



Alcohol in the North East - presentation to Sunderland Scrutiny Committee 7th December 2010

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Part 1

The Background to Balance

BALANCE
Getting the
measure of alcohol

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Alcohol: the changing environment

PRICE:

- 75% cheaper than 1980
- £1.21 for 2 litres of cider
- Super strength lager = bottle of cola

AVAILABILITY:

- 24/7, 365 days a year
- Service stations and dial-a-drink

MARKETING:

- Industry invests £800m a year
- TV, billboards, leaflets, sponsorship



Alcohol: our changing culture

- Most alcohol purchased in supermarkets
- Most alcohol consumed at home
- Many people are 'pre-loading'
- Drinks stronger, measures larger
- Aim – to get drunk
- Consumption doubled in 40 years
- 50% more sold than drunk?



A Vision for the North East

- Response to changing culture
- North East health and well-being strategy launched February 2008
- One of the 10 key themes contained within the strategy is alcohol
- Advocated the creation of a regional alcohol office – Balance established Feb 2009



BALANCE
Getting the
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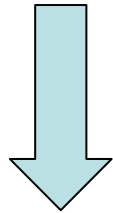
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Alcohol: the 'Balance Model'

Vision: Encourage people to drink less, so that they live healthier lives in safer communities

Following the Fresh model:

- **Greatest reduction in smoking levels**
- **Lowest male smoking**



- **Lobbying**
- **Best practice and evidence**
- **Social marketing and mass media**



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Balance Business Plan – Guiding Framework

- **1 - Lobbying the Government for a change in laws and regulations especially around the price, availability & marketing of alcohol products**
- **2 - Informing, educating & influencing the people of the NE about the personal & wider social impacts of alcohol misuse**
- **3- Promoting evidence-based best practice and innovation in order to drive cost-effectiveness & efficiencies, ensuring, where appropriate, activity is done once rather than 12 times**

Social Marketing - Centre of Excellence

- **Key aim: Population-wide behaviour change**
- **Campaigns – e.g. Alcohol Awareness Week, I Have a Drink Problem, Hidden Health Harms, pre-Xmas etc**
- **Social Norming Activity – sustainable approach**
- **Audience Insight / Segmentation Techniques**
- **Public Opinion Baseline Tool**
- **Goal – highlight alcohol via media and provide regional economies of scale**
- **Key area for liaison with Sunderland**



Part 2

Alcohol in Sunderland – Impact & Possible Solutions

Alcohol: Impact in Sunderland

- **Alcohol attributable hospital admissions – worst 20**
- **Binge drinking (DH definition) – worst 10**

(Source: Local Alcohol Profiles for England September 2010)

- **20% of Sunderland residents drink to get drunk & 24% drink to relieve boredom**
- **1 in 3 have got into a risky situation after drinking alcohol**
- **91% residents agree that they are “concerned about alcohol related violence”**
- **81% are “concerned about the costs for the NHS”**
- **90% are “concerned about young people drinking in public places”**

(Source: North East Big Drink Debate June 2009)

