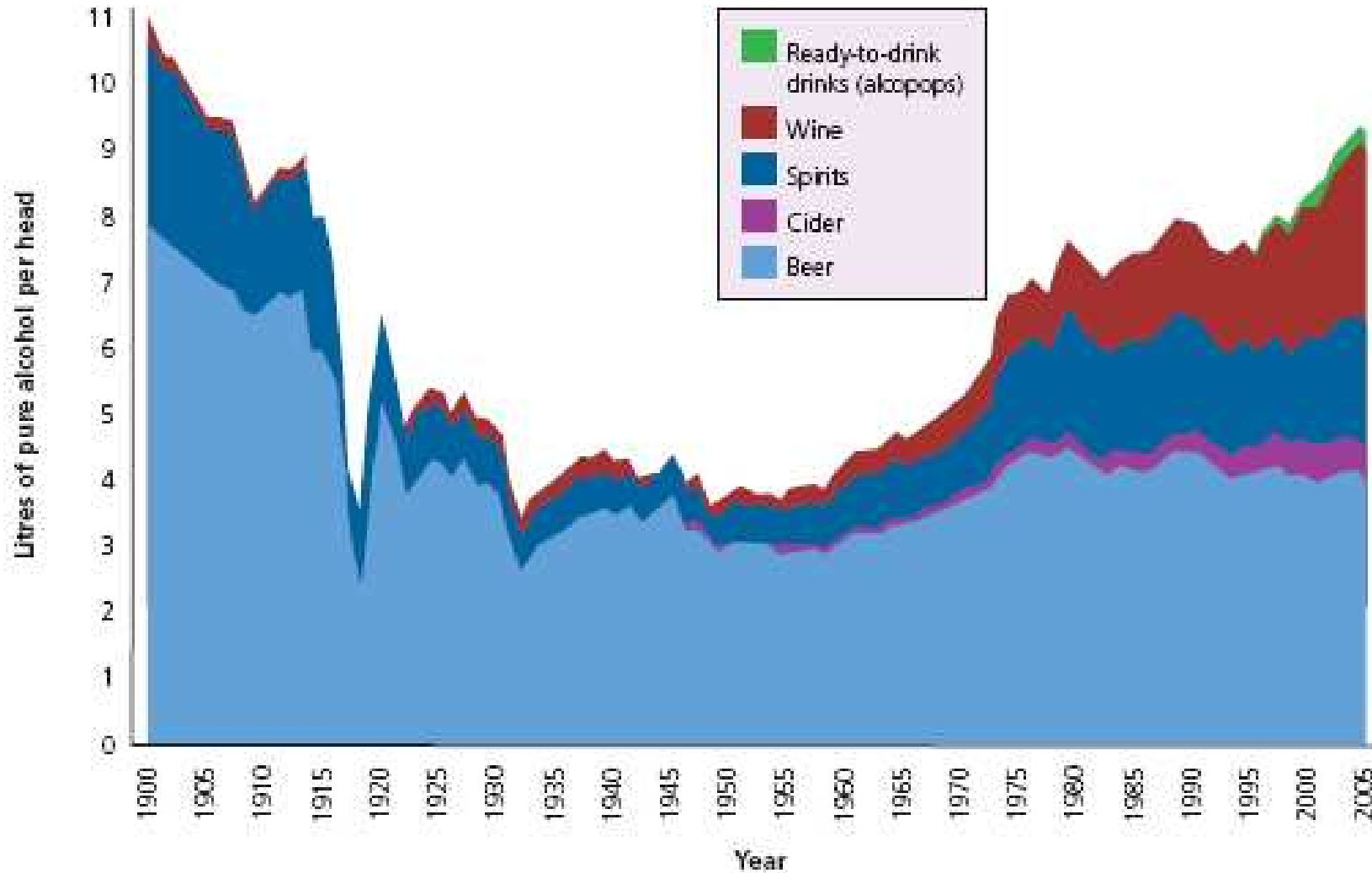


Changing Scotland's Relationship with Alcohol

Aberdeen City ADP: Alcohol
Stock-Take Event

Alison Douglas
Head of Alcohol Delivery
27 October 2011

