

Dying for a Drink.

Ireland's problem with alcohol.

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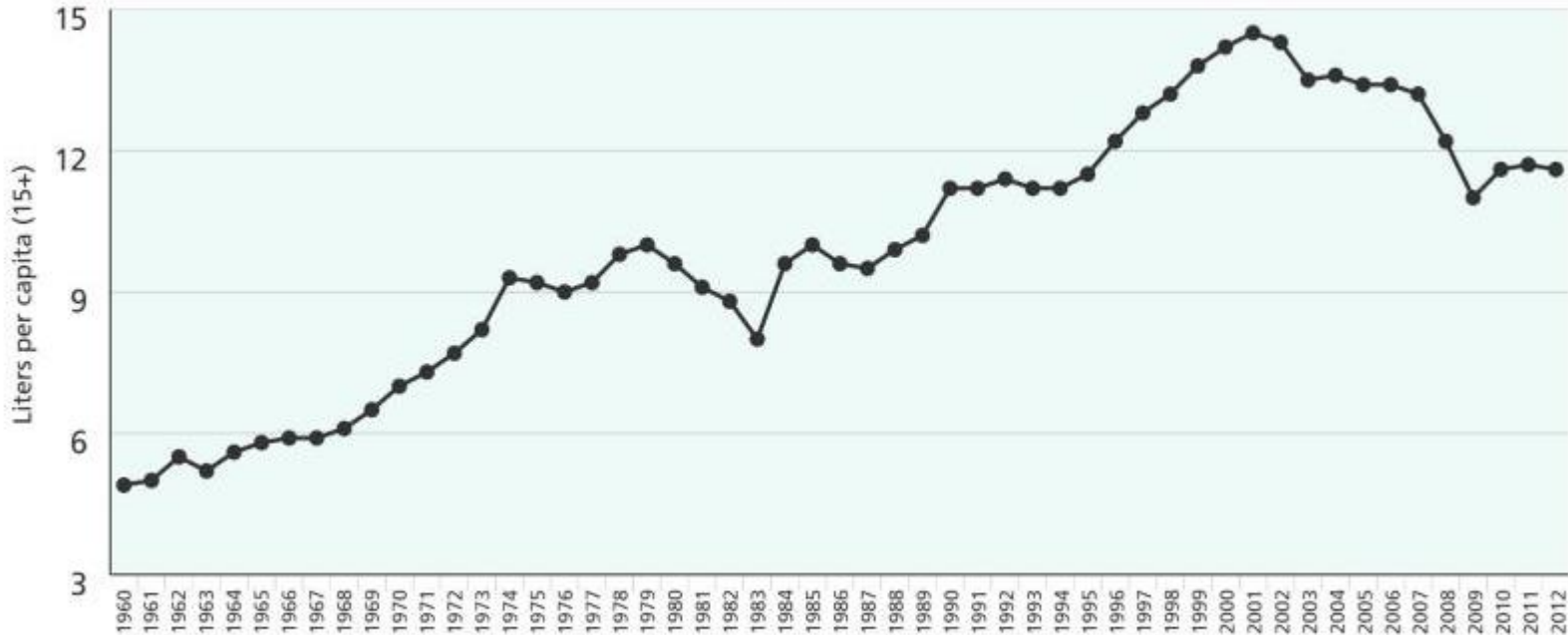
Ireland



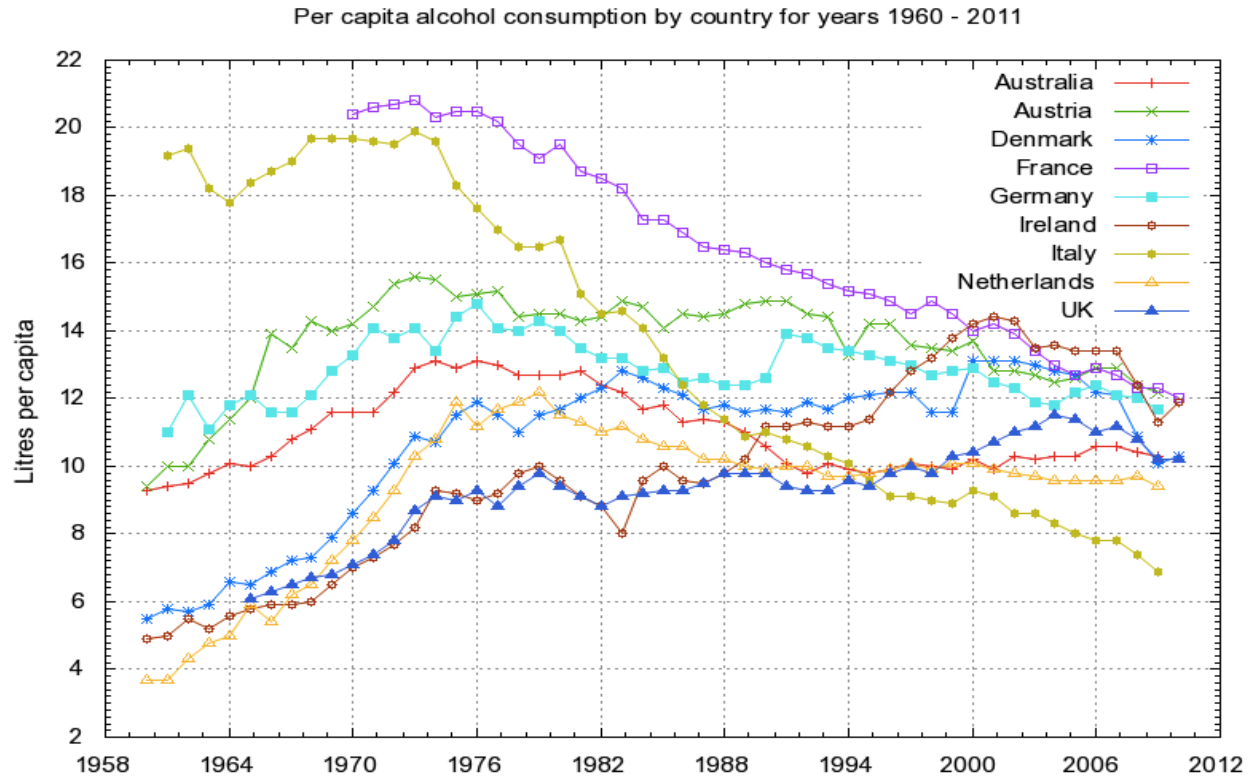
ROYAL COLLEGE OF
PHYSICIANS OF IRELAND

There is an **urgent crisis**
in Ireland as a result of
alcohol consumption

Alcohol consumption per capita: Ireland 1960-2012



Per capita consumption of alcohol 1960-2011





So how do Irish people consume alcohol?

