

---

# KNOW MORE PACK

---

In partnership with:



## CONTENTS:

---

### PAGE

03	INTRODUCTION
04	HEALTH: THE SOCIAL COSTS
05	HEALTH: THE FINANCIAL COSTS
06	IMPACTS ON CRIME AND DISORDER
07	WIDER ECONOMIC IMPACTS
08	IMPACTS ON CHILDREN AND YOUNG PEOPLE
09	HOW MUCH ALCOHOL DO PEOPLE CONSUME
10	WHY DO PEOPLE DRINK?
11	CONTACTS
12	REFERENCES

Supported by:



## INTRODUCTION: WHY WE NEED TO MAKE THE CASE FOR REDUCING ALCOHOL HARM

---

**Up to one million people in the North West drink enough to put their health at risk. That's one in seven of us.**

It's vital that we rebalance the North West's relationship with alcohol because of the damage it is causing to people's health – we have the highest incidence of alcohol-related deaths in England.

However, alcohol harm also damages our economy, not just because of the cost to the NHS. The bills for tackling associated crime and domestic violence, fires, road accidents, absenteeism at work – the list goes on – are huge. We simply cannot afford to keep picking up the tab.

The "Know More" and "Do More" packs form the Drink Wise Champion's Handbook, which is intended to bring together useful ideas, resources and facts for anyone who wants to make the case for reducing the damaging effects of alcohol. It has been produced by Drink Wise North West, in partnership with Our Life, North West Employers and NWIEP.

The "Know More" pack brings together a set of key facts which you can use when you are making the case for tackling alcohol harm. Our accompanying "Do More" pack, suggests ways in which you, or your colleagues, friends or family, might be able to take small actions which will help to rebalance our heavy drinking culture.

**Join us and become a Drink Wise Champion – together we can make the difference.**

Kind regards,

**Alison Wheeler**  
Joint Director  
Drink Wise North West  
[alison.wheeler@champs.nhs.uk](mailto:alison.wheeler@champs.nhs.uk)

**Hazel Parsons**  
Joint Director  
Drink Wise North West  
[hazel.parsons@champs.nhs.uk](mailto:hazel.parsons@champs.nhs.uk)

## HEALTH: THE SOCIAL COSTS

### KEY MESSAGE

The health problems caused by alcohol are dreadful now, but are a ticking time bomb for the future. In the last 10 years hospital admissions for alcohol misuse have doubled and if action isn't taken they are set to keep on rising<sup>1</sup>. We need to find ways to create a healthier, safer North West, free from alcohol harm.

### THE TOP THREE FACTS

- Every four minutes someone is admitted to hospital in the North West because of alcohol.<sup>2</sup>
- The North West has the highest number of alcohol related deaths in England.<sup>3</sup>
- 1 in 5 adults in the North West drink at levels likely to pose significant risk to their health.<sup>4</sup>

### ALCOHOL-RELATED DEATHS

- Alcohol plays a part in more than 1 in 5 accidental deaths.<sup>5</sup>
- Alcohol is a cause in the premature death of 27% of young men and 15% of young women.<sup>6</sup>
- 33% of fatal fires involve alcohol.<sup>7</sup>
- Each year, between 15,000 and 22,000 people die prematurely in England and Wales because of alcohol. That's enough to fill the M.E.N. Arena.<sup>8</sup>

### ALCOHOL-RELATED ILLNESSES

- The North West issues more prescriptions for alcohol dependence than anywhere else in England – almost 23,000 a year.<sup>9</sup>
- A man regularly drinking more than two pints of lager a day is three times more likely to have a stroke and three times more likely to get mouth cancer.<sup>10</sup>
- A woman regularly drinking two glasses of wine or more a day is 50% more likely to get breast cancer and twice as likely to have high blood pressure which could lead to a stroke or a heart attack.<sup>11</sup>
- Alcohol is the second biggest cause of cancer (after smoking) in people aged 35 years or older.<sup>12</sup>

### ALCOHOL-RELATED TREATMENT

- Only 1 in 18 people who misuse alcohol receive treatment.<sup>13</sup>
- 85% of people who stop drinking alcohol find their liver starts to repair itself and, with medication, will not need a liver transplant.<sup>14</sup>
- The average patient requiring a liver transplant caused by alcohol abuse is a man aged 48-52. Most are not alcohol dependent.<sup>15</sup>
- Brief advice with a GP or practice nurse leads to one in eight people reducing their drinking to sensible levels.<sup>16</sup>