UK Consumption 1900-2006



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

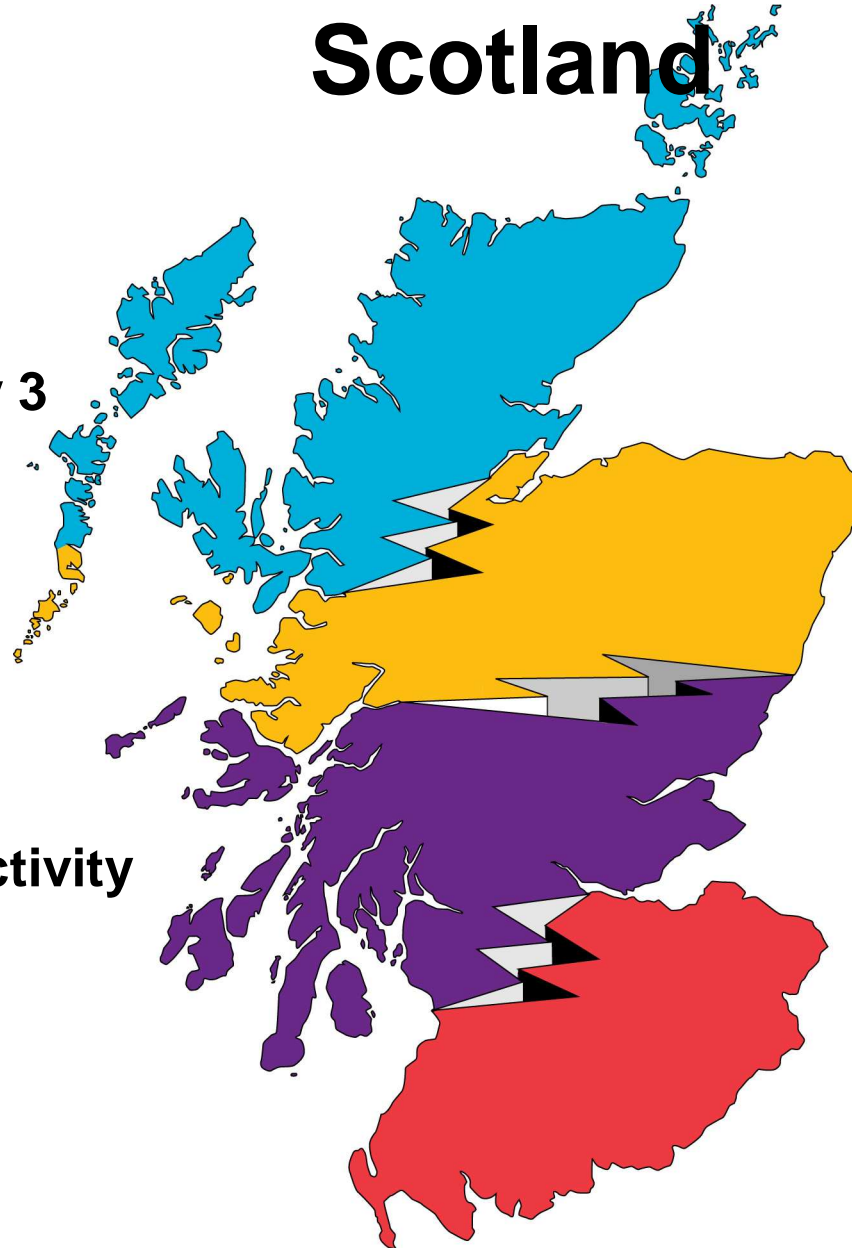
- £820m productivity loss

Safer & Stronger

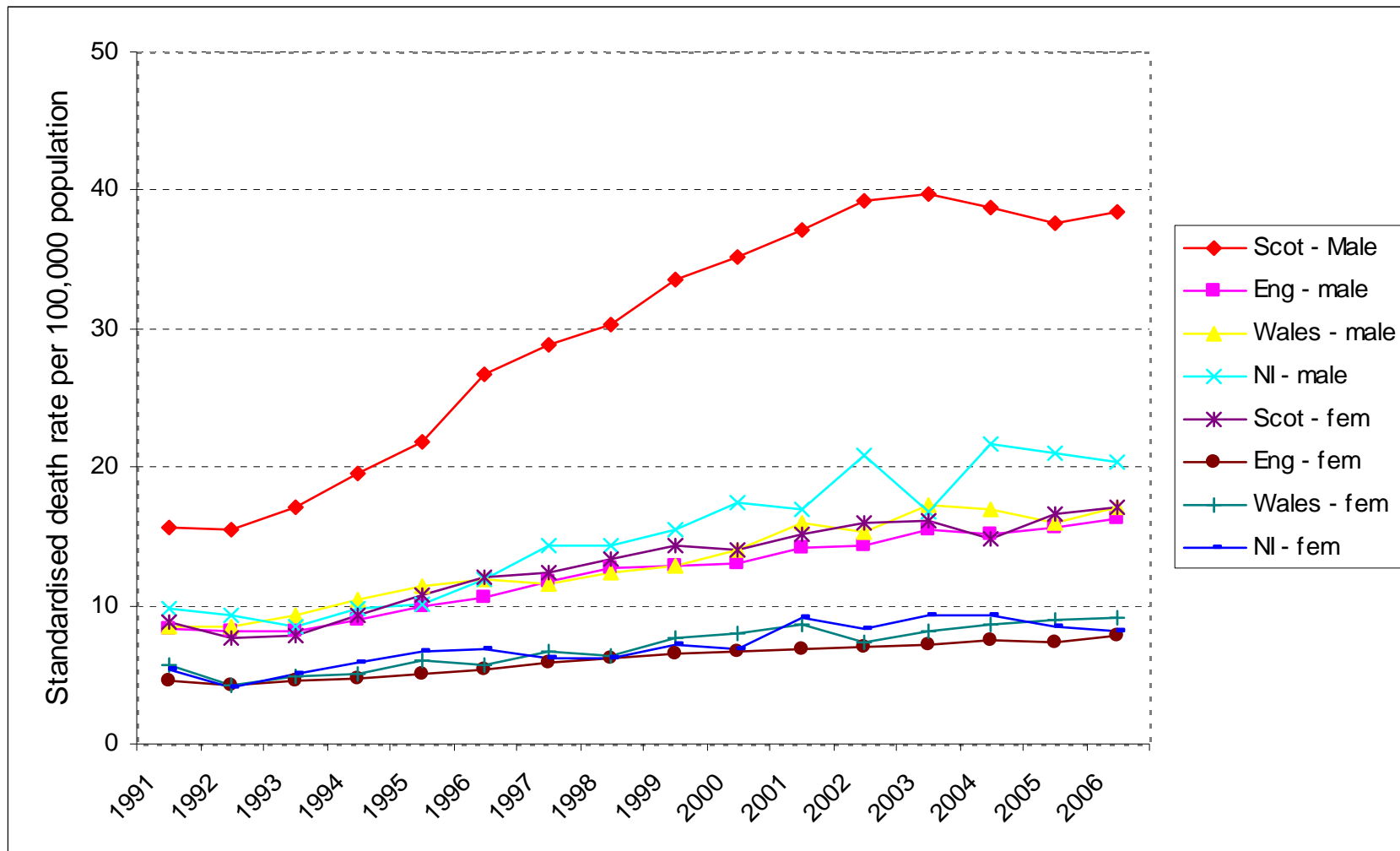
- 50% of prisoners
- 63% of homicides

Smarter

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



Healthier Scotland: Alcohol-related mortality



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....

