




SCOTCH WHISKY REGIONS

-  **WORKING DISTILLERY (Bold)**
-  *CLOSED DISTILLERY (Italics)*
-  Major Town/City

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www.nicks.com.au



Danish National Alcohol Conference, Copenhagen, 29th January 2020

**Eric Carlin PhD, Director,
SHAAP (Scottish Health Action on
Alcohol Problems)**

**Alcohol policy in Scotland, including
Minimum Unit Price (MUP)**

SHAAP
SCOTTISH HEALTH ACTION ON ALCOHOL PROBLEMS
www.shaap.org.uk



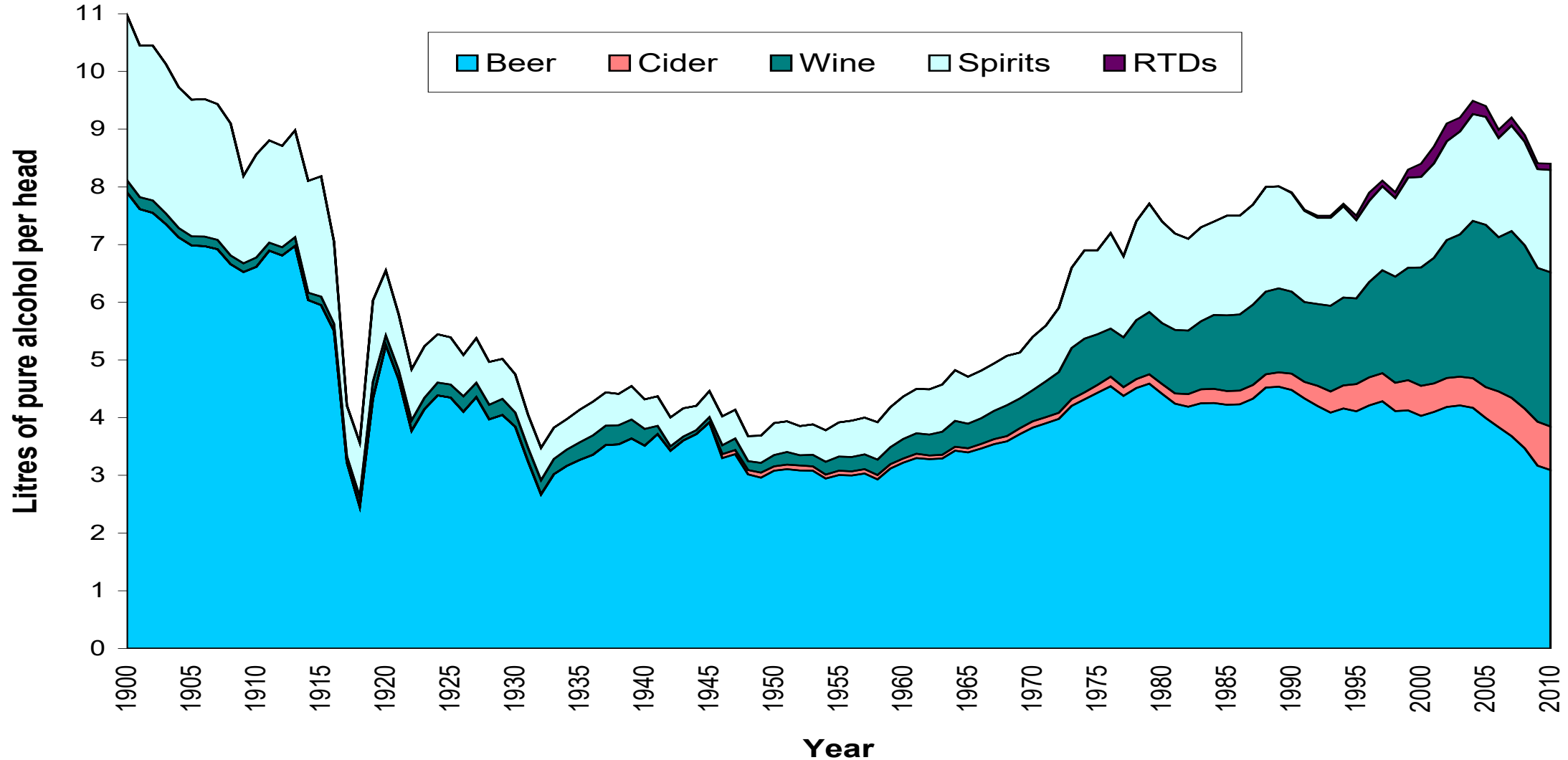
Val McDermid, BBC *Question Time*, 2017: “There is nothing regressive about preventing people in Scotland’s poorest communities drinking themselves to death with cheap alcohol.”