### ALCOHOL-RELATED HOSPITAL ADMISSIONS

- 70% of night admissions and 40% of daytime admissions to UK hospital emergency departments are caused by alcohol.<sup>17</sup>
- 12% of all hospital admissions are linked to alcohol.<sup>18</sup>
- There were more than one million hospital admissions linked to alcohol in 2009-10.<sup>19</sup>

## HEALTH: THE FINANCIAL COSTS

### KEY MESSAGE

Treatment for alcohol-related harm is estimated to be costing the NHS in the North West around £500m a year. At a time when the public sector is being squeezed harder and harder that's a big bill we simply cannot afford to keep paying when we need to be protecting other front line services.

### THE TOP THREE FACTS

- The NHS in the North West spends up to £530 million on alcohol-related treatment each year.<sup>20</sup>
- Alcohol costs the NHS £7.4 million every day in England - that's over £300,000 per hour (2008).<sup>21</sup>
- A UK trial proved that, over a 6-month period, specialist treatment for alcohol misuse delivered savings of nearly £1,138 per dependent drinker treated and reduced admissions to hospital.<sup>22</sup>

### OTHER FACTS

- Every £1 spent on evidence based alcohol treatment results in a net saving of £5 to the public sector.<sup>23</sup>
- For every £1 invested in specialist alcohol treatment £5 is saved on health, welfare and crime costs.<sup>24</sup>
- A full time alcohol worker in an acute NHS Trust will produce a net saving of £85,000 per PCT per year.<sup>25</sup>

## IMPACTS ON CRIME AND DISORDER

---

### KEY MESSAGE

The crime and social disorder caused by excessive drinking is costing us over £1bn a year in the North West alone – and that's on top of the huge costs to the NHS. Alcohol is fuelling violence on the streets in our homes, criminal damage, theft, sexual assaults – a litany of criminality that we need to find ways to deal with.

### THE TOP THREE FACTS

- The annual cost of dealing with crime associated with alcohol in the North West is estimated to exceed £1bn.<sup>26</sup>
- Alcohol plays a part in 40% of domestic violence cases, 40% of child protection cases, and 74% of child mistreatment cases.<sup>27</sup>
- People who drink before going out for the night are more likely to be involved in a fight.<sup>28</sup>

### OTHER FACTS

- Nearly half (45%) of Big Drink Debate respondents indicated that they avoid their town centres at night because of the drunken behaviour of others.<sup>29</sup>
- 55% of Big Drink Debate respondents indicated that they were concerned about alcohol related crime in their local areas.<sup>30</sup>

## WIDER ECONOMIC IMPACTS

---

### KEY MESSAGE

Apart from the huge costs to the NHS and our criminal justice system associated with alcohol there are also massive wider economic impacts. Millions of days are lost through sickness at work and this costs us billions of pounds in lost productivity; alcohol is a major reason for people claiming incapacity benefit.

But there's good evidence that investment in specialist treatment pays for itself many times over – every £1 invested saves £5 on health, welfare and crime costs.

### THE TOP THREE FACTS

- Drinking alcohol is a major reason for claiming incapacity benefit.<sup>31</sup>
- Alcohol related harm costs each England and Wales tax payer £1,000 per year.<sup>32</sup>
- 17 million working days are lost each year through alcohol related absence.<sup>33</sup>

### OTHER FACTS

- Economic costs in terms of lost productivity in the UK as a result of alcohol misuse amount to £6.4 billion per annum.<sup>34</sup>
- Alcohol dependency costs the UK public sector up to £156 million each year - that's over £400,000 every day.<sup>35</sup>

## IMPACTS ON CHILDREN AND YOUNG PEOPLE

### KEY MESSAGE

Too many of our children and young people are at risk from alcohol. A quarter of 14 to 16 year olds say they regularly binge drink, and the same number say that after drinking they've been in a fight. Our teenagers are drinking twice as much alcohol as they did 20 years ago and we need to do a lot more to protect them from this harm.

