

# Health implications of licensing act change

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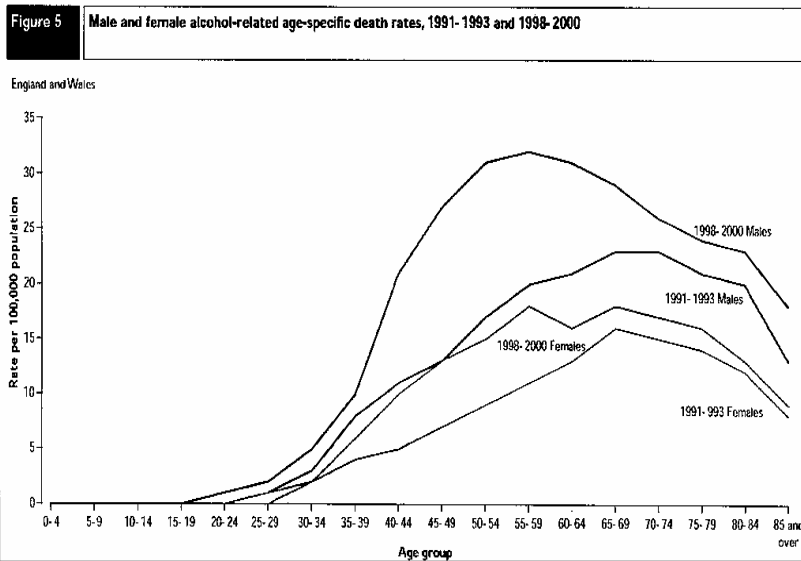
## Alcohol's effects on health

- *Heavy sessions ('binge')*: trauma incl. brain injury, fire, drowning, suicide, unwanted pregnancy, sexually transmitted infection
- *Heavy sessions in under 21's*: ?damage to memory and intellect
- *Cumulative heavy consumption*: liver cirrhosis, brain damage, heart failure, stroke, suicide, mental illness, female breast cancer
- *Occasional light* From age 40, 1-3 drinks (females max. 2 drinks) on some days: reduces risk of heart attacks, diabetes, thrombotic strokes, cognitive decline.

Student fell downstairs after drinking all evening at disco club and died of skull fracture

**Deaths in the young due to alcohol are occurring earlier**

Health Statistics Quarterly 17 | Spring 2003



Sir Liam Donaldson Chief Medical Officer  
**Forward to Dept of Health, Alcohol Needs  
Assessment  
Research Project**, published Nov. 2005

Alcohol misuse accounts for 10% of NHS disease burden, surpassed only by tobacco and blood pressure.

- Alcohol costs society £20 billion per year, and some of the harms associated with alcohol are getting worse (Scotland 1.1 billion /year)
- Healthcare services spends approximately £1.6 billion on ill health linked to alcohol misuse
- Minimum 15 million working days are lost each year through alcohol misuse
- Between 780,000 and 1.3 million children are affected by parental alcohol problems

## England and Wales

(Health Statistics Quarterly, [www.statistics.gov.uk/](http://www.statistics.gov.uk/))

