



Monitoring and Evaluating Scotland's Alcohol
Strategy (MESAS)



The impact of the Alcohol Act on off-
trade alcohol sales in Scotland



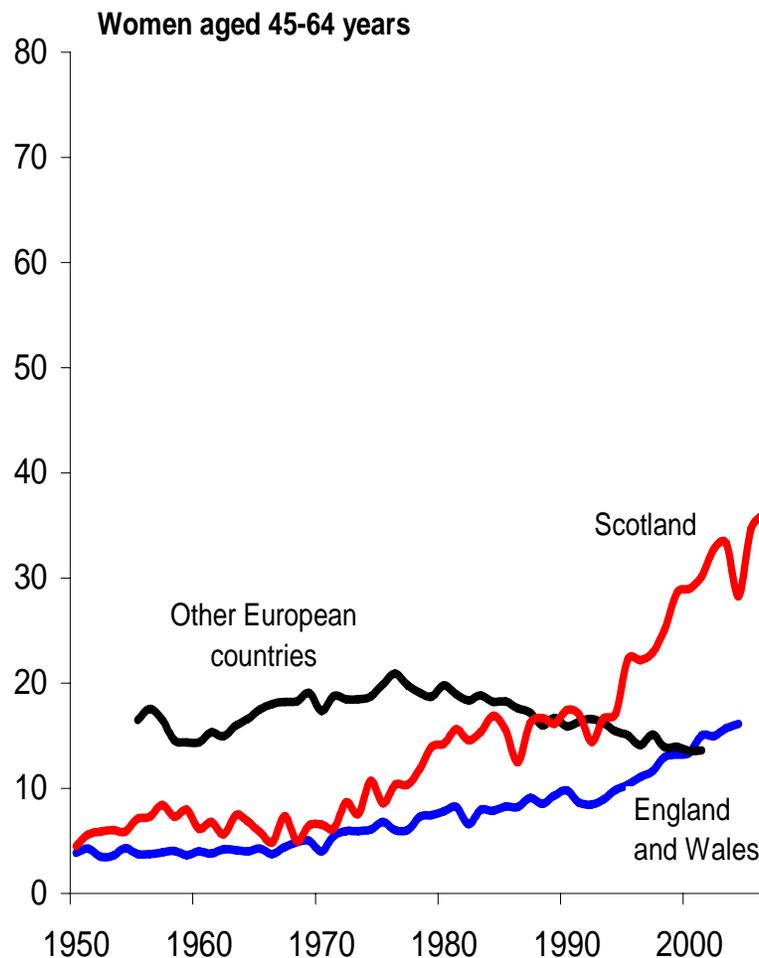
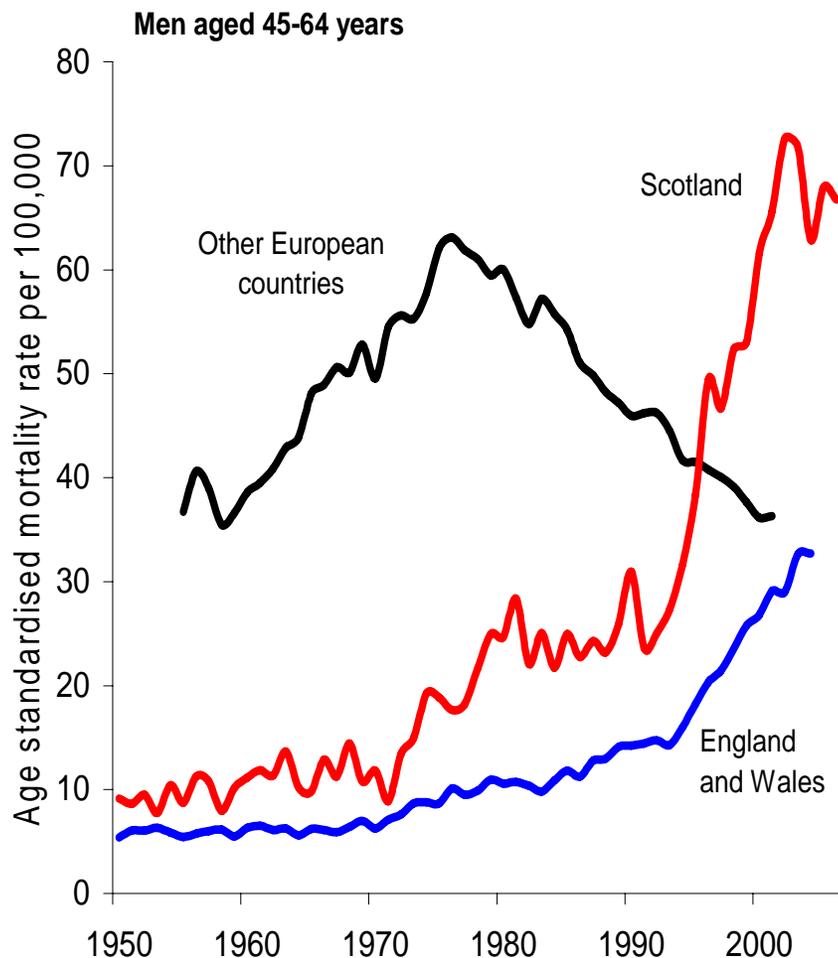
Mark Robinson

on behalf of the study project team:

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NHS Health Scotland & University of Glasgow

