

# Oxfordshire Alcohol Strategy 2011-14

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July 2010

# How we are working together

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- Many organisations are involved, including
  - District community safety partnerships
  - Police
  - Probation
  - NHS
  - Trading Standards
  - Healthy Oxfordshire Schools Team
  - Children's Trust
  - Armed Forces bases
  - Voluntary sector e.g. street pastors
  
- Understanding current situation
  - Basket of indicators
  
- Action based on evidence of best practice

# Progress and Success

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- Nightsafe and enforcement
  - Reductions in violent crime
- Community Safety Practitioner in A&E
- Alcohol campaigns
- Workplace policy
- Brief advice training and guidance for primary care
- New Alcohol treatment service
- Designated Public Place Orders
- Successful under-age sales test purchasing
- Children and Young People Plan
  - New outreach and treatment services

# The Alcohol Awareness Campaign

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**A L C O H O L**  
get the **FACTS** • weigh up the **RISKS**  
live with the **CONSEQUENCES**

*Safer Oxfordshire*

# Lads' night out?



## Did you know..?

- \* Half of all violent crime is alcohol related.
- \* Alcohol can make anxiety or depression worse.
- \* 17 million working days are lost each year through hangovers.



## TOP TIPS for responsible drinking

- Stick to single shots of spirits.
- Don't drink in rounds.
- Pace yourself with soft drinks.
- Choose drinks which contain fewer units.
- Don't drink and drive. When caught you can be prosecuted.



1.9 units 500ml can of lager 3.6% ABV	3 units Pint of strong beer/lager/cider 5.2% ABV	2 units Double spirit and mixer 40% ABV	2.3 units Pint of lager 4% ABV	2.8 units Pint of bitter 5% ABV	1.7 units Bottled lager 5.2% ABV	1 unit Sambuca shot 42% ABV
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## ALCOHOL KNOW YOUR LIMITS

SHOULD NOT REGULARLY EXCEED	
MEN	WOMEN
<b>3-4</b>	<b>2-3</b>
UNITS DAILY	UNITS DAILY



Concepts reproduced courtesy of Isle of Wight Council

<http://units.nhs.uk/>

# Here come the girls!



## Did you know..?

- \* There are 185 calories in a large glass of wine.
- \* Alcohol can make anxiety or depression worse.
- \* Exceeding the daily limit gives you a higher risk of developing breast cancer.



## TOP TIPS for responsible drinking

- Make your drinks into a spritzer, it will last longer.
- Choose drinks which contain fewer units.
- Pace yourself with soft drinks.
- De-stress with a walk or exercise rather than a drink.
- Don't drink and drive. When caught you can be prosecuted.



