

Presentation at Pathways for Health Project

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Binge Drinking – What is it about and what has an impact?

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Presentation Outline

- What is Binge drinking ?
- Why is it important ?
- What factors are linked to binge drinking?
- How can we prevent and reduce binge drinking?

High Risk Drinking Patterns

- Binge drinking
- Underage drinking
- Drinking and driving
- Drinking during pregnancy
- Drinking at work
- Drinking prior to DIY, sport and water activity

Binge drinking – broadly defined

*Drinking too much on any given
occasion that impairs normal function
and increases the risk of harm*

Binge drinking -elements

- **Quantity** of alcohol consumed
 - Need to identify grams used
 - WHO says 5+ drinks (60 grams plus)
 - At least one bottle of wine or equivalent
- **Occasion** - time bound
 - Drinks in a row 'session'
- **Frequency** of heavy drinking occasions
- **Context**
- **Intention**

Why is it important ?

Increases risk of harm

- Personal harm

- Accidents
- Injuries
- Suicide
- Unsafe sex
- Relationship problems
- Reduced ability to do work
- More vulnerable to harm from others

Alcohol and Injuries in the Emergency Room

Two-thirds

**of those who had consumed
alcohol prior to injury
reported that the accident/injury**

***would not have happened if
they had not been drinking***

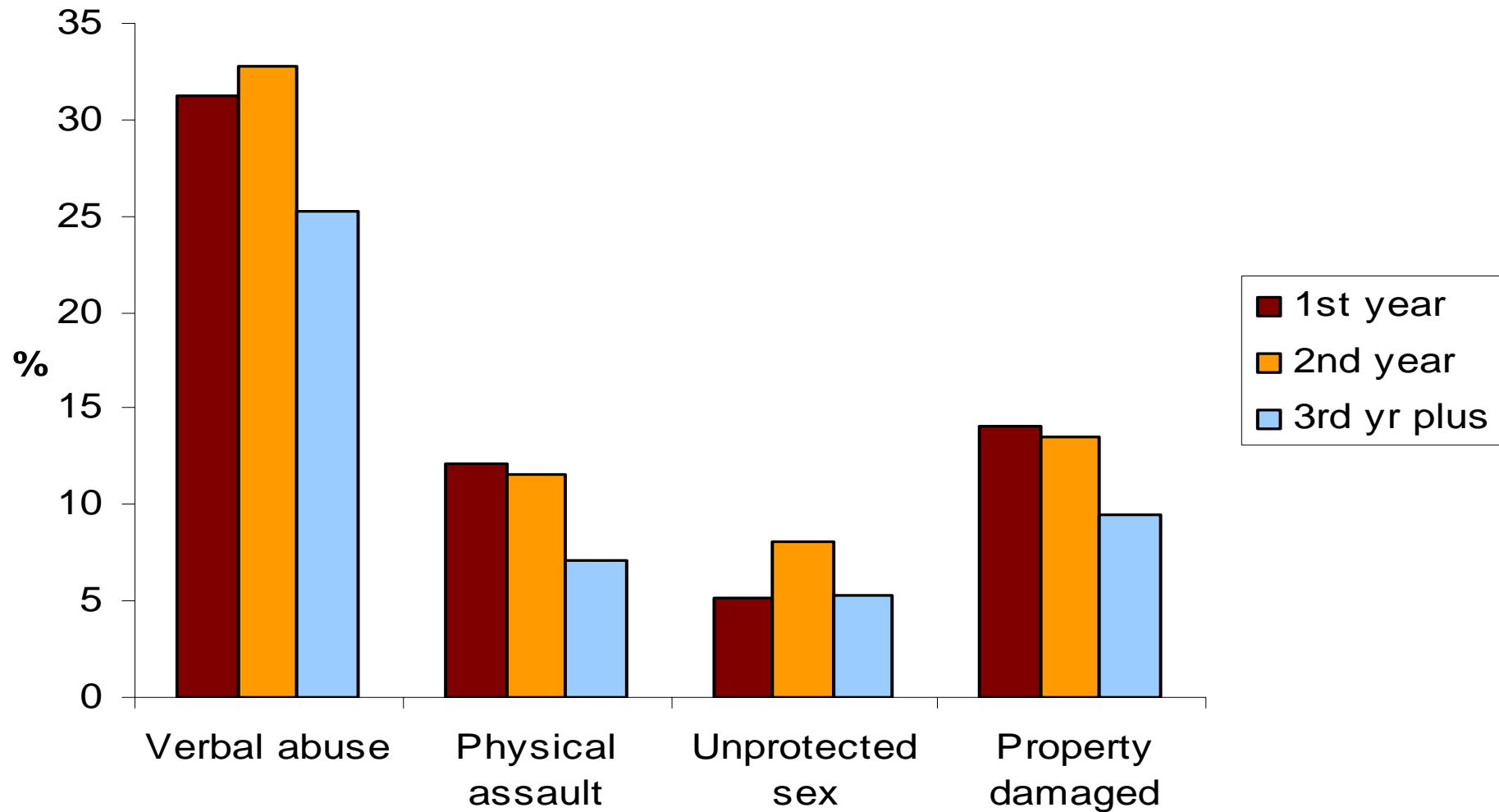
Source: Hope et al 2005

... Increases risk of harm

■ Harm to others

- Assaults
- Accidents
- Violence
- Drinking and driving
- Family life
- Unborn child

