



Harmful drinking in the home: An unacknowledged issue?

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JAG Practitioners Forum 20th May 2010

The Academy

- Aims to *'promote excellence in local alcohol harm reduction'*
- Workshops, training, best practice sharing
- Consultation and policy advocacy
- Development on key issues...

sn-zelda



search ID: grin1174

Harmful home drinking?

The WHO states there are 2 main ways alcohol consumption leads to health harm:

- Frequency/amount of episodic (binge) drinking
- Lifetime volume consumption

Hypotheses:

The level of lifetime volume consumption is significantly determined by how we drink at home e.g. by regularly drinking above the recommended guidelines

Why look at this?



- More alcohol is now consumed in the home than in licensed premises (IAS 2009)
- Regular harmful drinking increases risk of dependency and longer term health risks
- Alcohol issues tend to get more attention if linked to Anti-Social Behaviour (Hadfield 2009)...


Student pub crawls face ban amid backlash over drunken disorder



 LIVE BBC NEWS CHANNEL

Page last updated at 23:01 GMT, Wednesday, 26 August 2009 00:01 UK

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People drinking more 'by stealth'

People are drinking more alcohol by "stealth" because of the stronger drinks on the market, an analysis of consumption in the UK suggests.

The amount of alcohol consumed per person has risen by 10% since 2000 - despite drink sales remaining steady.

Researchers Mintel said wines and lagers were becoming stronger and people were unaware of the



The alcohol-content of wine has increased

↑
Interest
factor? →

Harm: NTE Vs Home?

