

# Alcohol Awareness Week 2010 – Alcohol and Childhood

18<sup>th</sup> – 24<sup>th</sup> October 2010

## REGIONAL STAKEHOLDERS ‘CAMPAIGN PACK’

### 1. Introduction

The theme for this year’s Alcohol Awareness Week (AAW) 2010 is ‘Alcohol and Childhood’ which encompasses both the issue of alcohol use by young people, and the impact on children of parental drinking.

Within this broad theme, we are planning three main areas of focus around the issues of further support and services for young problematic drinkers; additional training for professionals working with children and parents; and the reducing the impact of alcohol advertising on young people.

The main Campaign Asks for local and national decision makers during the week are:

- 1) *To Minimise Harms* - Local strategies should ensure that all alcohol related contact for young people with emergency services, departments and hospitals is a trigger to accessing advice, support and referral to specialist services.
- 2) *To Reduce the Risk* - All social workers, teachers and other professionals involved in the children’s workforce should receive mandatory training, support and supervision in alcohol, substance misuse and domestic abuse
- 3) *To Restrict marketing* - Reduce children and young people’s level of exposure to alcohol marketing by banning cinema alcohol adverts from all films other than 18-certificate, and banning all other alcohol marketing where children make up more than 10% of the audience.

### 2. Campaign Timetable - Alcohol Awareness Week (To be Confirmed)

Mon 18 <sup>th</sup>	Tue 19 <sup>th</sup>	Weds 20 <sup>th</sup>	Thurs 21 <sup>st</sup>	Fri 22 <sup>nd</sup>	Sat 23 <sup>rd</sup>	Sun 24 <sup>th</sup>
Launch of Youth Drinking report		Launch of Children and Families report; and Parliamentary Reception		MP surgery / Alcohol Services Open Day	Launch of Alcohol Marketing report	

### 3. Campaign Themes during the Week:

#### 1. Young people’s alcohol misuse

Alcohol Concern will produce a major report on *Young People and Alcohol Harms* – this will examine how local areas currently identify and support young drinkers, particularly those attending A&E or dealt with by the Police. The report will include new statistics and case studies.

The Alcohol Concern Youth Policy Project, jointly funded by Comic Relief and the Tudor Trust, has been exploring the delivery of alcohol harm reduction strategies with young people. In this report Alcohol Concern will seek to develop implications for policy and practice following recommendations of the recently published National Institute for Clinical Excellence (NICE) alcohol public health guidance “Alcohol-use disorders: preventing harmful drinking”.

## 2. Parental alcohol misuse and the impact on children and families

Alcohol Concern and the Children's Society will release a joint policy paper on the impact of parental drinking on children. This will examine whether enough is being done to identify risk, protect children and raise awareness of the problem.

We will include the results of a You Gov poll conducted in the summer and a survey of social workers.

In 2009 our survey of Social Work professionals, found:

- 55% of respondents thought the proportion of child protection enquiries in which parental alcohol misuse put the child/children at risk of significant harm was more than 50%.
- 17.9 % of respondents thought the proportion of child protection enquiries in which parental alcohol misuse put the child/children at risk of significant harm was between 61% and 70%.

## 3. Alcohol marketing

Alcohol Concern will launch a report into alcohol marketing, with new statistics on the numbers of children affected. This will focus on alcohol marketing during the world cup, cinema advertising as well case studies from children on how many alcohol adverts they come across on a daily basis. The report will call for a radical shake up of the advertising rules.

In September the ASA will introduce a new rule that advertisers cannot advertise in a way that is deemed "socially irresponsible". Alcohol Concern will be calling on stakeholders and supporters to complain directly to the ASA during the week about any ads they deem to be irresponsible.

There will also be an opportunity during the week, for young people to log the number of adverts they see regularly and pass this info onto Alcohol Concern.

## 4. Call for action to your MP

Alcohol Concern will produce a Constituency Alcohol Bulletin during the week for each MP – this will detail the LAPE statistics per MP constituency and can be used as part of a letter writing campaign asking MPs to sign up to the three campaign asks. Alcohol services will be invited to hold open days on the Friday (or whenever suits), to invite their MP to see the work they do.

## 5. Stakeholder Involvement – What you can do

- 1) Promote the week – let your stakeholders and contacts know what is due to happen during the week – pass on this campaign pack
- 2) Sign up to support the campaign asks on AC's website and pass the link on
- 3) Pass on and use the Alcohol Advertising Logs for Cinema; and for Young People (see below)
- 4) Use the MP letter template (see below)
- 5) If you are an alcohol service, invite an MP to an open day during the week, or go to an MP surgery to call for the campaign asks

**6. Further Information (to follow in (early Sept))**

- a. One-page summary for three key areas (young people, children and families, marketing)
- b. Online endorsement of campaign asks (see website)
- c. Alcohol Advertising Logs for Cinema; and Daily Advertising Record for Young People
- d. MP letter templates
- e. Constituency MP search link
- f. PCT/Constituency local alcohol profiles for England (LAPE) information