- 1. Describe how the Scottish Alcohol Strategy, including Minimum Unit Pricing (MUP) emerged**
- 2. Emphasise the interplay of harm recognition, evidence for advocacy, politics and political will, media and public perceptions**
- 3. Discuss Minimum Unit Pricing (MUP), implemented 1st May 2018, and impact so far**
- 4. Make clear need for broad strategy to reduce inequalities**
- 5. Early days for MUP – hopeful signs but more to do**

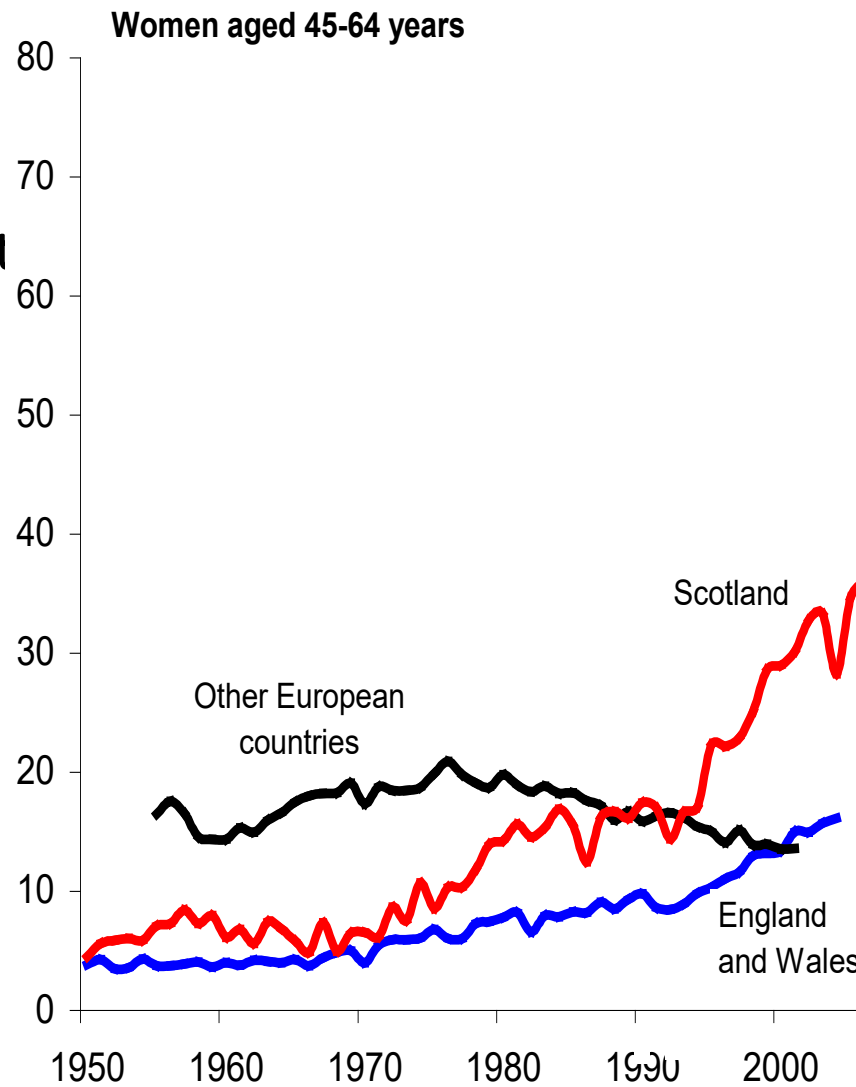
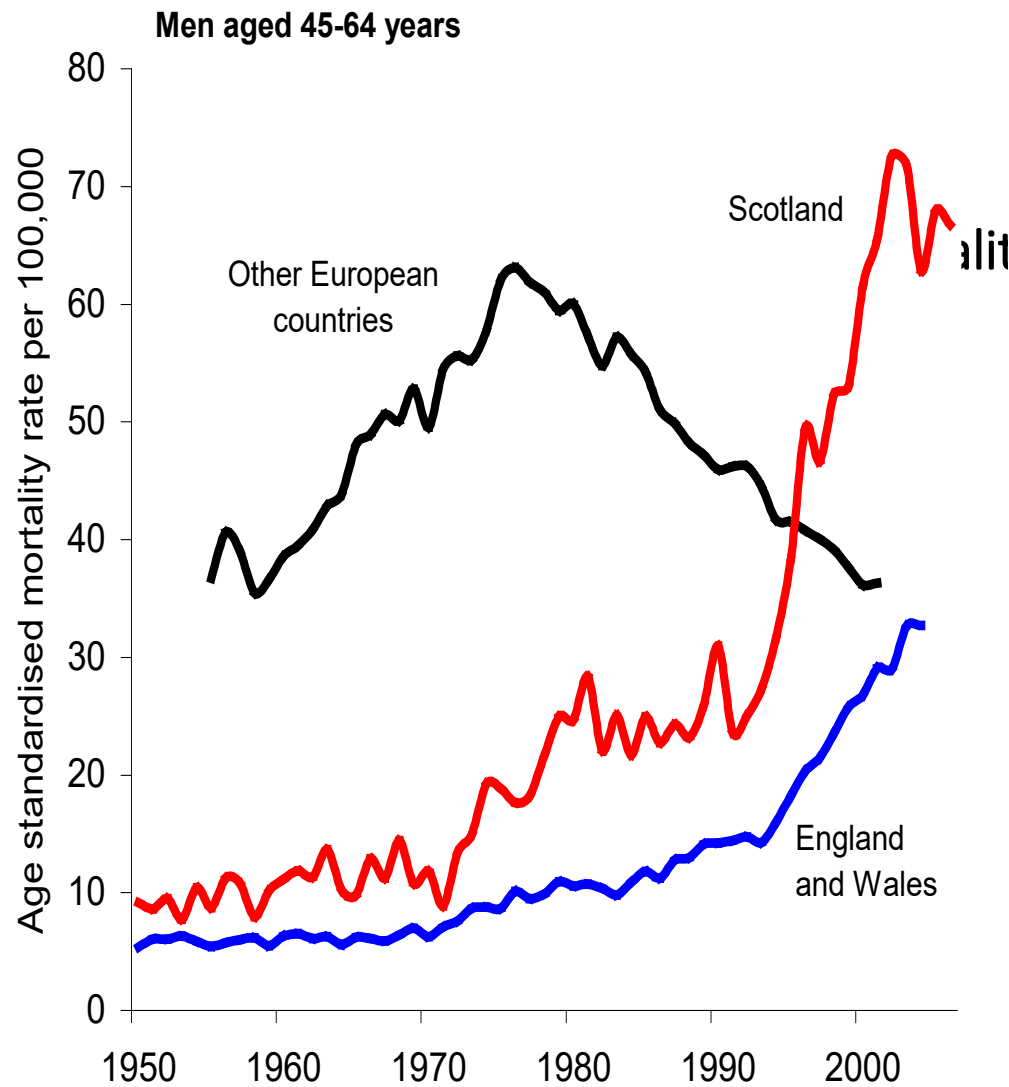
Scotland