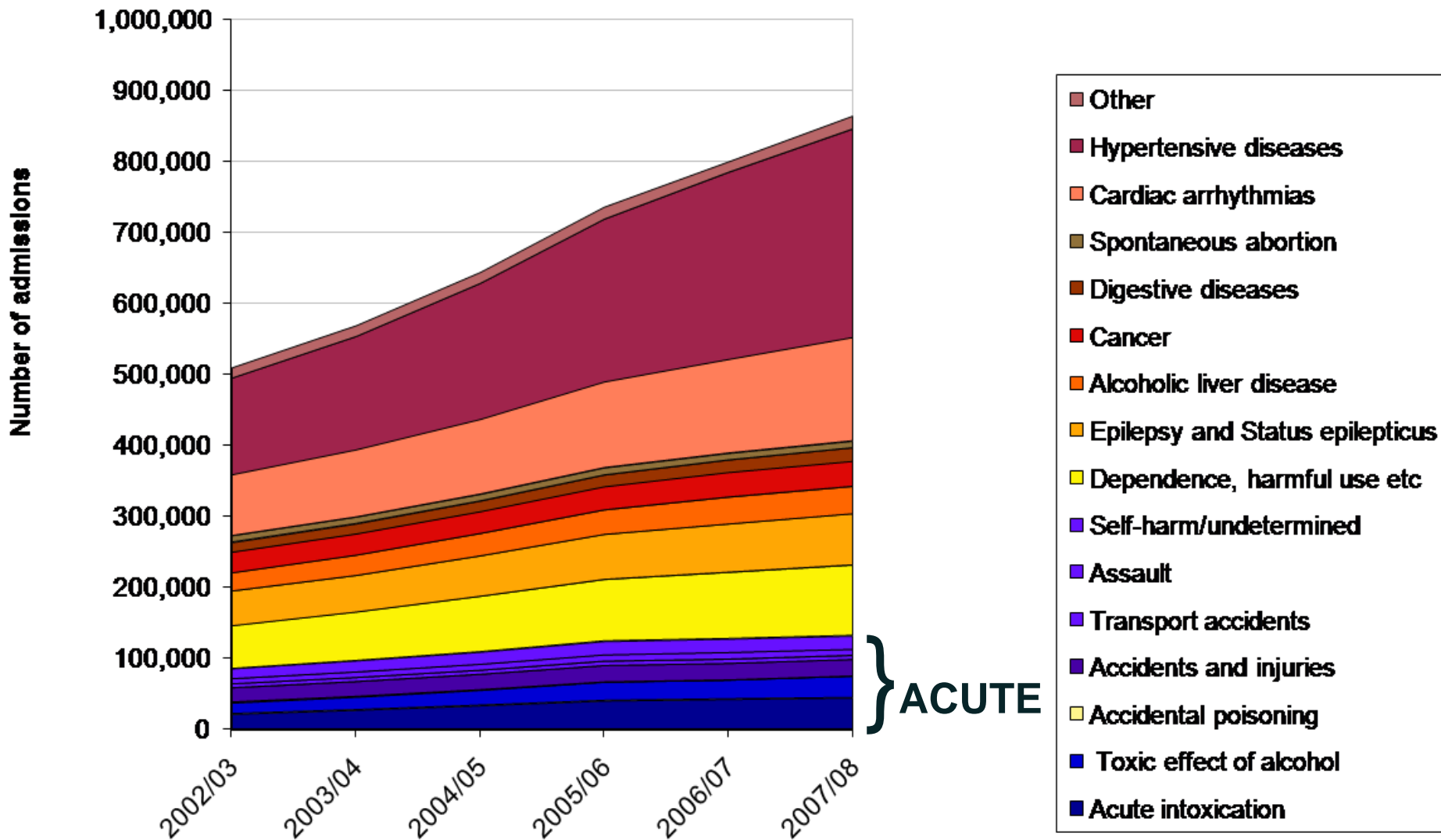
Night Time Economy

- 'Binge drinking'?
- Acute injury (c.4,000 deaths/year*)
- Alcohol-related crime and disorder
- Risk taking behaviours & poly-drug use

Home

- Regular consumption?
longer term health risks/dependence (c. 17,000 deaths/year*)
- Unsupervised environment
- Hidden impact e.g. Domestic Violence
- Social isolation
- Much cheaper
- Larger measures per drink?

Alcohol-related hospital admissions

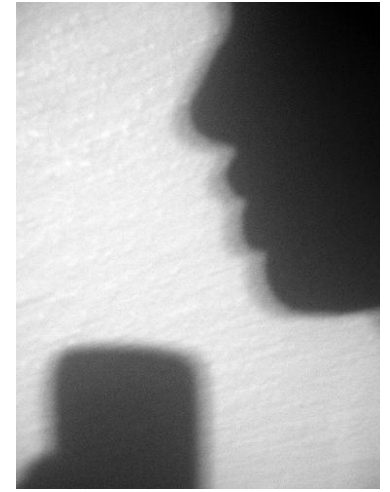


Rising home consumption

- 1.8 million more people drinking at home since 2004: *Mintel 2009*
- Why?
 - Overall increased consumption levels
 - Decline of the pub / smoking ban?
 - Increased affordability & availability...



Home drinkers: Who are we talking about?



- 'De-stress' drinkers?
- 'Boredom'/'depressed' drinkers'?
- 'Pre-loaders' & 'social drinkers'?
- Wine consumption 15% rise over the last 25 years, higher amongst women
- Consumption trends are decreasing for younger groups (16-24) but not for middle/older age groups (JRF 2009)

Who are we talking about?

- Those in managerial/professional roles most likely to drink above the recommended guidelines on a regular basis

BUT

- *2007 DH scoping study found that although higher social and economic groups (SEGs) consumed more, lower SEGs experienced greater alcohol-related health harm*

Why do people say they drink at home?

- 'Its cheaper' – 45%
- 'To wind down after a stressful day' – 40%
- 'Its more convenient' – 37%
- Dislike pubs/clubs - 13%
- Smoking ban – 9%

And...

- 42% NEVER kept track of how much they were drinking (18% always, 20% sometimes)

Source: Alcohol Concern home drinking survey 2009



one more plz



I has hard day :(

What can we do?



Local:

- Develop robust alcohol needs assessment and strategies to:
- Target our local harmful populations (not just visible 'binge'/ASB/street drinkers!)
- **Improving community based treatment and early interventions e.g. IBA, community detox, mutual aid etc.**

What else can be done?

National:

- Address price and availability
- Invest in treatment and prevention

National and local

- Promote 2 alcohol free days message?
- Promote lower strength drinks?
- Promote healthier lifestyles



Just Eat More
(fruit & veg)



Thank you!



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