Experiences of harm from someone else's drinking

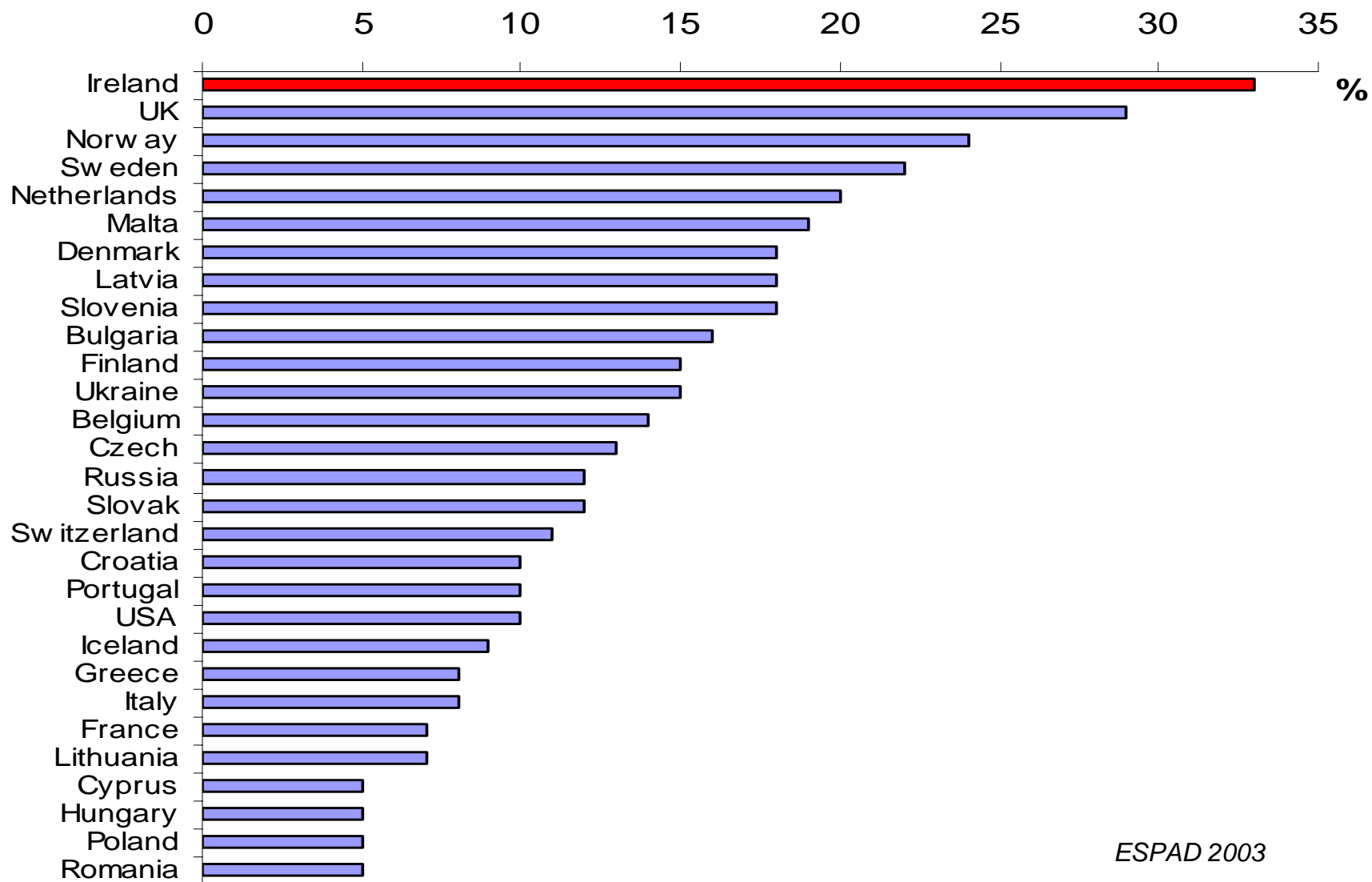


Source: CLAN, Hope et al 2005

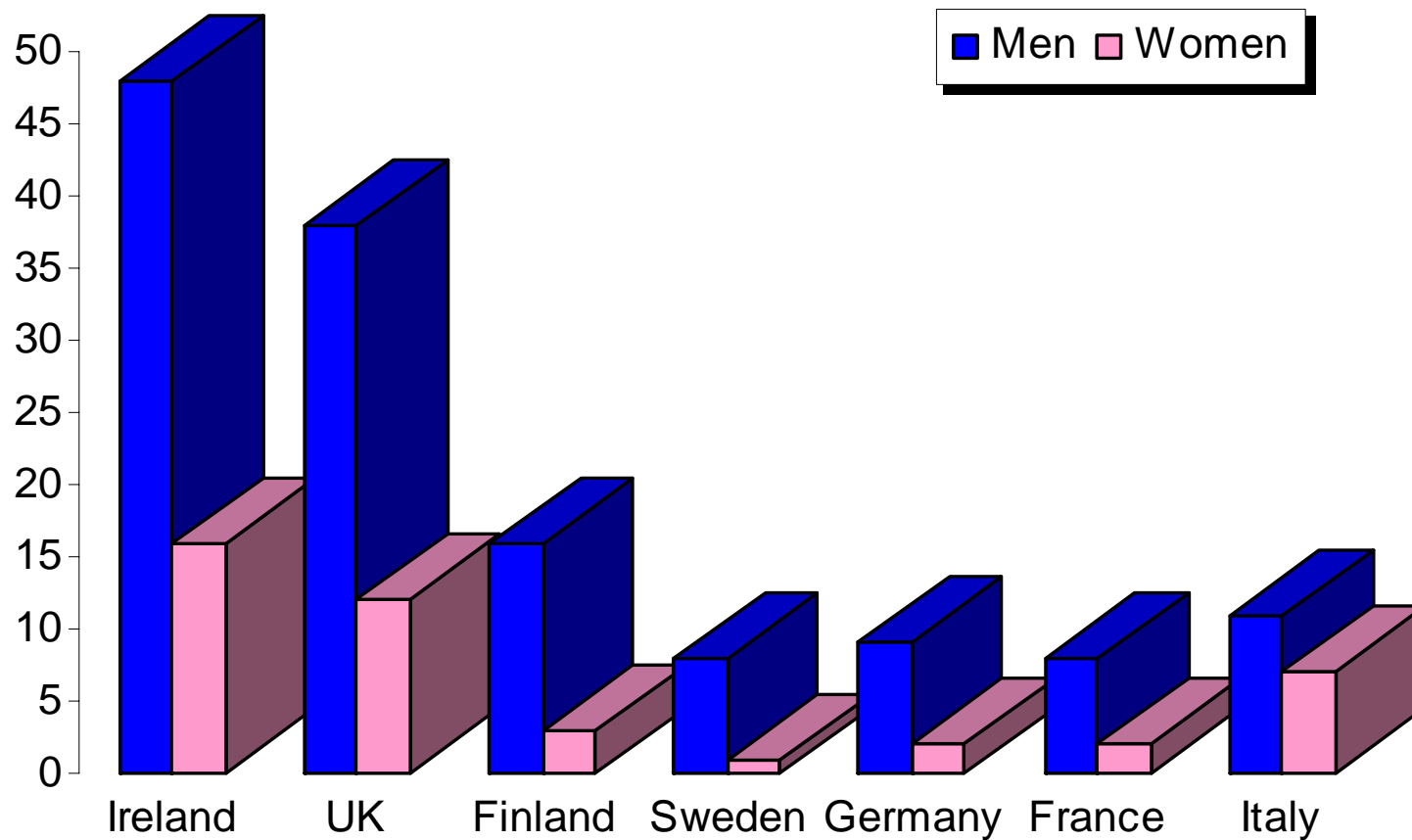
High risk Groups

- Adolescents
- College students
- Young adults
- Women of child bearing years
- Pregnant women
- Emergency room patients
- Individuals with
 - Mental health problems
 - Alcohol abuse disorders

