

Health implications of licensing act change

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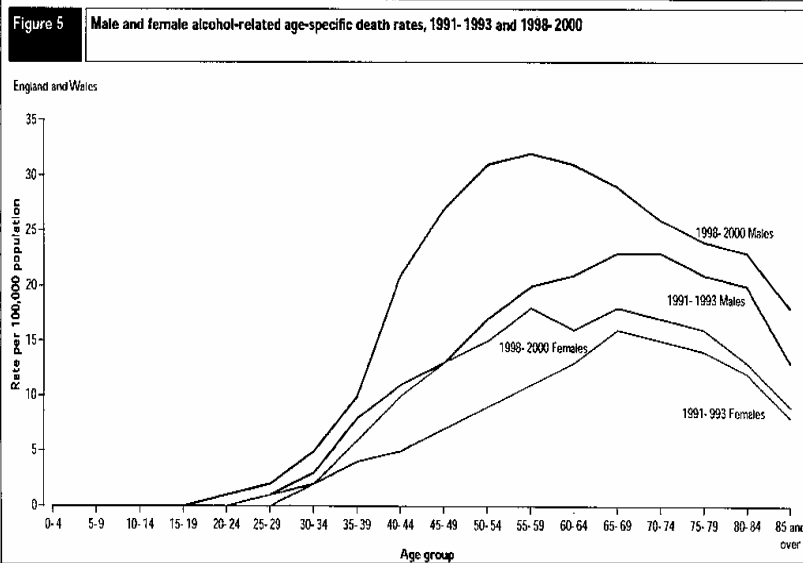
Alcohol's effects on health

- *Heavy sessions ('binge')*: trauma incl. brain injury, fire, drowning, suicide, unwanted pregnancy, sexually transmitted infection
- *Heavy sessions in under 21's*: ?damage to memory and intellect
- *Cumulative heavy consumption*: liver cirrhosis, brain damage, heart failure, stroke, suicide, mental illness, female breast cancer
- *Occasional light* From age 40, 1-3 drinks (females max. 2 drinks) on some days: reduces risk of heart attacks, diabetes, thrombotic strokes, cognitive decline.

Student fell downstairs after drinking all evening at disco club and died of skull fracture

Deaths in the young due to alcohol are occurring earlier

Health Statistics Quarterly 17 | Spring 2003



Sir Liam Donaldson Chief Medical Officer
**Forward to Dept of Health, Alcohol Needs
Assessment
Research Project**, published Nov. 2005

Alcohol misuse accounts for 10% of NHS disease burden, surpassed only by tobacco and blood pressure.

- Alcohol costs society £20 billion per year, and some of the harms associated with alcohol are getting worse (Scotland 1.1 billion /year)
- Healthcare services spends approximately £1.6 billion on ill health linked to alcohol misuse
- Minimum 15 million working days are lost each year through alcohol misuse
- Between 780,000 and 1.3 million children are affected by parental alcohol problems

England and Wales

(Health Statistics Quarterly, www.statistics.gov.uk/)