Most alcohol is consumed as part of a binge

IRISH DRINKING IN 2013

75%
of alcohol consumed is
part of a binge session



65%

of 18 – 24 year-old drinkers
consume more than six standard
drinks [binge] on typical occasion



61%

is the extent we underestimate
our alcohol intake



**€50.6
million**

total spend on alcohol
in a week



Most young adults binge drink

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Ireland is one of the heaviest drinking countries in the EU

- 11.45 litres per *capita*.
- 116 bottles of wine. 445 pints of beer

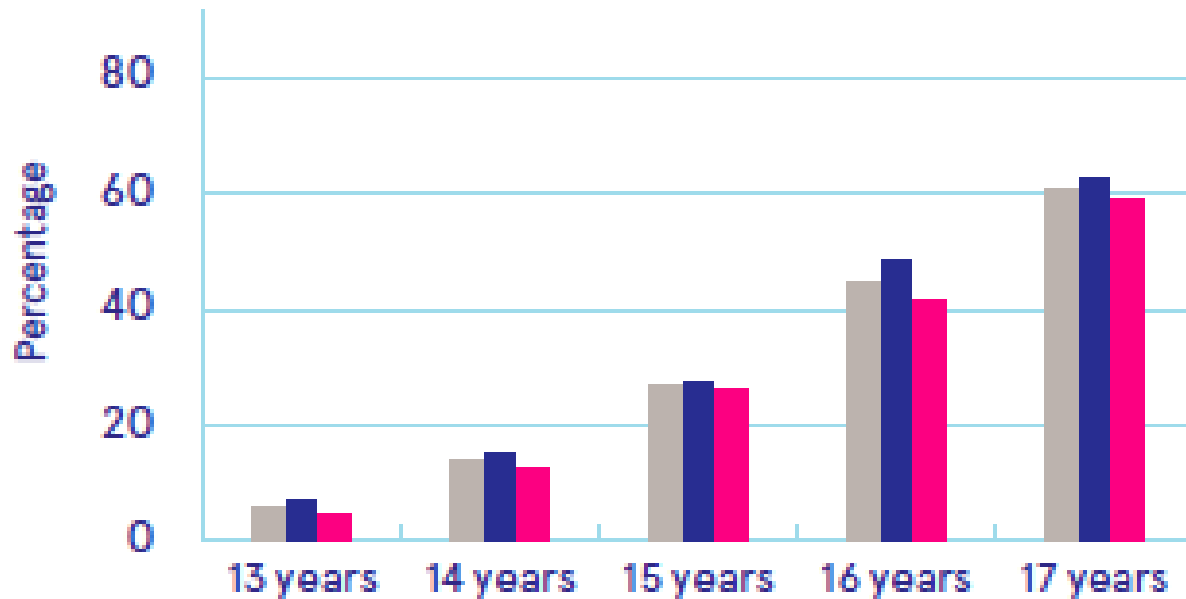
- 20% abstainers




- 14.33 litres per *drinker*.
- 150 bottles of wine. 579 pints of beer

WHO ranks Ireland second in binge drinking

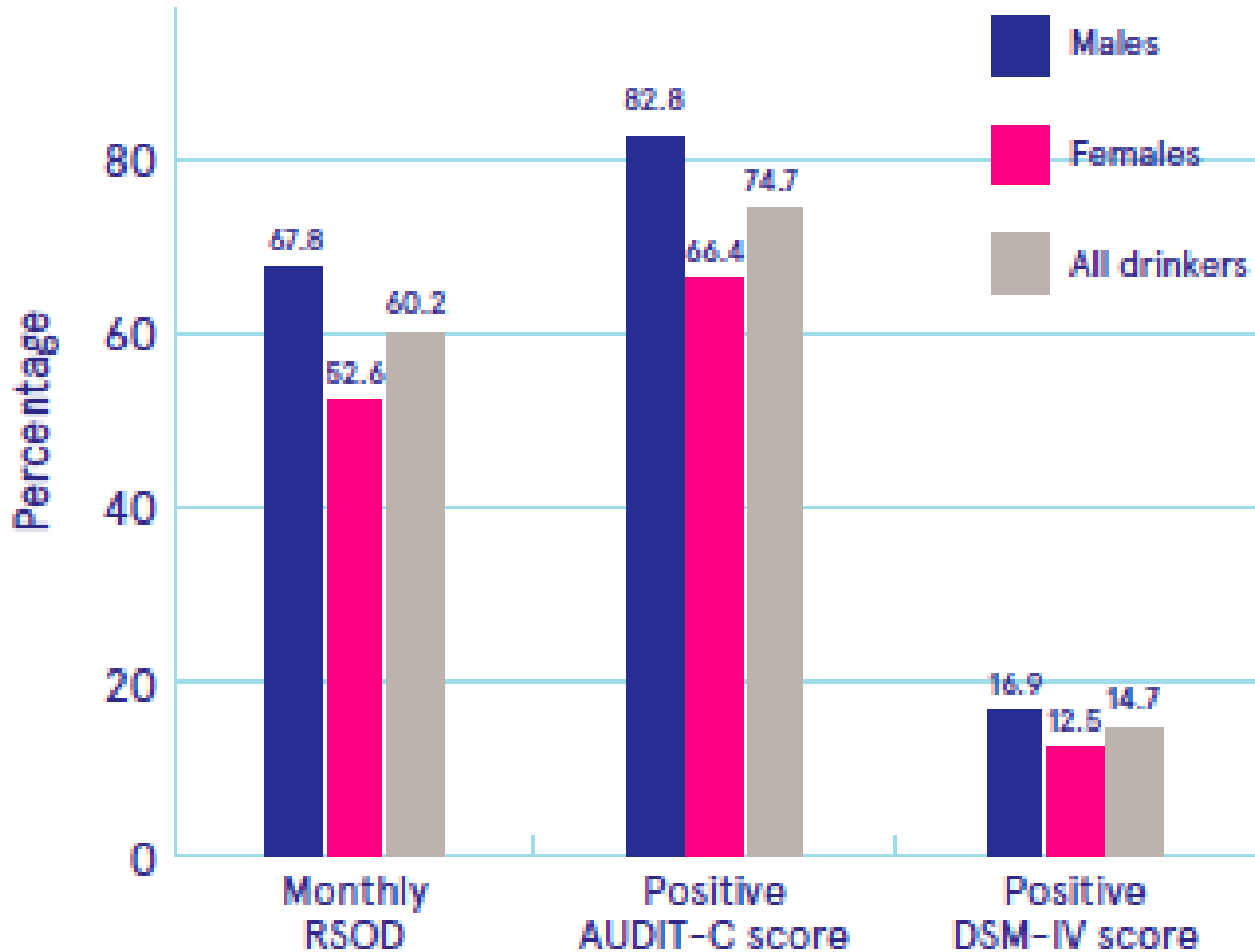
- Ireland binge in previous 30 days **39%.**
- Austria first of 194 countries **40%.**
- U.K. **28%.**