### THE TOP THREE FACTS

- 1 in 4 teenagers in the North West regularly binge drink (consuming five drinks at least once a week)<sup>36</sup>
- Teenagers are now drinking twice as much alcohol as they did in 1990.<sup>37</sup>
- Children exposed to high levels of alcohol advertising were more likely to drink or intend to drink than other children.<sup>38</sup>

### OTHER FACTS

- The NSPCC receive over 80 calls a week from children concerned about alcohol misuse by a friend or family member (2008).<sup>39</sup>
- Amongst children aged 13 to 16, one in five claimed to have been drunk by the time they were 14.<sup>40</sup>
- 1 in 2 teenagers in the North West who drink alcohol do it to get drunk.<sup>41</sup>
- 1 in 10 teenagers admitted that after drinking, they regretted having sex.<sup>42</sup>
- The most common ways for young people aged 11-15 years to access alcohol were being given it by friends (24%) or parents (22%), asking someone else to buy alcohol (18%) or taking alcohol from home without permission (14%).<sup>43</sup>
- The odds of a teenager getting drunk repeatedly is twice as great if they have seen their parents under the influence.<sup>44</sup>

## HOW MUCH ALCOHOL DO PEOPLE CONSUME?

### KEY MESSAGE

We are drinking far more than we used to – 40% more than 40 years ago. A major factor is that alcohol is now relatively far cheaper than it used to be – 75% cheaper than back in 1980.<sup>45</sup> That's why a minimum unit price of, say, 50p would save over a thousand of lives a year.<sup>46</sup>

### THE TOP THREE FACTS

- 1 in 5 adults in the North West drink at levels likely to pose significant risk to their health. (2008)<sup>47</sup>
- We are now drinking about three times more alcohol per head than we were when alcohol consumption was at its lowest.<sup>48</sup>
- More than 1.5 million people are addicted to alcohol.<sup>49</sup>

### OTHER FACTS

- Alcohol consumption in England has risen by 40% since 1970. Over the same time, it has fallen in many other countries.<sup>50</sup>

## WHY DO PEOPLE DRINK?

### KEY MESSAGE

The Big Drink Debate in 2008 found that people often cite relieving stress and peer pressure as reasons for their drinking. Many think that alcohol helps them to relax or boosts their confidence, and that it makes socialising more fun.

### THE TOP THREE FACTS

- 80% of people surveyed in the Big Drink Debate said that low prices and discounting increase their alcohol consumption.<sup>51</sup>
- 75% stated that large measures play a part in increasing their consumption of alcohol.<sup>52</sup>
- 56% identified advertising as motivating them to drink more alcohol.<sup>53</sup>

### OTHER FACTS

- People who drink heavily were six times more likely to say that alcohol relieves boredom or that it helps them to forget their problems compared with moderate drinkers.<sup>54</sup>
- Almost half of North West drinkers feel they must lie or make up an excuse to justify refusing a drink.<sup>55</sup>
- Four fifths (80%) of those who drink at hazardous or harmful levels say that alcohol helps them to relax compared to 60% of sensible drinkers.<sup>56</sup>
- About half of North West workers who drink alcohol say they do so to relieve stress after work. And over a quarter admit to doing so at least once a week.<sup>57</sup>
- 14% of North West workers who drink alcohol have felt pressurised to drink to fit in with colleagues.<sup>58</sup>
- Over one in five people in the North West who have drunk more than they planned, put it down to peer pressure.<sup>59</sup>

## CONTACTS

### *For further information, you can contact:*

#### **Drink Wise North West / Our Life**

Hazel Parsons  
Director  
Drink Wise North West  
Our Life, 4th Floor, Dale House,  
35 Dale Street, Manchester, M1 2HF.  
**Tel: 0161 233 7500**  
[hazel.parsons@champs.nhs.uk](mailto:hazel.parsons@champs.nhs.uk)

#### **ChaMPs Public Health Network**

Sarah Marshall  
Suite 1, Marwood, Riverside Park, 1 Southwood  
Road, Bromborough, Wirral, CH62 3QX  
**Tel: 0151 201 4152**  
**Fax: 0151 201 4153**  
[sarah.marshall@champs.nhs.uk](mailto:sarah.marshall@champs.nhs.uk)

#### **Greater Manchester Public Health Network**

Mike Jones  
Alcohol Programme Manager  
Greater Manchester Public Health Network, 8th  
Floor East Wing, West Point, 501 Chester Road,  
Manchester, M16 9HU  
**Tel: 01942 483083**  
**Fax: 01942483076**  
[mike.jones@alwpct.nhs.uk](mailto:mike.jones@alwpct.nhs.uk)