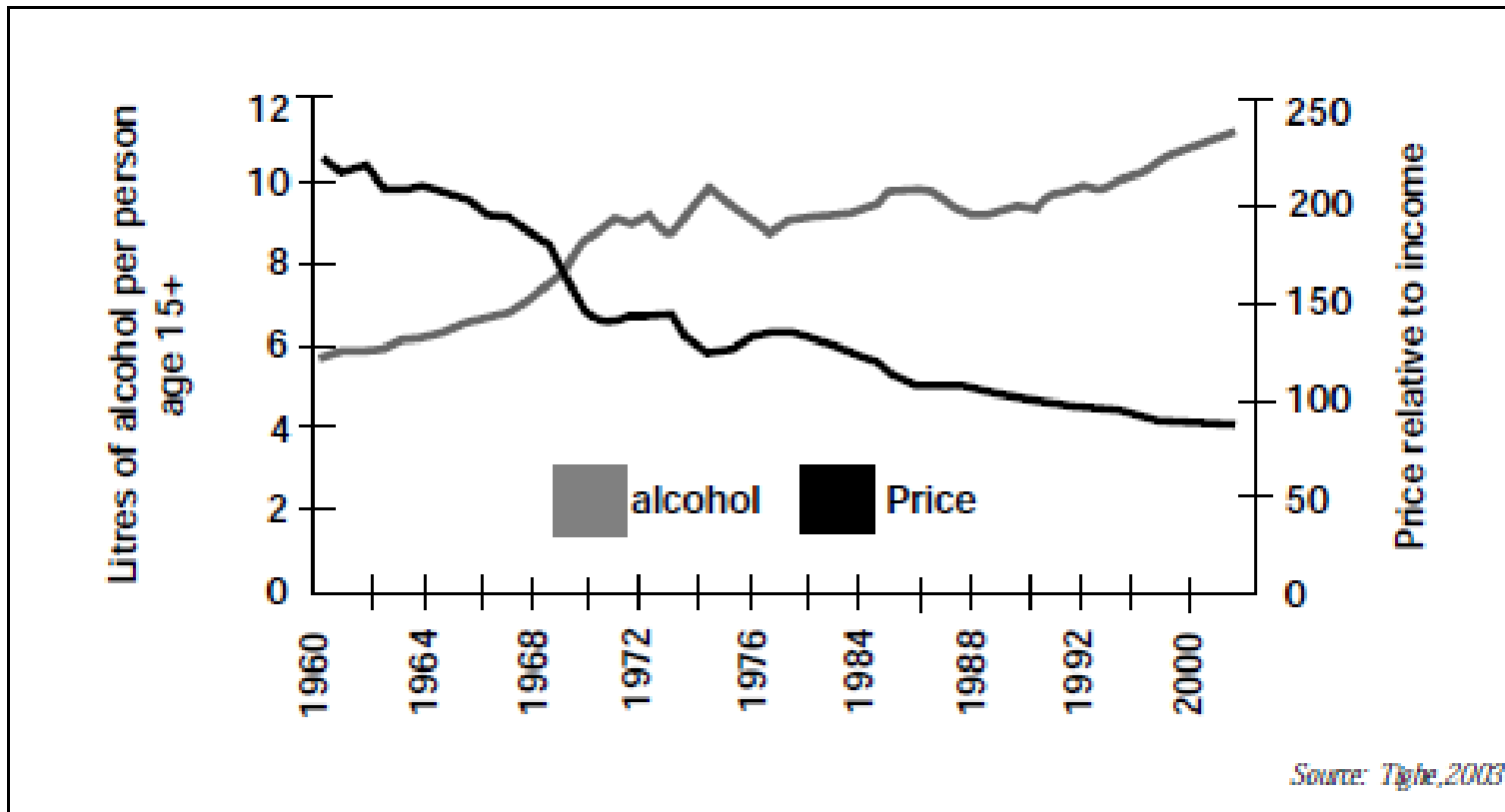


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Alcohol: Response in Sunderland

