

**Responses to National Alcohol Harm Reduction Strategy Consultation**  
**Document**

ANSWERS TO THE QUESTIONS RAISED

1. Necessary for the Government to be involved as alcohol affects all aspects of social and moral life issues.
2. Alcohol misuse is a personal freedom, but when this begins to affect other people then government intervention is vital to safeguard a stable and healthy social economy.
3. jgn
4. All people have their rights but the safety and health of other people is paramount
5. The principles are of personal responsibility underpinned by legal safeguards for other members of society.
6. Alcohol misuse is any use of alcohol for beverage purposes, but especially that which impacts on the life of others
7. The strategy should aim to reduce any drinking of alcohol that causes harm to the individual, to others and which destroys the social fabric of society.
8. kojkp
9. All groups should be targeted in different ways
10. Although alcohol has provided many social structures, e.g. public houses, many of these places could still function without the major focus being on the drinking culture that is current.
11. There are regional variations, e.g. northerners drinking more beer. The drinking culture is only embedded in its social pattern, that of the pub in the village being a meeting point.
12. The major factor is the use of alcohol in TV programmes that gives the impression that this is the norm for life, with very little representation of a minority view that abstinence is best.
13. The only attitude to risk that seems prevalent is the drink/drive one, where the average driver will consider carefully what they are drinking
14. Harmful drinking is that which causes damage to the body; it must be remembered that the first drink could put a person on the slope to alcoholism.
15. The evidence that alcohol is an inexcusable drain on NHS resources is vast. The DoH has well documented evidence.
16. The costs to the NHS due to alcohol are due to drinkers causing accidents on the road or at work, and by the physiological problems resulting from the over consumption of alcohol.
17. Prevention is better than cure, so changing the mind set of the public is necessary to make being a non-drinker acceptable, thus giving many the incentive to try and give it up.
18. No comment
19. No comment
20. No comment

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21. All alcohol to be sold in plastic bottles, though this might impact on taste, and drinks in public houses to be served in plastic, metal or other acceptable material.
22. No comment
23. No comment
24. No comment
25. No comment
26. No comment
27. Rural environments tend to favour social drinking patterns at a meeting place, urban tends to be for entertainment in bars/nightclubs
28. See 21.
29. All suitable groups should work together
30. Yes, as this is where most problems occur, and where the drinking patterns for the future are formed.
31. Yes, the drink culture needs to be broken through encouragement of other social activities that don't rely on alcohol.
32. All town centres should be alcohol-free zones.
33. If a drinker is prepared to drive a vehicle then they should expect to be targeted by the Police in order to keep death off of the road, and safe for those road users who don't drink and drive.
34. Concerted campaigns, at other times as well as Christmas, should be a regular part of alcohol education
35. Good practice in this would involve far greater education on the problems that alcohol causes.
36. All groups are vulnerable
37. Women particularly
38. No comment
39. No comment
40. No comment
41. Education on the effects of alcohol should be to raise awareness, to inform, to modify behaviour
42. Measurement of public opinion as a result of education is difficult to monitor but that does not imply that it should not be done.
43. 'Sensible' drinking is often discussed in the press etc, but this does not always reach target audience. The time has come for the message about alcohol's effects to be a legal requirement in public places where it is sold, in the form of posters, beer mats etc, as well as on the bottles, cans etc.
44. No comment
45. Intensive education should be focussed on all groups but in ways suitable to them
46. Educational establishments should continue to provide education, and it should be a requirement of citizenship courses that a national examination into citizenship, including the harmful effects of alcohol should be undertaken before the child leaves school
47. The family is where some of the messages are developed, but there is no way to check the education that is given there
48. The best way of getting the message across is by constant though different bombardment
49. Much can be learnt. It must also be shown that alcohol is a **permitted** drug

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50. Advertising of a drug that is known to cause such social problems should be banned entirely
51. Bigger profits at the expense of lives!
52. No comment
53. No comment
54. See 43
55. No comment
56. No comment
57. No comment
58. No comment
59. Tourism maybe, otherwise see 51
60. For some people alcohol can reduce stress and tension in the workplace, but at what price? Accidents, misunderstood instructions?
61. No comment

Our basic view is that alcohol causes many problems and as such it is vital that the Government puts the Strategy into place rapidly (it will have taken five years from original discussions to its projected conclusion, in which time many people will have lost their lives, their families, their jobs, their desire to live, their value in society).