The Strategy: new positive vision

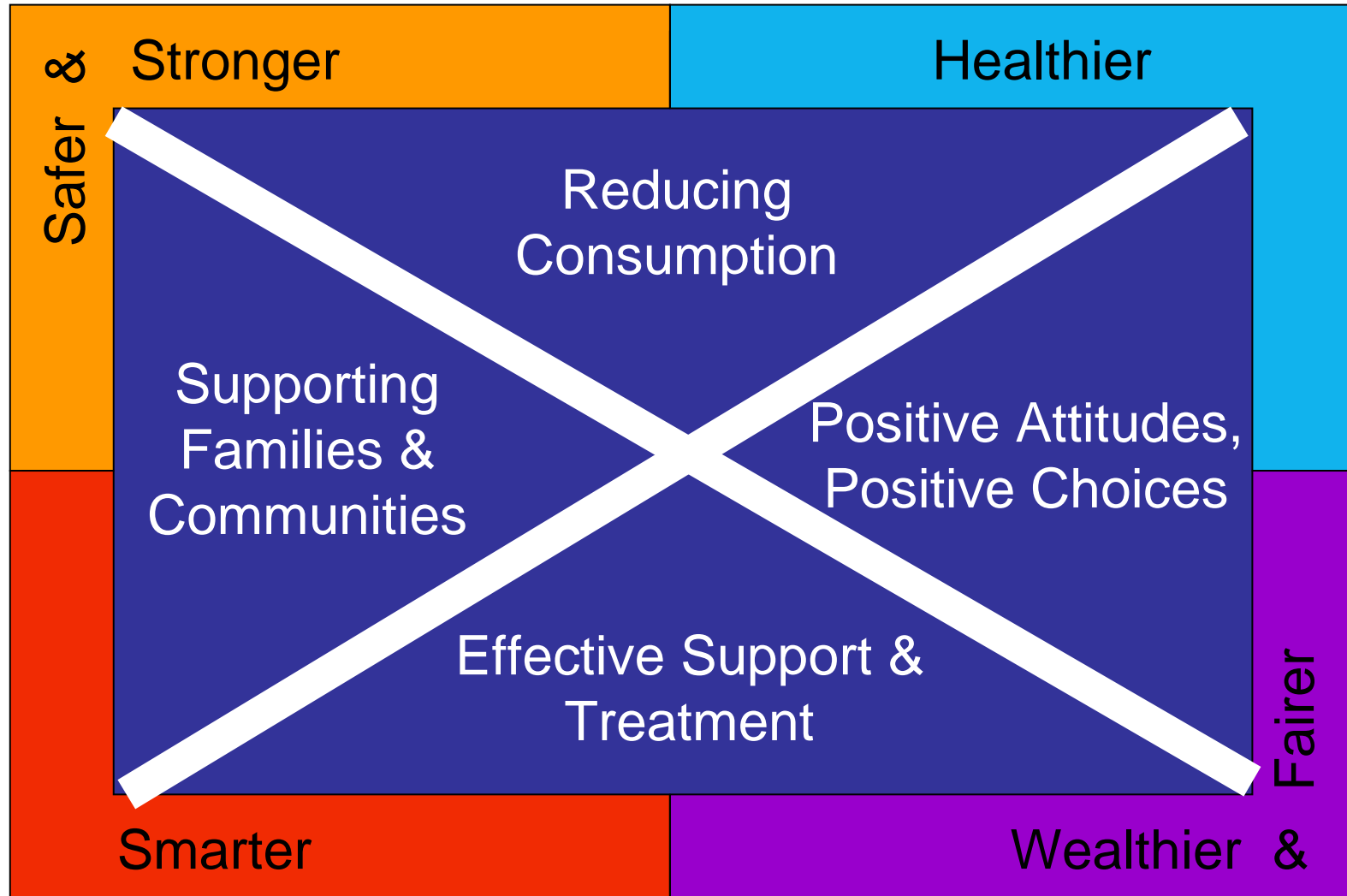


- Being ambitious for Scotland
- Self-confident Scotland – a beacon of success
- Scots maximising our potential
 - as individuals and families
 - as communities
 - as a nation

