

Action on Alcohol Week 2015

Time for Change

The Right to Information: Being in the Know about Alcohol Harms

Action on Alcohol Week aims to get people thinking and talking about alcohol and how it affects us as individuals, families, communities and a society. By encouraging people to examine alcohol-related issues and how they impact on all of us, we hope that it will stimulate conversation and debate and help to bring about a positive change to our harmful relationship with alcohol in Ireland.

This year's theme is "The Right to Information, Being in the Know about Alcohol Harms".

Action on Alcohol Week 2015 will specifically highlight the following KEY areas:

- Alcohol and Mental Health
- Alcohol's impact on Women and Girls
- The Best Available Evidence: Supporting the Implementation of Local Solutions to Reduce Alcohol Consumption and Alcohol Harms
- Alcohol and Acute Harm
- Alcohol – The Impact on Young People and Parents

It will also emphasise the importance of the Public Health (Alcohol) Bill, due to its potential to reduce these negative effects through its broad range of evidence-based policy measures.

Who can take part in Action on Alcohol Week?

This is an excellent opportunity for all individuals and many different organisations, from local to national level, to contribute to raising awareness and increasing understanding of this very important issue for Irish Society.

Local Authorities, Charities, Community & Voluntary groups, Treatment Service Providers, Schools, Colleges, Universities and businesses etc. are all encouraged to participate.

(See Criteria for Participation on the event registration form)





What's happening during Action on Alcohol Week?

It is up to individual organisations to decide what activity suits them best within the broad theme of *Action on Alcohol Week*. There will be a number of national events taking place, but contributions can be very simple and determined by your own priorities and resources, such as what links with your own work, or will have an impact in your local community or workplace. Every event should be registered with the Alcohol Forum to be listed in an *Action on Alcohol Week* calendar available on participating websites. (See enclosed info sheet for some ideas and suggested activities.)

How do I get Involved?

Please complete the enclosed registration form and forward it to tara@alcoholforum.org in order to register your event for *Action on Alcohol Week*. For further information or assistance please contact 074-9125596, email tara@alcoholforum.org

Who is organising Action on Alcohol Week?

Action on Alcohol Week is coordinated by a steering group of representatives from the Alcohol Forum, Alcohol Action Ireland, Drugs.i.e., and the Royal College of Physicians Ireland who are concerned about and working to reduce alcohol-related harm in Ireland. The Alcohol Forum both Chairs and provides the Secretariat for *Action on Alcohol Week*. This initiative has the approval of the HSE.





Confirmed Key Events for the Week

Monday 20th April:

Alcohol Related Brain Injury (ARBI) Best Practice Seminar for Practitioners
Hosted by Dr Helen McMonagle of the Alcohol Forum

As part of the seminar the Alcohol Forum will launch two newly developed resources “*Alcohol-Related Brain Injury-A Guide for Families*” and “*Alcohol-Related Brain Injury – A Guide for Professionals*” which will provide clear day-to-day guidance on how to respond best to those affected by ARBI across the trajectory of the condition. The seminar has been designed to be of interest to a range of professionals and students across the fields of health and social care.

Those wishing to attend the event can contact the Alcohol Forum for further details.

Tuesday 21st April:

Girls, Women and Alcohol: the changing nature of female drinking in Ireland

Tuesday 21st April 2015

6pm – 8pm

Dublin 2.

Booking from 2nd March 2015 via www.alcoholactionireland.ie

Wednesday 22nd April:

3rd National Alcohol Forum Conference entitled,

**“The Best Available Evidence, Supporting the Implementation of Local Solutions
to Reduce Alcohol Consumption and Alcohol Harms”**

Hosted by the Alcohol Forum, with opening address from Minister for Health Dr. Leo Varadkar
Croke Park Conference Centre, Dublin.

Highlights:

Dr Thomas Babor, Head of Dept. of Community Medicine and Health Care, UConn Health, CT

“Looking Upstream: Evidenced-based Solutions for Alcohol-related Problems in the Community”

Prof David Jernigan, Associate Professor Dept. of Health Behaviour and Society and Director of the Centre on Alcohol Marketing and Youth at John Hopkins Bloomberg School of Public Health.

