

**reducing harm caused by alcohol**

## eFocus August 2019

### news

#### **MESAS - Minimum Unit Pricing (MUP) for alcohol evaluation: Compliance (licensing) study**

NHS Health Scotland have reported that Minimum Unit Pricing for alcohol has been implemented effectively, with compliance high amongst licensed premises in Scotland.

Published on August 1, this first study assessed how well MUP has been complied with through the experiences of inspection and enforcement practitioners, who are responsible for ensuring licensing conditions (including MUP) are met. Licensing Standards Officers, Trading Standards Officers and police officers with a licensing remit were interviewed about their experience of implementation and compliance issues, and their perception of whether there had been any changes in the unlicensed sale of alcohol.

Practitioners reported licensed premises were largely compliant with MUP legislation and where examples of non-compliance were identified, all issues were considered minor and swiftly resolved. Inspection and enforcement practitioners did not report any known increase in illegal and unlicensed alcohol activity related to the introduction of MUP. [Read the full report.](#)

#### **Half of young drinkers are unaware of health messages on alcohol packaging**

Just half of 11-19 year old drinkers



despite being an important target market for this information, according to new research.

Published in the Journal of Public Health, the research – led by the University of Stirling and the Cancer Policy Research Centre at Cancer Research UK – investigated to what extent 11-19 year olds in the UK were aware of product information, health messaging or warnings on alcohol packaging during the previous month.

Alison Douglas, chief executive of Alcohol Focus Scotland said, “This research shows the glaring gap in the information provided to consumers by alcohol producers. There is less information required on a bottle of beer than on a pint of milk. It is particularly worrying that many young people who are starting to use alcohol are not aware of seeing even the most basic information on alcohol labels. The industry has had almost three years to update their labels and are still failing consumers. It is time for government to act to mandate the provision of the CMO guidelines and health warnings.” [Read more.](#)

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### Portman Group agree to guidelines on labels

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After three years of delaying tactics the alcohol industry is now being urged to include the Chief Medical Officers' low-risk guidelines of 14 units a week on all labels. The Portman Group, which represents alcohol producers and retailers last week changed its advice. Alcohol providers have until this September to update packaging but until now virtually all labels have carried the old guidance. The group now says all members have agreed to carry the 14-unit guidance ‘as soon as they feasibly can’ – and it has urged the rest of the industry to follow suit.

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### What would you choose?

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What would you choose – annual tax giveaways of more than £1 billion to support the alcohol industry or paying the salaries of 40,000 nurses?



The UK government is choosing to support the alcohol industry by cutting alcohol duty. This costs the treasury more than £1bn every year – that's enough to fund 40,000 nurses or 28,500 police officers. What would you choose? [Tell your MP.](#)

The Alcohol Health Alliance believe the government should choose to reduce the harms of alcohol instead of supporting the drinks companies that fuel it. This is why we are asking the government to increase alcohol duty by 2% in this year's Budget.

Will you join us? [Send a postcard to your local MP and let them know what you think.](#)

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### Help us make eFocus better!

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We want to create content that is useful and relevant to you. Can you take a minute to tell us what you think so we can focus on the topics that interest you the most?

[Share your thoughts in our short survey.](#)



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### Protecting children from alcohol harm

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We are delighted to introduce David Robertson as our new Senior Policy Development Coordinator with the remit for pursuing an alcohol-free childhood.

1. Free from commercial, environmental and social pressures to drink
2. Free from the emotional and physical impact of people's drinking
3. Free from health and social harms caused by consuming alcohol.

To hear about David's initial insights into the concept of an alcohol-free childhood [see his blog](#).

If you're interested in finding out more about this work and want to get involved [contact David by email](#).

## policy

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### Consultation responses

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> **The Licensing (Scotland) Act 2005 – Consultation on reviewing the fee for occasional licences and considering a limit on the number and duration of occasional licences**

AFS has [responded](#) to a [consultation on occasional licences](#). The Scottish Government is reviewing the fee for occasional licences and considering placing a limit on the number of occasional licences that can be issued. This type of licence has been reported to be causing issues in many areas across Scotland – significantly increasing alcohol availability and yet being granted on a seemingly unlimited basis. With licensing boards spending between 5% and 50% of their total activity processing this type of application, and given the resource pressures currently facing boards, we believe that there is a very strong case for increasing the fee to help boards cover the associated costs.

> **The New National Public Health Body 'Public Health Scotland' – Scottish Government and COSLA**

AFS has [responded](#) to the Scottish Government and COSLA [consultation](#) on the new public health body 'Public Health Scotland' on 8th July, highlighting the vital role of the third sector as an active partner and shared leader in national level action, including advocacy and prevention. We stated the importance of ensuring that the new body continues the work of NHS Health Scotland and ISD in monitoring and evaluating alcohol policy in Scotland and advocated for clear mechanisms and commitments to be in place to avoid undue influence by commercial interests on public health policy.

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### Open consultations

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## consultation

The Scottish Government has [launched a consultation](#) on how best to incorporate 'gold standard' for children's rights into domestic law and improve the lives of children and young people.