Adolescent Girls - Regular binge drinking 2003

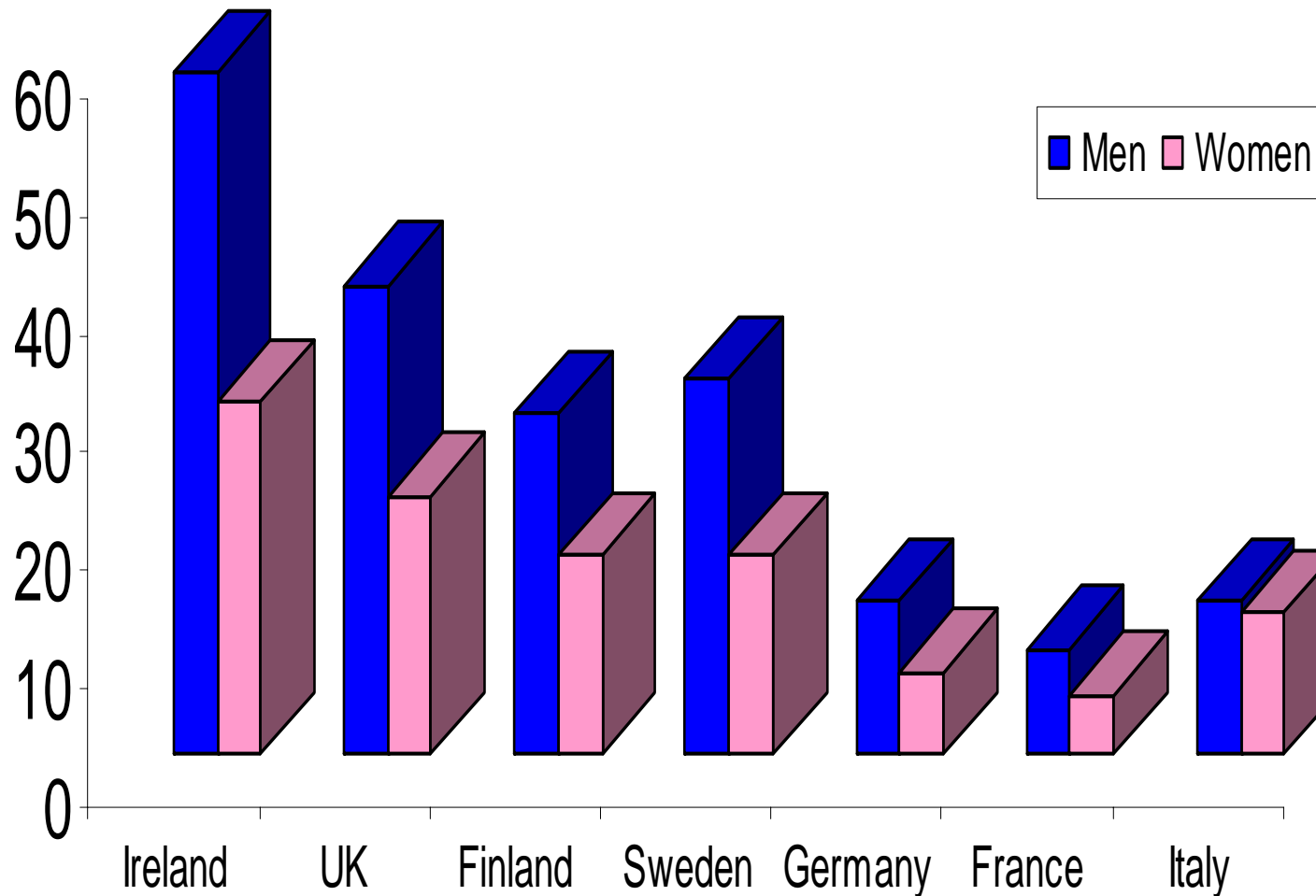


European Comparison - adults Binge drinking at least weekly



Source: Leifman, 2002; Ramstedt & Hope 2003

European Comparison – Binge drinking per 100 drinking Occasions



**What factors are linked
to binge drinking ?**

Environmental factors linked to binge drinking

- Cheap alcohol
- Easy access to alcohol
- Strong alcoholic drinks
- Sweet alcoholic drinks
- High risk sales promotions
- Selling/ service to youth
- Selling/service to those intoxicated
- Marketing alcohol as essential for successful lifestyle

