

# **BIG ALCOHOL CONVERSATION: THE CONTEXT**

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# ALCOHOL HARM IN GREATER MANCHESTER



Costing c. **£1.3bn per year** - that's approaching **£500 per resident**



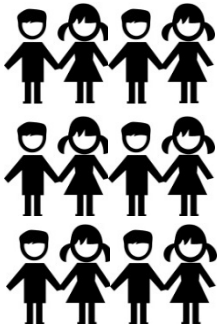
Alcohol-related **deaths & hospital admissions** over **50% higher** than for England



**Incapacity benefit claims** directly related to alcohol **75% higher** than England average



**17% of violent crimes** and **12% of sexual crimes** linked to alcohol

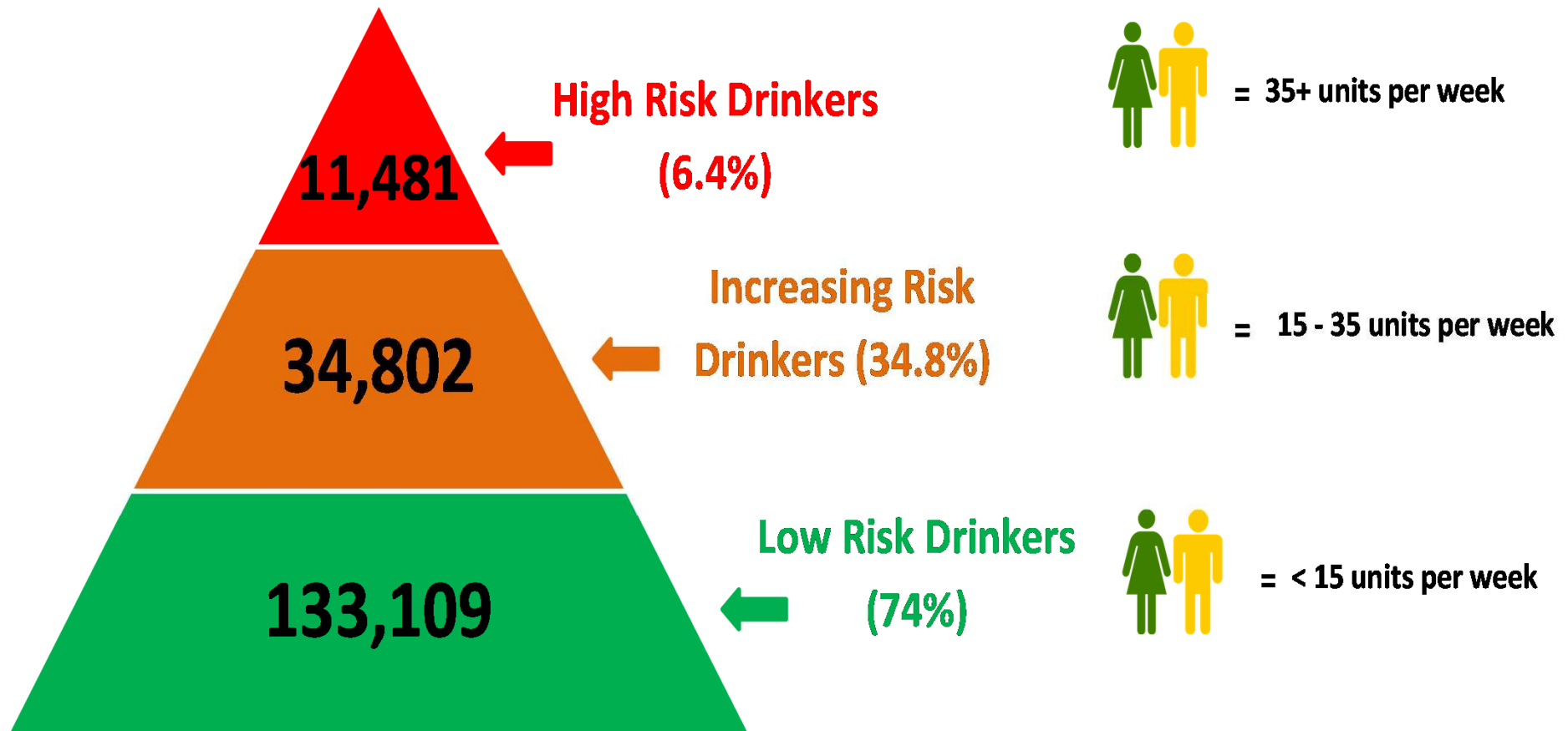


**Over 45,000 children** live with parents who binge drink – and **over 33,000** with dependent alcohol users.



**1,200 babies** born with Foetal Alcohol Spectrum Disorder

# TAMESIDE DRINKING CONSUMPTION PATTERNS



Source: PHE Alcohol profiles; based on 2017 ONS mid year population estimates

# GMCVO / 10GM: LOCALITIES ENGAGEMENT

GMCVO

Supporting voluntary action in  
Greater Manchester since 1975



A joint venture to  
support the local VCSE  
in the ten boroughs of  
Greater Manchester

- Engage **8,000 organisations & 3,000 individuals**
- Focus in particular on those with **lived experience / harder to engage** through mainstream campaign
- **Grant-giving programme** sees funding flow to voluntary and community groups and social enterprises:
  - One-to-one / small group conversations
  - Focus groups
  - Social movement building

# WHAT DOES SUCCESS LOOK LIKE?



Engaged citizens in a **meaningful dialogue** around **scale and nature of alcohol harm** in GM and **potential options** for tackling it



Increase citizens' **understanding of importance of scale and nature** of alcohol in GM, and of **responsible alcohol consumption** to themselves as individuals, their families, and their communities



Meaningful **understanding of attitudes** of GM public to potential areas of transformation, including policy & legislation



Developed a **wide-ranging GM 'ambition for alcohol'** underpinned by the findings of the engagement activity



**We want to  
gain your  
views on:**

- How to raise public awareness of the damage caused by alcohol in Greater Manchester?
- How to build an understanding that this is “everyone’s problem”?
- What could help shift attitudes and behaviours?
- What is the appetite for legislative change?
- How can we make the most of the campaign and the community engagement work?



# Community engagement – what's planned?

- **October 2018** – Opportunity for voluntary sector partners to put themselves forward to be involved in paid for:
  - Survey work
  - 1-2-1 interviewing work
  - Focus group work
- **Mid-November 2018 to the end of February 2019** – Big Alcohol Conversation takes place including delivery of above work by voluntary sector partners and movement building activity
- **March 2019** – report writing
- **April 2019** – feedback work and movement building workshop



# Discussion

- To what extent do you think it is the role of different people to address the harms caused by alcohol?

*e.g. individuals, friends and families, communities, GPs, local/regional government, national government, retailers, alcohol industry...*

- What powers do any of these have and how should they use them?



# Thank You - For more information

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