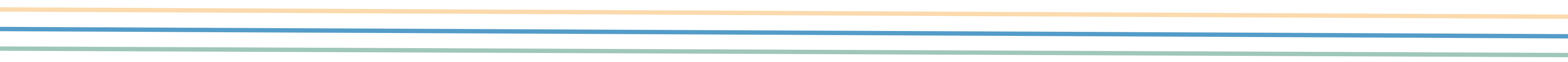


Stop the deaths

Elinor Jayne, Director

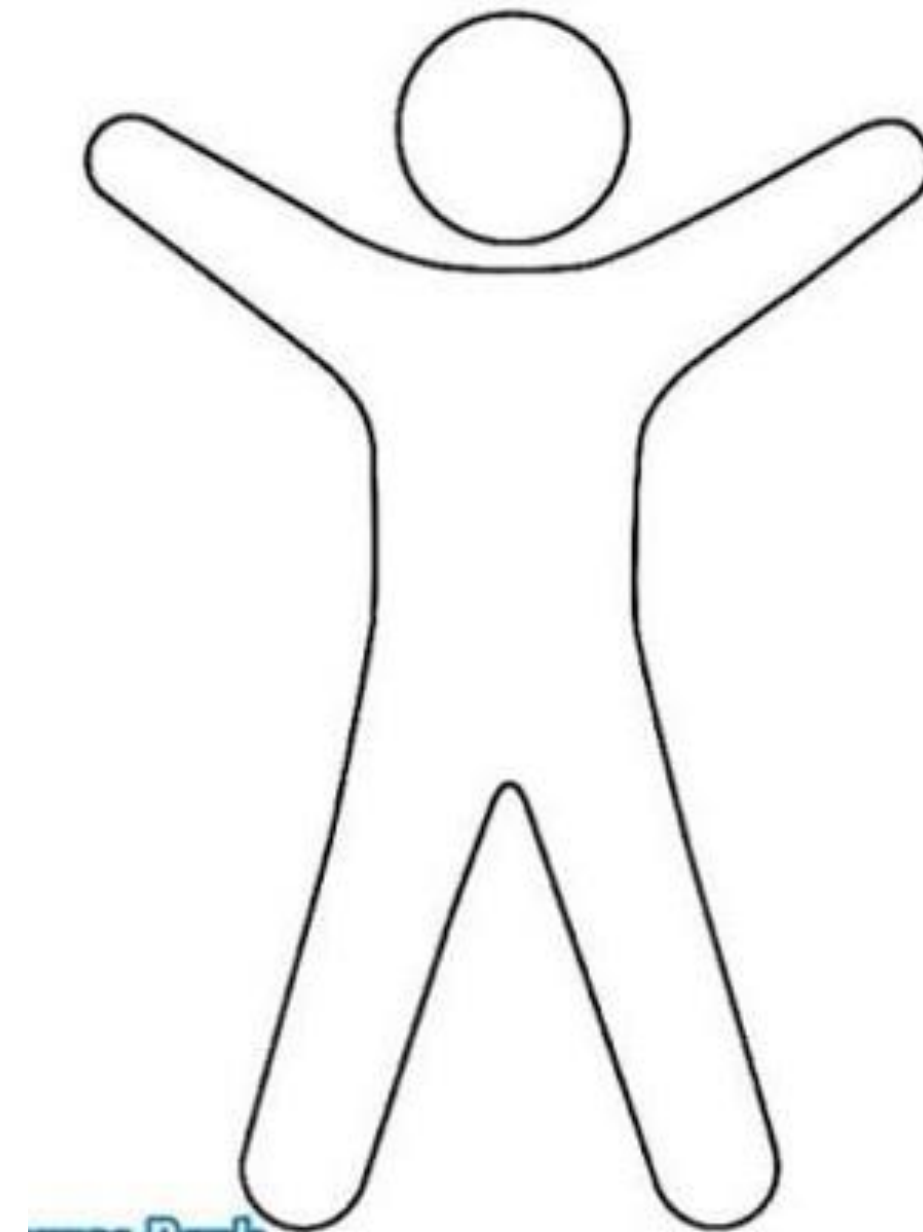
SHAAP

Scottish Health Action
on Alcohol Problems

The bottom of the slide features three horizontal lines of different colors: a top orange line, a middle blue line, and a bottom green line.

