

PUBLIC HEALTH RESPONSIBILITY DEAL: ALCOHOL

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“I know the proposals in this strategy won’t be universally popular. But the responsibility of being in government isn’t always about doing the popular thing. It’s about doing the right thing. Binge drinking is a serious problem and I make no excuses for clamping down on it”

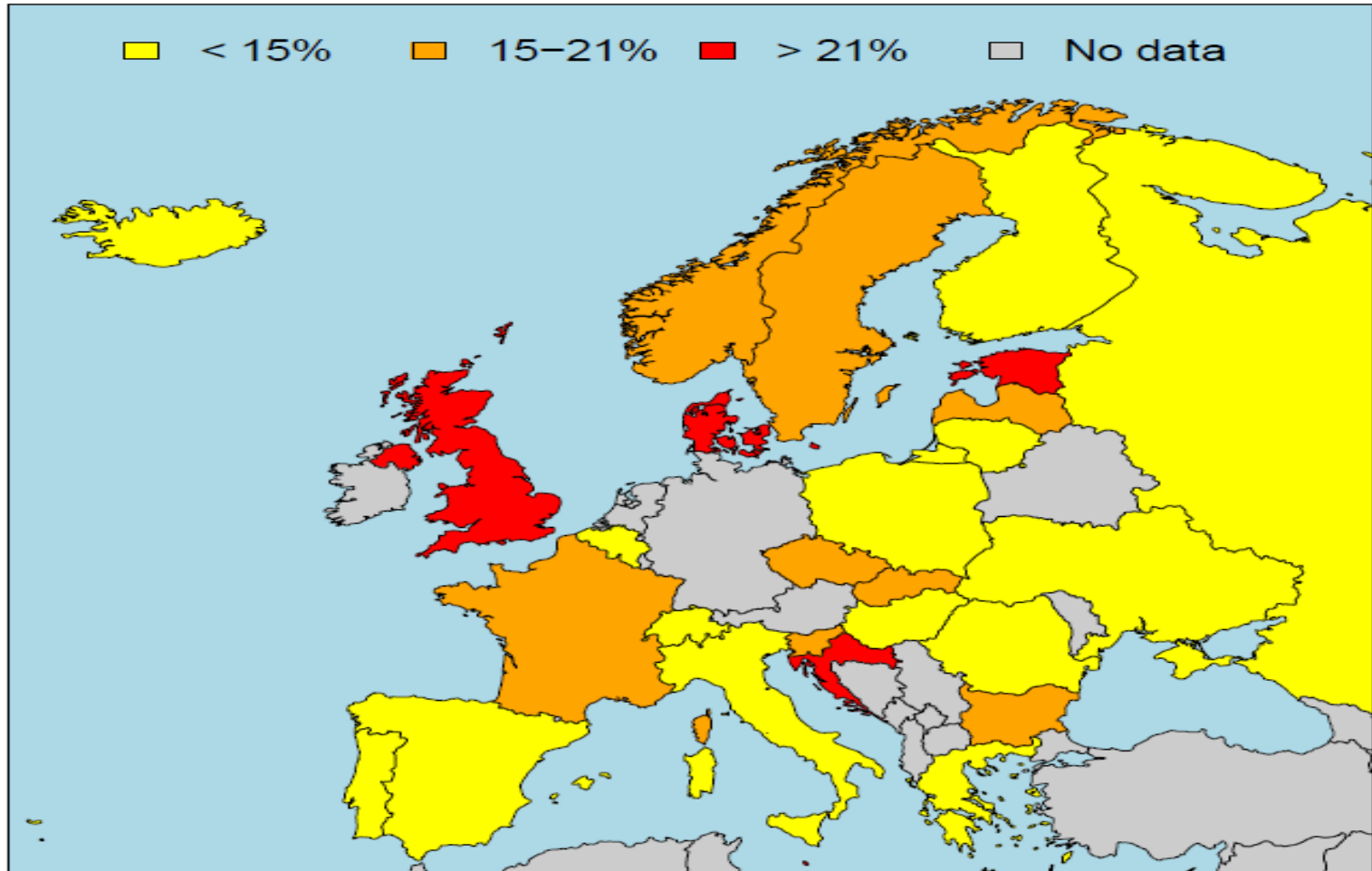
David Cameron, Prime Minister

“We are working towards the clear ambitions to radically reshape our approach to alcohol and reduce the number of people drinking to excess”