13-17 year-olds. Really drunk



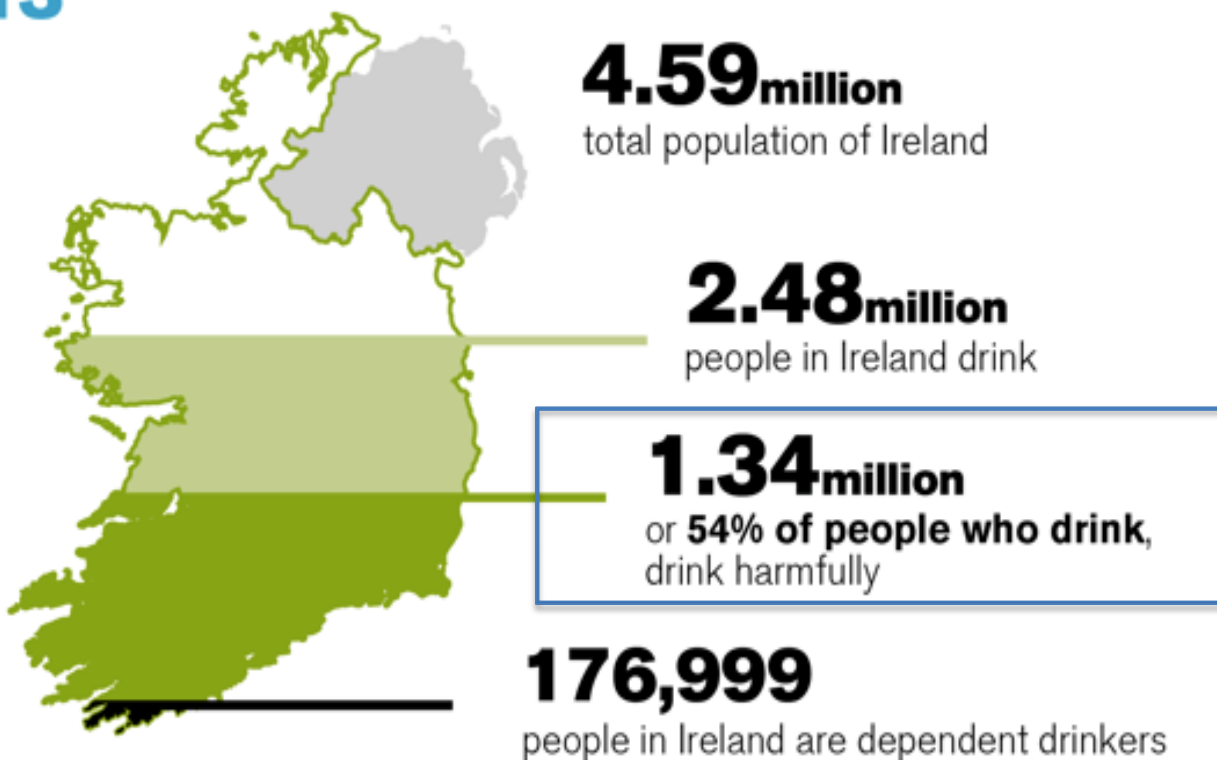
All		5.7	13.8	26.5	44.4	60.5
Boys		7.3	15.3	27.5	48.3	62.7
Girls		4.6	12.9	26.1	41.7	58.9

