

Alcohol and Covid-19 – It was bad before...

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An imperfect storm!

- Number of high risk drinkers increased from 4.8 million (February 2020) to 8.4 million (September 2020)
- 2020 was the worst year on record for alcohol specific deaths
- Evidence of increased parental drinking, domestic violence and tension within the family home
- Disproportionately affects the most deprived communities – the alcohol paradox



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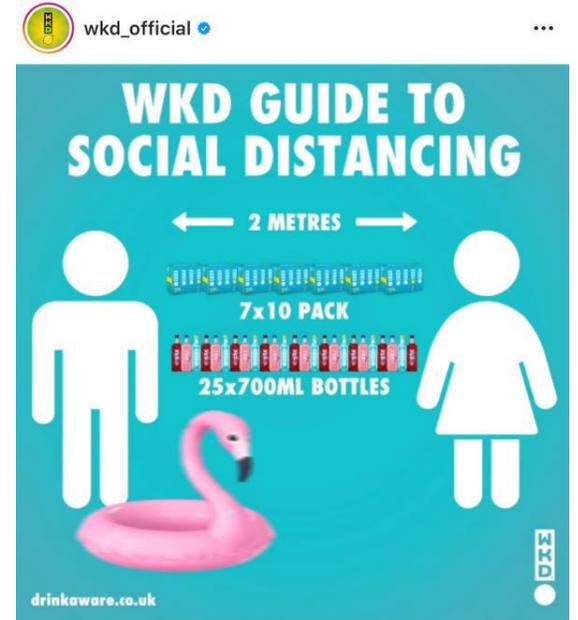
lambriniuk Staying in has never looked so good 🍷

Stock up on your favorite lockdown tipples, available from @drinksupermarket 🛒 - @byeemmacampbell



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wkd_official Eyes down, everyone, and doobers at the ready for Wkd Lockdown Bingo! Simply tick off as many of these as you've done and shout out below whether you've got a LINE! CORNERS! or even better FULL HOUSE! Let us know if we've missed any obvious ones out too...#WKDside



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wkd_official Hey everyone, just thought we'd do you a quick reminder to show what 2 metres of social distancing looks like. Hope you're all keeping well - who's looking forward to getting out a little bit more? #WKDside

And the alcohol industry responded...

Public perceptions



4 in 10 adults were drinking above the CMO's low risk guidelines

Heavier drinkers x3 more likely to have increased how often they drank

Parents were x2 as likely as non-parents to be drinking more often

Over half of men drinking at risky levels

1 in 4 drinkers (around 443,000 people) were bingeing at least weekly

Young adults (18-24) were now just as likely to be non-drinkers (27%) as heavy drinkers (27%)

Risky drinking was highest amongst 45-54-year-olds with almost 1 in 2 (49%) drinking above recommended limits

1 in 3 adults over 65 were drinking above the low-risk drinking guidelines

More than 8/10 people drinking above the recommended limits classed themselves as "responsible drinkers"

Low awareness of risk

These are worrying times, but alcohol is not the answer

Alcohol - not the answer.



The image shows five tall, slender glasses of beer arranged in a row on a reflective surface. From left to right, the amount of beer in each glass increases progressively, starting with a very small amount and ending with a full glass. The background is a light grey gradient.

NHS

BALANCE
Getting the
measure of alcohol

We know what works...



World Health
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Protecting and improving the nation's health

**The Public Health Burden of
Alcohol and the Effectiveness
and Cost-Effectiveness of
Alcohol Control Policies**
An evidence review

- Most effective
 - Price
 - Availability
 - Marketing
- Other effective interventions are:
 - Raising awareness of health burden
 - Prevention and treatment
 - Labelling
 - Drink driving laws
 - Community action

“The time for action is now.

The blueprint and evidence base are there

*Reducing alcohol harm requires resources and,
most of all, political will.*

*Addressing alcohol harm is a test of the
Government’s ‘levelling up’ plans.*

*It is a test that the North East can’t afford to
fail.”*

**We are
better
together...
standing
side by
side!**