The outcomes we want to see are:

- A change in behaviour so that people think it is not acceptable to drink in ways that could cause harm to themselves or others
- A reduction in the amount of alcohol-fuelled violent crime
- A reduction in the number of adults drinking above the NHS guidelines
- A reduction in the number of people “binge drinking”
- A reduction in the number of alcohol-related deaths
- A sustained reduction in both the numbers of 11-15 year olds drinking alcohol and the amounts consumed

Levels of binge drinking among 15-16 year olds in the UK compare poorly with many other European countries



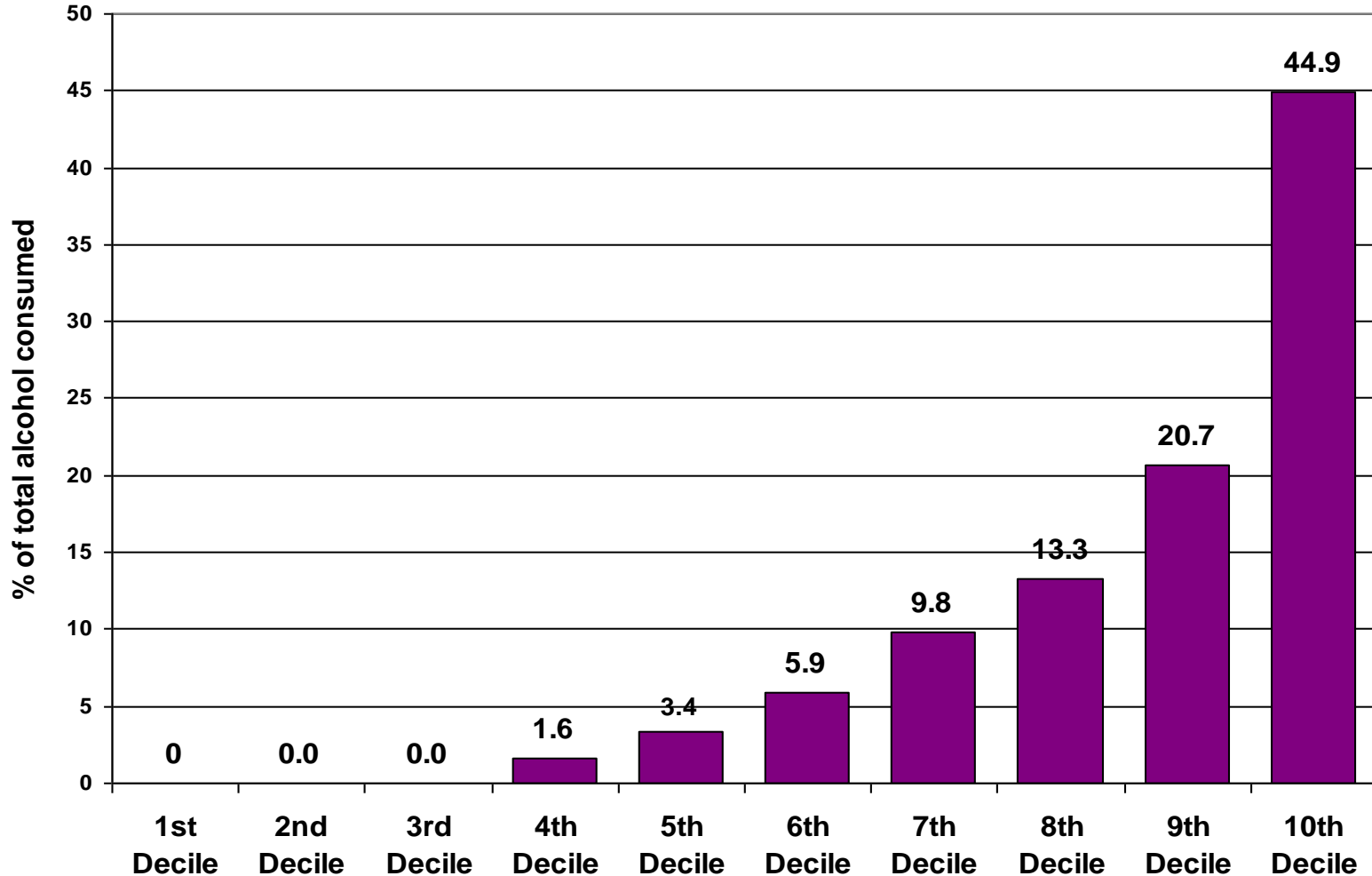
Binge drinking in 15-16 year old students in Europe, defined as 5+ drinks on a single occasion, 3 or more times in 30 days Source: ESPAD 2007 (Hibbell et al 2009). The data for Denmark and Spain has limited comparability. (Supporting evidence for the Government's Alcohol Strategy)