Harmful drinking patterns in 18-24y



The MAJORITY in Ireland who use alcohol drink dangerously

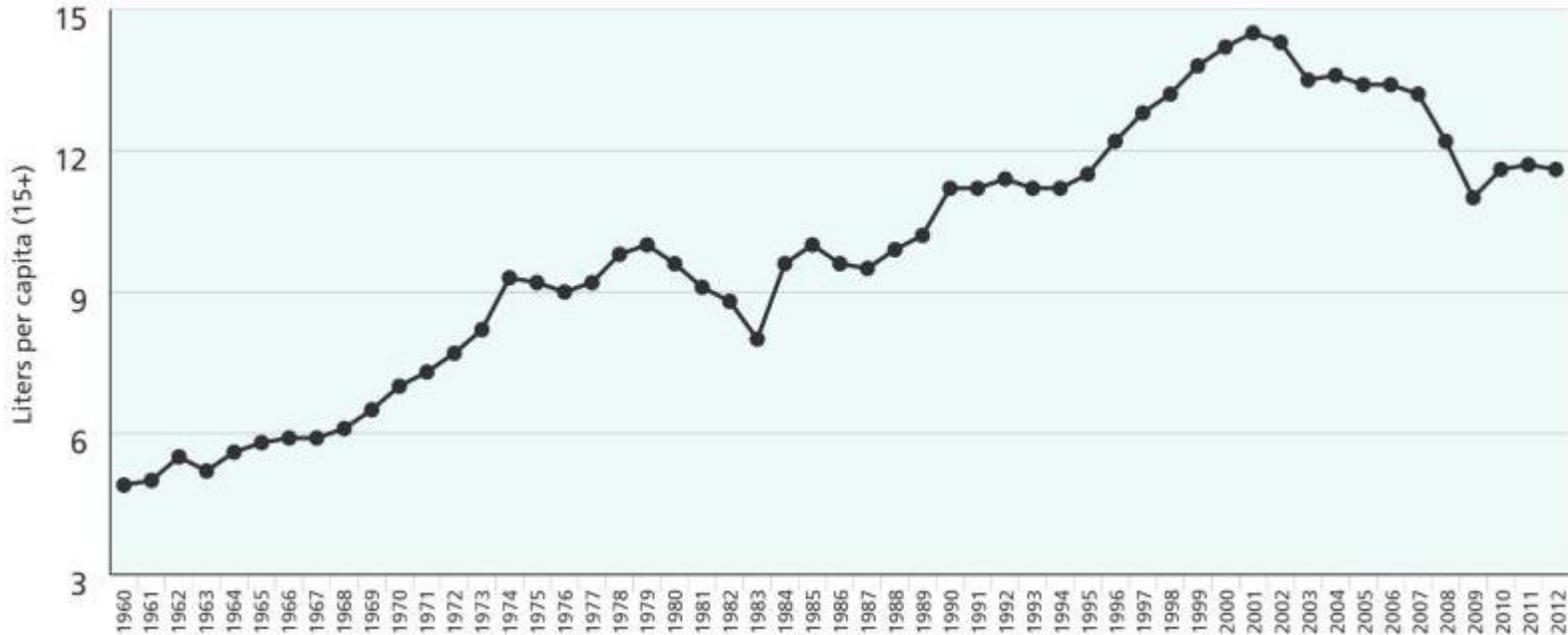
HARM FROM OUR DRINKING IN 2013



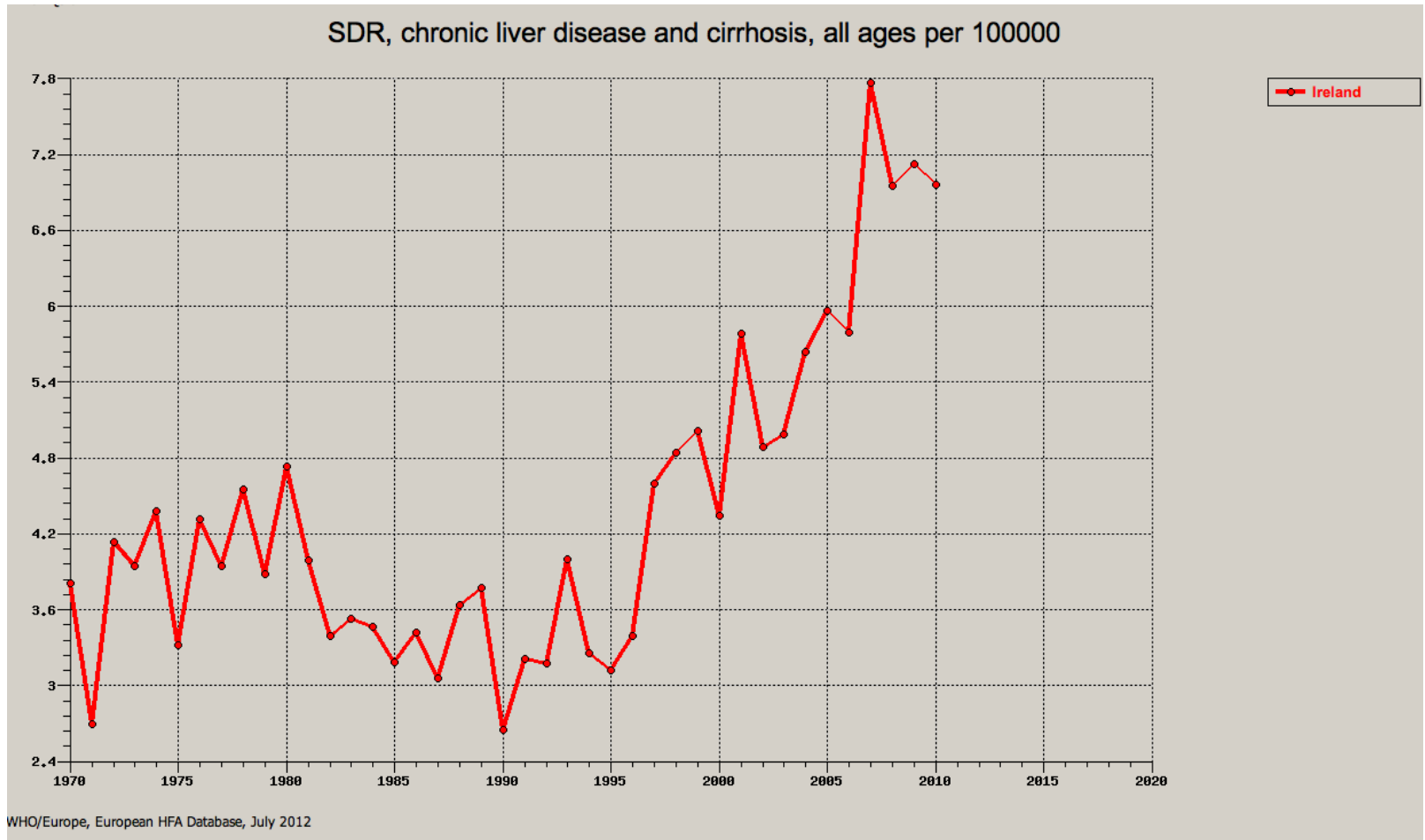
Alcohol more widely available

- Huge increase in outlets selling alcohol
- Including most petrol stations!
- Most alcohol now supplied through supermarkets and general retailers of all sizes
- Pubs in relative decline
- MORE OUTLETS. LONGER HOURS.

Alcohol consumption per capita: Ireland 1960-2012



Death rate due to cirrhosis in Ireland triples





Most patients have no
warning until its
TOO LATE

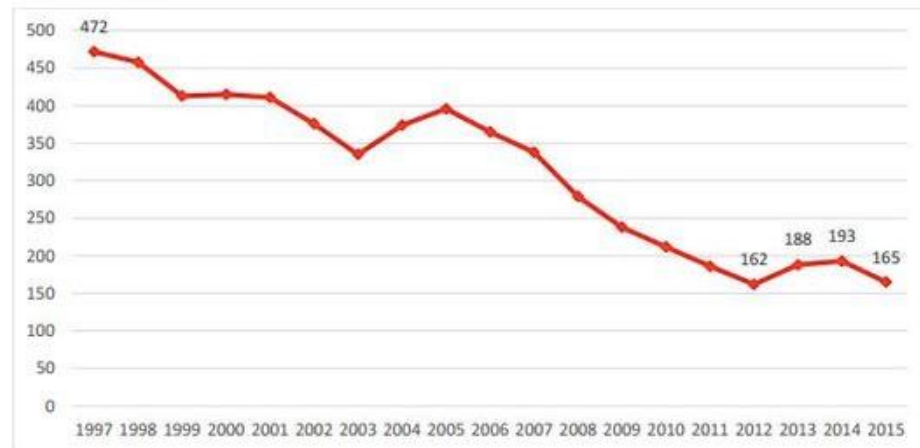
>1000 deaths per year

- **3** per day:
 - **1** suicide, accidents, incidents, violence, injuries
 - **2** chronic disease: cirrhosis, cancer, many others

>1000 deaths per year in Ireland: very little outcry

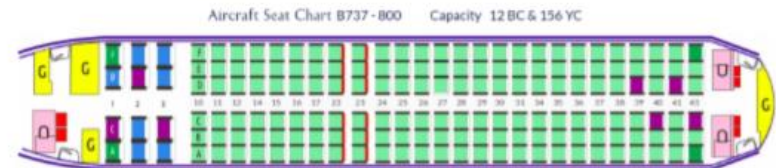
- 187 road deaths in 2016
- Dramatic fall in road deaths

Fatalities by year, 1997-2015



>1000 deaths per year in Ireland: it's a huge and widespread personal tragedy

- 5-10 aircraft!!!
- Frequently not even recognized or attributed as being alcohol-related



Burden on the Health services in Ireland

- **1500 hospital beds** per day
- 1.3 billion Euros per year Health care costs
- 3.6 billion Euros per year total cost
- Huge drain on resources
- **UNSUSTAINABLE**