1.6 units 125ml glass red/white wine 12.5% ABV	1.4 units 275ml bottle alcopop 5% ABV	1 units Single spirit and mixer 40% ABV	1 units Irish cream liqueur 50% ABV	3.3 units 250ml glass red/white wine 13% ABV	2 units Cosmopolitan cocktail 18% ABV	1 unit Sambuca shot 42% ABV
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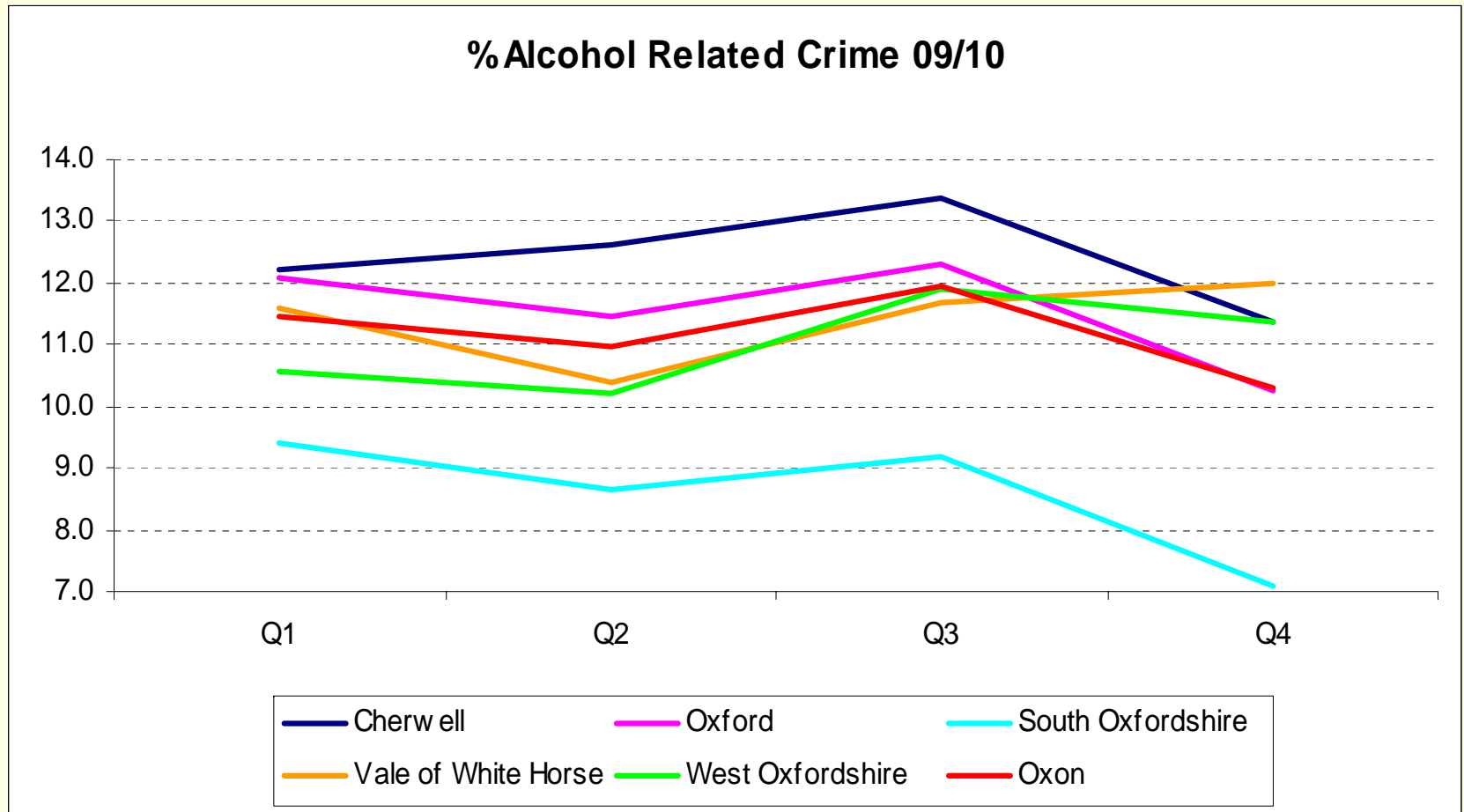


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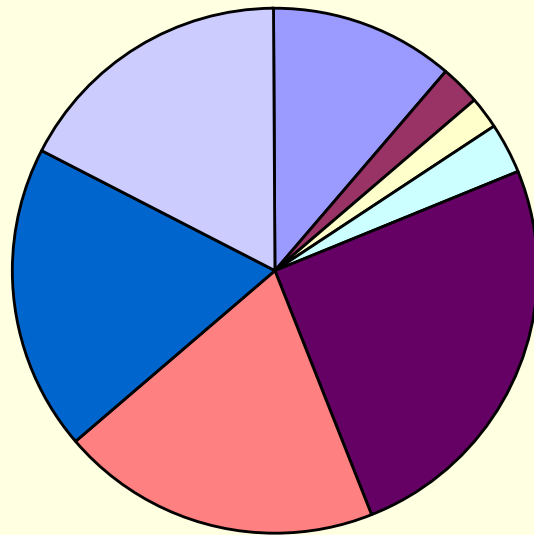
# Alcohol Related Crime