People who drink alcohol vary enormously in how much they drink and how often, where and what they drink

- Over half (58%) of the population in 2010 said that they had not drunk alcohol (15%), or drank alcohol only once in the previous week
- Around a quarter of adult men (26%) and a fifth of women (17%) reported drinking at levels which are above the lower-risk guidelines
- 2m people (6% of men and 3% of women) said they drank more than twice the lower-risk guidelines, putting themselves at most risk of illness and death from alcohol
- Drinking above the lower-risk guidelines is not only practiced by the young
- For men, drinking above the lower-risk guidelines is greater for the age 45-64 group (30%) than for 16-24s (21%); for women aged 16-24s 18% drink above the lower-risk guidelines and 20% of those aged 45-64s
- In comparative European studies, the UK is amongst those showing the most weekly or monthly binge drinking
- “At risk” drinkers are not a static group. Many will dip in and out of risky drinking patterns throughout their lifetime

(Supporting evidence for the Government’s alcohol strategy)

Highest consuming 10% of the population are drinking more than 40% of all alcohol consumed in the UK

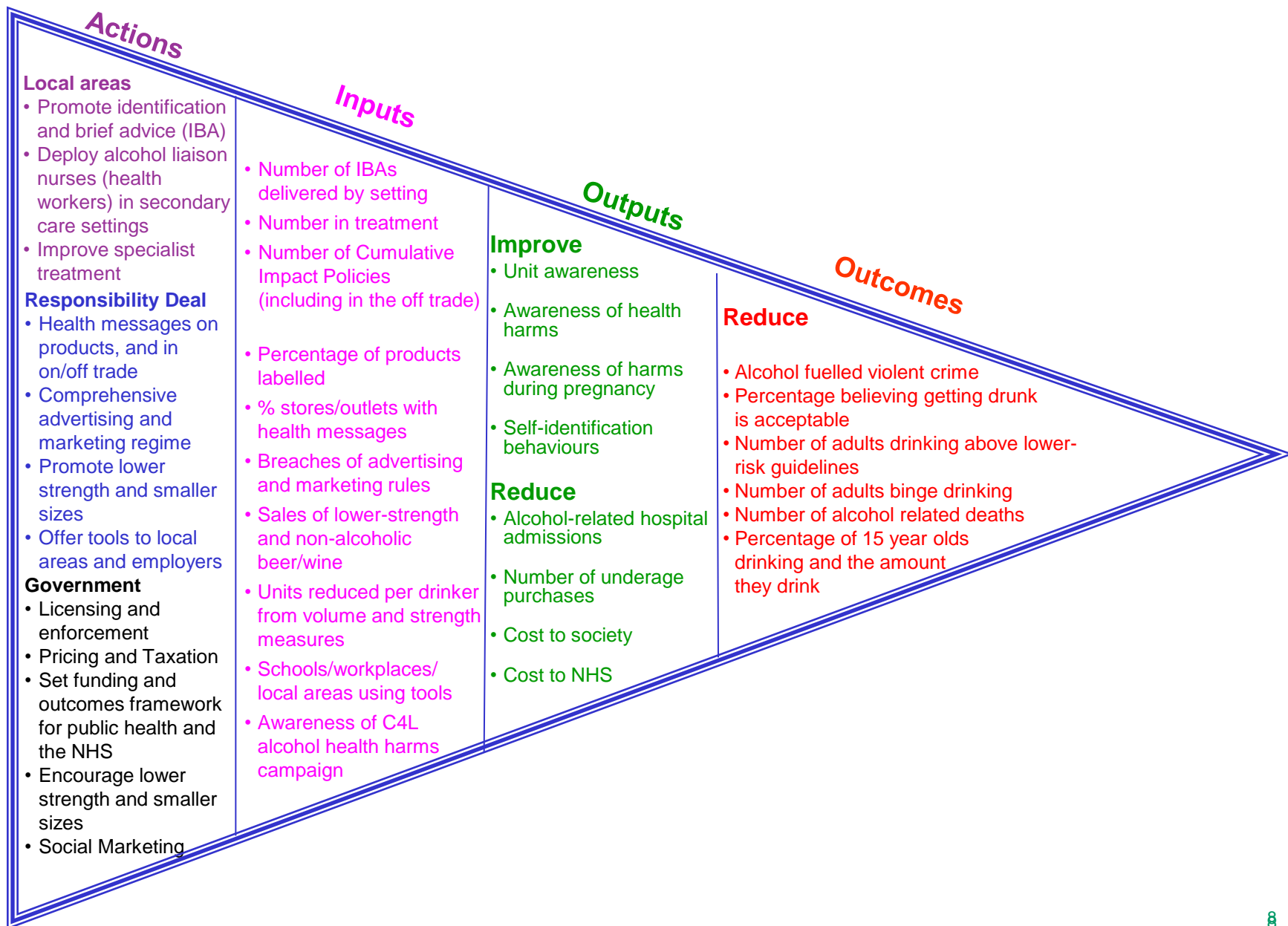


Policy options for alcohol price regulation: the importance of modelling population heterogeneity, Meier et al, *Addiction* 105, 383-393, 2009 (Supporting evidence for the Government's alcohol strategy)