What I'm going to cover

- Who is SHAAP?
- Why am I here?
- What has happened so far?
- What is planned?
- Predictions?



Who is Scottish Health Action on Alcohol Problems (SHAAP)?

- Partnership of medical royal colleges
- Aim to:
 - Raise awareness of alcohol-related harms with healthcare practitioners, policy makers and the public
 - Advocate for evidence-based policies on alcohol
 - Influence provision of alcohol treatment and support services



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Why am I speaking at a conference on drug deaths and overdose?

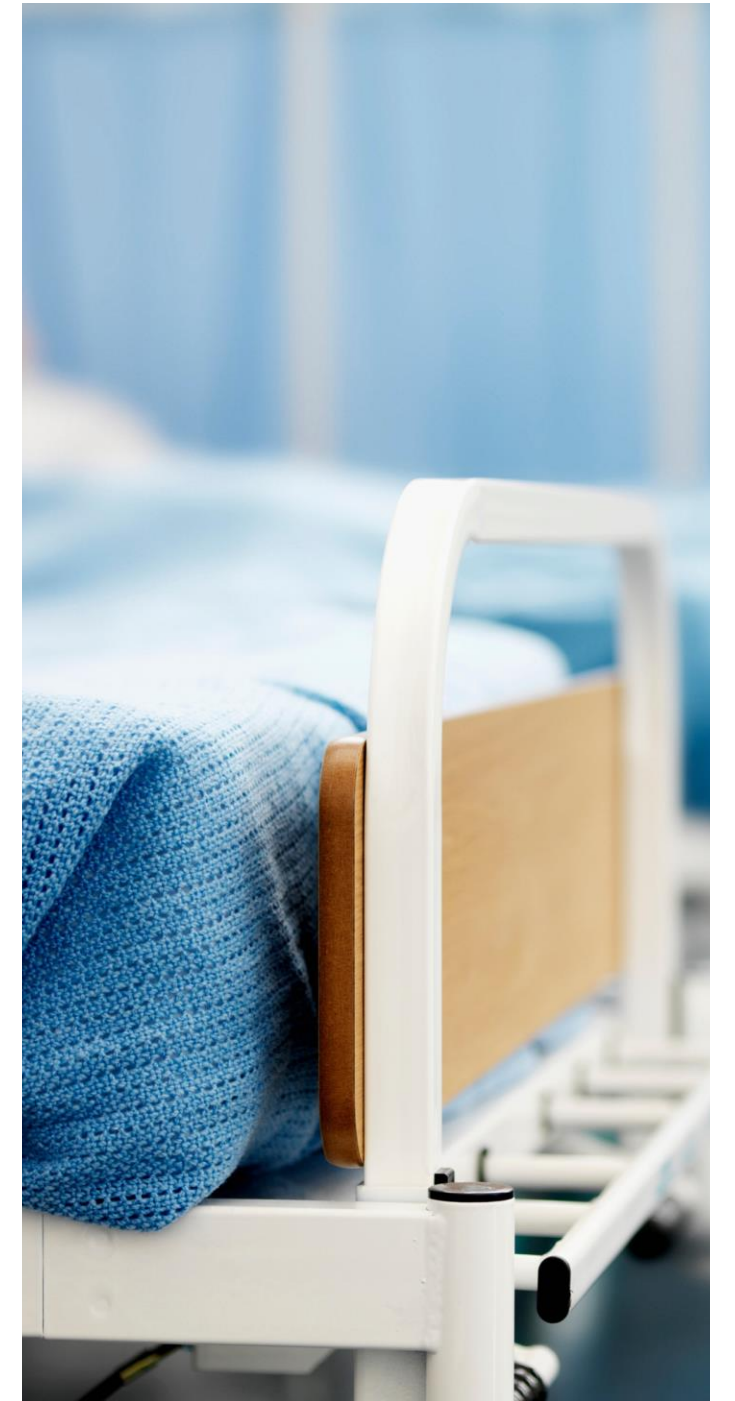
- Differences versus similarities
- What are alcohol harms?
- The scale of the alcohol problem in Scotland
- Share our learning
- Alcohol and Drugs Strategy