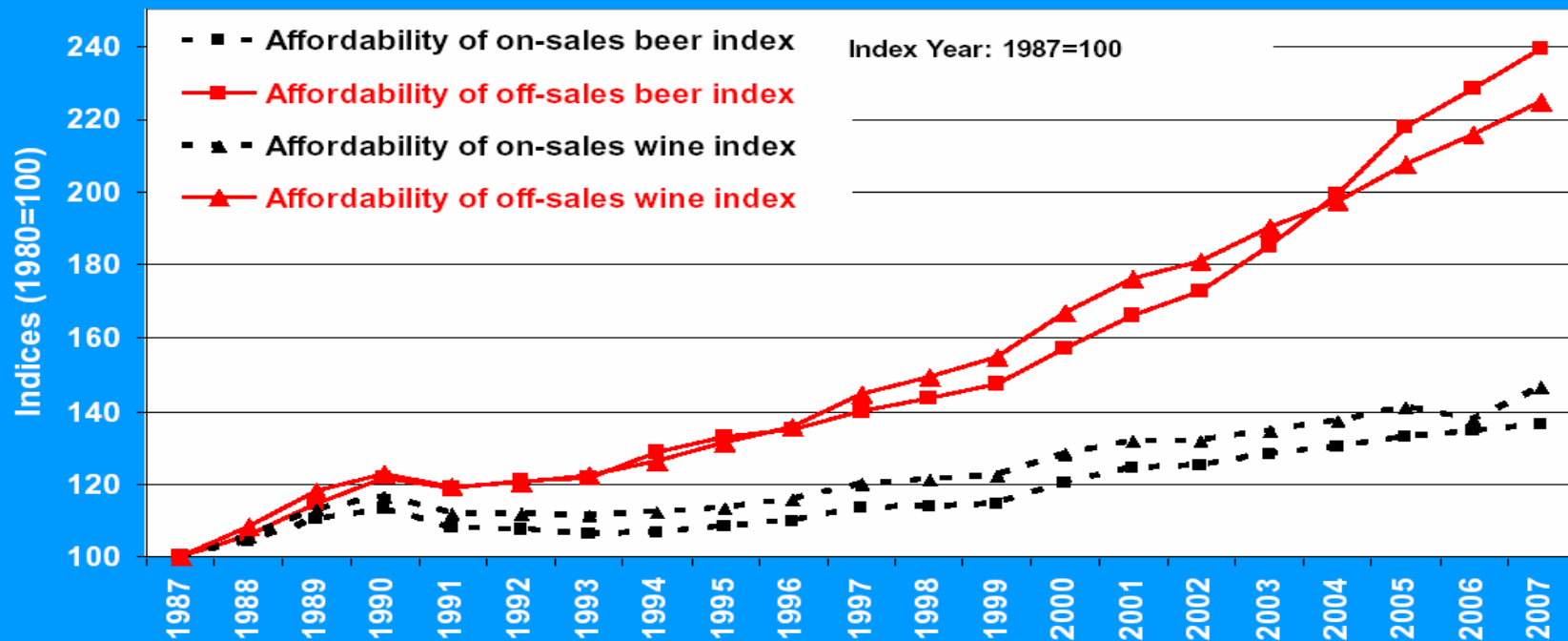
- **PCT - Significant financial investment in tackling alcohol-related health harms**
- **Implementation of DH ‘High Impact Changes’ – evidence-based approach**
- **Safe Sunderland Partnership: Collaborative approach to tackling alcohol-related crime & disorder**
- **LAPE: NE experiencing greatest rate of reduction in terms of alcohol-related violence**

What's driving the problem?



What's driving the problem?

Off-sales vs on-sales affordability (our analysis of ONS data)



Dr Petra Meier, Univ of Sheffield, Oct 2008

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Balance: Price Survey

- Cider - 12p per unit
- Own brand lager & bitter - 22p a can.
- Cans & bottles of leading brand lager same or cheaper than a 500ml bottle of leading cola.
- Own brand vodka from £6.98
- Average weekly pocket money of £6.24 can buy 5 bottles of dry cider
- Alcopops the most expensive of alcoholic drink categories.
- Supermarkets generally cheaper than off licences.



**SELLING ALCOHOL
AT POCKET MONEY PRICES**

BALANCE - Getting the measure of alcohol

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The Impact of Minimum Price

The former CMO has demonstrated that 50p per unit would:

- Reduce the number of deaths from alcohol-related causes by more than a quarter
- Reduce the number of crimes by 46,000
- Reduce hospital admissions by almost 100,000
- Save England an estimated £1 billion a year
- Would target problem drinkers and young drinkers