## April 09 - March 10



# Alcohol related crime by type

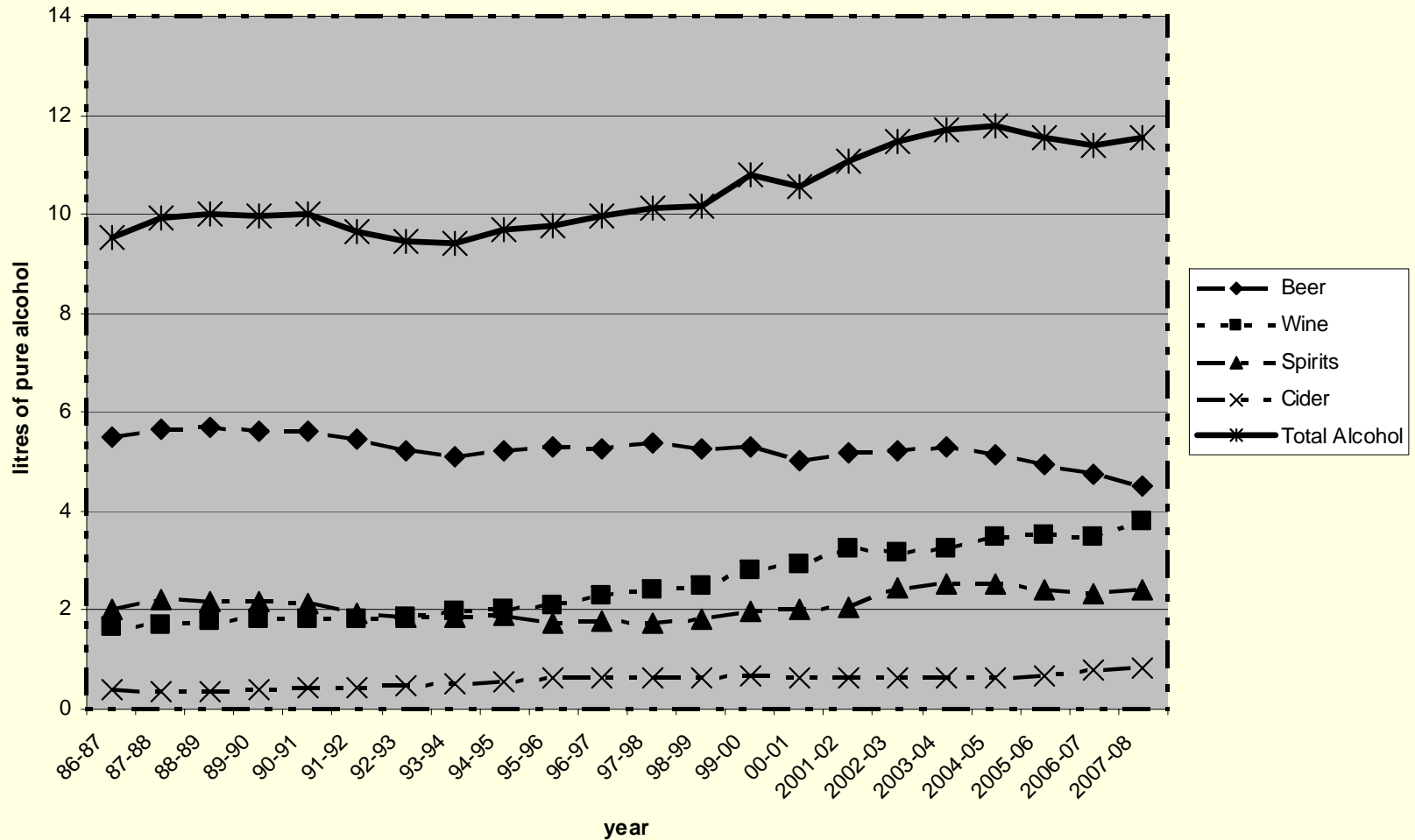
Alcohol related crime, Oxon 2009, by crime type



- Criminal Damage
- Serious Acquisitive Crime
- Serious Sexual Offences
- Serious Violent Crime
- Assault, less serious injury
- Public Order Offences
- Assault without injury
- Other