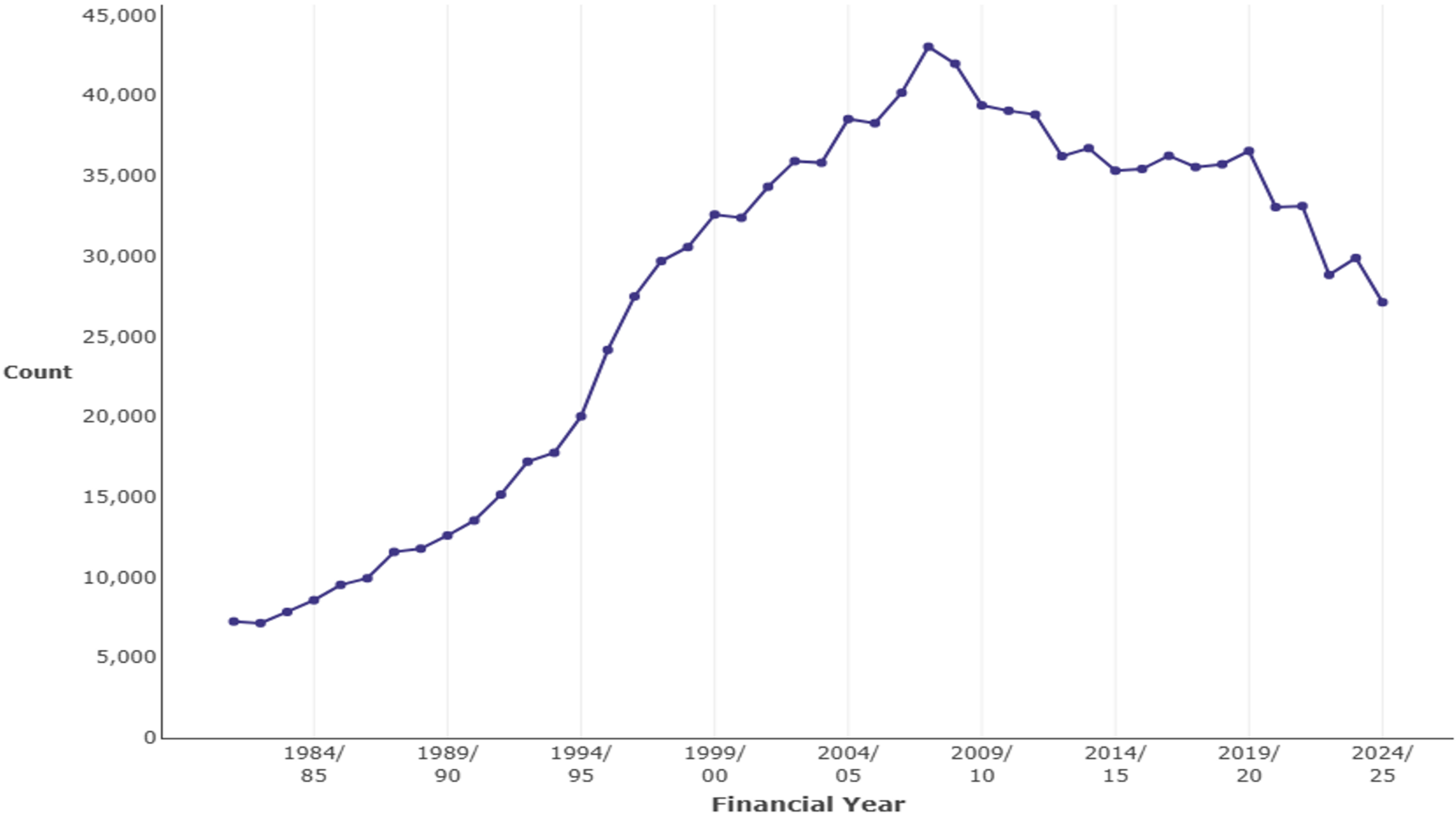
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Alcohol harms

- Many and varied
- What gets measured:
 - Alcohol-specific deaths
 - Alcohol-related hospital admissions