Reduction in alcohol consumption in Italy

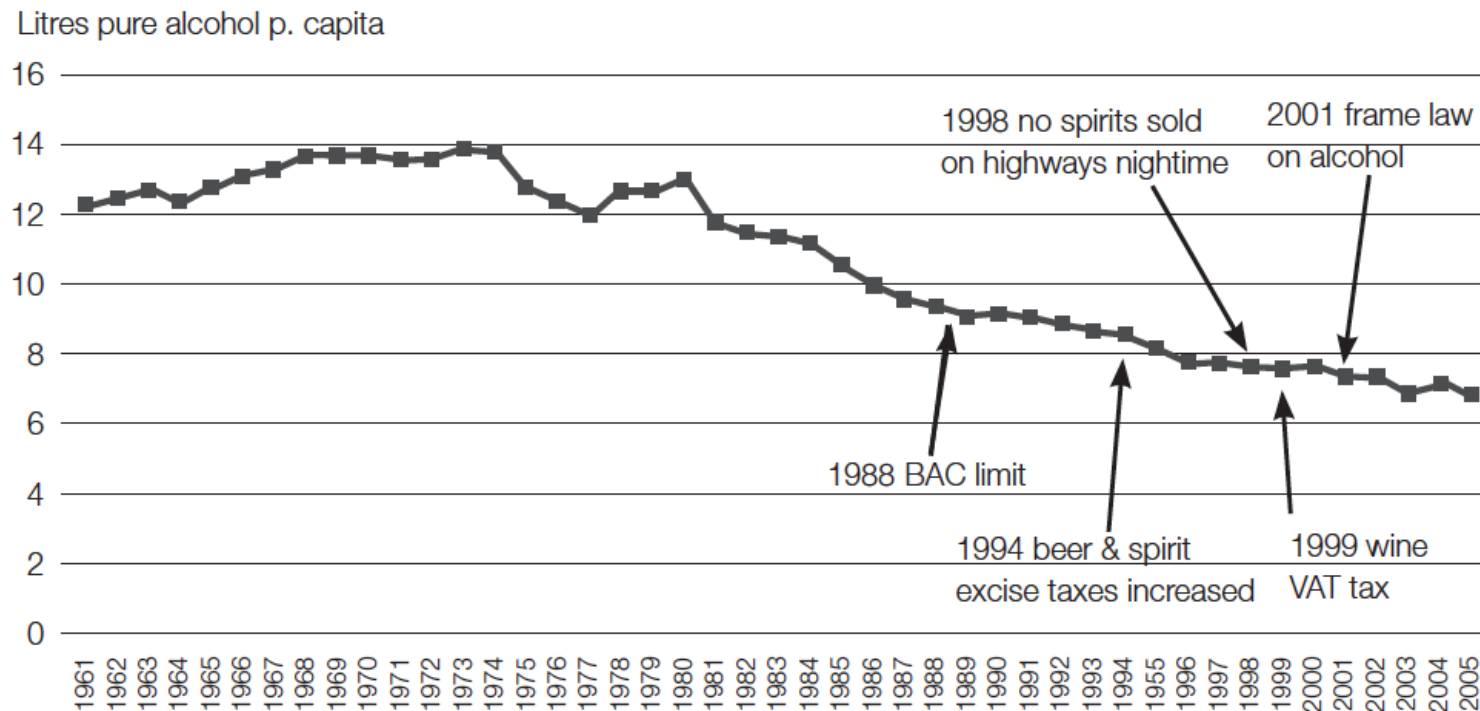


Figure 2. – Recorded alcohol consumption trends in Italy and main policy measure changes (1961–2005) source: 1960–2003: World Drink Trends 2005; 2004–2005: Osservatorio Giovani e Alcool 2007.

Deaths from chronic liver disease and cirrhosis in Italy

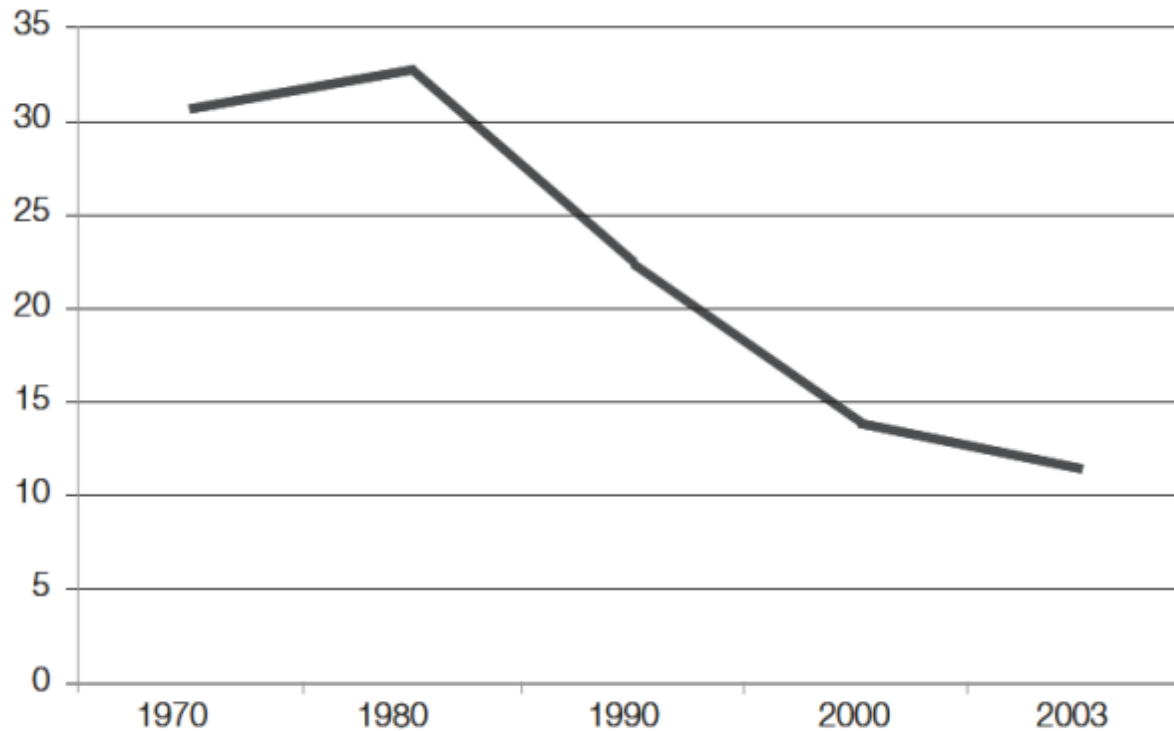


Figure 1. – Deaths for chronic liver disease and cirrhosis in Italy, all ages per 100,000 (1970–2003) – source: WHO, HFA DB 2009.



Alcohol is not an ordinary commodity

Alcohol is no ordinary commodity



RCPI supporting the Public Health Alcohol Bill 2015

THE IRISH TIMES

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Alcohol bill to be published during summer, Varadkar says

Legislation will put in place minimum pricing and will regulate advertising



Minister for Health Leo Varadkar has announced that the Public Health (Alcohol) Bill will be published this summer. File photograph: Dara Mac Dónaill/The Irish Times

PHOTOGRAPH BY DARA MAC DONAILL FOR THE IRISH TIMES



RCPI says alcohol Bill ‘a huge step forward’

Government is urged to come down on the side of public health interests

ROYAL COLLEGE OF
PHYSICIANS OF IRELAND

The Royal College of Physicians of
Ireland Policy Group on Alcohol

Submission on Public Health (Alcohol) Bill 2015



Public Health (Alcohol) Bill

- For the first time categorizes alcohol consumption as a **HEALTH** issue

Public Health (Alcohol) Bill, 2014

- Radical legislation published by Department of Health in Ireland
- For the first time categorizes alcohol consumption as a HEALTH issue
- Recognizes that alcohol is no ordinary commodity

