

Newsletter from Alcohol Focus Scotland

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May 2023



Families urge First Minister not to backtrack on alcohol marketing pledge

Family members and friends affected by a loved one's drinking have published an open letter to Humza Yousaf, First Minister, urging him not to backtrack on the Scottish Government's longstanding pledge to tackle alcohol marketing due to alcohol industry concerns – ignoring the concerns of those most affected.

Having seen and heard the alcohol industry's vocal response to the Scottish Government's proposals to restrict marketing, the signatories stated:

"...we also have a voice and we need to be heard. We do not have the power or influence of the alcohol industry, we do not have an army of lobbyists or a multi-million pound PR machine to amplify our voices. Our daily lives are shaped by chaos, exhaustion, disappointment, grief and loss. We do not have the time, energy or resources to compete with the industry. But you have let our voice be drowned out by those with money, power and influence."

 [Read the letter and add your support](#)



Ireland To Introduce Mandatory Health Warnings on Alcohol Products

become the first country in the world to introduce mandatory health warnings on alcohol products.

Under the regulations, alcohol product labels in Ireland will include important information, such as calorie content and grams of alcohol. These labels will also prominently display warnings about the risks associated with alcohol consumption during pregnancy, as well as the dangers of liver disease and cancers caused by alcohol.

Stephen Donnelly, Irish Minister for Health, who signed off on the new policy, said "I welcome that we are the first country in the world to take this step and introduce comprehensive health labelling of alcohol products. I look forward to other countries following our example."

 [Find out more from Alcohol Action Ireland](#)

UPDATE

Local Alcohol Profiles


Alcohol Focus Scotland has updated the **Local Alcohol Profiles** developed for each of Scotland's 32 local authorities.


The local area profiles highlight key facts demonstrating the high level of alcohol harm in Scotland, including:

- The number of people drinking over the recommended low-risk drinking guidelines
- The number of hospital admissions and deaths as a result of alcohol, and
- The cost of alcohol harm to the public purse.

 [Find your local authority's Alcohol Profile](#)

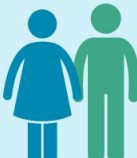
Local Alcohol Profiles





From alcohol-specific **deaths**,
to alcohol-related **hospital admissions**,
and the **cost** of alcohol harm to the public purse,
alcohol touches the lives of everyone in Scotland.

How much harm does alcohol cause in your local authority?



Updated CRESH Webmap

The Centre for Research on Environment, Society and Health (CRESH) has **previously investigated** the links between alcohol environments and health, finding that availability of alcohol in Scotland is related to behaviours, harms and health inequalities.

CRESH have now updated their digital webmap to include data for 2020, in addition to 2012 and 2016. The webmap allows users to visualise the availability of alcohol in Scotland down to the neighbourhood level. The data is available across a range of geographies including Scottish Government Data Zones, health board, local authorities and parliamentary constituencies. Users can also view availability over a variety of time periods and look at where alcohol is sold by type of licensed premises.

 **Access the map.** Please note that the CRESH Map also includes tobacco sales.

TRAINING

Training: Alcohol and Older Adults

This training session is for anyone supporting older adults, such as health care professionals, sheltered housing staff, and care services.

On completion of the course you will have:

- An enhanced awareness and understanding of the problems caused by alcohol and age specific problems.
- Increased awareness of the effects to the drinker as well as those around them such as family, friends and support teams.
- Increased confidence and skills to work with and support older adults
- A better understanding of how to engage with support functions and local activity, awareness of interventions.

Date: Thursday 29th June 2023

Time: 09:30 - 12:30

 **More information and how to book**



TRAINING

Licensing Standards Officers training

This is a mandatory qualification for Licensing Standards Officers employed by their local Council. It may be useful for other people involved in monitoring licensed premises such as Licensing Board administration staff.

Dates: Monday 26th - Wednesday 28th June

Time: 9:00 - 5:00 each day

 [Visit our website to find out more and book your place](#)

CAMPAIGN

106 Community Leaders Call on World Health Organization to Stop Closed-Door Meetings with Alcohol Lobbyists

Alcohol Focus Scotland is part of a group of 106 community and public health leaders from 60 countries and six continents calling on the World Health Organization (WHO) to stop its closed-door meetings with alcohol lobbyists, which allow companies that profit from alcoholic products to have unprecedented access to leaders who are responsible for advancing global health.

Alcohol companies and their lobby groups work relentlessly to undermine policies to prevent and reduce harm. The letter also highlights how they also work to undermine the health and safety of communities at the local level. For example, in many African countries, multinational alcohol companies are deploying unethical practices to drive alcohol use, including using “beer promotion girls” and aggressive marketing that exposes children to alcohol promotions.



New campaign shares letters to loved ones lost to alcohol and drugs

'Everyone knows someone' is the message behind See Beyond - See the Lives - Scotland, a new campaign from the University of Stirling, Scottish Families Affected by Alcohol and Drugs, Scottish Health Action on Alcohol Problems (SHAAP), and The Salvation Army.