The role of business in helping people to drink within guidelines

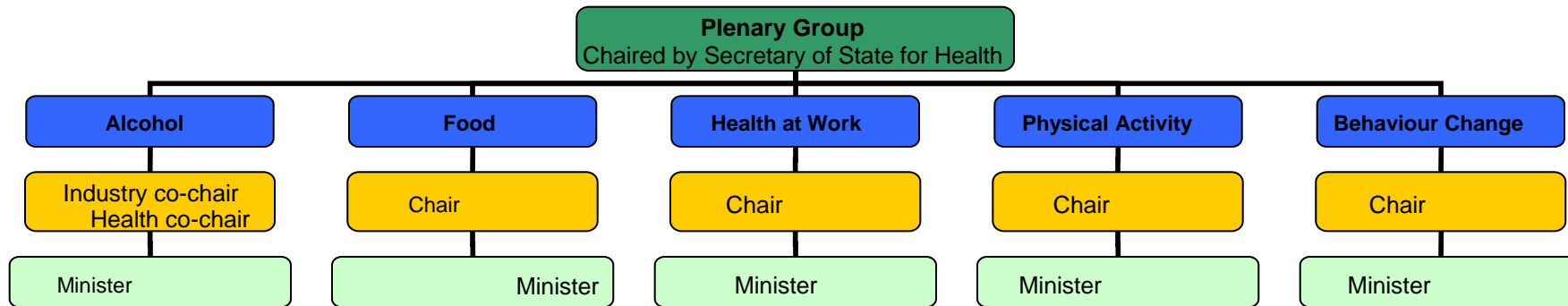
- Business is a powerful influence in our lives.
- Business can reach consumers and deliver information in ways that other organisations cannot.
- The Responsibility Deal challenges business and other organisations to lead the way in positively shaping and creating an environment that supports people to make informed, balanced choices and help them live healthier lives.
- Organisations signing up to the Responsibility Deal commit to take action to improve public health.
- This action is expressed as a series of pledges covering food, **alcohol**, physical activity and health at work.
- Over 415 partners have already signed up to the Responsibility Deal

Public health is everyone's responsibility and there is a role for all of us, working together to help people drink within the guidelines



Explaining the Responsibility Deal structure

The **plenary group** oversees development of the Responsibility Deal. It includes senior representatives from business, NGOs, public health and local government.



The alcohol network has three sub-groups – one to focus on **lower-alcohol and smaller measures**, one to focus on **education**, and one to focus on **monitoring and evaluation**.