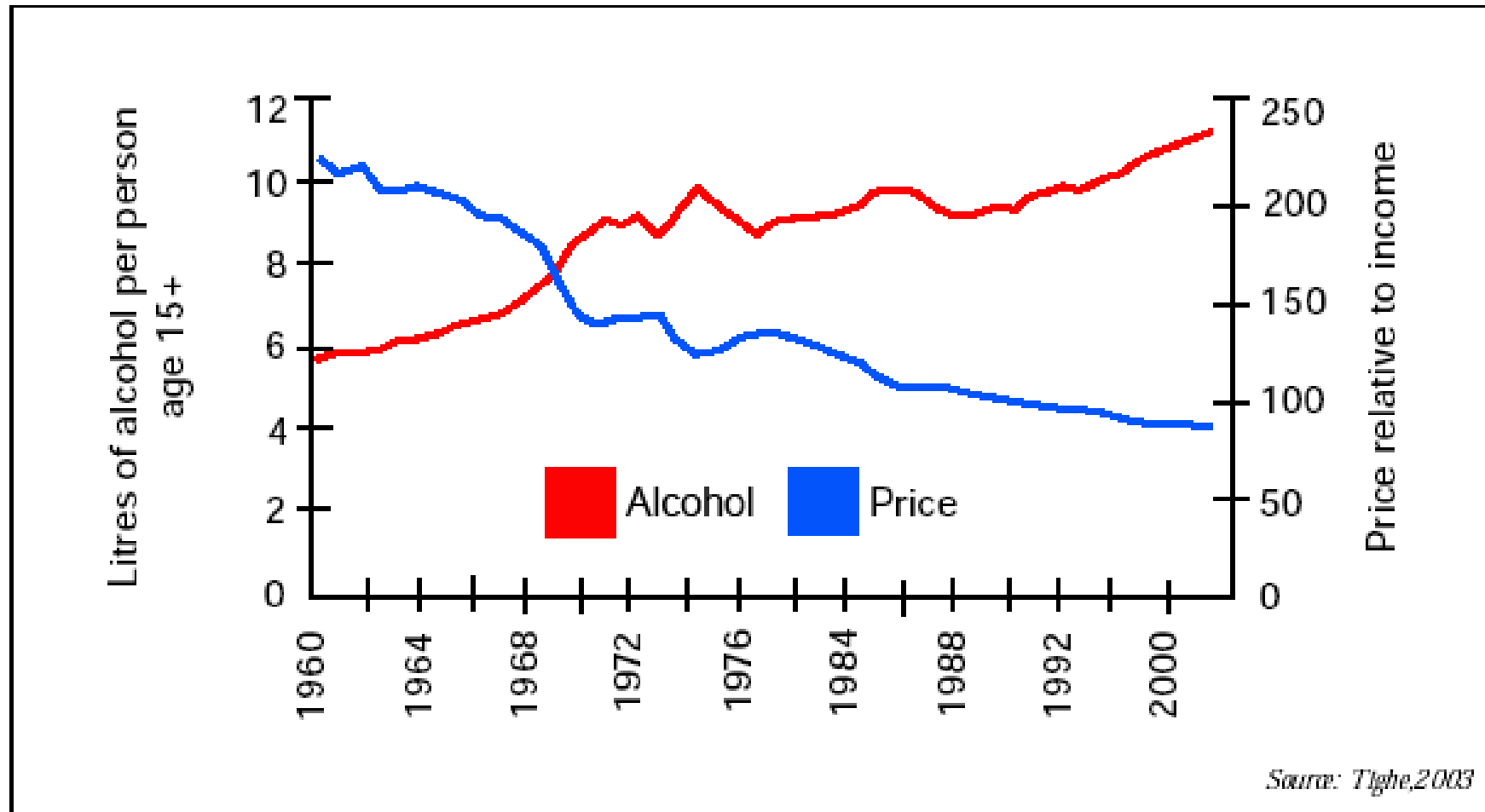
Whole Population Approach (WPA)

- 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

Changing Scotland's Relationship with Alcohol



Affordability



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



Achieving Culture Change (2)

