

# **Progress through collaboration – Alcohol policy in the UK**

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# Alcohol and Cancer

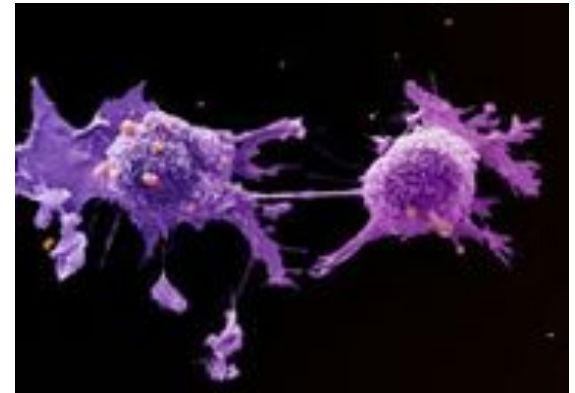
65% more  
alcohol  
consumption  
since 1965



36,500 alcohol  
related cancer  
admissions



3,000 deaths  
from alcohol  
related cancer

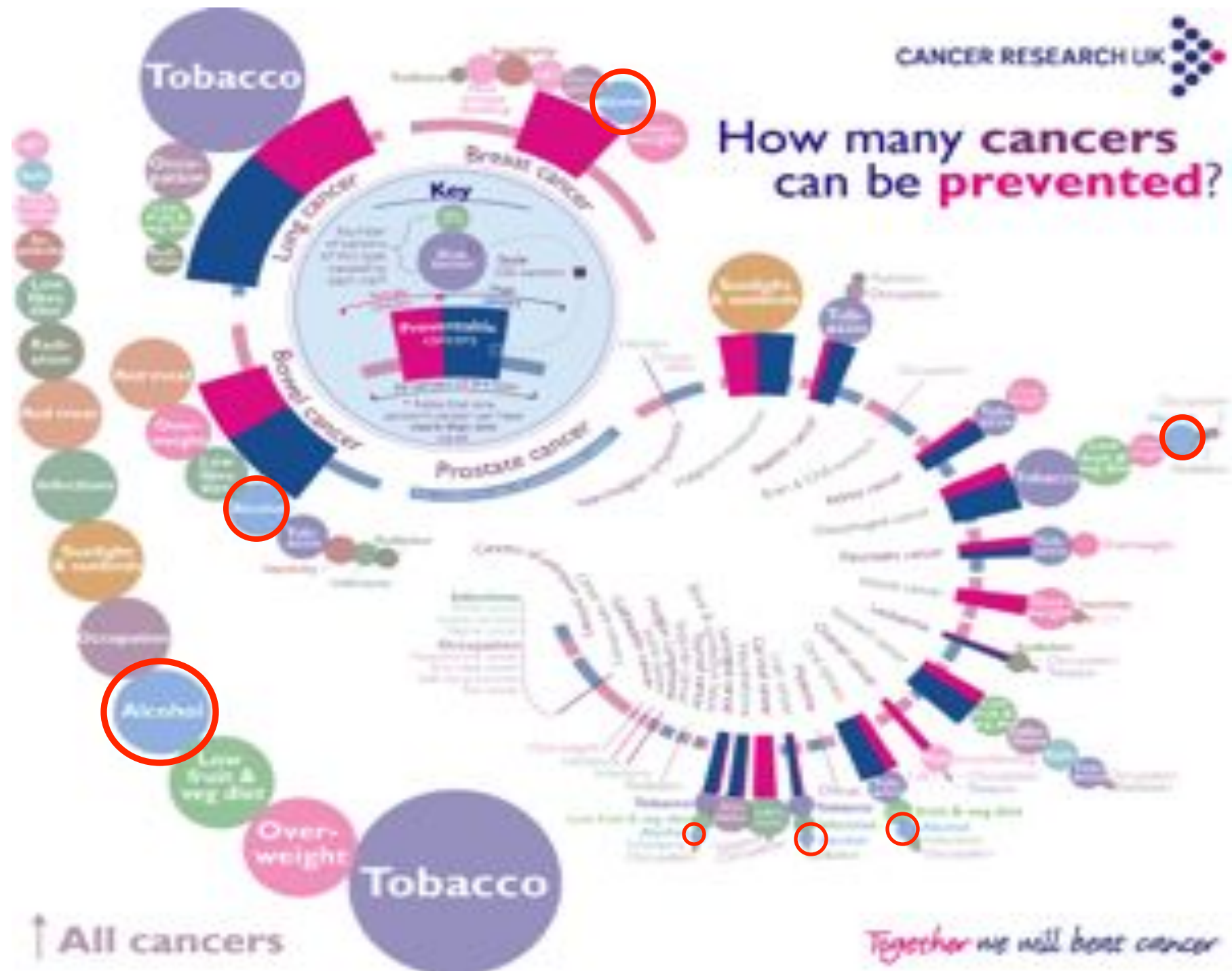


# Evidence

- European Prospective Investigation into Cancer and Nutrition (EPIC)
- The Million Women Study
- Max Parkin Report on attributable cancer risk