The **alcohol, food, health at work and physical activity networks** are responsible for the Responsibility Deal's work programme in each of these areas. The **behaviour change network** provides advice across the Deal as a whole.

Signing up as a Responsibility Deal partner

To become a Responsibility Deal partner an organisation must:

- sign up to **all** the **core commitments** and **supporting pledges**
- sign up to at least **one collective pledge**
- **register** with the Department of Health online at <http://responsibilitydeal.dh.gsi.gov.uk>

All partners and the pledges they have committed to take action on are listed on the Responsibility Deal website.

Any organisation – commercial, voluntary, health, local government – who can make a firm commitment to take action on at least one collective pledges **can sign up to the Responsibility Deal.**

Explaining the Responsibility Deal's structure

Core commitments

- Define the scope, purpose and high-level ambitions of the Responsibility Deal

Supporting pledges

- Define the operating principles and processes of the Responsibility Deal.

Collective pledges

- Set out the collectively agreed actions that organisations will take to support the Responsibility Deal's ambitions.
- **They cover alcohol, food, health at work and physical activity.**
- Alcohol and food pledges have a strong focus on actions that manufacturers and retailers can deliver.
- Health and physical activity are not sector specific, any organisation can sign up to these pledges.

Explaining the Responsibility Deal structure

Core Commitments

1. We recognise that we have a vital role to play in improving people's health.
2. We will encourage and enable people to adopt a healthier diet.
3. **We will foster a culture of responsible drinking, which will help people to drink within guidelines**
4. We will encourage and assist people to become more physically active
5. We will actively support our workforce to lead healthier lives

Supporting Pledges

- a. We will support the approach of the Public Health Responsibility Deal and encourage other organisations to sign up.
- b. We acknowledge that the Deal's strength comes from organisations of different types across varying sectors working together to improve people's health.
- c. We will contribute to the monitoring and evaluation of progress against the pledges.
- d. Where we offer people information to help make healthier choices, we will use messages which are consistent with Government public health advice.
- e. We will broaden and deepen the impact of the Public Health Responsibility Deal by working to develop further pledges in support of the five core commitments.

Alcohol pledges

A1. Alcohol labelling

Alcohol beverage companies will label their products with unit and health information.

A2. Awareness of alcohol units in the on-trade / A3. Awareness of alcohol units, in the off-trade

On and off-trade alcohol retailers will provide unit and health information to consumers.

A4. Tackling under-age alcohol sales

Business will promote and encourage the use of the Challenge 21 and Challenge 25 schemes.

A5. Support for Drinkaware

Industry will support the Drinkaware Trust through cash and in-kind funding.

A6. Advertising and marketing alcohol

Industry will follow best practice and adhere to the Code of Practice on the marketing of alcoholic drinks.

A7. Community actions to tackle alcohol harm

Businesses, local authorities, the police, health providers, licensing authorities and other traders can participate in a recognised local scheme.

A8. Alcohol unit reduction

As part of action to reduce the number of people drinking above the guidelines, we have already signed up to a core commitment to “foster a culture of responsible drinking which will help people drink within guidelines”.

To support this we will remove 1bn units of alcohol sold annually from the market by December 2015 principally through improving consumer choice of lower alcohol products.

Wins for public health

- The Responsibility Deal successes clearly show the potential this voluntary approach has to deliver real change
 - Over 70% of fast food and takeaway meals sold have calories on menus - almost 9,000 high street outlets by end 2012
 - All the major supermarkets and 69% of the retail market - 97 companies - have committed to removing trans fats
 - Over 70% of the retail market and over half of the major high street and contract caterers are committed to further reductions in salt
 - 23 leading companies, including Coca-cola, Kraft, Nestle, Subway and the major retailers have signed up to the calorie reduction pledge
 - Over 30 major alcohol companies have committed to remove a billion alcohol units from the market by 2015, primarily through offering a greater choice of lower strength products and smaller measures

Further information

- **The Government's Alcohol Strategy:**

www.homeoffice.gov.uk/publications/alcohol-drugs/alcohol/alcohol-strategy?view=Binary

- **Alcohol Learning Centre:**

www.alcohollearningcentre.org.uk

- **Change4Life:**

www.nhs.uk/change4life

- **The Responsibility Deal:**

<http://responsibilitydeal.dh.gov.uk/>

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