



Changing Scotland's Relationship with Alcohol

**Alcohol Change UK Conference
19 June 2019**

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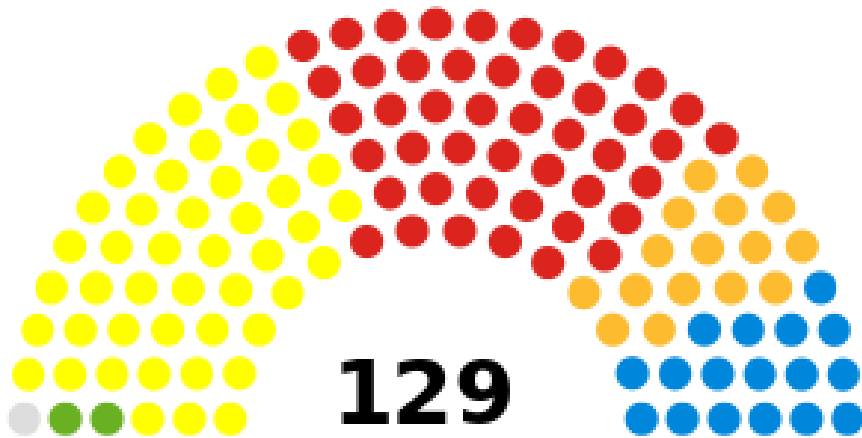
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- **Politics**
- **People**
- **Passions**
- **Policy**
- **What next?**

Politics



2007 Scottish Election
Scottish National Party (47),
Scottish Labour Party (46)
Scottish Conservative Party (17)
Scottish Liberal Democrats (16)
Scottish Green Party (2)
Independent (1)



Political Context

- Minority administration
- Competent government
- Devolved powers
- Differentiating Scotland
- Next big idea for public health
- Funding from UK Gov - no Scottish Treasury
- 2010 Act – MUP provisions removed
- 2011 – SNP majority government



People



Dr Evelyn Gillan

4 August 1959 - 14 July 2015



"We have introduced a ban on quantity discounts, and promotions in off-sales have been restricted, but already we have seen that without minimum pricing these attempts to take action on Scotland's alcohol problem are being I will not shirk from leading the way in addressing this challenge. It is time for Scotland to win its battle with the booze."

Nicola Sturgeon, former Cabinet Secretary for Health & Deputy First Minister in 2011

Supportive Voices

Alcohol is the number one factor in violence and the country needs a serious debate about the amount of cheap booze that is making its way into the hands of our young people.

Chief of Police (former)



...alcohol is being sold like any other product, at below-cost prices,,,an intervention on price is so important to bring all the work together and doing something about the problems we have in Scotland.

Chair of Licensed Trade (former)



Passion



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1st April 2014

Experts tell whisky industry: your minimum alcohol price fight is killing people

Daniel Sanderson [@DanSandersonHT](#)

Scottish Political Correspondent



Most popular

Most
commented

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- 2 Independent Scotland would have been the next Greece, says expert
- 3 Matthew Lindsay: Respectable Ibrox scoreline disguises glaring flaws in Pedro Caixinha's new-look Rangers side
- 4 Australian Aborigines move to



Never doubt that a small group of thoughtful, committed citizens can change the world.

Indeed, it is the only thing that ever has.

Margaret Mead

US anthropologist (1901 - 1978)

Policy

National/Whole Population

- Reduced Consumption



Family/Community

- Supporting families & communities





Individual

- Positive attitudes, positive choices
- Improved support & treatment



Minimum Unit Pricing

- MESAS Monitoring Report 2018 out today
 - covers 4 mths pre-MUP + 8 mths post-MUP
- Scottish per capita consumption  3%
 - lowest level for 25 years - but still 19 units per adult per week
- England & Wales p.c. consumption  2%
- First data on deaths expected Wed 26 June

Scottish Government Commitments:

Consult and engage on mandatory restrictions on alcohol marketing

Keep the licensing system under review to ensure it can deliver for public health, commissioning research as necessary

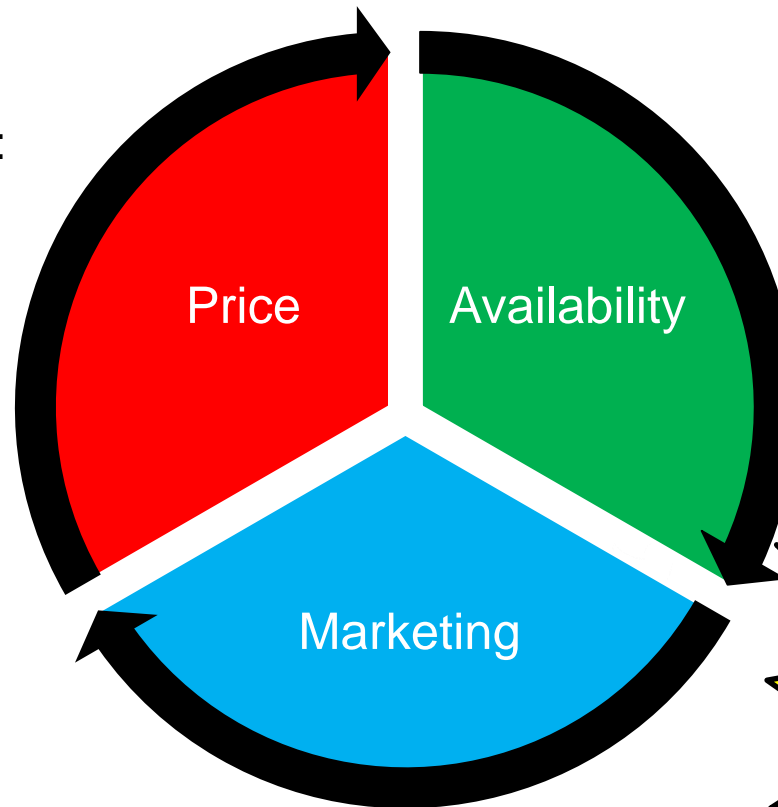
Consider a mandatory to labelling in Scotland if industry fails to include CMO guidelines, and other health information, on products by the UK deadline of September 2019

Will not work with alcohol industry on health policy development, on health messaging campaigns or on provision of education in schools and beyond the school setting.

What Next?

Prior to Minimum Price:

- Alcohol 60% more affordable than 30 years ago
- 52% sold at less than 50p per unit



- 16,500 places to buy alcohol in Scotland (1: 250 adults)
- 73% of alcohol sold in off trade

- Alcohol industry spends £800 million p.a. in UK

***The WHO
'Best Buys'***



Creating the counter culture


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alcohol
free space

