Public Policy Exchange holds regular interactive seminars which provide an invaluable interface for policy discussion, debate and networking. These special events offer local practitioners, civil servants and other stakeholders not only an insight into current policy thinking, but also the opportunity to feed into future development across all areas of public policy.
Addressing the Impact of Alcohol Misuse on Public Health

Overview

Costing £3.5bn to the NHS, £120 to every taxpayer and £21bn to the UK economy, alcohol causes various problems to our health, society and economy.

According to the ‘All Party Parliamentary Group on Alcohol Misuse Manifesto 2015’ (August 2014), there are 1.2 million alcohol-related hospital admissions whilst there is also an increase for those under 30 with liver disease over the past 20 years. Additionally, in 47% of violent incidents which led to hospital admissions over 2011 to 2012, the victim believed their attacker to have been drinking. Other statistics from the Office for National Statistics illustrate a trend of declining consumption but still rising alcohol-related harmful consequences (‘Statistics on Alcohol for England’ – ONS, June 2015).

To address this issue, the Home Office published its ‘Alcohol Strategy’ (March 2012), where it set out how the Government intends to work over the long-term with local agencies, industry and communities to counter irresponsible drinking. A year later, in July 2013, the Government set out the next steps to deliver the Alcohol Strategy through a) targeted national action, b) joining up at the local level and c) promoting growth and supporting responsible businesses.

More recently, in January 2016, the UK’s Chief Medical Officers’ proposed a set of new guidelines to limit the health risks associated with the consumption of alcohol. The guidelines were supported by a new review from the Committee on Carcinogenicity (CoC) on alcohol and cancer risk. In this context and according to figures provided by the Health and Social Care Information Centre in December 2015 (‘Health Survey for England, 2014’), 77% of adults drink 14 units a week or fewer, which is within or below the new guidelines.

In addition, with the transfer of responsibility of public health from the NHS to local authorities in April 2013, local authorities are working with a wide range of partners (including drug and alcohol action teams) and taking command of commissioning and coordinating services on the ground.

This special symposium provides an invaluable opportunity for local councils, licensing authorities, the drinks industry, local agencies, police service, health sector, and other key stakeholders to discuss the impact of the Government’s measures on alcohol. It will also explore the next steps to clamp down on the binge drinking culture which pervades our society and analyse the new public health role of local authorities in tackling alcohol misuse.

Why Attend?

✓ Identify latest drinking trends across our country and highlight the impact of alcohol misuse on health
✓ Analyse government thinking on tackling alcohol misuse, assess its impact at a national and local level and consider the new lower recommendations for safe alcohol consumption
✓ Explore the public health roles of local authorities and Drug and Alcohol Action Teams (DAATs) and Services in tackling drug and alcohol misuse
✓ Discuss innovative ways to increase awareness and understanding of alcohol misuse amongst the public and practitioners
✓ Review the licencing regime and the impact of Local Alcohol Action Areas (LAAs)

Who Should Attend?

• Local Authorities and Councillors
• The Health Sector
• Public Health Sector Professionals
• Licensing Portfolio Holders
• Chairs of Licensing Committees and Licensing Committee Members
• Heads of Licensing Departments
• Crime and Disorder Reduction Partnerships
• Community Safety Managers
• Anti-Social Behaviour Officers
• Police Service
• Heads of Community Safety Partnerships
• Town Centre Managers
• Environmental Health Officers
• Accident and Emergency Departments
• Domestic Violence Co-ordinators
• Drug and Alcohol Action Teams
• Youth Offending Teams
• Noise and Nuisance Officers
• Health and Safety Officers
• Fire Service
• Trading Standards Officers
• Licensed Premises
• Unlicensed Premises
• Beer, Pub and Club Industry
• Charities, PTAs, Schools
• Arts Centres
• Theatre and Dance Groups
• Local Event Organisers
• Community Representatives
• Music Industry
• Cultural Development Stakeholders
• Local Regeneration Stakeholders
• Cultural and Sporting Development Organisations
• Third Sector Practitioners

Drinking any level of alcohol regularly carries a health risk for anyone, but if men and women limit their intake to no more than 14 units a week it keeps the risk of illness like cancer and liver disease low”.