Per capita (litres per head per year) consumption of pure alcohol in the UK population, 1900–2010



Sources: BBPA Statistical Handbook: Cancer Research UK



Adapted from Leon and McCambridge, Lancet 367 (2006)

SHAAP (Scottish Health Action on Alcohol Problems)



SHAAP's partnerships in Scotland

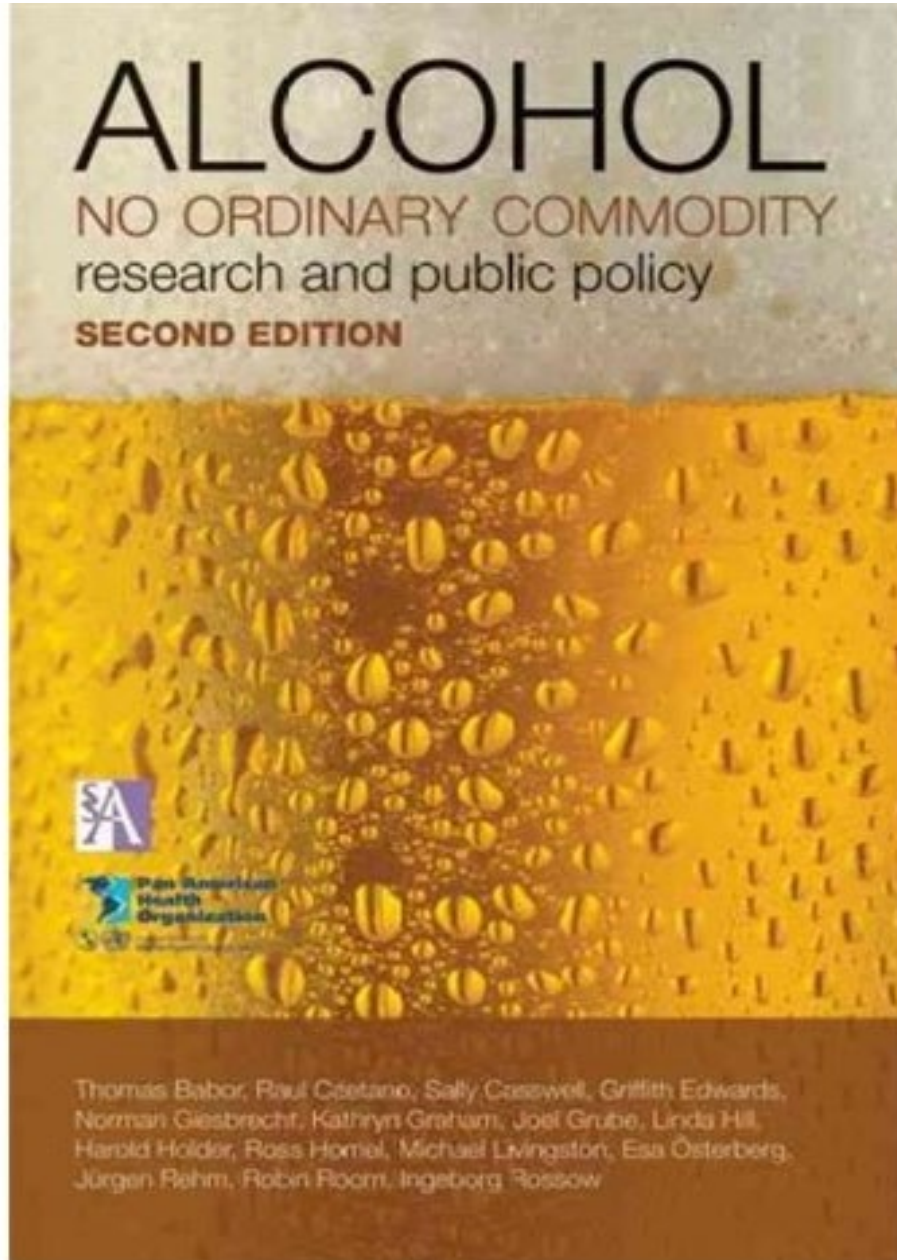


(Some of) our international partners

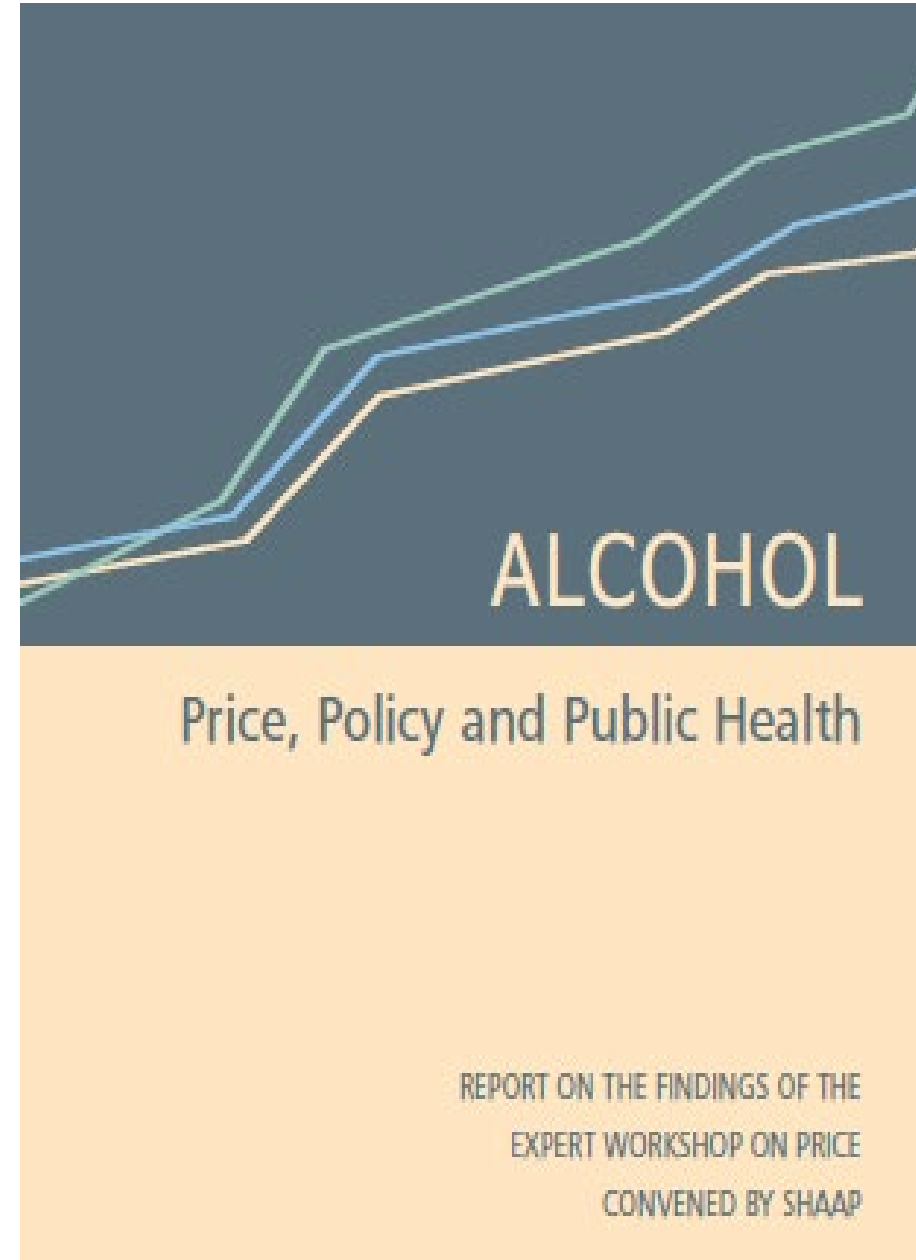


Evidence for advocacy

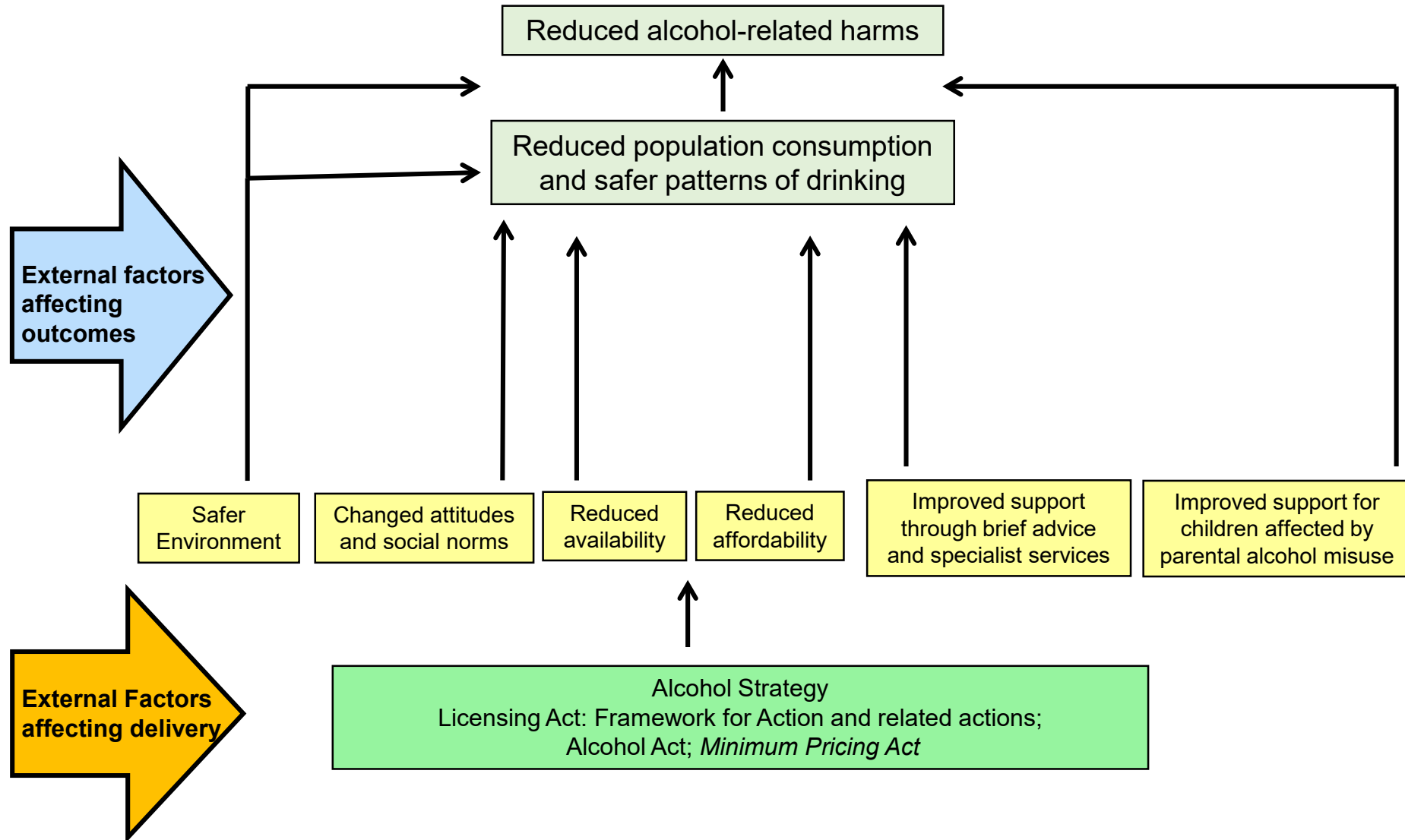
2003



2007



Theory of Change for Scottish Alcohol Strategy





2009: Framework for action: 41 different components

- Reduce population consumption
- Alcohol Brief Interventions (ABIs),
- Increased investment in treatment and care services
- Banning multi-buy discounts in off-trade
- Minimum Unit Pricing (MUP)

