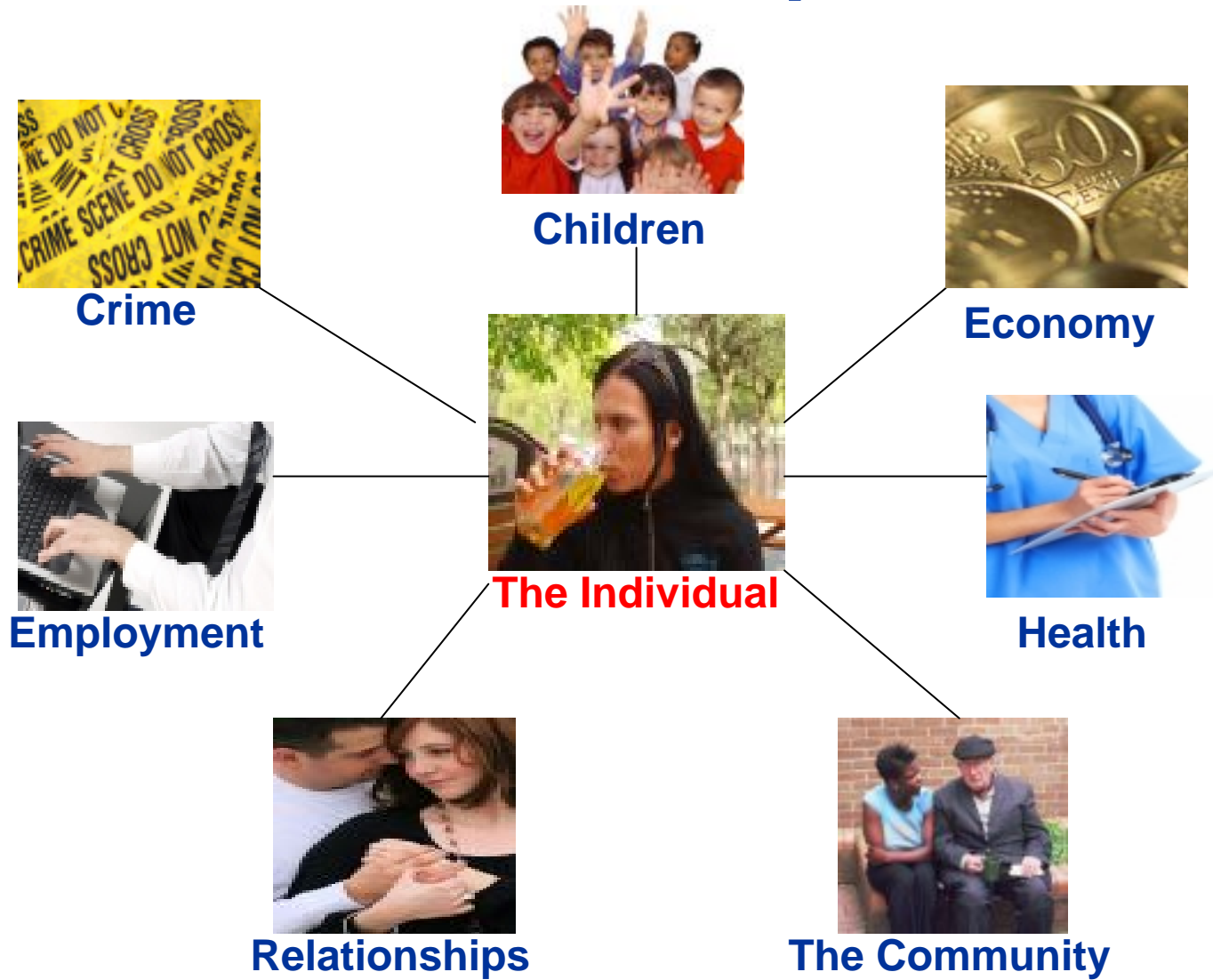


Social Costs of Alcohol

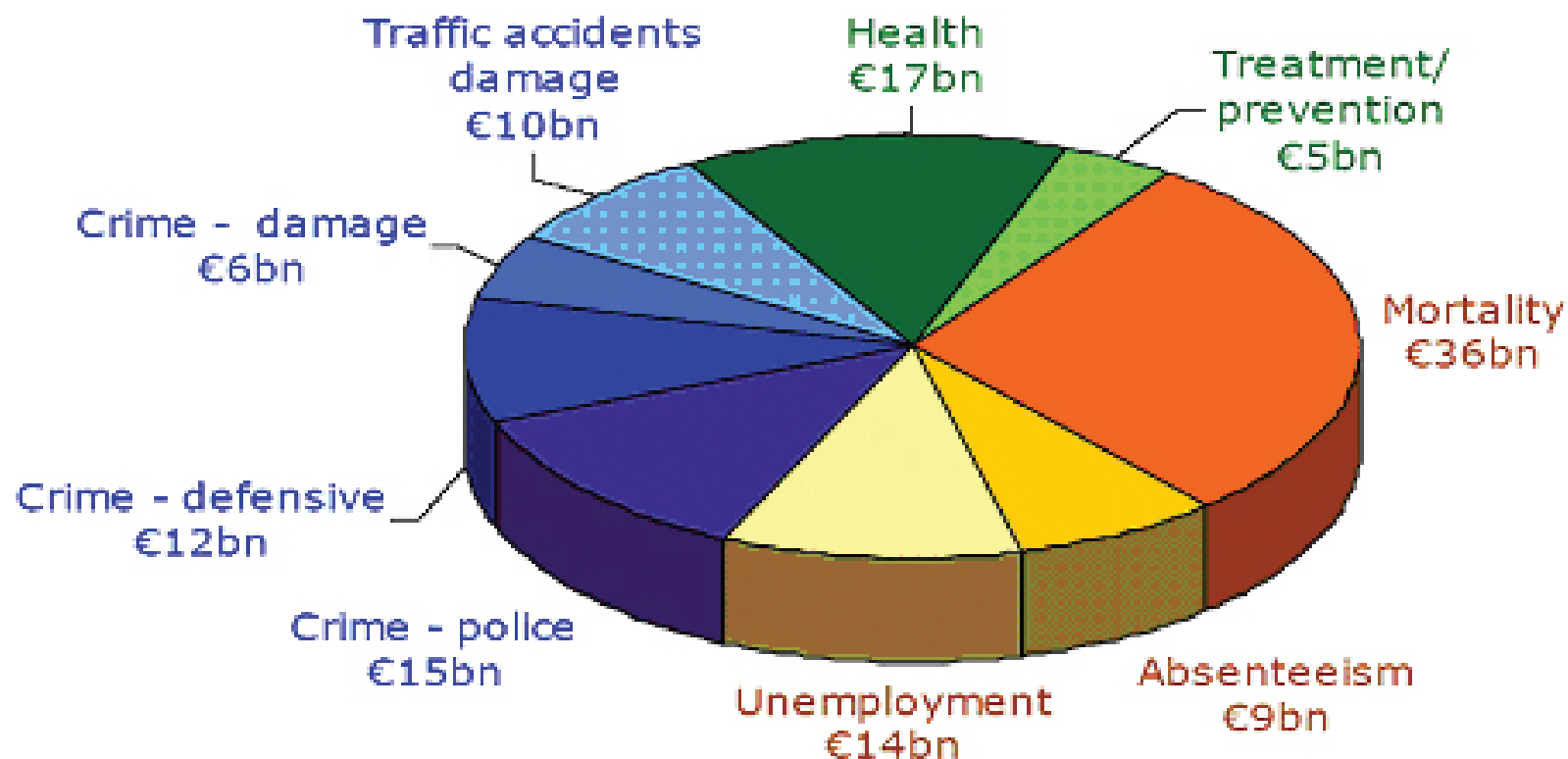
**Alison Douglas,
Scottish Government**

Open Forum on Alcohol & Health
19 November 2010

Alcohol Impacts



Cost of Alcohol Related Harm to EU Economy 2003



Report on Alcohol in Europe (Anderson and Baumberg), June 2006



UK Chief Medical Officer, Annual Report 2008

“In contrast to smoking, alcohol is too often viewed as a problem for individuals rather than for society. This is not the case. The second-hand effects of alcohol consumption.. Are more complex in their causation, and more wide ranging in their impact.”

Cost of Alcohol Misuse to Scotland



Health

- 42,000 admissions
- 1 in 20 deaths
- €315m cost

Safety

- 50% of prisoners
- 70% of young offenders
- 63% of homicides
- 940 drink driving injuries
- €856m cost

Economy

- €1 bn productivity cost
- €4.19 bn total cost

Children

- >65,000 children
- 25% of child protection cases
- 1 in 3 divorces
- 62% of domestic abuse

Challenges

- Systematic & robust data collection
- Identification of alcohol as a contributory factor
- Complexity of factors
- Diagnosis – eg. Foetal Alcohol Spectrum Disorder
- Hidden harm
- Awareness of professionals
- Social acceptability of alcohol

Effective Responses

- Affordability
- Availability
- Effective age restrictions & enforcement
- Drink driving
- Responsible marketing:
 - Reduced exposure of young people
 - Avoiding promotions which promote volume consumption
- Workplace policies
- Consumer information – labelling/point of sale
- Awareness raising & behaviour change campaigns
 - eg. pregnancy/drink driving
- Community programmes
- Treatment & early interventions
- Education



This paper was produced for a meeting organized by Health & Consumers DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumers DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.