Protecting Children and Young People From Harm

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Renfrewshire Local Licensing Forum
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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 |

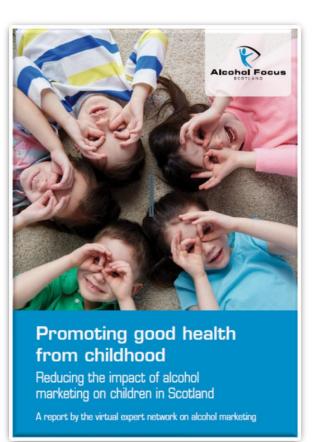
Alcohol Framework 2018: Preventing Harm

| 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

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|--|--|------------------------|--|---|--|--|--|
| 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 <u>reduces age</u> at which they start drinking; <u>increases likelihood</u> they will drink; and increases <u>amount</u> they consume

Brand recognition

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

Nudge effect

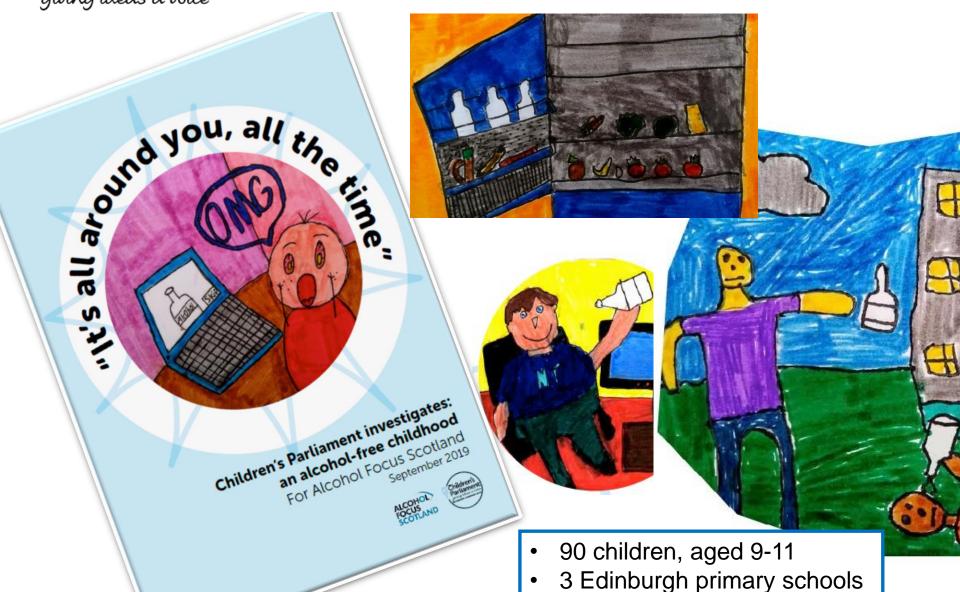
- Affects all of us
- Triggering those in recovery





Children's Parliament giving ideas a voice

An Alcohol-Free Childhood



Children's Parliament

giving ideas a voice



"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."

alcohol-focus-scotland.org.uk



- 1. Stop people drinking in public spaces
- 2. Provide more bins and encourage recycling

- 1 0. Provide support for children and families when they need it
 - 9, Inform children about their rights
 - 8. Think about alcohol use on holiday, in airports and train stations

Children's 3.
Parliament
Recommendations

Remove adverts for alcohol so that children can't see them

4.

Stop alcohol
sponsorship of
events at which
children may be
present

7. Make alcohol less visible (TV)

- 5. Highlight the impact alcohol has on children's lives
- 6. Make alcohol less visible (shops)

Why a topic for the Forum to consider?

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



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

(NHSGGC ED Statistics)

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

(National Waiting Time Framework)



Is there a role for the Licensing Board Policy Statement

27% of current Child Protection cases relate to alcohol

(Renfrewshire SW Services)