•Licensing (Scotland) Act 2005

•Changing Scotland's Relationship with Alcohol: A Framework for Action (2009)

•Alcohol etc (Scotland) Act 2010

•Alcohol (Minimum Pricing) (Scotland) Act 2012 – implemented 1st May 2018

•New drink-driving regulations from 2014

Sheffield University Modelling (2009):

- Increasing levels of minimum pricing showed steep increases in effectiveness
- Estimated changes in consumption were:

40p -2.7% 45p -4.7% 50p -7.2%

Stockwell et al, modelling study using empirical data: British Columbia, 2002-2009:

- 10% increase in average minimum price associated with 9% reduction alcohol-related hospital admissions and 32% reduction in wholly alcohol related deaths

Purpose of MUP: To reduce the consumption of alcohol, particularly among hazardous and harmful drinkers, leading to reduction in alcohol-related harm

Sets floor price of 50p for 'unit' of alcohol

1 unit = 8mg (10ml) of pure alcohol (ethanol)

Units = strength (ABV) x volume (ml) ÷ 1,000

Sheffield modelling (2016):

Year one:

- 60 fewer deaths
- 1,600 fewer hospital admissions
- 3,500 fewer crimes

MUP Calculator

- 1 UK unit of alcohol = 10mls or 8g of alcohol -
 $50p \times \text{volume (cl)} \times \text{strength of alcohol (\%)} = \text{minimum price of item, below which it cannot be sold}$

Whisky - £14 (each) for a 70cl bottle, 40%
Vodka - £13.13 for a 70cl bottle, 37.5%
Lager - £0.80 for a 40 cl can, 4%
Wine - £4.69 per 75cl bottle, 12.5%
Cider - £2.50 for a 1 litre bottle, 5%
Strong (white) cider - £11.25 for a 3 litre bottle, 7.5%

After 1st May 2018 – The Minimum Price for alcohol in Scotland will be 50p per 10mls pure alcohol



A historic achievement for Public Health



2012-2018

- **Scotch Whisky Association takes Scottish Government to court (June 2012)**
- **European Commission seeks member states' views**
- **Commission opinion**
- **Outer House (Scotland) rules in favour (2013)**
- **Inner house (Scotland) refers to European Court of Justice (2014)**
- **European Court of Justice refers back to Inner House (2015)**
- **Inner House rules in favour (2016)**
- **UK Supreme Court (2017) rules in favour**
- **Implementation @50p rate, 1st May 2018**

Reducing opposition/gaining support from EU countries

Scotland the Brave! - Alcohol Policy in Scotland

Proceedings from Brussels event,
5th September 2014 to support Scotland's
Alcohol Minimum Unit Pricing Policy

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blem:



2012, referral to European Commission:

- **Objections/concerns from 10 countries: France, Italy, Portugal, Spain, Bulgaria, Austria, Germany, Poland, Romania and Denmark.**
- **EU Commission also raised concerns**

2014, referral to European Court of Justice:

- **Support from 5 countries: Ireland, Finland, Norway, Sweden and Netherlands**
- **Also from EFTA (European Free Trade Association)**
- **4 states opposed: Bulgaria, Portugal, Poland and Spain**

MUP eventually implemented 1st May 2018

Monitoring and Evaluating Scotland's Alcohol Strategy (MESAS)

The 'Sunset Clause'

The legislation will expire after the sixth year of implementation, unless the Scottish Parliament votes for it to continue.

Review clause:

- **Scottish Ministers to present a report to the Scottish Parliament on impact of MUP after five years.**
- **Evaluation to inform this report.**

The evaluation plan:

- **MESAS-funded. Undertaken by NHS Health Scotland or commissioned by NHS Health Scotland to external research bodies**
- **Separately funded and led by academic partners.**

Focus of the evaluation:

- **To what extent has implementing MUP in Scotland contributed to reducing alcohol-related health and social harms?**
- **Are some people and businesses more affected (positively or negatively) than others?**

So what have we learned so far?