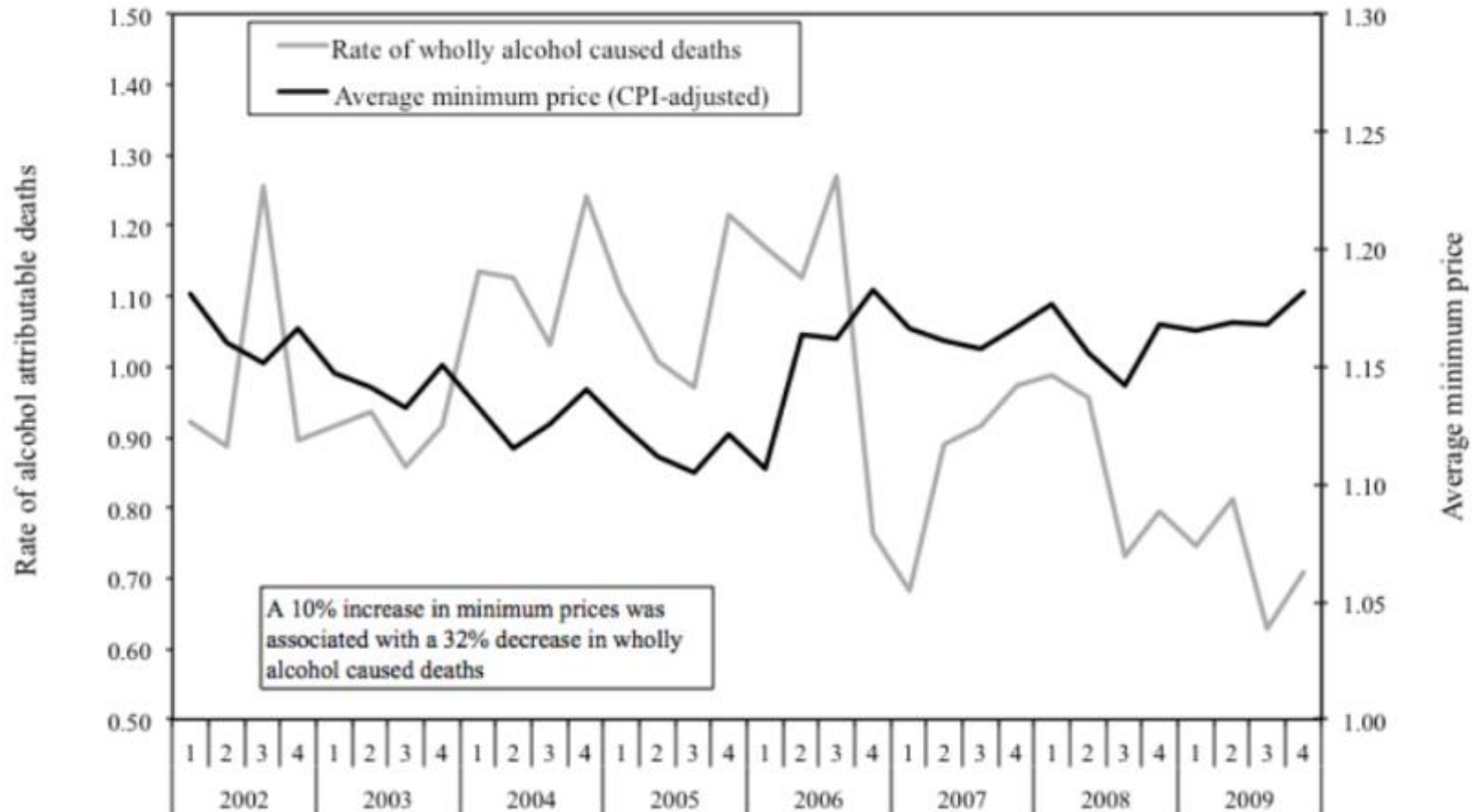
Public Health (Alcohol) Bill.

- Minimum unit *pricing* (MUP)
- Regulation of *marketing and advertising*
- Regulations of *sale, supply and consumption*
- *Separation* of alcohol from ordinary commodities
- Regulation of *sports sponsorship*
- Health *labeling* of alcohol products

Public Health (Alcohol) Bill 2014. Ireland.

- Currently before Irish Parliament (Oireachtas)
- Huge support from population, politicians, patients, families, doctors
- Huge opposition from industry
- Industry lobbying ++++++. CONFLICT of INTEREST. Should have no role in determining public health policy (WHO)

Effect of MUP on wholly alcohol caused deaths



Intense alcohol industry lobbying





- Alcohol consumption in Ireland has more than **doubled**
- Ireland ranks high for alcohol consumption and binge drinking internationally
- Widespread **under-age** drinking
- **>1000 deaths** per year in Ireland, 3 PER DAY
- Rapid increase in liver failure deaths in men and women
- Huge cost to the health service
- URGENT ACTIONS NEEDED TO SOLVE THE PROBLEMS



- There are more than 1000 deaths in Ireland every year
- Every alcohol death is an avoidable tragedy
- The personal, family, societal, health-services and financial costs are unsustainable
- The epidemic must stop here

Minimum Unit Price MUP

- Floor price for alcohol



What type of alcohol do most heavy drinkers use?

