

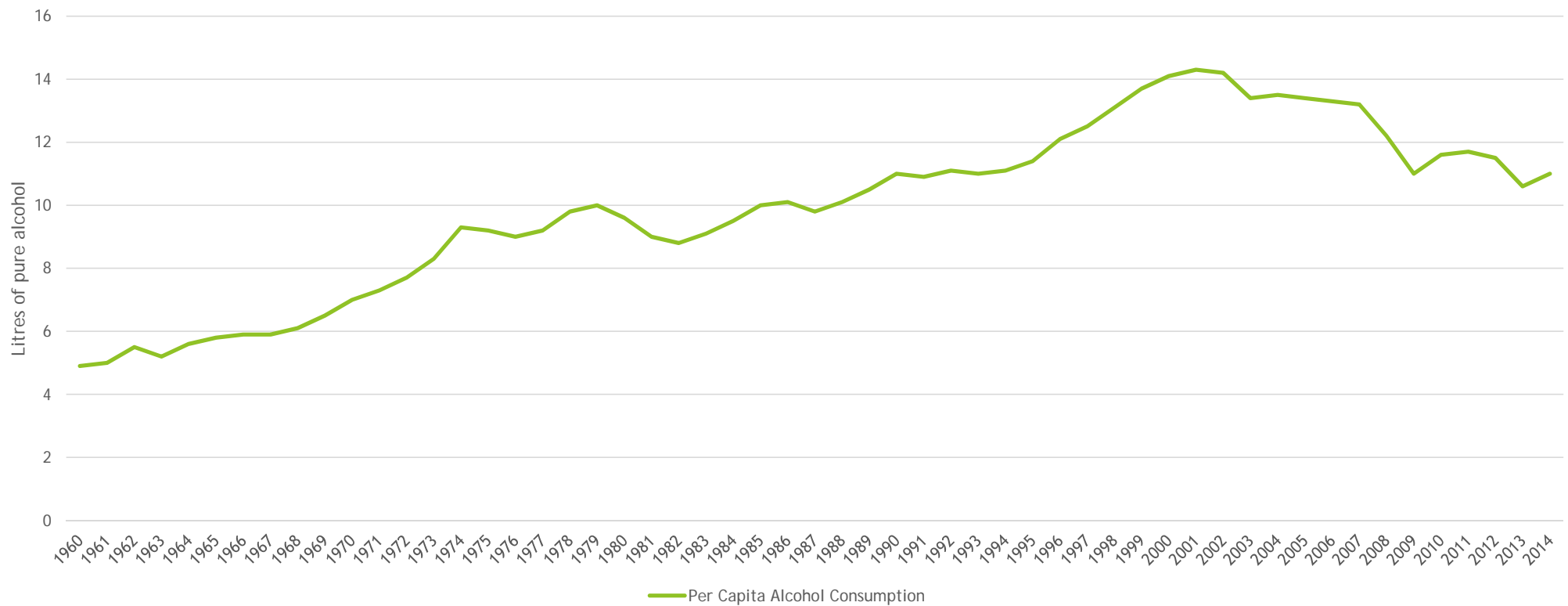


# Public Health Alcohol Bill

Global Alcohol Policy Alliance (GAPA)

# Alcohol consumption in Ireland

Per Capita Alcohol Consumption in Ireland 1960-2014



# Irish Alcohol Diaries 2013

- ▶ 75% of all alcohol consumed was done so as part of a binge drinking session
- ▶ One third (33%) of men and more than one fifth (23%) of women who consumed alcohol in the week prior to the survey consumed more than the HSE low-risk drinking guidelines
- ▶ Harmful drinking (75%) and dependent drinking (15%) are highest among 18-24 year old age group
- ▶ More than half (54%) of 18-75 year old drinkers were classified as harmful drinkers, which equates to **1.35 million harmful drinkers in Ireland**

## IRISH DRINKING IN 2013

**75%**

of alcohol consumed is  
part of a binge session



SOURCE: HEALTH RESEARCH BOARD – NATIONAL ALCOHOL DIARY SURVEY 2013.