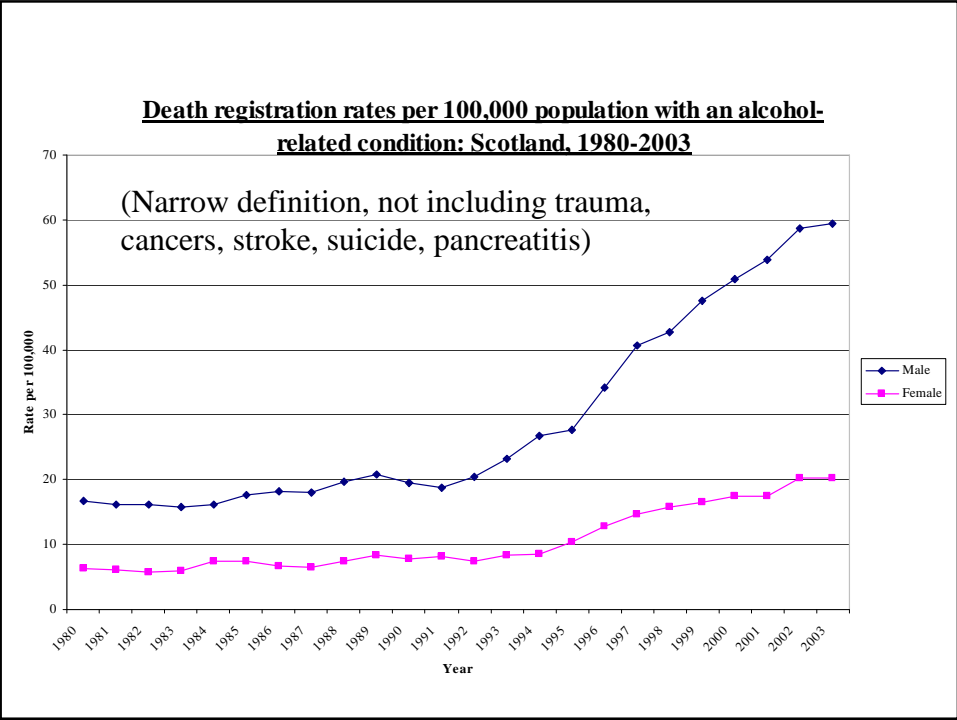
Alcohol-related death rate for males doubled
1979 -2003

Rate /1000

1979: 6

2001: 10.7

2003: 11.6 (i.e. 6,580 deaths)



Past 25 years

- Alcohol consumption \uparrow 121%
- Price \downarrow 54% in real cost

Responsible serving

Time-series analyses:

Mandatory server training is associated with fewer visibly intoxicated patrons (Dresser 2000) and fewer single-vehicle night-time injury-producing crashes (Holder and Wagenaar 1994).

Adopting house-rules for responsible serving

- 9 control bars
- 5 intervention bars in which management had adopted house rules for responsible beverage service
- pseudo patrons (actors pretending to be intoxicated)

Sales to pseudo patrons ↓ by over 50% in the intervention bars, compared to a slight increase in the control bars. (Toomey et al. 2001)

Responsible serving

State publicity about the legal liability of servers

⇒ 12% decrease in single-vehicle night-time injury-producing traffic crashes

- *a statistically significant change when compared to trends in other comparison states.*

and Holder (1991)

Wagenaar

Power to suspend

- WHO : ‘power to suspend or revoke a license in the case of selling infractions, can be an effective and flexible instrument for holding down rates of alcohol-related problems’

Beverage strength

- The introduction of new alcohol products (high alcohol content malt beverages, for instance)
- ABV wine 11%- 13.5%

Effect of reducing alcohol-content of beverages: Euro 2000 soccer championships.

BY ORDER OF THE MAYOR OF EINDHOVEN,

- ONLY HALF-STRENGTH BEER (2.5%) TO BE SOLD IN TOWN CENTRE

- SALE OF BEER IN BOTTLES BANNED

'Despite the presence of large numbers of English fans, the streets remained largely peaceful'

Next week in Belgium: large-scale riots, primarily involving English fans, *'beer left at full strength and readily available'* (Millward,2000; Randell and Alderson 2000; Whelan 2000).

-licensing boards will have a heavy responsibility, and a lot of work.....

Against the background of rising national consumption of alcohol:.....

Do trading hours affect level of injury from violent incidents?

Perth W.A. 1991- 97

45 out of 188 pubs had extension from 12mn to 1am.

'Extended hours' pubs started with same assault rates as others

RESULTS:

- trend towards increase in assaults across all pubs
 - assaults increased MORE at pubs with extended hours
 - explained almost entirely by higher sales of alcohol
- Chikritzhs and Stockwell, *J Stud Alc* 2002; 63, 591-9

extended opening hours in Ireland

- Followed by increased consumption, a rise in disorderly conduct, accidents and vandalism.

Can we replace the northern
European drinking style with the
Mediterranean style?

The grape *versus* grain and potatoes

Scandinavia and elsewhere:

**new customs are added to, rather than
replace, the old**

Goldman Sachs investors report on
Mitchells & Butlers, Nov. 2005

- operate 2000 pubs
- predict ↑ sales by 10% in coming year (£500million) after licensing law changes