- **Implementation and compliance**
- **Alcohol market**
- **Consumption**
- **Health and social harms**

Monitoring and Evaluating Scotland's Alcohol Strategy (MESAS)

Monitoring
Report 2019

<http://www.healthscotland.scot/media/2587/mesas-monitoring-report-2019.pdf>

18th June 2019 – Sales data for 8 months, hospital admissions and deaths pre-MUP:

- **In 2018, 9.9 litres (L) of pure alcohol were sold per adult in Scotland, equivalent to 19.0 units per adult per week. Lowest level since records started.**
- **Volume of pure alcohol sold in Scotland in 2018 was 9% higher than in England & Wales, the smallest difference since 2003.**

MESAS

NHS
Health
Scotland

Minimum Unit Pricing (MUP)
for alcohol evaluation:
Compliance (licensing) study

Published 1st August 2019

High levels of compliance in both large and small retailers

‘On-trade’, ie pubs, restaurants and clubs unaffected

No substantial cross-border activity such as bulk purchasing or purchasing with intent to sell illegally in Scotland

frontier
economics

MINIMUM UNIT ALCOHOL PRICING

Evaluating the impacts on the alcoholic drinks industry in Scotland: baseline evidence and initial impacts

A study conducted on behalf of NHS Health Scotland as part of the wider MESAS evaluation of Minimum Unit Alcohol Pricing

file:///C:/Users/eric/AppData/Local/Temp/minimum-unit-pricing-for-alcohol-evaluation-compliance-study-english-july2019-2.pdf

<http://www.healthscotland.scot/media/2810/frontier-economics-mup-evaluating-the-impacts-on-the-alcoholic-drinks-industry-in-scotland.pdf>

Immediate impact of minimum unit pricing on alcohol purchases in Scotland: controlled interrupted time series analysis for 2015-18

Amy O'Donnell,¹ Peter Anderson,^{1,2} Eva Jané-Llopis,^{2,3,4} Jakob Manthey,^{5,6} Eileen Kaner,¹ Jürgen Rehm^{3,5,7,8,9,10,11}

Some conclusions: Kantar Worldpanel's household shopping panel, 2015-18: Data from 5,325 Scottish households compared with 54,807 English households to conduct a controlled interrupted time series analysis. Data from 10,040 households in northern England to control for potential cross border purchasing effects. Introduction of MUP appears to have been successful in reducing the amount of alcohol purchased by households in Scotland. The action was targeted, in that reductions of purchased alcohol only occurred in the top 20% of households that bought the most alcohol.

Deaths

Deaths - Background Information

Accidental Deaths

Alcohol deaths

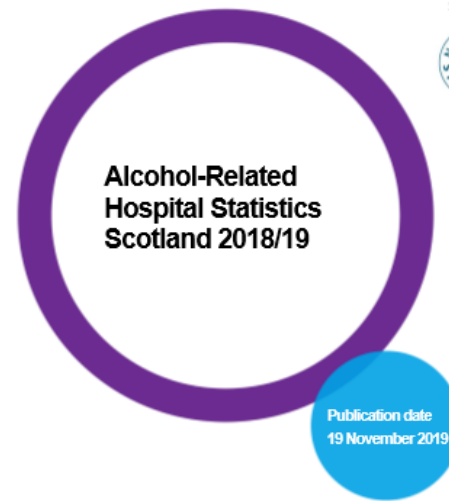
Avoidable mortality

Alcohol deaths

Description	Deaths which are counted as being due to alcohol
ISBN	Web Only
Official Print Publication	Web Only

Published 26th June 2019: After 8 months of MUP, 1,136 alcohol-specific deaths - increase of 16 (1%)

<https://www.nrscotland.gov.uk/statistics-and-data/statistics/statistics-by-theme/vital-events/deaths/alcohol-deaths>



A National Statistics publication for Scotland

**Published 19th November 2019
Covers April 2018 – March 2019**

- Downward trend in Alcohol-related Liver Disease admissions, especially along lower socio-economic groups
- Upward trend in mental and behavioural disorder admissions.

<https://www.isdscotland.org/Health-Topics/Drugs-and-Alcohol-Misuse/Publications/2019-11-19/2019-11-19-ARHS-Report.pdf>

Minimum Unit Pricing in Scotland
A qualitative study of children
and young people's own drinking
and related behaviour

Final Report
November 2019

Young people, qualitative study (50 young people), published 23rd January 2020:

- **Ubiquity and easy availability of alcohol**
- **Alcohol as marker of transition to adulthood**
- **Drinking associated with fun, as well as sadness, boredom and risk**
- **Substantial risks – health, safety, sexual, drugs**
- **Not drinking cheapest drinks**
- **Peer pressure to drink as well as personal agency not to drink**
- **Importance of parental influences and their adult behaviours**
- **No simple correlation between economic status and levels of drinking**
- **Some indications of retailer change/increases even when products are not majorly affected (or at all) by MUP**
- **Cuts to youth and leisure services may increase risks**