“Alcohol Marketing and Youth: Global Evidence and Community Responses”

Booking Online at Eventbrite : [HERE](#).

Friday 24th April:

Drugs.ie “Lets Talk about Drugs” National Youth Media Awards.

The 2015 Drugs.ie National Youth Media Awards competition was officially launched on the 4th of November by Minister for Health, Leo Varadkar, T.D. This competition targets young people in Ireland and aims to help students research and understand various issues relating to drug and alcohol use in Irish society. The awards ceremony for this years competition will be held on the afternoon of April 24th 2015 in the Department of Education and Skills, Clock Tower Building, Marlborough Street, Dublin 1. See drugs.ie/awards for more information

The Public Health (Alcohol) Bill

A key focus of *Action on Alcohol Week* will be the Government's proposed Public Health (Alcohol) Bill, due to its potential to reduce alcohol-related harm in Ireland.

What is the Public Health (Alcohol) Bill?

The Public Health (Alcohol) Bill will contain a package of measures designed to tackle our harmful relationship with alcohol, reducing alcohol consumption and the related harms.

The measures proposed for inclusion in the Bill were announced by Government in October 2013 and are based on the recommendations of the Steering Group Report on the National Substance Misuse Strategy, which was published in February 2012.

Though it may seem strange to many, particularly given the high-profile nature of our harmful relationship with alcohol, this marks the first time that alcohol misuse has been addressed as a public health issue by an Irish Government.

To read more about the Public Health (Alcohol) Bill see alcoholireland.ie/publichealthbill

Why is it needed?

Alcohol-related harm in Ireland currently claims three lives a day and costs the State an estimated €3.7 billion annually, putting a particular strain on our already overburdened health services, where 2,000 beds are occupied by people with alcohol-related illnesses every day.

Alcohol also plays a major role in a wide range of other very serious issues for Irish society, such as crime, suicide, self-harm and child welfare. The harm that is caused by our drinking extends far beyond the individual who is drinking, to impact on families, their own or other people's, communities, schools, hospitals and businesses throughout Ireland.

At an individual level, the majority of Irish drinkers are still drinking in a harmful manner. Our per capita consumption is 11.7 litres of pure alcohol per person aged 15 and over (which equates to a bottle of vodka each every week), a situation that is exacerbated by our unhealthy drinking patterns, particularly the prevalence of binge drinking.

To find out more about alcohol-related harm in Ireland see alcoholireland.ie/facts

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What will the Bill contain?

Cabinet has signed off on far-reaching proposals to reduce alcohol consumption and tackle alcohol misuse which will help Ireland to cut alcohol consumption to the OECD average by 2020 and reduce the harm associated with alcohol misuse. Minister for Health Leo Varadkar said the proposed Public Health (Alcohol) Bill 2015 is part of a suite of measures designed to reduce alcohol consumption and limit the damage to the nation's health, society and economy.

The Bill consists of 20 draft Heads and includes provisions for:

- Minimum Unit Pricing for Alcohol Products

This will make it illegal to sell or advertise for sale alcohol at a price below a set minimum price. This is aimed at those who drink in a harmful and hazardous manner and is designed to prevent the sale of alcohol at very cheap prices.

- Health Labelling of Alcohol Products

Labels on alcohol products will now have to contain:

- Health warnings and advice (including for pregnancy)
- The amount of pure alcohol as measured in grams
- The calorie count

- New Enforcement Powers for Environmental Health Officers

Provisions to be enforced include those in respect of:

- structural separation of alcohol from other products under section 9 of the Intoxicating Liquor Act 2008 when it is commenced
- minimum unit pricing
- health labelling
- regulations relating to the sale, supply and consumption of alcohol products under section 16 of the Intoxicating Liquor Act 2008 (to restrict advertising, promoting, selling or supplying alcohol at reduced prices or free of charge)

- Regulation of Advertising and Marketing of Alcohol

It will become illegal to market or advertise alcohol in a manner that is appealing to children. It provides for the making of regulations regarding the marketing and advertising of alcohol and includes provisions for restrictions on broadcast marketing and advertising, cinema advertising, outdoor advertising, print media and the regulation of sponsorship by alcohol companies.