The website shares hard-hitting stories and videos from family and friends, in the form of a letter to their loved one who has died. The messaging is deliberately stark and designed to "challenge and provoke". They hope the stories and images will shatter myths surrounding drug and alcohol use and deaths and encourage the public to show compassion for those experiencing problems with substance use and the people left behind when a loved one dies.

 **Hear the stories**



Factors associated with public awareness of the relationship between alcohol use and breast cancer risk

A new study published in BMC Public Health found that awareness of the risk of alcohol use associated with breast cancer was low, with just 1 in 5 (21%) of respondents correctly identifying the relationship. In a blog post published by the Institute of Alcohol Studies (IAS), the lead author explains the importance of increasing public awareness of the breast cancer risk associated with alcohol use.

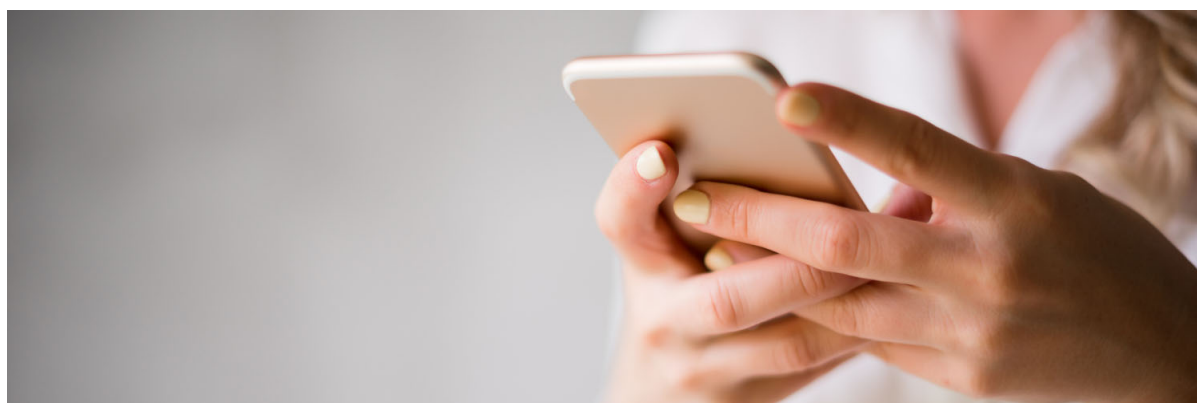
RESEARCH

Online sale and delivery of alcohol – A growing risk to our community

The Foundation for Alcohol Research and Education (FARE) in Australia has published a new report which distils evidence about harms from the online sale and delivery of alcohol and outlines 13 evidence-based policy recommendations.

Alcohol harm is exacerbated by the online sale and delivery of alcohol, which has vastly increased availability and accessibility, creating unique risks to community health and safety. FARE CEO Caterina Giorgi said that “every phone is a bottle shop”, making it difficult for those trying to avoid or cut back on alcohol consumption to escape the constant marketing and sales tactics.

 [Read the report and their recommendations](#)



RESEARCH

Effective alcohol policies are associated with reduced consumption among demographic groups who drink heavily

A new study concludes that how much people drank on average was significantly related to the extent to which there were effective alcohol control policies in place.

Published in *Alcohol: Clinical and Experimental Research*, researchers looked at whether drinking patterns are associated with alcohol control policy. The extent of effective alcohol control policies in place was measured using the International Alcohol Control (IAC) Policy

It looked across 10 countries, including England and Scotland, using self-report surveys of consumption.

 [Read the study](#)



British Liver Trust: Love Your Liver Roadshow

The British Liver Trust will be visiting Edinburgh on **Tuesday 13th June 2023** with the Love Your Liver roadshow, to raise awareness of the liver disease crisis in Scotland among the general public and Members of the Scottish Parliament. The roadshow will be located at **the Mound Precinct, Edinburgh, EH2 2EL**.

Drop in any time between 10am and 4pm for a free liver screener and scan. The **free non-invasive liver scan** enables people to get an immediate insight into the health of their liver. Individuals whose reading indicates liver damage are provided with a letter to take to their GP requesting follow-up tests and appropriate management via NHS pathways.



 [Find out more about the Roadshow](#)



CPG on Improving Scotland's Health

The next meeting of the Cross-Party Group on Improving Scotland's Health will be held online on Wednesday 7 June 2023, 12:30 - 13:45.

The theme will be "People and planet: a human rights based approach to public health." The intersection between people and environmental issues is a topical concern, and the framing of human rights is a live debate at UN level.






We are pleased to announce the first two speakers for this event are:

- Alan Miller, Professor of Human Rights Law, University of Strathclyde
- Pete Ritchie, Executive Director, Nourish Scotland

registration link. Please contact the secretariat at CEO@ashscotland.org.uk if you would like to become a member of the CPG.

[!\[\]\(0f848bbd71cef6b345273b16f905912a_img.jpg\) Find out more about the CPG](#)



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