

Newsletter from Alcohol Focus Scotland

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March 2021



## PREVENTION IS POSSIBLE

Alcohol Focus Scotland launches manifesto to tackle harm from alcohol.

Our new **manifesto** focuses on effective policies that, by reducing consumption, can save and improve the lives of people in Scotland.

Ahead of the election in May, Alcohol Focus Scotland is calling on all parties and candidates to commit to:

1. Take action to restrict alcohol marketing.
2. Mandate nutrition and health information on alcohol labels.
3. Address the low-cost of alcohol.
4. Tackle the easy availability of alcohol.
5. Provide support that saves lives and promotes recovery.

 [Read the full manifesto.](#)



## HEALTH WARNINGS COULD BOOST RISK AWARENESS

A [new study](#) found that young adult drinkers in Scotland are supportive of health warnings being included on alcohol packaging, and suggest that they could effectively raise awareness of alcohol harms. The young adults believed that current alcohol labels are ineffective and unnoticeable, and they expressed mistrust in the alcohol industry to put health information on labels voluntarily. It was suggested by participants that alcohol manufacturers seek to minimise this information as much as possible.



The research, commissioned by Alcohol Focus Scotland and conducted by the

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University of Stirling, demonstrates that alcohol labels as they currently stand, do not provide consumers with the opportunity to make informed choices when selecting alcoholic drinks. Most participants thought that health warnings could increase awareness of alcohol-related harms, especially for younger or potential future drinkers. Health warnings on specific health issues, such as cancer and liver disease, were considered particularly attention-grabbing and taken seriously.

Alison Douglas, chief executive of Alcohol Focus Scotland, said, “This new research demonstrates just how important it is for health and nutritional information to be provided on product labels where it can usefully inform our decisions. Alcohol producers continue to show a complete disregard for our right to know what is in our drinks and what the risks associated with alcohol consumption are. Currently more information is required on a pint of milk than on a bottle of wine and this is unacceptable”.

 [Read more.](#)



## **MUP LINKED TO 3.5% DROP IN ALCOHOL SALES, NEW FIGURES SHOW**

A study by Public Health Scotland and the University of Glasgow evaluated the impact of minimum unit pricing on off-trade sales. They found in the year following the implementation of MUP, there was a 3.5% reduction in off-trade per adult alcohol sales as compared to what would have been expected (using England and Wales as a comparator, where MUP is not implemented). The reduction in off-trade sales was driven by cider, perry, and to a lesser extent, spirits.

Despite the decrease in sales being slightly lower than previous reports have shown, it is still hugely encouraging to see that minimum unit pricing for alcohol seems to be changing our drinking habits for the better. Even a small reduction in the amount of alcohol consumed in Scotland will mean fewer lives damaged by or

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lost to drink.

This is an update to previously published analysis, following improved data collection methods.

 [Read more](#) about this research.



## WHAT DO YOUNG PEOPLE WANT TO KNOW ABOUT ALCOHOL?

Do you work with young people or have links with organisations that do?


Alcohol Focus Scotland is looking to understand the type of information young people would like to know about alcohol and where they currently go to find this information. To capture these views, we have created a short [online survey](#). The

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feedback from the survey will help us shape useful and relevant information for young people.

The survey is open to everyone aged 13-25 years old and closes on Tuesday 20th April at 5pm. All participants will have the opportunity to enter a prize draw to win a £20 multi store gift card.

**Please pass on the link** and encourage your networks to participate.

 If you have any questions about the survey, please contact **Megan McGarrigle**, Youth Engagement Officer.



## **SUPPORT FOR MANAGING ALCOHOL AND DRUG MISUSE IN THE WORKPLACE**

At Alcohol Focus Scotland, we strongly recommend support for alcohol and drug misuse as part of employer's wellbeing offer including a robust, supportive policy, and education for staff and managers.

We offer a range of training courses aimed at providing participants with

- an introduction to alcohol.
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- understanding of the impact alcohol can have on the individual, the workplace and wider Scottish society.
- how to make informed choices about consumption.
- specific guidance on how to address alcohol and drug related issues in the workplace.


 Find out more about our full ***Alcohol in the Workplace*** courses as well as bitesize sessions on key topics.

## TRAINING

### PERSONAL LICENCE HOLDER TRAINING

Alcohol Focus Scotland are now offering regular online courses for the updated Scottish Certificate for Personal Licence Holders (SCPLH) and refresher (SCPLHR) qualifications.

Our one-day course will be delivered online and exams will be conducted via City & Guilds new remote invigilation service.

 For further information, course dates and to book visit the **Alcohol Focus Scotland website**

## RESEARCH

**Exposure to unhealthy product advertising: Spatial proximity analysis to schools and socio-economic inequalities in daily exposure measured using Scottish Children's individual-level GPS data.**

## RESEARCH

**The socioeconomic distribution of alcohol-related violence in England and Wales.**

The aim of the study was to understand if socioeconomic status (SES) impacts upon the probability of



This study explored proximity of advertising of unhealthy commodities, including foods high in fat, sugar or salt, alcohol, and gambling, to schools in the central belt of Scotland, using google street view to capture bus stop adverts and GPS data gathered from children aged 10-11 years. While there was no evidence that placement of unhealthy commodity advertising was higher in more deprived areas, children from more deprived areas have greater contact with the transport system, and therefore, more exposure to the advertisements of unhealthy products on their way to and from school. A city or country wide restriction on advertising on transport networks may be needed to reduce inequalities in unhealthy commodity advertising among children.

 **[Read the article.](#)**

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alcohol-related violence using five waves of data drawn from the Crime Survey for England and Wales (2013-2018). Although overall alcohol related violence was low, incidences of violence were more prevalent among lower SES groups. Regarding domestic violence, the study also found that alcohol related domestic violence was higher within lower SES groups.

 **[Read the article.](#)**