#### **Lancashire Alcohol Network**

Diane Owen  
Preston Business Centre, Watling Street Road,  
Fulwood, Preston, PR2 8DY  
**Tel: 01772 777007**  
[diane.owen@centrallancashire.nhs.uk](mailto:diane.owen@centrallancashire.nhs.uk)

#### **NHS Cumbria**

Julie Owens  
Public Health Specialist  
**Tel: 01768 245490**  
[julie.owens@cumbriapct.nhs.uk](mailto:julie.owens@cumbriapct.nhs.uk)

#### **NorthWest Employers Network / NorthWest Improvement and Efficiency Partnership**

Dr Tom L Goodwin  
Project Lead – NorthWest Connex  
NorthWest Employers, 6th Floor, Delphian House,  
Riverside, New Bailey Street, Manchester, M3 5AP  
**Tel: 0161 214 7110**  
[tomg@nwemployers.org.uk](mailto:tomg@nwemployers.org.uk)

## REFERENCES

- <sup>1</sup> Alcohol Concern data, February 2011
- <sup>2</sup> Drink Wise North West analysis of hospital admissions data
- <sup>3</sup> Between 2007 and 2009, there were 3,109 deaths specifically attributable to alcohol (2,021 males and 1,088 females). LAPE (alcohol profiles) data.
- <sup>4</sup> Health and Lifestyles in the North West Centre for Public Health, Liverpool John Moores University, Deacon et al, 2008
- <sup>5</sup> Royal College of Physicians NHS Confederation Briefing Issue 193
- <sup>6</sup> House of Commons Health Committee on Alcohol – First report of session 2009-10, Volume 1, p.81
- <sup>7</sup> Evidence from Greater Manchester Fire and Rescue
- <sup>8</sup> Safe. Sensible. Social. The next steps in the National Alcohol Strategy. Department of Health, HM Government 2007
- <sup>9</sup> NHS Information Centre, Statistics on Alcohol: England, 2009, table 4.11, page 80
- <sup>10</sup> Alcohol effects campaign, press release 1 February 2010
- <sup>11</sup> Alcohol effects campaign, press release 1 February 2010
- <sup>12</sup> Meta-analysis of studies of alcohol and breast cancer with consideration of the methodological issues. *Cancer Causes Control* Aug;17(6):759-70, Key J, Hodgson S, Omar RZ, Jensen TK, Thompson SG, Boobis AR et al.
- <sup>13</sup> Evidence from the National Audit Office
- <sup>14</sup> Oral evidence from Liz Shepherd and Ian Webzell, Kings College Hospital, London, Liver Transplant specialist nurses
- <sup>15</sup> Oral evidence from Liz Shepherd and Ian Webzell, Kings College Hospital, London, Liver Transplant specialist nurses
- <sup>16</sup> Royal college of physicians (2010). Too much of the hard stuff: what alcohol costs the NHS. *The NHS Confederation briefing*. Issue 193.
- <sup>17</sup> House of Commons Health Committee on Alcohol – First report of session 2009-10, Volume 1, p.28
- <sup>18</sup> Evidence from the Department of Health
- <sup>19</sup> Evidence from the Department of Health
- <sup>20</sup> Our Life based on Department of Health Analytics Team methodology –checked by LJMU.
- <sup>21</sup> Alcohol attributable hospital admissions data, North West Public Health Observatory, 2008
- <sup>22</sup> Alcohol Concern news release, February 2011
- <sup>23</sup> Raistrick D, Heather N and Godfrey C (2006). *Review of the effectiveness of treatment for alcohol problems*. London: National Treatment Agency for Substance Misuse.
- <sup>24</sup> National Treatment Agency figures, cited in Alcohol Concern news release February 2011
- <sup>25</sup> Alcohol Concern Press Release: Hospital Admissions for Alcohol Due to rise to £1.5m per year by 2013. ( February 2011)
- <sup>26</sup> Our Life based on LJMU methodology and template
- <sup>27</sup> Evidence from the National Association for the Children of Alcoholics (NACOA)
- <sup>28</sup> Alcohol, nightlife and violence: the relative contributions of drinking before and during nights out to negative health and criminal justice outcomes, Hughes, Anderson, Morleo and Bellis, centre for Public Health, Liverpool John Moores University, Sept 2007
- <sup>29</sup> Big Drink Debate - a survey of 30,000 people in the North West carried out in 2008 on behalf of the Department of Health North West and Our Life. All of the analysis was carried out by Liverpool John Moores University.
- <sup>30</sup> Big Drink Debate - a survey of 30,000 people in the North West carried out in 2008 on behalf of the Department of Health North West and Our Life. All of the analysis was carried out by Liverpool John Moores University.
- <sup>31</sup> Royal College of Physicians NHS Confederation Briefing Issue 193

