In partnership with:

For more information visit www.drinkwisenumnorthwest.org
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

Hazel Parsons
Joint Director
Drink Wise North West
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. 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.
- The North West has the highest number of alcohol related deaths in England.
- 1 in 5 adults in the North West drink at levels likely to pose significant risk to their health.

ALCOHOL-RELATED DEATHS
- Alcohol plays a part in more than 1 in 5 accidental deaths.
- Alcohol is a cause in the premature death of 27% of young men and 15% of young women.
- 33% of fatal fires involve alcohol.
- 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.

ALCOHOL-RELATED ILLNESSES
- The North West issues more prescriptions for alcohol dependence than anywhere else in England – almost 23,000 a year.
- 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.
- 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.
- Alcohol is the second biggest cause of cancer (after smoking) in people aged 35 years or older.

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

For more information visit www.drinkwisenorthwest.org

ALCOHOL-RELATED HOSPITAL ADMISSIONS
- 70% of night admissions and 40% of daytime admissions to UK hospital emergency departments are caused by alcohol.
- 12% of all hospital admissions are linked to alcohol.
- There were more than one million hospital admissions linked to alcohol in 2009-10.

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.
- Alcohol costs the NHS £7.4 million every day in England - that’s over £300,000 per hour (2008).
- 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.

OTHER FACTS
- Every £1 spent on evidence based alcohol treatment results in a net saving of £5 to the public sector.
- For every £1 invested in specialist alcohol treatment £5 is saved on health, welfare and crime costs.
- A full time alcohol worker in an acute NHS Trust will produce a net saving of £85,000 per PCT per year.
**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."
- Alcohol plays a part in 40% of domestic violence cases, 40% of child protection cases, and 74% of child mistreatment cases."
- People who drink before going out for the night are more likely to be involved in a fight."'

**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."
- 55% of Big Drink Debate respondents indicated that they were concerned about alcohol related crime in their local areas."

**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."
- Alcohol related harm costs each England and Wales tax payer £1,000 per year."
- 17 million working days are lost each year through alcohol related absence."

**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."
- Alcohol dependency costs the UK public sector up to £156 million each year - that’s over £400,000 every day."
**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).
- Teenagers are now drinking twice as much alcohol as they did in 1990.
- Children exposed to high levels of alcohol advertising were more likely to drink or intend to drink than other children.

**OTHER FACTS**
- The NSPCC receive over 80 calls a week from children concerned about alcohol misuse by a friend or family member (2008).
- Amongst children aged 13 to 16, one in five claimed to have been drunk by the time they were 14.
- 1 in 2 teenagers in the North West who drink alcohol do it to get drunk.
- 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%).
- The odds of a teenager getting drunk repeatedly is twice as great if they have seen their parents under the influence.

For more information visit [www.drinkwisecnorthwest.org](http://www.drinkwisecnorthwest.org)

---

**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. That’s why a minimum unit price of, say, 50p would save over a thousand of lives a year.

**THE TOP THREE FACTS**
- 1 in 5 adults in the North West drink at levels likely to pose significant risk to their health. (2008)
- We are now drinking about three times more alcohol per head than we were when alcohol consumption was at its lowest.
- More than 1.5 million people are addicted to alcohol.

**OTHER FACTS**
- Alcohol consumption in England has risen by 40% since 1970. Over the same time, it has fallen in many other countries.
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.¹
- 75% stated that large measures play a part in increasing their consumption of alcohol.²
- 56% identified advertising as motivating them to drink more alcohol.³

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.⁴
- Almost half of North West drinkers feel they must lie or make up an excuse to justify refusing a drink.⁵
- About half of North West workers who drink alcohol say they do so to relieve stress after work.⁶
- And over a quarter admit to doing so at least once a week.⁷
- 14% of North West workers who drink alcohol have felt pressurised to drink to fit in with colleagues.⁸
- Over one in five people in the North West who have drunk more than they planned, put it down to peer pressure.⁹

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

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

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

Lancashire Alcohol Network
Diane Owen
Director
Lancashire Alcohol Network
Preston Business Centre, Watling Street Road, Fulwood, Preston, PR2 8DY
Tel: 01772 777007
diane.owen@centrallancashire.nhs.uk

NHS Cumbria
Julie Owens
Public Health Specialist
Tel: 01768 245490
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

For more information visit www.drinkwisenorthwest.org
REFERENCES

1. Alcohol Concern data, February 2011
2. Drink Wise North West analysis of hospital admissions data
3. Between 2007 and 2009, there were 3,109 deaths specifically attributable to alcohol (2,021 males and 1,088 females).
4. LAGE (alcohol profiles) data
6. Royal College of Physicians NHS Confederation Briefing Issue 193
7. House of Commons Health Committee on Alcohol – First report of session 2009-10, Volume 1, p.81
8. Evidence from Greater Manchester Fire and Rescue
11. Alcohol effects campaign, press release 1 February 2010
12. Alcohol effects campaign, press release 1 February 2010
14. Evidence from the National Audit Office
15. Oral evidence from Liz Shepherd and lan Webb, Kings College Hospital, London, Liver Transplant specialist nurses
18. House of Commons Health Committee on Alcohol – First report of session 2009-10, Volume 1, p.28
19. Evidence from the Department of Health
20. Evidence from the Department of Health
21. Our Life based on Department of Health Analytics Team methodology – checked by LJMU.
22. Alcohol attributable hospital admissions data, North West Public Health Observatory, 2008
23. Alcohol Concern news release, February 2011
25. National Treatment Agency figures, cited in Alcohol Concern news release February 2011
26. Alcohol Concern Press Release: Hospital Admissions for Alcohol Due to rise to £1.5m per year by 2013. (February 2011)
27. Our Life based on LJMU methodology and template
28. Evidence from the National Association for the Children of Alcoholics (NACOA)
29. 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
30. 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.
31. 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.
32. Royal College of Physicians NHS Confederation Briefing Issue 193
33. Alcohol and the workplace, Institute of Alcohol Studies factsheet, June 2009
34. Alcohol and the workplace, Institute of Alcohol Studies factsheet, June 2009.
35. The National Treatment Agency for Substance, Review of the Effectiveness of Treatment for Alcohol Problems, D Raistrick, 2006
38. Early Adolescent Exposure to Alcohol Advertising and its Relationship to Underage Drinking. The RAND Corporation’s study, 2007
39. Evidence from NSPCC
42. North West investigation into alcohol, smoking and young people. Trading Standards North West and Department of Health North West, June 2009.
43. Smoking, Drinking and Drug Use Survey 2009, online, www.ic.nhs.uk
47. Health and lifestyles in the North West Centre for Public Health, Liverpool John Moores University, Deacon et al, 2008
48. House of Commons Health Committee on Alcohol – First report of session 2009-10, Volume 1, p.117
50. Passive drinking: the collateral damage from alcohol, Chief Medical Officer’s Annual Report, 2008
51. 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.
52. 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.
53. 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.
54. 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.
55. 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.
56. 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.
58. Big Drink Debate North West 2008
60. Evidence from YouGov survey, 2009