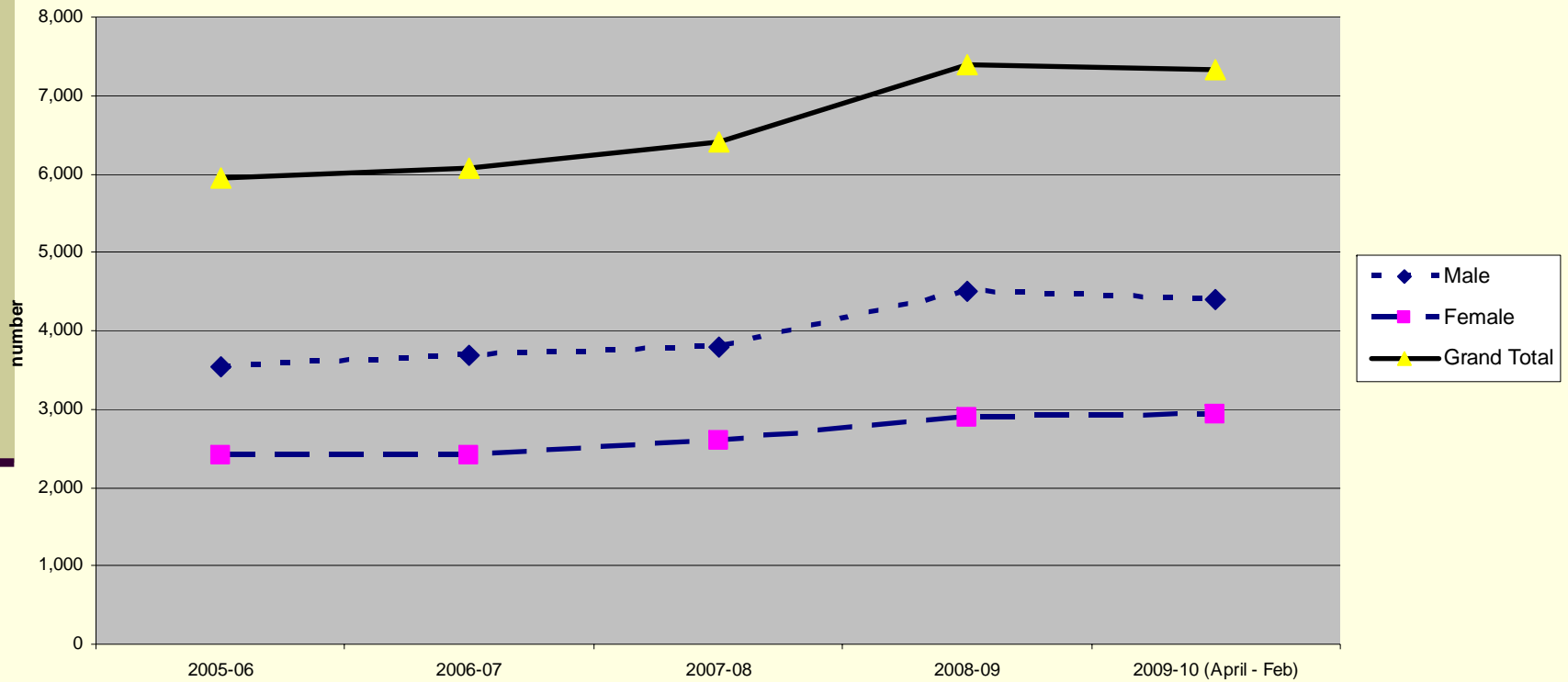
# UK Alcohol consumption

Litres of pure alcohol per adult consumed in UK, 1986 - 2007



# Alcohol related hospital admissions

Total number of Hospital admissions in Oxfordshire for alcohol related conditions (all ages), 2005-06 to 2009-10



# Self report of alcohol consumption, children and young people

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## Big Voice Survey

March 2008- June 2009

- 72% of young people aged over 11 have drunk alcohol,
- 9% regularly drink,
- 51% have been drunk
- 9% are regularly drunk.
- 5% agree that there is a lot of pressure to drink alcohol.