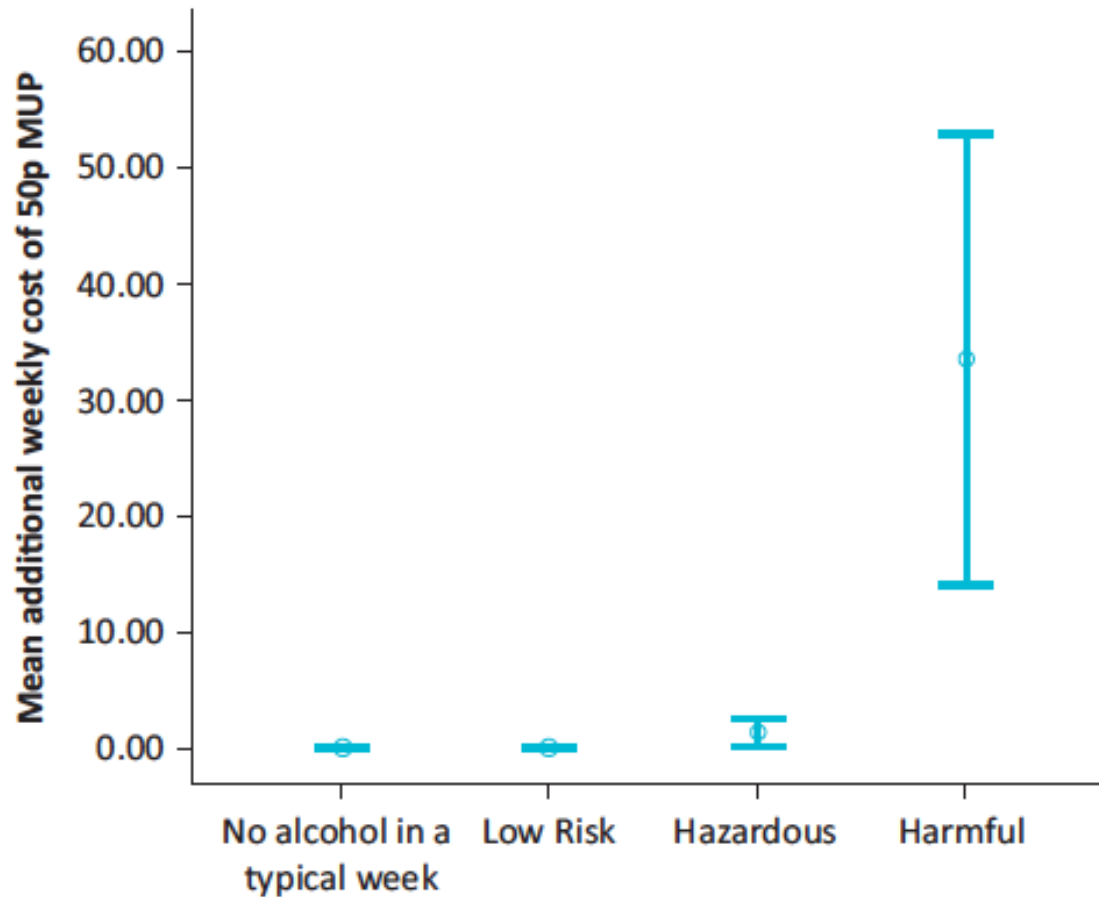
- Cheap alcohol

What cost alcohol do patients with alcohol-related cirrhosis drink?

- Huge amounts of cheap alcohol
- Mean weekly consumption of **146** units in men and **142** in women
- Median price of 33p/unit
- compared with £1.10 for low-risk drinkers

Sheron et al

Mean additional weekly cost of 50p MUP



Alcohol sales are price-sensitive

- Proven everywhere!

Minimum Unit Pricing (MUP)

- A “floor price” beneath which alcohol cannot be sold and is based on the amount of alcohol in a product

10% increase in average minimum prices in British Columbia

- 3.4% decrease in total alcohol consumption.
- 32% reduction in wholly alcohol-caused deaths
- 9% drop in alcohol-related hospital admissions
- Significant delayed effects on deaths from alcohol-related diseases, such as liver cirrhosis and various cancers, after two years".

Alcohol price strategies are effective: Summary

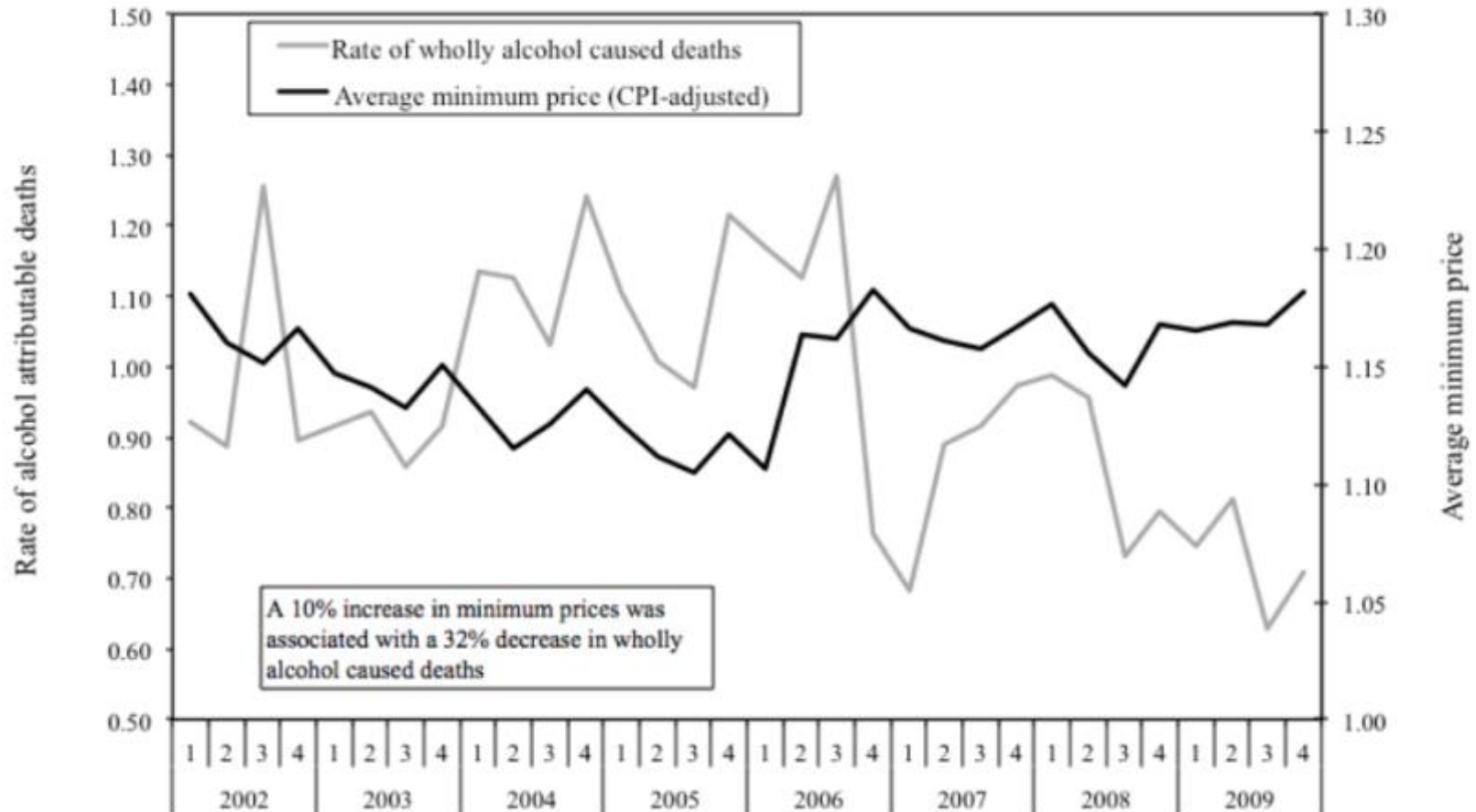
- 10% increase in cost leads to average 5% fall in consumption
- Price increases lead to
 - reductions in consumption by heavy and problem drinkers
 - Reductions in alcohol-related injuries and death
 - Reductions in alcohol-related crime

Effect of Minimum Unit Price in Saskatchewan

- **10%** increase in price led to **8.4%** reduction in consumption
- Shift to *lower* strength drinks
- Increased government **revenue**
- Increased **profit** for alcohol wholesalers