**Minimum Unit Pricing (MUP)
for alcohol evaluation**

Sales-based consumption: a descriptive analysis of one year post-MUP off-trade alcohol sales data

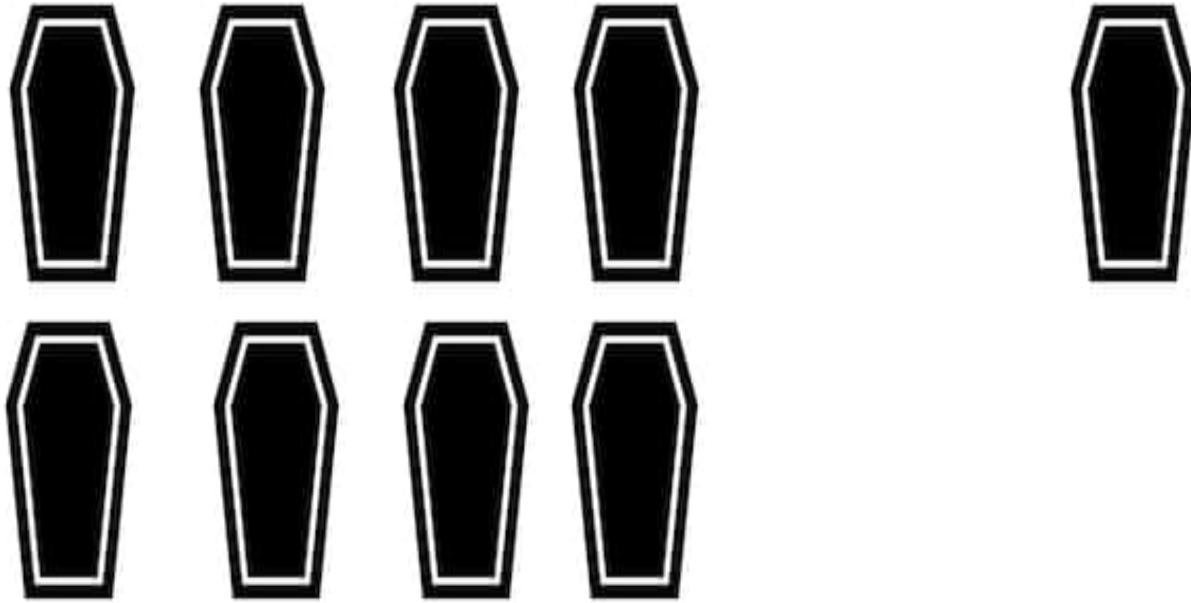
The volume of alcoholic beverages (natural volume) sold from most supermarkets and a sample of convenience stores was collated and aggregated from electronic point of sale (EPOS) data.

- **‘Off-trade’ volume of pure alcohol sold fell by 3.6%, from 7.4 to 7.1 litres per adult**
- **In England & Wales, volume of ‘off-trade’ sales rose by 3.2%, from 6.3 to 6.5 litres per adult**
 - **Smallest ever difference between Scotland and England & Wales**
 - **Cider-18.6%**
 - **Spirits-3.8%**
 - **Wine-3.0%)Beer-1.1**
 - **Fortified wine+16.4%**
- **Peak beer and cider sales in all countries during men’s World Cup and heatwave**
- **Average sales price rose by approximately 5 pence per unit (ppu) from 55ppu in April 2018 to 60ppu immediately**
- **Trends in border areas of England similar to rest of England & Wales; unlikely that cross-border sales activity can explain the difference in per-adult alcohol sales**

**Published yesterday, 28th
January 2020**

<file:///C:/Users/eric/Desktop/c-users-kims-desktop-sales-based-consumption-descriptive-analysis-of-one-year-post-mup-off-trade-alcohol-sales-data.pdf>

At least 22 people die directly due to alcohol every week in Scotland - equivalent to 2 football teams.



In Scotland, you are 8 x more likely to die from alcohol-related causes if you are in the bottom 10% earning households compared to the top 10% households.

Page 12:

“Where we strive to change behaviours, we need to enable positive and sustainable changes in the conditions that can drive behaviours in the first place. **It is vital to recognise and address the wider, social determinants of health in policies across government. To maximise the impacts of our updated alcohol strategies, we must connect into the policies and programmes that are tackling some of the fundamental issues of our times.”**

IMPROVING
SCOTLAND'S
HEALTH



Alcohol Framework 2018:
Preventing Harm

next steps on changing our relationship with alcohol



Scottish Government
Riaghaltas na h-Alba

**Good evidence emerging re- MUP but more to do.
Thank you!**

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