For detailed information on the measures proposed see <http://health.gov.ie/blog/press-release/government-publishes-far-reaching-measures-to-tackle-alcohol-misuse/>





Event Ideas:

Getting involved in *Action on Alcohol Week 2015* does not have to be time consuming or costly.

We would encourage organisations of all sizes to take part in some way to help us raise awareness of alcohol's harm to others.

Some ideas to get you started are ...

Ideas for Organisations/Businesses

Company Newsletter/Website

Host key messages of AAW on your website or feature in your newsletter. Alternatively, why not use some of Alcohol Forum's available resources to circulate amongst your staff? We have resources available for download on our website: (www.alcoholforum.org/resources)

Noticeboard

Print off some of Alcohol Forum's resources and display them where staff members can see them.

Make a Press Statement

Release a press statement or a Radio/TV interview on how Alcohol misuse impacts on your organisations area of concern

Develop an Alcohol Charter

Does your organisation/business have an alcohol policy? If so, do you need to review it?

Awareness training

Manager training to respond appropriately to alcohol-related workplace issues

Exhibit Alcohol Fact Sheets

Exhibit information on premises and in staff room

Like us on Facebook and join in the conversation to eradicate alcohol's harm.

Ideas for Community Groups:

Develop an Alcohol Charter for your group

Find ways of discussing the harm caused by alcohol and record key themes for the development of an art piece

Disseminate Alcohol Forum Factsheets

We have resources available for download on our website: (www.alcoholforum.org/resources)

Host Awareness training and recruit participants in your area

If your organisation's is part of a network of organisations, plan an activity that can be run through-out the networks

Ideas for Individuals

Commit to sharing

Make a commitment to share with three other people the information found on our postcard. Share links to the Alcohol Forum resources on your Twitter and Facebook.

Take the “Rate your Drinking” questionnaire

Found on the Alcohol Forum website (www.alcoholforum.org/resources)

<http://drinkhelp.ie/>

Become More Knowledgeable about Alcohol and Drinking

<http://www.hse.ie/go/alcohol/>

<http://www.yourdrinking.ie/>

Keep a “Drinking Diary”

Keep a Drinking diary for the week of AAW and at the end of the week calculate how much alcohol you have consumed

Ideas for Young People and Groups:

Host an Information Meeting and invite speakers

Like us on Facebook and join in the conversation to eradicate alcohol’s harm.

Alcohol Quiz

Why not hold a quiz with a difference? Try holding a quiz at lunchtime and offering non-alcoholic drinks and nibbles. Use some of our Alcohol Quiz questions as part of this.

Participate in “Hello Sunday Morning”

www.hellosundaymorning.org

Host an Alcohol Free Event

We are encouraging Bars/Nightclubs and Student Unions to promote sensible consumption of alcohol during this week. Why not run some promotions on alcohol-free drinks or offer our alcohol-free cocktails as an alternative.

Share any other ideas with us by registering your event

Action on Alcohol Week –

20th to 24th of April 2015

Event Registration



Criteria for Inclusion:

Action on Alcohol Week aims to stimulate a collective response to the issue of Alcohol Harm in Ireland.

The importance of maintaining credibility and complete independence from any influence from the Drinks Industry in any form cannot be overstated. Therefore, to protect the integrity and ensure the continued cooperation of the many Organisations associated with *Action on Alcohol Week*, Organisations registering as contributors to Alcohol Awareness Week **should have no connection with or receive funding/support in any form from the Drinks Industry.**

If you wish to take part in/contribute to *Action on Alcohol Week* please fill in the **Registration Form** below and return to tara@alcoholforum.org as soon as possible. Or call 074-9125596

<i>Company/Organisation</i>	
<i>Contact Person</i>	
<i>Contact telephone number</i>	
<i>E-mail Address</i>	
<i>Address Line 1</i>	
<i>Address Line 2</i>	
<i>Town/City</i>	
<i>Event Title</i>	
<i>Event Date(s)</i>	
<i>Event Description</i>	
<i>Event location</i>	
<i>Event Time</i>	
<i>How are you promoting this event?</i>	
<i>How to get involved in your event</i>	