# How did we get here?



Alcohol became:

- a lot cheaper
- more widely available
- relentlessly promoted



# The Harm

- ▶ Alcohol misuse in Ireland is fuelling a growing health and crime crisis that is costing us an estimated €3.7billion
- ▶ 88 deaths every month in Ireland are directly attributable to alcohol
- ▶ Liver disease rates are on course to quadruple in Ireland between 1995 and 2015, with the greatest level of increase among 15-to-34-year-olds
- ▶ One in eleven children in Ireland say parental alcohol use has a negative effect on their lives - that is almost 110,000 children
- ▶ There are 900 alcohol-related cancer cases and 500 deaths each year in Ireland
- ▶ Alcohol is a factor in more than half of completed suicides in Ireland

# Public Health Alcohol Bill - a timeline

- ▶ **December 2009:** Alcohol is included in a National Substance Misuse Strategy.
- ▶ **February 2012:** Publication of the Steering Group's report. A total of 45 recommendations are made around the following pillars: Supply; Prevention; Treatment and Rehabilitation, and Research.
- ▶ **October 2013:** Government announces the measures to be included in the Public Health (Alcohol) Bill, including minimum unit pricing, restrictions on alcohol marketing, and the labelling of alcohol products.
- ▶ **February 2015:** The Heads of the Public Health (Alcohol) Bill are published. A ban on alcohol sponsorship of sport is not included.
- ▶ **June 2015:** Joint Committee on Health and Children publishes its report on the Pre-Legislative Scrutiny of the General Scheme of the Public Health (Alcohol) Bill.
- ▶ **September 2015:** Bill included on Government's Legislative Programme for Autumn-Winter 2015, which sets out 34 Bills to be published before the end of this year.

# Public Health Alcohol Bill provisions

Minimum unit pricing for retailing of alcohol products

Health labelling of alcohol products, which will see:

- Health warnings and advice (including for pregnancy) on all alcoholic products containers (bottles, cans etc.) and on promotional materials
- The amount of pure alcohol as measured in grams and the calorie count contained in each container/measure on the label/container.

# Public Health Alcohol Bill provisions

Regulation of marketing and advertising of alcohol, specifically to:

- ▶ limit marketing and advertising of alcohol on television and radio from 2016 to evening hours
- ▶ limit marketing and advertising of alcohol in cinemas to films classified as over 18s
- ▶ restrict marketing and advertising of alcohol in outdoor media from 2018
- ▶ restrict marketing and advertising of alcohol in print media
- ▶ restrict sponsorship by alcohol companies
- ▶ set limits on how alcohol is portrayed in advertisements



# Public Health Alcohol Bill provisions

## Enforcement powers for Environmental Health Officers in relation to:

- ▶ provisions on minimum unit pricing for retailing of alcohol products
- ▶ provisions on health labelling
- ▶ regulations relating to the control of marketing and advertising of alcohol products
- ▶ regulations relating to the sale, supply and consumption of alcohol products under section 16 of the Intoxicating Liquor Act 2008
- ▶ structural separation of alcohol from other products under section 9 of the Intoxicating Liquor Act 2008, which *may* be commenced
- ▶ any other provision(s) which require enforcement measures

# Self-regulation in action

- ▶ The regulation of the promotion of alcohol has been structured and undertaken by the alcohol industry itself, mainly through voluntary codes of practice. The alcohol industry writes the rules it sees fit to adhere to and decides whether they are being obeyed or not.



# Self-regulation in action

- ▶ “Alcohol products will, as far as possible, be displayed only in a part of the premises through which customers do not have to pass in order to obtain access to other beverages and food products”



- ▶ Even full compliance with a weak and ineffectual voluntary code cannot fulfil the objective the code was charged with achieving - “the concept of structural separation”.

# The alcohol industry



'Villages left without a local as 2,000 pubs close in 10 years'



Ralph Riegel  
EMAIL

PUBLISHED  
15/09/2014 | 02:30

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nt Barack and Michelle

drinkaware.ie

**STOP  
OUT-OF-  
CONTROL  
DRINKING**

Ireland's alcohol industry contributes over €2bn to the Irish economy, supporting over 92,000 jobs in brewing, distilling, agriculture and more...

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Mondav. September 08. 2014

# Alcohol Health Alliance

The Alcohol Health Alliance was established by Alcohol Action Ireland and the Royal College of Physicians of Ireland (RCPI), and brings together a wide range of public health campaigners whose mission is to reduce the harm caused by alcohol.



# Make Your Voice Heard

► [alcoholireland.ie/campaigns/bill/](http://alcoholireland.ie/campaigns/bill/)



Public Health (Alcohol) Bill

**MAKE  
YOUR VOICE  
HEARD**

Email your Local T.D in three easy steps

**Concerned about alcohol-related harm?**

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.