- Police report less alcohol related **offences**

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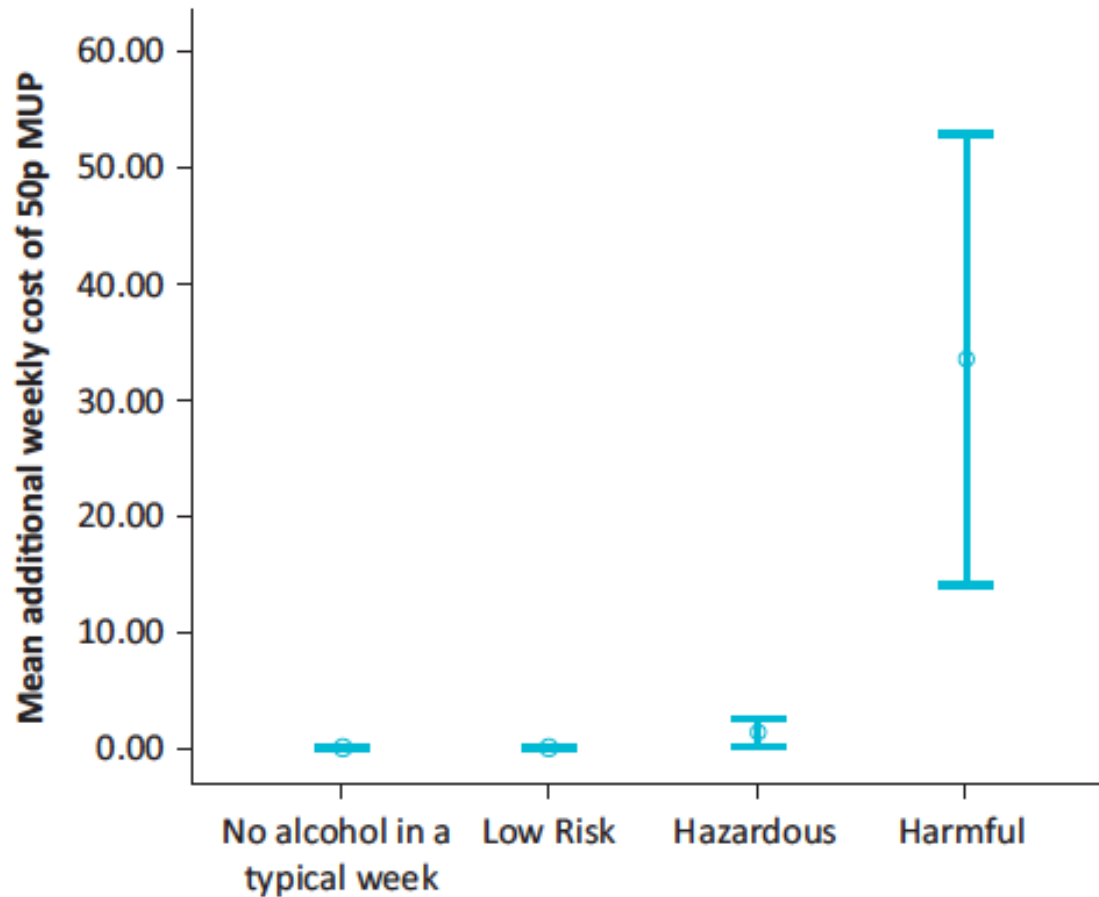
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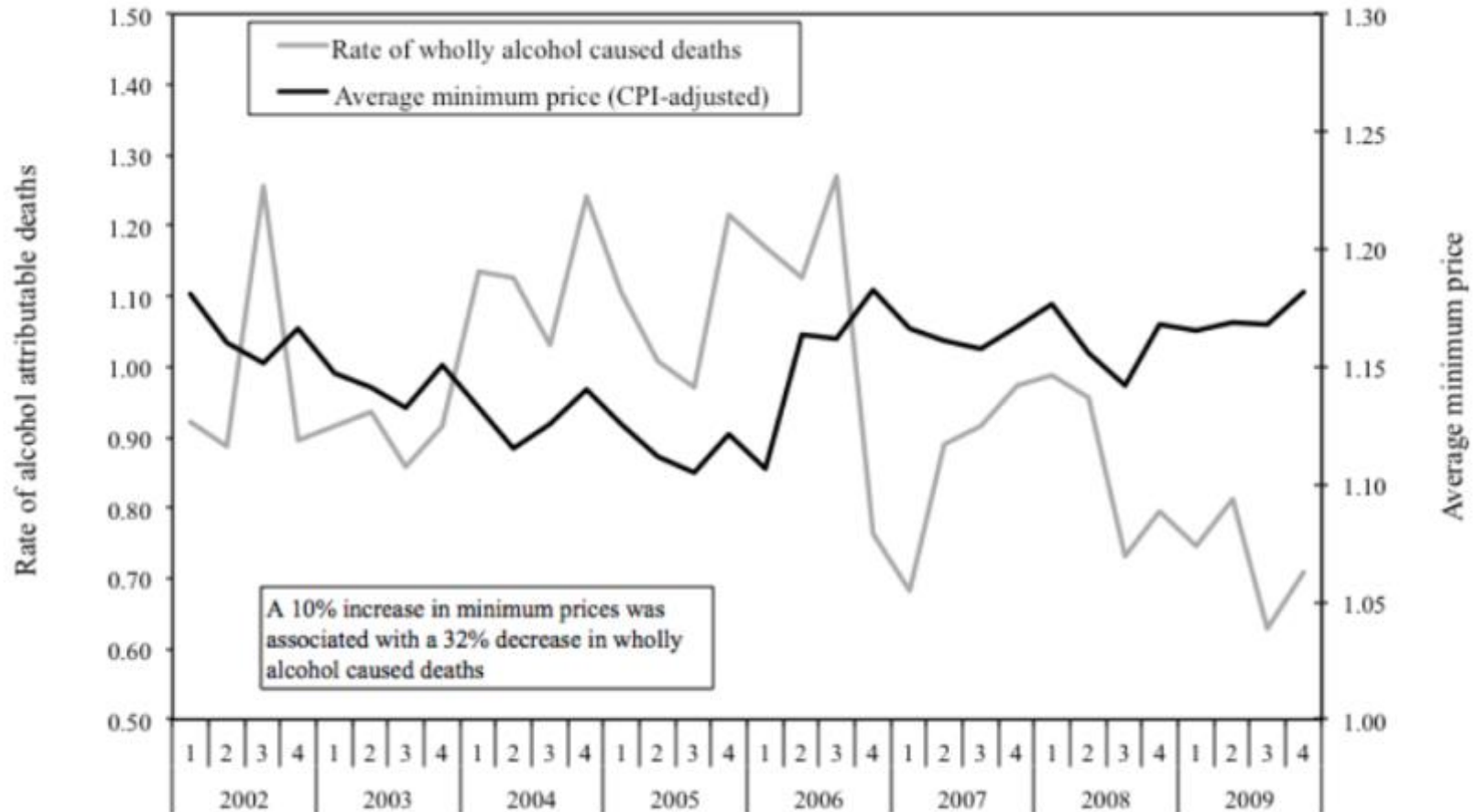
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