- Chief Medical Officer for England, January 2016

Accommodation

Through our partnership with HotelMap, we are able to offer our delegates heavily discounted hotel rates at a wide range of London hotels. To view hotel availability and rates and to book online, visit www.HotelMap.com/MSNUZ/

Enquiries: 020 3137 8630 www.publicpolicyexchange.co.uk @PublicPolicyEx
Addressing the Impact of Alcohol Misuse on Public Health

**Programme**

09:30  Registration and Morning Refreshments
10:15  Chair’s Welcome and Introduction
10:30  Panel Session One: Dealing with Alcohol Misuse across the UK – Challenges and Next Steps
  • Setting the Context - Identify Latest Drinking Trends across the Country and Highlight the Impact of Alcohol Misuse on Health
  • The Policy Framework - Analyse Government Thinking on Tackling Alcohol Misuse, Assess its Impact at a National and Local level, Consider the New Recommendations for Safe Alcohol Consumption
  • Address the Causes of Parental Alcohol Misuse and Ways to Tackle Alcohol Misuse During Pregnancy
  • Protecting Children and Young People through Better Regulation of Alcohol Marketing
  • Targeted National Action – Will Direct Action from Government and Voluntary Commitments by the Alcohol Industry Tackle Alcohol-related Health Harms and Crime?
11:15  Morning Refreshments
11:30  Open Floor Discussion and Debate with Panel One
12:30  Networking Lunch
13:30  Panel Session Two: From National Framework to Local Action - Working in Partnership to Tackle Alcohol Misuse
  • What is the Public Health Role of Local Authorities in Tackling Alcohol Misuse?
  • Strengthening Multi-Agency Working between Health Services, Schools and the Community to Provide Coordinated and Consistent Help
  • Analyse the Roles of Drug and Alcohol Action Teams (DAATs) and Services in Tackling Alcohol and Drug Misuse
  • Promoting Growth and Supporting Responsible Businesses - Enabling Local Authorities to Make Licensing Decisions Based on Local Population Health Needs and the Density of Existing Outlets
  • Upskilling Practitioners - Training Social and Health Workers’ and Ensuring Access to Resources and Best Practice, Ensuring Services are Well-Led and Well-Managed
  • Raising Public Awareness – Increasing Understanding of Alcohol Misuse, Employing Smart Social Marketing Methods and the Latest Digital and Web-based Techniques to Promote Campaigns
14:15  Afternoon Refreshments
14:30  Open Floor Discussion and Debate with Panel Two
15:30  Chair’s Summary and Closing Comments
15:40  Networking Reception
16:30  Close

* Please note that the programme is subject to change without notice *

**Event Details**

Date:  Thursday 28th April 2016
Time:  10:15am – 4:30pm
Venue:  Park Plaza Westminster Bridge
         London

**Forthcoming Events**

Dealing with Radical Extremism in UK Prisons  
21st April 2016

8th Annual Sexual Health and Young People Symposium: Empowering Young People through Effective PHSE and SRE  
26th April 2016

Widening Participation in Higher Education: Promoting Social Mobility and Ensuring Fair Access  
27th April 2016

Raising Standards in Care Homes: Safeguarding Adults from Neglect and Abuse  
10th May 2016

Strengthening UK Cyber Security: Working in Partnership to Reduce Risk in the Digital Age  
11th May 2016

Gambling Protections, Controls and the Role of Local Authorities  
12th May 2016

Improving Public Health: The Role of Local Authorities in Reducing Smoking  
17th May 2016

Positive for Youth, Positive for Society: The Future of Youth Services  
18th May 2016

Suicide Prevention: Promoting Early Intervention and Adopting a Partnership Approach  
19th May 2016

From High Street to High Growth: Shaping the Future of our Town Centres  
24th May 2016

Putting Community Pharmacies at the Heart of the NHS  
25th May 2016

Mental Health and Young People: A Coordinated Approach to Eating Disorders  
26th May 2016

Tackling Serious and Organised Crime: The Role of Local Authorities  
7th June 2016

**Marketing and Exhibition Opportunities**

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

For further information please contact us on 020 3137 8630 or email info@publicpolicyexchange.co.uk