# How many cancers can be prevented?



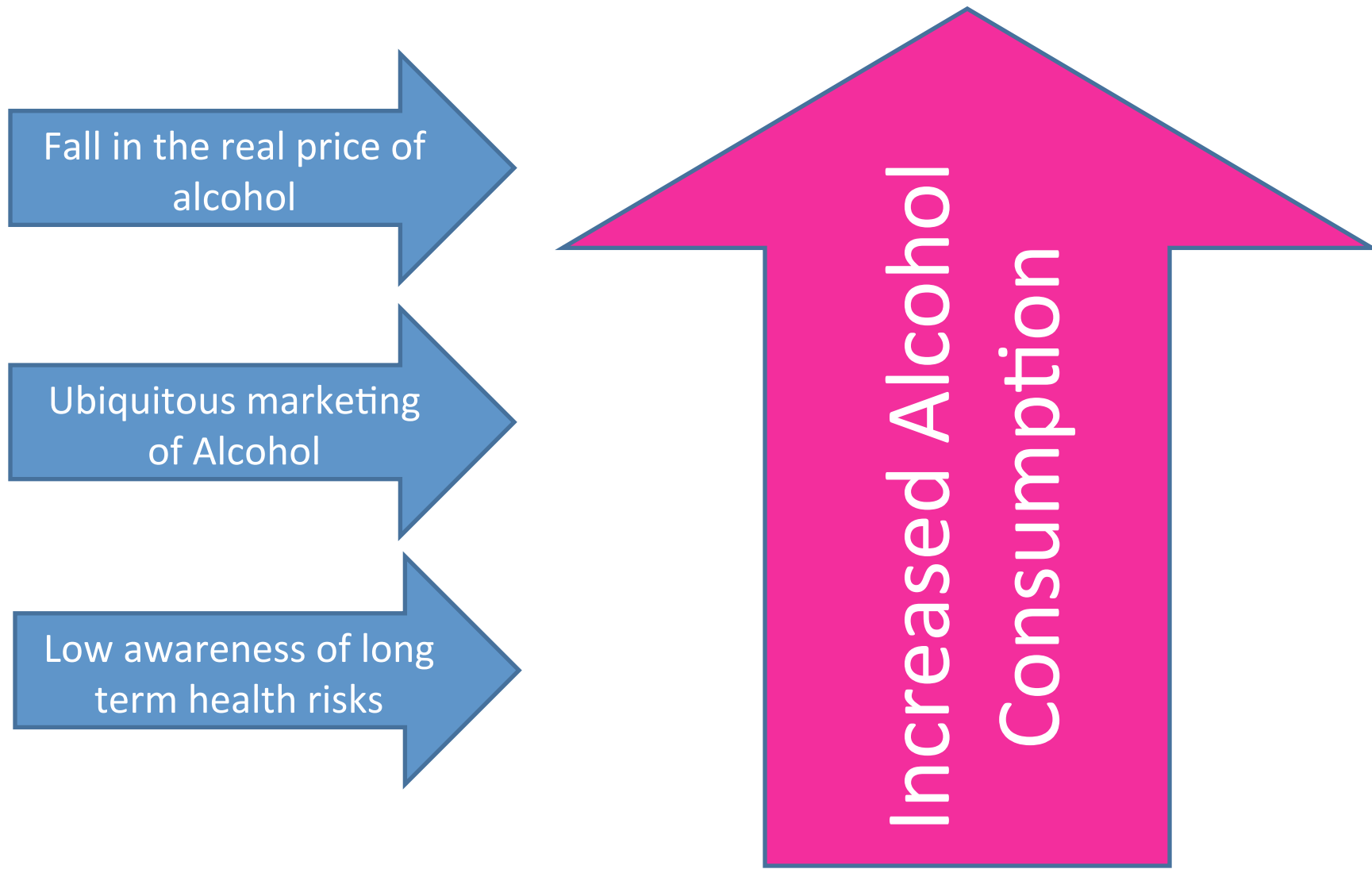
# Current Problems

Fall in the real price of  
alcohol

Ubiquitous marketing  
of Alcohol

Low awareness of long  
term health risks

Increased Alcohol  
Consumption



# Our Policies



## Price

- Alcohol duties
- Minimum pricing



## Promotion

- Restrict alcohol advertising to children
- Examine other marketing restrictions