Individual factors linked to binge drinking

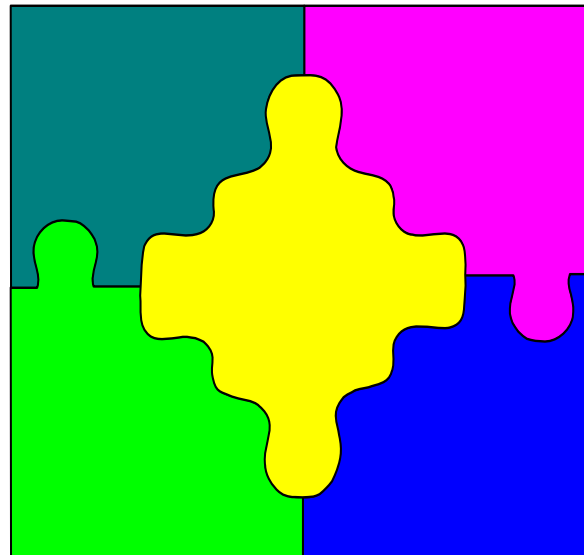
- Risk taking
- Drug affect
- Group activity
- Lacking self-confidence
- Family dynamics
- Vulnerable to marketing messages

Prevent and Reduce Binge Drinking

High Price
by high taxes

Regulate
Availability

Limit high-risk
marketing
practices



Community
Mobilisation

Early
intervention

High Price by high taxes

- Transnational issue
- Impacts on young and heavy drinkers
- Benefit to Government
- Need EU increase in Minimum alcohol tax levels

Regulate Availability

- ✓ Minimum age for alcohol purchase
- ✓ Outlet density
- ✓ Seller/server training and house policy
- ✓ Prohibit service to intoxicated customers
- ✓ Consistent Law enforcement
- ✓ Alcohol products with low alcohol content
- ✓ Server Liability

Limit Marketing

- Reduce exposure of youth to alcohol advertising
 - quantity,
 - location,
 - content
- Cut link between alcohol and sport
- Avoid high-risk alcohol promotions

Avoid High risk promotions

■ Off licence

- Volume packs of alcohol
- Kegs of beer
- Volume discounts
- Coupons for free alcohol

■ On premise

- Serving size
- Happy hours
- Cheap/free alcohol promotions
- Price specials
- Cover price and all you can drink
- Promotion teams encouraging shot consumption

Community Mobilisation

Alcohol action plan

an integrated set of actions tackling

- the community **environment**
(social, cultural, policy practices)
- programmes for **individuals** involved in binge drinking.

Community practices and policies

- Capacity building – awareness, education, training, networking
- Promote safer drinking environment
- Enforcement of alcohol laws
- Test Purchase trials
- Define limits of acceptable marketing practices
- Support organisations to avoid drinks industry sponsorship
- Counter the climate of approval of drunkenness

Early intervention

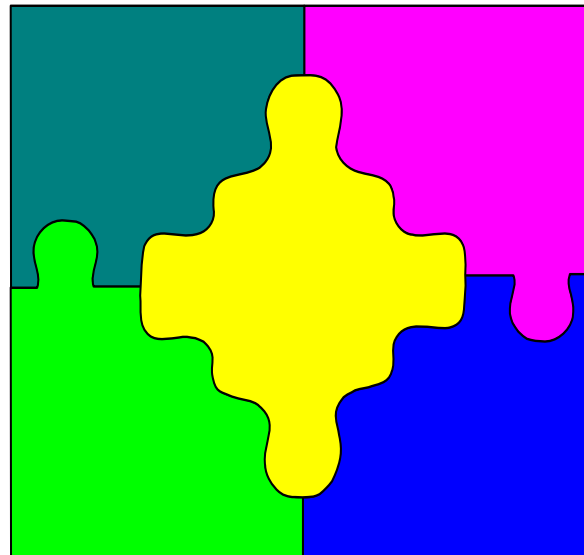
- Support for Parents
- Systematic alcohol screening across health and social services
- Brief advice
 - Primary care
 - Emergency room
 - Sexual health clinics
 - Anti-natal clinics
 - Court programmes for alcohol related offenders

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