

## Research

[The alcohol evidence base: identifying UK-relevant research](#)

Alcohol Research UK briefing

[Exposure of children and adolescents to alcohol marketing on social media websites](#)

[Harm to others from alcohol consumption in the minimum pricing policy debate - analysis of UK newspapers](#)

[Alcohol screening and brief interventions for adolescents](#)

## Resources

[European Workplace Alcohol Toolkit](#)

Toolkit for good practice in alcohol-related workplace interventions

**Healthy Development in Young People: for professionals working with substance use in young people**  
Free, interactive e-learning resource from the Royal College of Paediatrics and Child Health  
[More info](#)

## Events

**SHAAP and SARN debate and discussion with Professor David Nutt**

Alcohol without the hangover? Using science to reduce the harms of alcohol  
19 February, Edinburgh  
[More info](#)

**Alcohol Research**

## Alcohol Policy

Wishing all our readers a happy Christmas and very best wishes for 2014. Our office will be closed from Tuesday 24 December and will reopen on Friday 3 January.



### Alcohol consumption and deaths higher in Scotland than northern England

Twenty Scots are still dying every week because of alcohol, despite a recent downward trend. The latest [MESAS report](#) shows higher deaths in central Scotland are consistent with more alcohol being sold. The most apparent difference between the regions was the substantially higher level of spirits sold in supermarkets and off-licences in Scotland.

Meanwhile, figures released by the [Office for National Statistics](#) show 3 in 5 adults say they drank alcohol in the past week, continuing a decline since 2005, and the proportion of adults

drinking more than 5 days a week has also dropped.

### Alcohol interventions in the workplace

The European Workplace and Alcohol project has published a [toolkit](#) and a [leaflet](#) of key findings and policy recommendations to support workplaces in developing and implementing alcohol interventions. Alcohol Focus Scotland was an associated partner in this 3 year pan-European project, and we will be incorporating the learning and good practice in our future work.

### Clamp down on alcohol advert scheduling breaches

The Advertising Standards Authority will begin proactively testing whether alcohol adverts are breaching new scheduling standards formed to minimise their exposure to children. The clampdown is in response to an Ofcom report earlier this year that suggested children might be at risk from inappropriate content from alcohol brands due to the broader range of content they are now watching. [Read more](#)

### Have you spotted an irresponsible supermarket alcohol promotion?

We would like to hear from you if you spot irresponsible alcohol promotions in your local supermarket over the festive period. Please [email us](#) the details and if possible, a photo.

### Public support for minimum pricing in England greater than previously thought

Analysis by the Institute of Alcohol Studies of submissions to the Home Office consultation on minimum pricing shows that the Home Office failed to distinguish between those responses that were against the principle of minimum pricing at any level, and those who actually wanted a price higher than the 45p proposed by the government. [Read more](#)

### Campaign highlights alcohol cancer link

Balance, the North East Alcohol Office, have produced a hard hitting TV advert which shows a man drinking a pint of beer containing a growing tumour at the bottom of the glass. Drinkers are warned that alcohol is in the same cancer-causing category as tobacco and asbestos, and the more you drink, the more you increase your cancer risk. [View the advert](#)



### James Bond at high risk of liver damage, impotence and an early death

Doctors analysing the Ian Fleming novels have found that James Bond drinks the equivalent of one and a half bottles of wine every day - 92 units a week. The report in the Christmas edition of the British Medical Journal concluded: "Although we appreciate the societal pressures to consume alcohol when working with international terrorists and high stakes gamblers, we would advise an immediate referral for further assessment and treatment, a reduction in alcohol consumption to safe levels, and suspect that the famous catchphrase 'shaken not stirred' could be because of alcohol-induced tremor affecting his hands." [Read more](#)

**UK annual  
conference**  
18 March, London  
[More info](#)

**Study uses texts to cut binge drinking**

Researchers at the University of Dundee are recruiting 700 men aged between 25 and 44 who drink more than 8 units of alcohol per session. The participants will receive regular texts for three months, followed by a phone interview to assess if there has been a change in their drinking behaviour. [Read more](#)

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