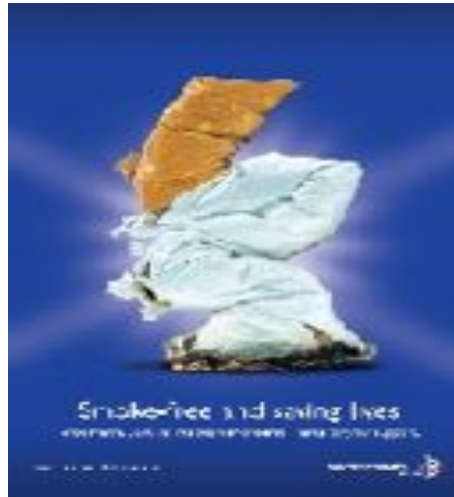
## Awareness

- National health campaigns
- Health information on products



# Collaboration in Policy

Learning from  
tobacco control  
experts



Supporting  
AHA & Policy  
research

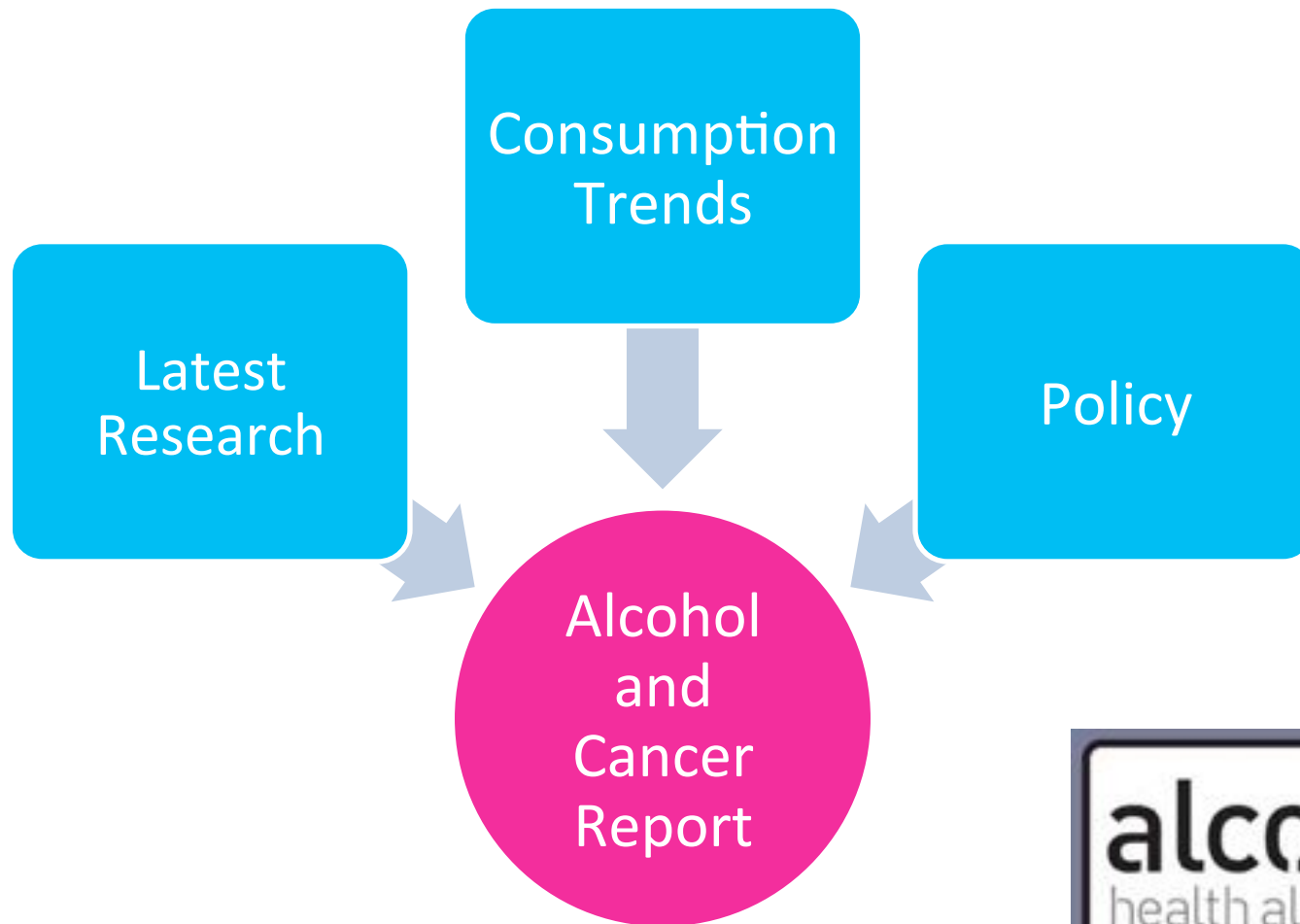


Working with  
Government  
on national  
campaigns



Sharing tactics  
between  
nations

# Alcohol Health Alliance Alcohol and Cancer Report





# Stirling University Independent Alcohol Strategy



# Responsibility Deal

Industry

DIAGEO

BRITISH  
BEER & PUB  
ASSOCIATION



**DH** Department  
of Health



**addaction**

NATIONAL  
**Heart Forum**

Public Health NGOs & Health Experts

# Responsibility Deal

A critical friend to Government – continuously scrutinising pledges and outcomes

- Delays real progress
- Industry promotes ineffective policies
- Industry benefits from high level access
- Provides direct access to Government
- Ensure industry act responsibly
- Can highlight obstructive approach by industry

# Key Changes – Attitudes and Policies

1. Recognition that alcohol misuse is a health issue as well as a social and criminal-justice issue
2. Acknowledgement that 'cultural change' won't happen automatically
3. **Agreement that alcohol consumption should be reduced**

Minimum Pricing

Pledge to Remove  
1 bn Units

# Key Changes – Attitudes and Policies

- Government have only recently appreciated the long term health consequences of alcohol
- Evidence based policies are essential
- Working in coalition and sharing information is necessary
- Influencing government requires a multi-faceted approach

# Thank You

Acknowledgements:  
Chit Selvarajah, CRUK