# Test purchasing operations

Totals	Number of Ops	Tested	Pass	Fail	DPS Prosecutions
	27	207	157	50	7

Fail Rate

24 %

Re-offend Rate

35 %

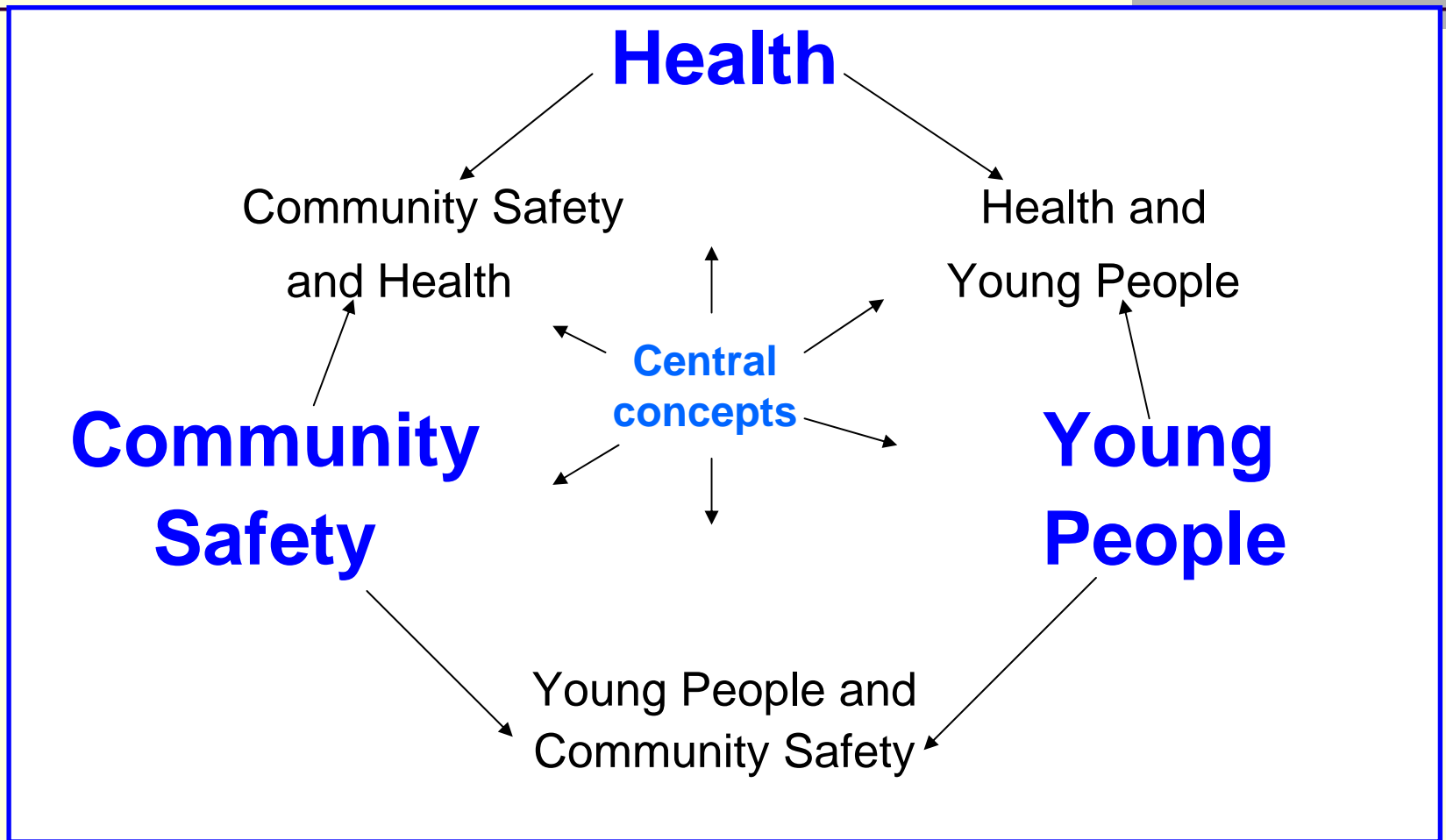
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## Principles

- It is everyone's business
- Raising awareness to promote self responsibility
- Shifting the emphasis to prevention to reduce impact on services
- Ensure the right services are in place for those who need them

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## ■ Next steps

- Comments from consultation to be incorporated into the document
- Final draft to Oxfordshire Community Safety Partnership in January 2011
- Action plans being drafted
- Dissemination to ensure it is everyone's business

# Questions and Discussion

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- Are we working to the right principles
  - (self-responsibility, prevention, joint work)
- Feedback on the proposed themes
  - (Health, Community Safety, Young People)
- Support and advice in times of change