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# research

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## > Exposure to Parental Alcohol Use Rather Than Parental Drinking Shapes

### Offspring's Alcohol Expectancies

Alcohol expectancies (AE), that is, the anticipated effects of alcohol, start developing early in childhood and are important predictors of alcohol use years later. Whereas previous research has demonstrated that parental drinking relates to children's AE, this study aimed to test whether exposure to parental alcohol use mediates the link between parental alcohol use and positive and negative AE among children (6 to 8 years) and early adolescents (12 to 15 years). The study results indicated that, for specific expectancies, exposure to fathers' alcohol use shapes offspring's cognitions about the effects of alcohol, rather than fathers' alcohol use in general. Prevention efforts could focus on lowering the degree to which fathers expose their drinking, which might be more easily changeable than drinking in general. [Read the abstract.](#)

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## > A content analysis of tobacco and alcohol audio-visual content in a sample of UK reality TV programmes

This study analysed tobacco and alcohol content, and estimates of population exposure to this content, in a sample of reality television programmes broadcast in the UK. They used 1-minute interval coding to quantify tobacco and alcohol content in all episodes of five reality TV programmes aired between January and August 2018 (Celebrity Big Brother; Made in Chelsea; The Only Way is Essex; Geordie Shore and Love Island), and estimated population exposure using viewing data and UK population estimates. Tobacco content appeared in 110 (2%) intervals in 20 (18%) episodes, and alcohol in 2212 (42%) intervals and in all episodes. The programmes delivered approximately 214 million tobacco gross impressions to the UK population, including 47.37 million to children; and for alcohol, 4.9 billion and 580 million respectively. The study concluded that tobacco, and especially alcohol, content is common in reality TV. The popularity of these programmes with young people, and consequent exposure to tobacco and alcohol imagery, represents a potentially major driver of smoking and alcohol consumption. [Read the abstract.](#)

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# training

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Learning and development is an integral part of our work at Alcohol Focus Scotland. Our wide range of evaluated training courses can help people understand, manage and prevent the harm caused by alcohol. We can provide training for

- People working in the licensed trade and in the regulation of licensing
- Early years workers, teachers and others working with children and young people affected by a family member's drinking
- Employers who want to raise awareness of and manage alcohol/drug issues in the workplace
- People in a professional or personal role caring for someone affected by alcohol
- Volunteers and staff on telephone helplines providing alcohol information and support

To find out more about our diverse learning opportunities visit our [website](#), and read our [Learning Brochure](#).

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## E-Learning Coming Soon!

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At Alcohol Focus Scotland we're always working to develop and deliver quality, effective and evidence based learning solutions. Most recently we've been working to develop our first e-learning course, Alcohol Affects Us All. Once available, the course will be accessible from anywhere, 24 hours a day, 7 days a week and across all devices.

Currently at an advanced stage, we hope to launch the package later in 2019.

Stay tuned for further updates or email us now at: [training@alcohol-focus-scotland.org.uk](mailto:training@alcohol-focus-scotland.org.uk) to register your interest.

**Alcohol Focus SCOTLAND**

Menu Glossary Notes

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Search

Alcohol Affects Us All

10:00:11:00

### Alcohol and the Body

#### The Liver

Alcohol is metabolized by the liver, where enzymes break down the alcohol.

In general, the liver can process one unit of alcohol (8 grams or 10ml) in one hour. If you consume more than this, your system becomes saturated, and the additional alcohol will accumulate in the blood and body tissues until it can be metabolized.

Click on the points below for more information.

5 mins ..... 20 mins ..... Emotions ..... Speech ..... Movement ..... Vision ..... Primitive

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## Personal Licence Holder Refresher (PLH) deadline passed

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If your licence expires on or before 1st September 2019 and you have not yet completed a refresher training course and submitted your renewal application get in touch with your local licensing board.

Alcohol Focus Scotland will continue to offer comprehensive refresher courses to meet the requirements of the Licensing (Scotland) Act 2005, please get in touch for details. Call us on 0141 572 6700.

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### Personal Licence Holder (PLH) full course (can include refresher)

> *Wednesday 11th September, Thursday 10th October, Wednesday 6th November, Wednesday 4th December 2019, Glasgow*

AFS runs Scottish Certificate for Personal Licence Holder and Refresher courses once a month at our offices in Glasgow. [Find out more](#) about course dates, times and costs.

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### Licensing Standards Officers course

> *Wednesday 6- Friday 8 November, Glasgow*

This is a mandatory three day course for Licensing Standards Officers employed by local councils. [Find out more](#)

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## events

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### Alcohol and everything else - when drinking isn't the only issue

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#### Alcohol Change UK's annual conference in Wales

Alcohol misuse is both a problem in itself and a coping mechanism for other problems. To provide the best support for people who may be drinking for complex reasons, services need to know how to address a range of complex needs. Read the [full agenda](#) and [book your place](#).

> **18 September 2019, Glyndŵr University, Wrexham**

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### Scottish Cancer Conference 2019

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The Scottish Cancer Conference is a unique gathering of organisations involved with cancer; from patients to pharmaceutical companies and from clinicians to charities, presenting an unrivalled opportunity to share, learn, network and understand the latest developments in our combined efforts to beat cancer. For more

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## Alcohol Evidence in Policy and Practice

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### **6th Masterclass on Alcohol Evidence, Public Health Policy, & Practice for Policymakers; Charities; Practitioners & Researchers.**

This three day course is aimed at anyone wishing to gain an in-depth understanding and up to date insight into evidence and innovative practice in alcohol policy in the UK and internationally, and covers Alcohol Policy Overview, Alcohol Use and Effects, Price, Place and Promotion, and Advocacy, Action and Opposition. For more information and how to book visit the [UKCTAS website](#).

**> 19 - 21 November 2019, Norton House Hotel, Edinburgh**

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## Alcohol workshops, seminars and conferences

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Are you organising an alcohol-related workshop, seminar or conference? Please let us know and we can help you promote it here in eFocus and on the AFS website.

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