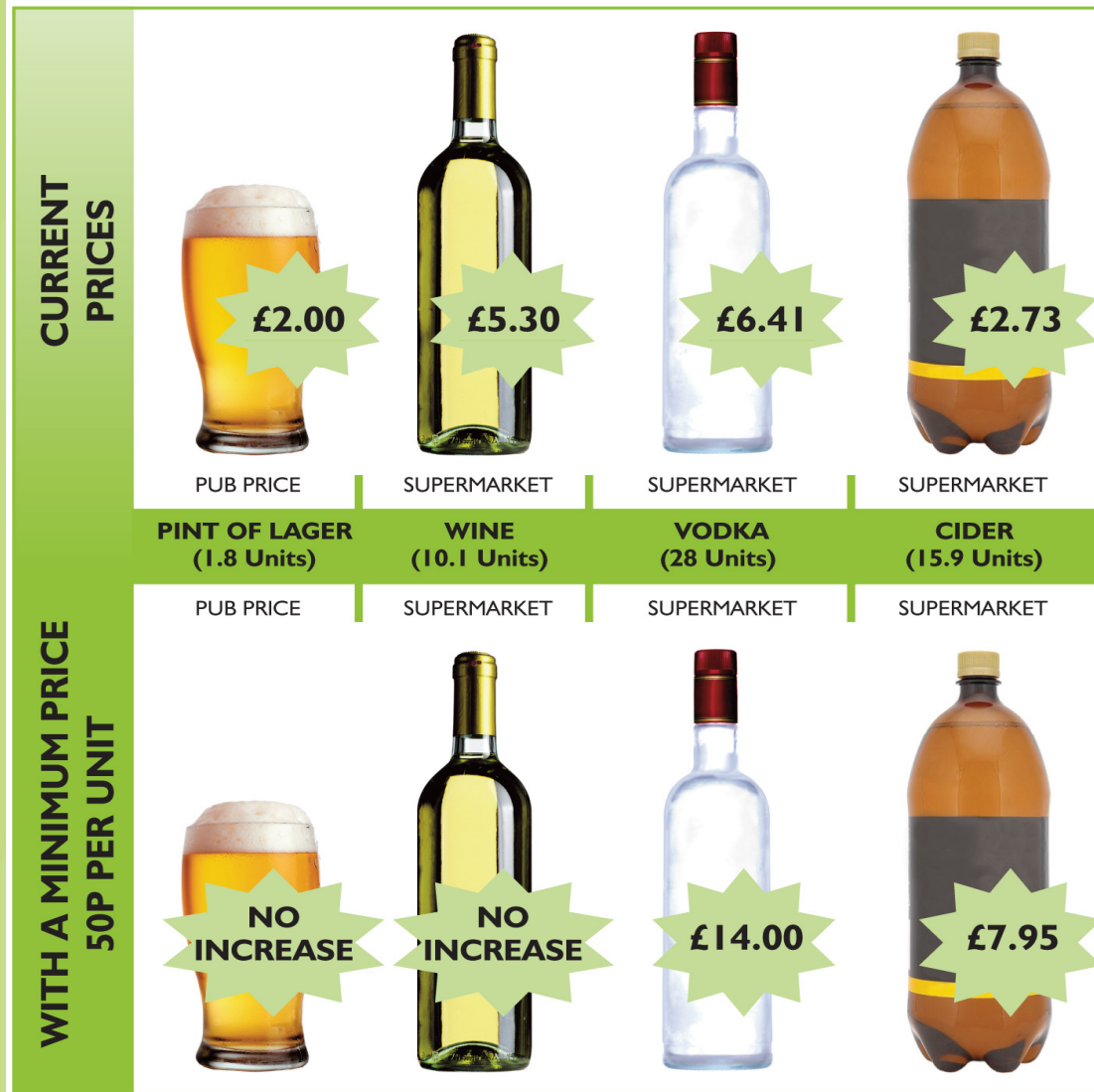
“Increasing the price of alcoholic beverages is one of the most effective interventions to reduce harmful use of alcohol”

WHO Global Alcohol Strategy



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The Impact on Your Pocket




- Negligible impact on on-trade
- Some impact on off-trade, but mainly on more problematic, high strength alcohol / brands

Minimum Price – consumer / **publicans opinion**

- **Balance Public Opinion Survey & Publicans Survey – commissioned summer 2010**
- **34% of public believe supermarket prices little / much too cheap**
- **48% would pay a little more (26% would not)**
- **49% support minimum price (30% do not)**
- **77% more likely to support if minimum price improved alcohol-related social problems**
- **72% of publicans would welcome legislation to address cheap supermarket prices & 81% supportive of minimum pricing**

Conclusions

- **Alcohol = Big issue for Sunderland and NE as a whole**
- **Variety of challenges**
- **Positive response in place to meet these**
- **Partnership working with Balance**
- **Questions?**



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