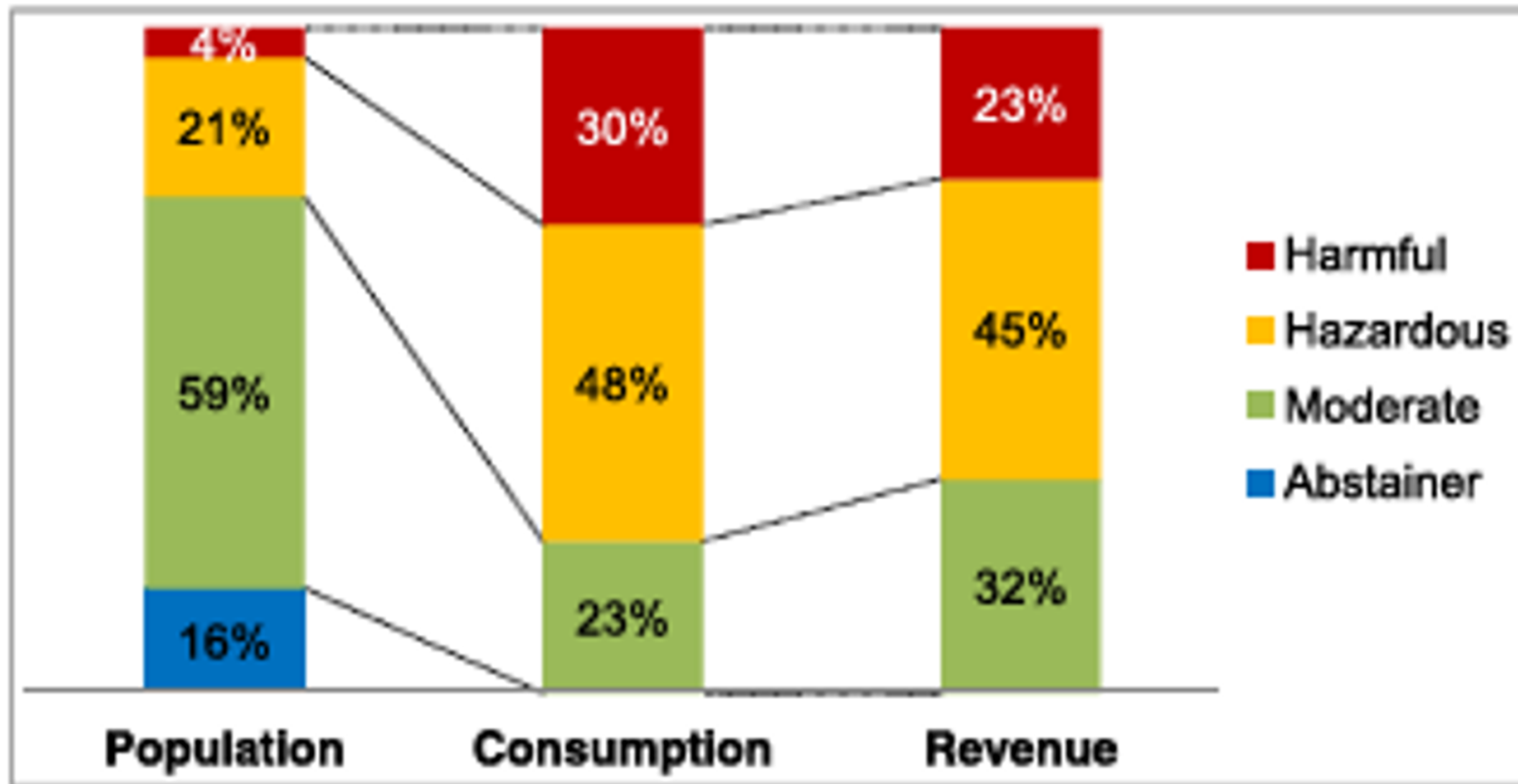
Alcohol-specific hospital stays



Alcohol-specific deaths

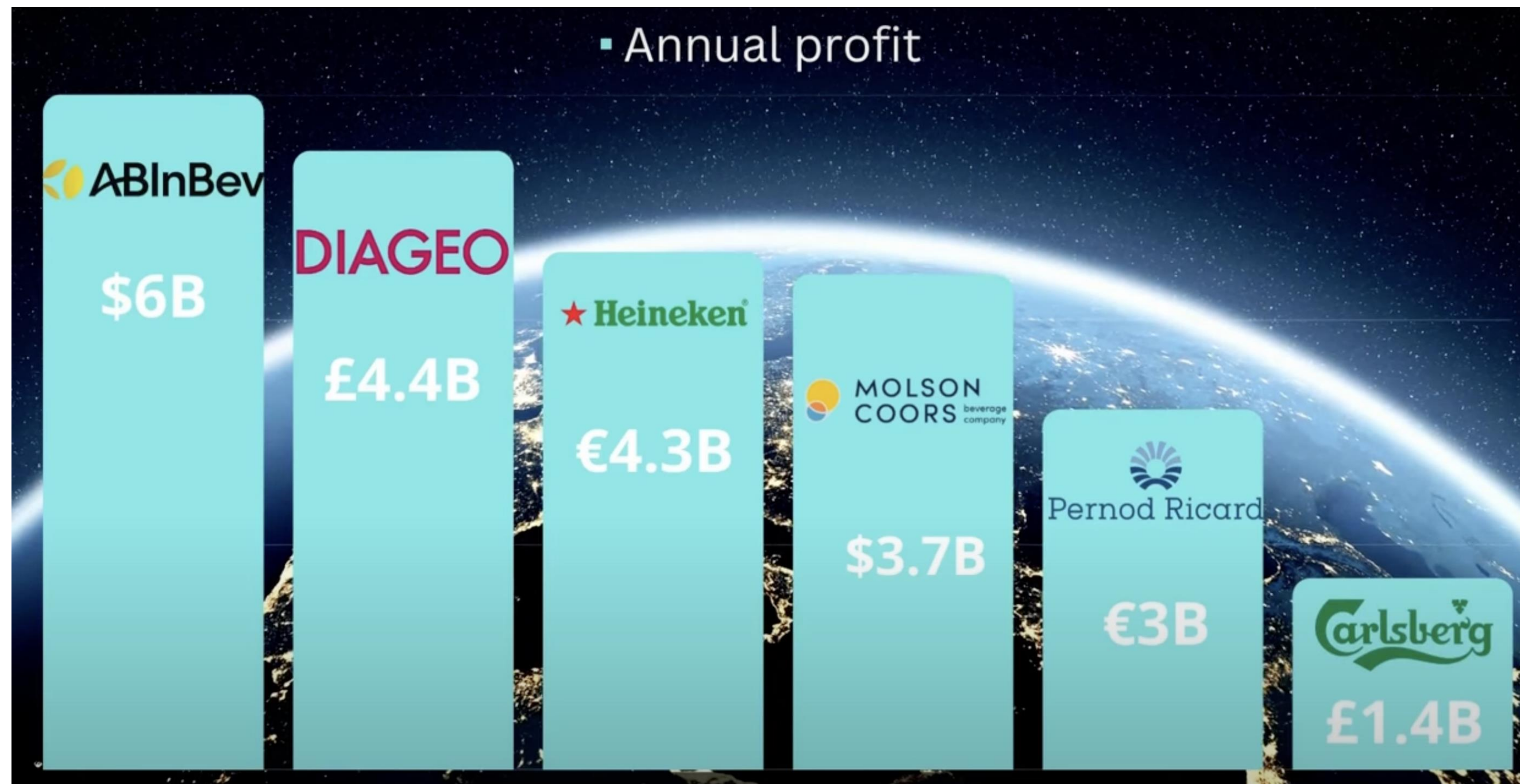


