

NATIONAL ALCOHOL HARM REDUCTION STRATEGY

I work in Public Health at Primary Care Trust level and I wish to comment only on certain questions.

Q.8 There is a relationship between trends in drinking and wider social change, particularly around

- 1) greater freedom for young people
- 2) greater freedom for women
- 3) social acceptance of drinking (not drunkenness)

The most important message for all is moderate and safe drinking. Enforce the sensible drinking message.

Q11. The English 'Lager Lout' drinking culture is a disgrace and abomination.

These are a particular group who should be targeted.

Q.17 Education & Awareness

Counselling and Psychotherapy for the person with an alcohol problem
And more use of pharmacological solutions.

Q.21 Make excessive drinking unacceptable.

Use TV/The soaps and radio to get the message across.

Q.22 This is a very worrying area.

Alcohol can act as a depressant. Should be part of an Education and Support programme to target this group.

Q.27 Minimise the 'Pub' culture.

In rural areas we do not want people driving or walking home drunk.

Use DES 'the designated driver' campaign more.

Q.29 Agencies also need individual responsibility and roles. Sometimes multi-agency work consumes a lot of time and resources to achieve a small goal.

Q.40 We cannot have myriad separate services – mainstream services should meet diverse needs.

Q.43 The sensible drinking message and the message on units is good. It needs Wider dissemination.

Q.46 Educational settings should not be our main focus. They are there to educate and train people.

We need to use other routes also e.g. the media, communities.