

Research

[Doing it by numbers: A simple approach to reducing the harms of alcohol](#)

[Has industry funding biased studies of the protective effects of alcohol on cardiovascular disease?](#)

Events

Rory network lunch

All practitioners using the AFS Rory resource are invited to a networking lunch.

10 April, Glasgow
15 April, Edinburgh
[More info](#)

New Directions in the Study of Alcohol Conference

24-26 April 2014,
Dundee
[More info](#)

Family Recovery 2014 Conference

30 May 2014,
Aberdeen
[More info](#)

National Licensing Conference

7 October 2014,
Edinburgh
[More info](#)

Resources

[Oh Lila website](#)

New website for practitioners using our Oh Lila! resource with pre-school children.

Alcohol without the hangover - using science to reduce the harms of alcohol

View Professor David Nutt speaking at a recent SHAAP seminar.

[Presentation](#)

Training

News & Policy



Alcohol duty escalator axed

In his Budget, the Chancellor announced that the alcohol duty escalator, which had seen duty rise by 2% above the rate of inflation each year, would be scrapped. Instead, beer duty was cut by 1p and duty on spirits and cider was frozen. The announcement was met with dismay from the alcohol and public health community. Dr Evelyn Gillan, Chief Executive of Alcohol Focus Scotland said: "It is disappointing that politicians have once again listened to the alcohol industry rather than the people working to reduce alcohol harm and improve public health. We know

that cheap alcohol costs lives, and millions of pounds dealing with the damage to health and our communities. It was vital that the duty escalator was maintained."

75 ambulance calls a day to deal with alcohol

Paramedics were called to more than 27,000 incidents involving alcohol-related illnesses or injuries in each of the past three years. That equates to almost 75 calls a day - an average of one every 19 minutes - made to the Scottish Ambulance Service.

Greater Glasgow dealt with the most alcohol-related incidents, at 6,640. The Scottish Ambulance Service also highlighted that alcohol was a consistent factor in attacks on paramedics. [Read more](#)



End of aisle displays increase alcohol and fizzy drinks sales

Researchers from the Behaviour and Health Research Unit have found that displays at the end of supermarket aisles significantly increase purchases of the displayed alcohol. After controlling for price, price promotion and number of display locations for each product, they found displaying an item at the end of the aisle increased sales by 46% for spirits, 34% for wine and 23% for beer. Similar displays of carbonated drinks increase purchases by 52%. [Read more](#)

National communities project

Funding for AFS' national communities project has now come to an end. The project involved supporting communities to identify their own priorities in relation to alcohol harm and working with partners to reduce alcohol harm in Neilston, East Renfrewshire, and Lochgilphead/Ardrishaig in Argyll. In both communities, there are plans to continue with the work that has been developed over the past two years.

Brand stretch: How alcohol brands are pushing marketing boundaries

The public is encountering alcohol brands in new contexts as drink companies extend their marketing reach by linking their brands to non-alcoholic products. The [paper from Alcohol Concern](#) gives examples including Guinness chocolate and crisps, Bailey's ice cream, and Jack Daniels table sauces; as well as alcohol branded mugs, clothing and sports equipment. It contends that brand stretching is a means for alcohol companies to build brand awareness and keep their products in consumers' minds at times when they're not necessarily drinking.

Latest Scottish licensing figures

[Licensing figures](#) show in 2012/13 there were 16,237 premises licences in force across Scotland - 11,363 of these were on-sales and 4,874 off-sales. In 2012/13, 332 new licences were granted and just 12 refused.

New alcohol information app launched in Angus

A new app has been developed to address alcohol misuse and encourage people to drink sensibly. The app gives information on alcohol consumption including units and calories, staying safe and advice for parents. Also in the app, and on the Focus on Alcohol [website](#), is a question and answer section where a trained alcohol adviser will answer questions

Personal licence holder and refresher training

Various dates are available at our Glasgow office.

[More info](#)

Alcohol Policy in Practice

22-25 September, Edinburgh
Postgraduate CPD course for practitioners provided by the UK Centre for Tobacco and Alcohol Studies.

[More info](#)

and provide advice within 48 hours. The app is available to download for mobiles and tablets at Google Play and the App store.

Oh Lila! resource for pre-school children

Children at Linthaugh Nursery School in Glasgow were the first to see a new animation using the [Oh Lila!](#) story. The Oh Lila! resource pack is already helping thousands of children in 540 nurseries and early years services across Scotland. The message of Oh Lila! is that if children are scared or worried, it is always best to speak to a trusted adult. The resource aims to develop social skills, encourage children to communicate and build resilience - skills which are particularly helpful for the thousands of children living with a problem drinking parent.



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