Alcohol industry – needs heavy drinkers



Source: Bhattacharya, A et al, 2018

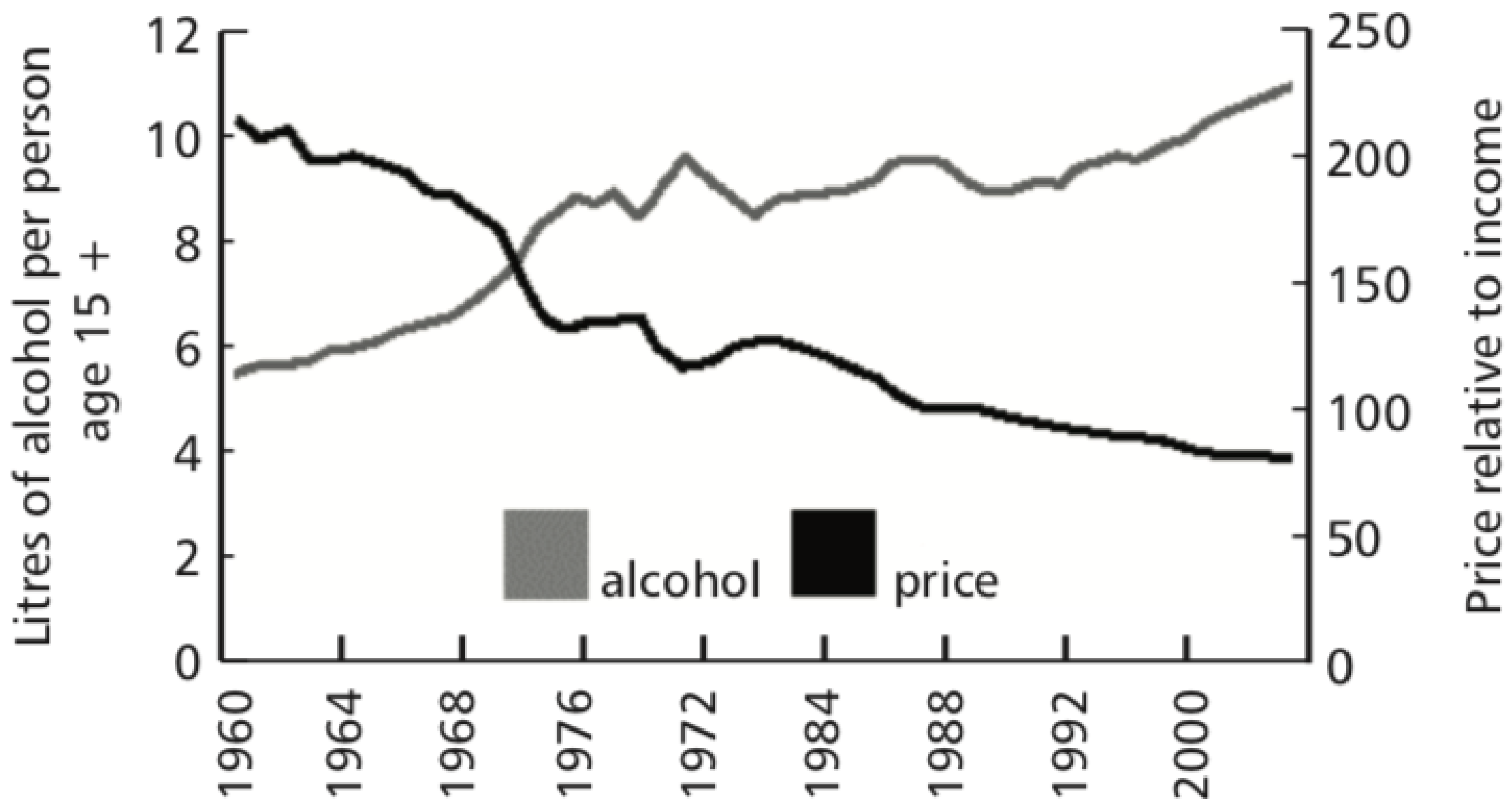
Alcohol industry – dominated by multi-nationals



Source: Institute of Alcohol Studies, 2025

What has anyone done about alcohol harms?