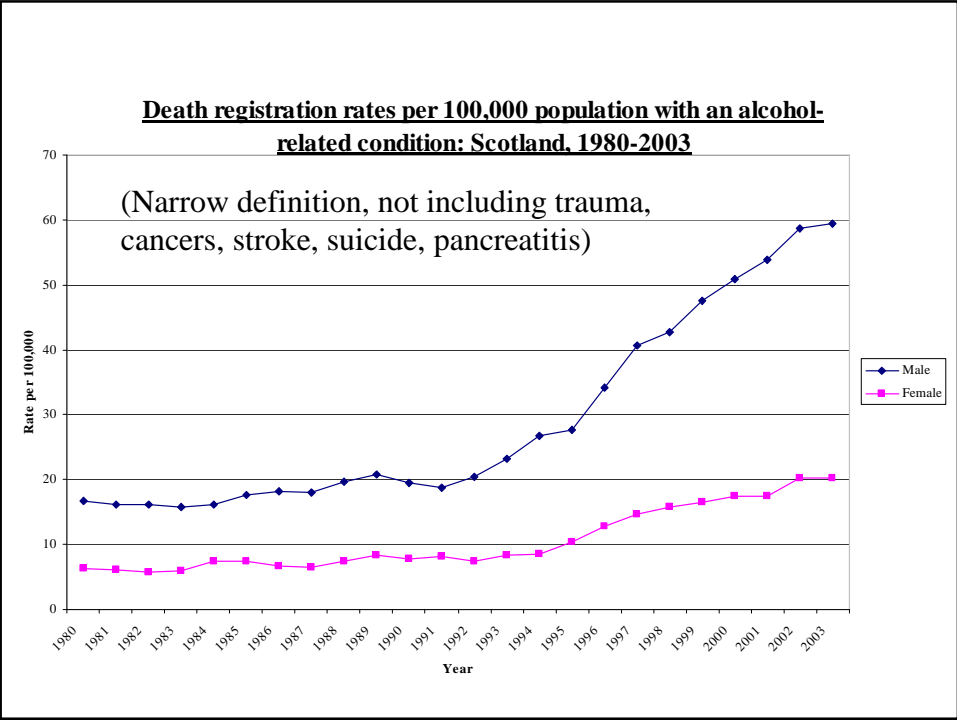
Alcohol-related death rate for males doubled  
1979 -2003

Rate /1000

1979: 6

2001: 10.7

2003: 11.6 (i.e. 6,580 deaths)



**Past 25 years**

- Alcohol consumption  $\uparrow$  121%
- Price  $\downarrow$  54% in real cost

## Responsible serving

Time-series analyses:

*Mandatory server training is associated with fewer visibly intoxicated patrons (Dresser 2000) and fewer single-vehicle night-time injury-producing crashes (Holder and Wagenaar 1994).*

## Adopting house-rules for responsible serving

- 9 control bars
- 5 intervention bars in which management had adopted house rules for responsible beverage service
- pseudo patrons (actors pretending to be intoxicated)

*Sales to pseudo patrons ↓ by over 50% in the intervention bars, compared to a slight increase in the control bars. (Toomey et al. 2001)*

## Responsible serving

State publicity about the legal liability of servers

⇒ 12% decrease in single-vehicle night-time injury-producing traffic crashes

- *a statistically significant change when compared to trends in other comparison states.*

and Holder (1991)

Wagenaar

## Power to suspend

- WHO : ‘power to suspend or revoke a license in the case of selling infractions, can be an effective and flexible instrument for holding down rates of alcohol-related problems’

## Beverage strength

- The introduction of new alcohol products (high alcohol content malt beverages, for instance)
- ABV wine 11%- 13.5%

Effect of reducing alcohol-content of beverages: Euro 2000 soccer championships.

**BY ORDER OF THE MAYOR OF EINDHOVEN,**

**- ONLY HALF-STRENGTH BEER (2.5%) TO BE SOLD IN TOWN CENTRE**

**- SALE OF BEER IN BOTTLES BANNED**

*'Despite the presence of large numbers of English fans, the streets remained largely peaceful'*

Next week in Belgium: large-scale riots, primarily involving English fans, *'beer left at full strength and readily available'* (Millward,2000; Randell and Alderson 2000; Whelan 2000).

- .....licensing boards will have a heavy responsibility, and a lot of work.....

Against the background of rising national consumption of alcohol:.....

## Do trading hours affect level of injury from violent incidents?

Perth W.A. 1991- 97

45 out of 188 pubs had extension from 12mn to 1am.

'Extended hours' pubs started with same assault rates as others

### RESULTS:

- trend towards increase in assaults across all pubs
  - assaults increased MORE at pubs with extended hours
  - explained almost entirely by higher sales of alcohol
- Chikritzhs and Stockwell, *J Stud Alc* 2002; 63, 591-9

extended opening hours in Ireland

- Followed by increased consumption, a rise in disorderly conduct, accidents and vandalism.

Can we replace the northern  
European drinking style with the  
Mediterranean style?

The grape *versus* grain and potatoes

Scandinavia and elsewhere:

**new customs are added to, rather than  
replace, the old**

Goldman Sachs investors report on  
Mitchells & Butlers, Nov. 2005

- operate 2000 pubs
- predict ↑ sales by 10% in coming year (£500million) after licensing law changes