


Reducing alcohol consumption: guidelines, local government and digital technologies

12 October, 2016



#SPHRUCLevent, #reducingalcohol



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Please note:

The studies presented include research funded by the NIHR School for Public Health Research (SPHR) and the views expressed are those of the author(s) and not necessarily those of the NHS, the NIHR or the Department of Health.

NIHR SPHR is a collaboration between: the Universities of Sheffield, Bristol, Cambridge, Exeter, UCL; The London School of Hygiene and Tropical Medicine; the LiLaC collaboration between the Universities of Liverpool and Lancaster and Fuse: The Centre for Translational Research in Public Health, a collaboration between Newcastle, Durham, Northumbria, Sunderland and Teesside Universities.



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Working with PHE to provide evidence on alcohol consumption

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Public Health England



Evidence from existing research

Literature Review covering 7 control policies:

- ✓ taxation and price regulation
 - ✓ marketing
 - ✓ availability
 - ✓ consumer information
 - ✓ drinking environments
 - ✓ drink-driving
 - ✓ brief interventions and treatment
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- Peer reviews, revision
 - Validation panel, revision
 - Publication

Recommendations to Government

Research to provide evidence where it is lacking

- Engaging with NIHR SPHR researchers
- Advocating and promoting research regionally and locally
- Supporting the PHPES programme
- Event with researchers and funders expressing an interest in alcohol studies

What do we need evidence about?

PLACES and TIMES

- Outlet density and chronic harm
- The built environment, drinking behaviour and drinking norms
- Preventive interventions in the secure estate
- Using health data relating to chronic conditions in licensing decisions
- Night-time vs day-time economies

What do we need evidence about?

CHILDREN AND FAMILIES

- What parenting programmes are effective?
- Effective regulation of marketing – protecting children online
- What is the most valid screening tool for assessing and diagnosing alcohol misuse in children and young people?

What do we need evidence about?

SERVICES

- Effectiveness of intensive residential rehabilitation programmes vs intensive community-based care
- What level of treatment works for mildly dependent people in which setting?
- Using health data to compare the effectiveness of different models of specialist alcohol services in secondary care

Other areas of interest

- Second-order effects of minimum pricing – risky sex, wellbeing of drinkers' associates
- Behavioural impacts of on-trade promotion
- Evaluations, eg alcohol welfare centres, sobriety bracelets, responsible server training (especially off sales)
- Mandated treatment for drink-driving offenders – what are we doing and is it effective / cost-effective?
- The relationship between alcohol and dementia/diabetes
- Underage access to alcohol through online sales

<https://publichealthmatters.blog.gov.uk/2016/01/21/health-matters-your-alcohol-treatment-services-toolkit/>

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