Figure 1a: Consumption of alcohol in the UK (per person aged 15+) relative to its price: 1960-2002



Source: Sheron, N 2004

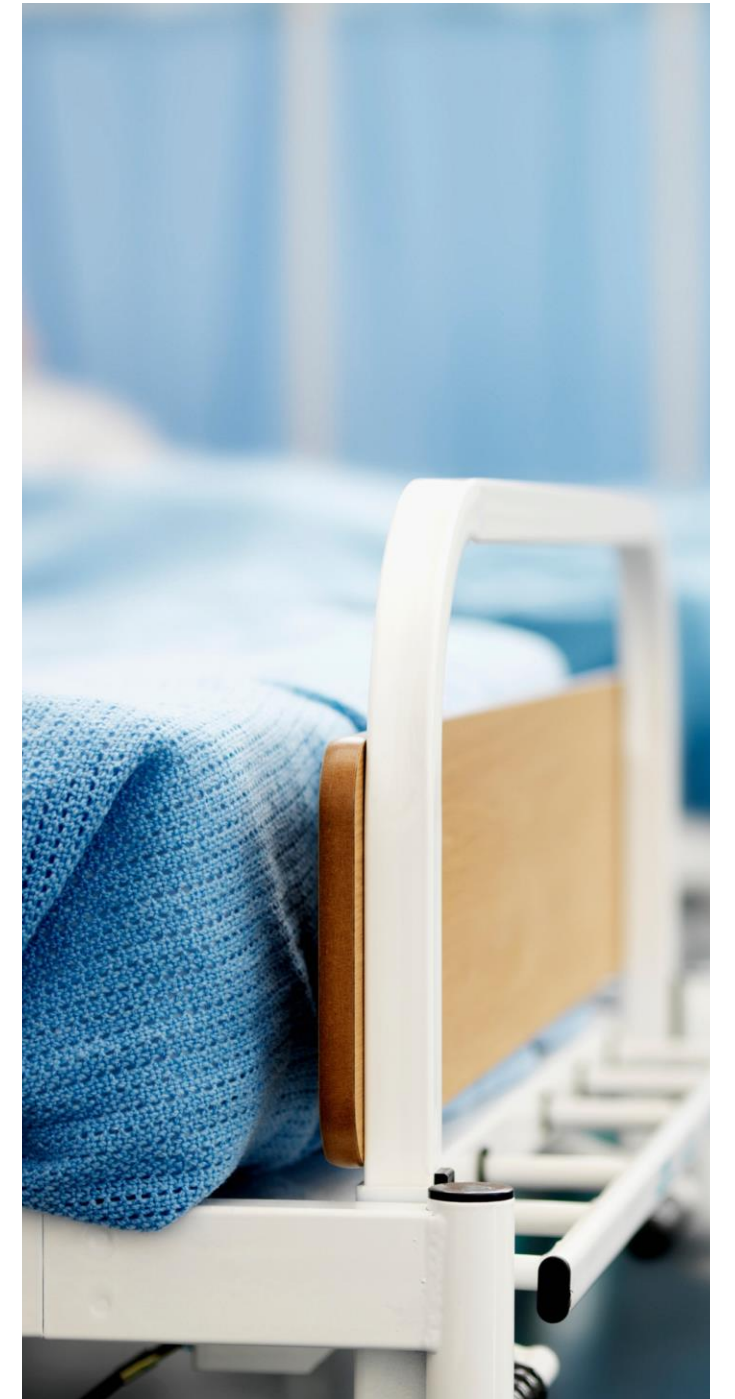
What has anyone done about alcohol harms?

- Minimum unit pricing
 - Legal challenges
 - Outcomes
 - Uprating
- Banned multi-buys and irresponsible promotions
- Reduced drink driving limit
- Introduced ABI programme
- Consulted on marketing
- Alcohol and drugs strategic framework



Alcohol and drugs strategy headlines

- National needs assessment
- New standards
- Alcohol Brief Interventions
- Support early detection of liver disease
- Review Managed Alcohol Programme
- Introduce Alcohol Care Teams in hospitals
- Improve longer term support
- National Service Specification for Alcohol and Drugs



Prediction time!

- Alcohol harm prevention plan
 - MUP uprating
 - Labelling
 - Marketing restrictions
 - Availability – football? Online/instant delivery?
- What will the industry do?
 - Community Alcohol Partnerships
 - Schools – curriculum for excellence
 - Resist marketing restrictions



What is SHAAP going to do?

- Build evidence
- Strengthen alliances
- Speak out



Thank you
www.shaap.org.uk

SHAAP



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