## REFERENCES

- <sup>32</sup> Alcohol Concern Press Release: Hospital Admissions for Alcohol Due to rise to £1.5m per year by 2013. ( February 2011)
- <sup>33</sup> Alcohol and the workplace, Institute of Alcohol Studies factsheet, June 2009)
- <sup>34</sup> Alcohol and the workplace, Institute of Alcohol Studies factsheet, June 2009).
- <sup>35</sup> The National Treatment Agency for Substance, Review of the Effectiveness of Treatment for Alcohol Problems, D Raistrick, 2006
- <sup>36</sup> North West investigation into alcohol, smoking and young people. Trading Standards North West and Department of Health North West, June 2009.
- <sup>37</sup> Evidence from House of Commons Health Committee on Alcohol - First Report of Session 2009-10, Volume 2, EV15
- <sup>38</sup> Early Adolescent Exposure to Alcohol Advertising and its Relationship to Underage Drinking, The RAND Corporation's study, 2007
- <sup>39</sup> Evidence from NSPCC
- <sup>40</sup> Young people, alcohol and influences; A study of young people and their relationship with alcohol, Bremner et al , Joseph Rowntree Foundation, June 2011
- <sup>41</sup> North West investigation into alcohol, smoking and young people. Trading Standards North West and Department of Health North West, June 2009.
- <sup>42</sup> North West investigation into alcohol, smoking and young people. Trading Standards North West and Department of Health North West, June 2009.
- <sup>43</sup> *Smoking, Drinking and Drug Use Survey 2009, online, www.ic.nhs.uk*
- <sup>44</sup> Young people, alcohol and influences; A study of young people and their relationship with alcohol, Bremner et al , Joseph Rowntree Foundation, June 2011
- <sup>45</sup> Alcohol Factsheet 2007/09, HMRC, June 2009.
- <sup>46</sup> House of Commons Health Committee on Alcohol – First report of session 2009-10, Volume 1, p.113, Oral evidence.
- <sup>47</sup> Health and Lifestyles in the North West Centre for Public Health, Liverpool John Moores University, Deacon et al, 2008
- <sup>48</sup> House of Commons Health Committee on Alcohol – First report of session 2009-10, Volume 1, p.117
- <sup>49</sup> Evidence from Sir Ian Gilmore, February 2011, <http://www.bbc.co.uk/news/health-12506127>
- <sup>50</sup> Passive drinking: the collateral damage from alcohol, Chief Medical Officer's Annual Report, 2008.
- <sup>51</sup> Big Drink Debate - a survey of 30,000 people in the North West carried out in 2008 on behalf of the Department of Health North West and Our Life. All of the analysis was carried out by Liverpool John Moores University.
- <sup>52</sup> Big Drink Debate - a survey of 30,000 people in the North West carried out in 2008 on behalf of the Department of Health North West and Our Life. All of the analysis was carried out by Liverpool John Moores University.
- <sup>53</sup> Big Drink Debate - a survey of 30,000 people in the North West carried out in 2008 on behalf of the Department of Health North West and Our Life. All of the analysis was carried out by Liverpool John Moores University.
- <sup>54</sup> Big Drink Debate - a survey of 30,000 people in the North West carried out in 2008 on behalf of the Department of Health North West and Our Life. All of the analysis was carried out by Liverpool John Moores University.
- <sup>55</sup> Evidence from YouGov poll, "Over 1 in 5 blame peer pressure for drinking more," Department of Health, March 2010
- <sup>56</sup> Big Drink Debate North West 2008
- <sup>57</sup> Evidence from YouGov survey, 2009
- <sup>58</sup> Evidence from YouGov survey, 2009
- <sup>59</sup> Evidence from YouGov poll, "Over 1 in 5 blame peer pressure for drinking more," Department of Health, March 2010



# DRINK WISE

**NORTH WEST**

**REDUCING THE RISKS TOGETHER**

In partnership with:



Supported by:

