

Protecting Children and Young People From Harm

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Renfrewshire Local Licensing Forum
20th November 2019

Rights, Respect, Recovery

Vision

Scotland is a country where “we live long, healthy and active lives regardless of where we come from” and where individuals, families and communities:

- have the right to health and life - free from the harms of alcohol and drugs;
- are treated with dignity and respect; and
- are fully supported within communities to find their own type of recovery.

Prevention and Early Intervention	Developing Recovery Oriented Systems of Care	Getting it Right for Children, Young People, and Families	Public Health Approach in Justice	Alcohol Framework 2018
Fewer people develop problem drug use	People access and benefit from effective, integrated Person centred support to achieve their recovery	Children and families affected by alcohol and drug use will be safe, healthy, included and supported	Vulnerable people are diverted from the justice system wherever possible, and those in the system are fully supported	A Scotland where less harm is caused by alcohol

Alcohol Framework 2018: Preventing Harm

Overarching commitment

Number	Action	Responsibility	Timing	Contributes to
1	We will put the voices of children and young people at the heart of developing preventative measures on alcohol. This will involve encouraging and seeking the views of children and young people.	Scottish Government	Ongoing	Protecting Young People

Positive attitudes, positive choices: attractiveness – marketing and advertising

Number	Action	Responsibility	Timing	Contributes to
9	We will press the UK Government to protect children and young people from exposure to alcohol marketing on television before the 9pm watershed and in cinemas – or else devolve the powers so the Scottish Parliament can act.	Scottish Government	From 2018 and on an ongoing basis	Protecting Young People
10	We will consult and engage on the appropriateness of a range of potential measures, including mandatory restrictions on alcohol marketing, as recommended by the World Health Organization, to protect children and young people from alcohol marketing in Scotland.	Scottish Government	Beginning in 2019	Protecting Young People Whole Population Approach

Why Restricting Marketing?

Alcohol marketing

- Alcohol marketing is extensive and promotes alcohol as a positive and commonplace element of everyday life.

Impact of marketing on children

- Exposure reduces age at which they start drinking; increases likelihood they will drink; and increases amount they consume

Brand recognition

- Children more familiar with Dan and Brad from Fosters than with.....

Nudge effect

- Affects all of us
- Triggering those in recovery



Promoting good health from childhood

Reducing the impact of alcohol marketing on children in Scotland

A report by the virtual expert network on alcohol marketing

An Alcohol-Free Childhood



- 90 children, aged 9-11
- 3 Edinburgh primary schools

"Life with alcohol may be good to adults but more than unsafe for children."

"It sometimes makes people feel left out at parties when everyone is drinking. Children can feel sad, ignored and not listened to."

"There are four aisles of alcohol in the Asda ."

"The Champions League sponsor is Heineken. The logo is green and black. At the start of the match, they announce the sponsor and you can see the adverts all over the stadium."

"Every time I go to get a snack from the fridge, it's staring me in the face."

"My sister tripped over bottles in the stairs – she's four - and she cut her face."



Children's Parliament Recommendations

1. Stop people drinking in public spaces
2. Provide more bins and encourage recycling
3. Remove adverts for alcohol so that children can't see them
4. Stop alcohol sponsorship of events at which children may be present
5. Use advertising to highlight the impact alcohol has on children's lives
6. Make alcohol less visible (shops)
7. Make alcohol less visible (TV)
8. Think about alcohol use on holiday, in airports and train stations
9. Inform children about their rights
10. Provide support for children and families when they need it

Why a topic for the Forum to consider?

Protecting children and young persons from harm is key element of licensing legislation



53
Renfrewshire
under 18's
treated for
acute alcohol
intoxication in
2018-19

(NHSGGC ED Statistics)



Is there a role
for the
Licensing
Board Policy
Statement

27% of current
Child Protection
cases relate to
alcohol

(Renfrewshire SW Services)

1637 people
were referred to
alcohol support
services in
2018-19

(National Waiting Time Framework)