Alcohol-related mortality* rates per 100,000 population, 1950-2006



Source: Updated from Leon & McCambridge (2006) *Indicated by Chronic Liver Disease mortality



Changing Scotland's Relationship with Alcohol: A Framework for Action



Alcohol etc. (Scotland) Act 2010 (asp 18)



Alcohol etc. (Scotland) Act 2010 2010 asp 18

CONTENTS

Section

PART 1

ALCOHOL LICENSING

Pricing of alcohol

- 1 Section: duration of amendments
- 2 Minimum price of packages containing more than one alcoholic product
- 3 Off-sales: variation of pricing of alcoholic drinks

Drinks promotions

- 4 Off-sales: restriction on supply of alcoholic drinks free of charge or at reduced price
- 5 Off-sales: location of drinks promotions

Age verification policy

- 6 Requirement for age verification policy

Modification of mandatory conditions

- 7 Premises licences: modification of mandatory conditions
- 8 Occasional licences: modification of mandatory conditions

Sale of alcohol to under 21s

- 9 Presumption against prohibition on off-sales to under 21s

Variation of licence conditions

- 10 Premises licences: variation of conditions

Consultation etc. of health boards

- 11 Consultation etc. of health boards

Chief constables' reports

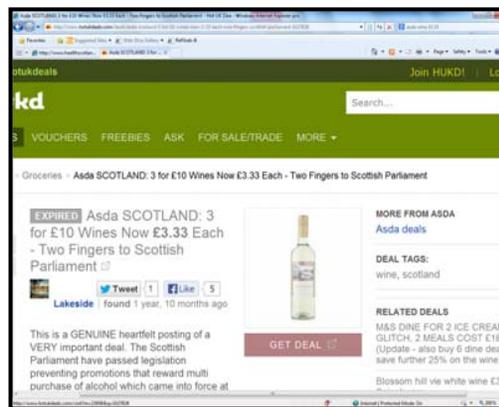
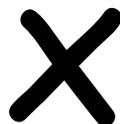
- 12 Chief constables' reports to Licensing Boards and Local Licensing Forums

Occasional licences

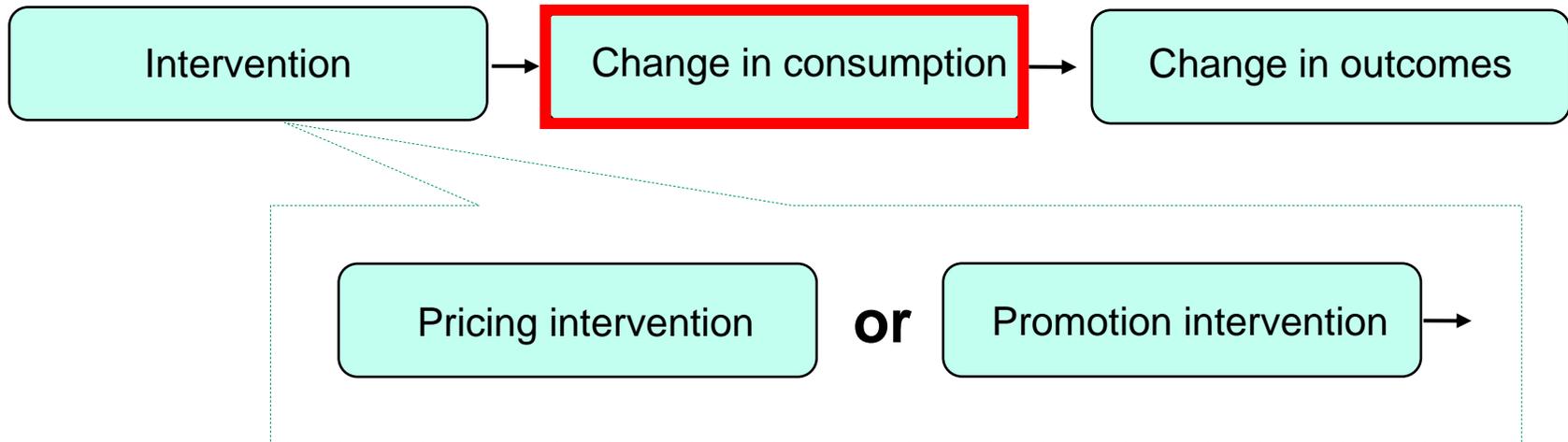
- 13 Occasional licences: limits on numbers and duration of licences

Multi-buy discount ban

‘A package containing two or more alcoholic products ... may only be sold on the premises at a price equal to or greater than the sum of the prices at which each alcoholic product is for sale.’



Evidence-informed policy?



Off-trade alcohol sales (Nielsen)

Outcome variable



Evaluation question

- What impact has the introduction of the Alcohol Act had on off-trade alcohol sales in Scotland?

Sub-questions

- To what extent did any impact differ by drink type?
- To what extent did any changes in off-trade sales differ from England & Wales?



**Monitoring and Evaluating Scotland's Alcohol Strategy:
Preliminary descriptive analysis of the impact of the
quantity discount ban on off-trade alcohol sales in
Scotland**

June 2012

Published by NHS Health Scotland,
Woodburn House, Cannan Lane, Edinburgh, EH10 4SG
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Failure of discount drink ban

By **Dean Herbert**

RED FACES AS SNP'S BOOZE PURGE FAILS

THE SNP's booze crusade lay in tatters last night after an official report revealed that a ban on cut-price drink has had no effect on the amount people buy.

THE HERALD TUESDAY 19.06.2012

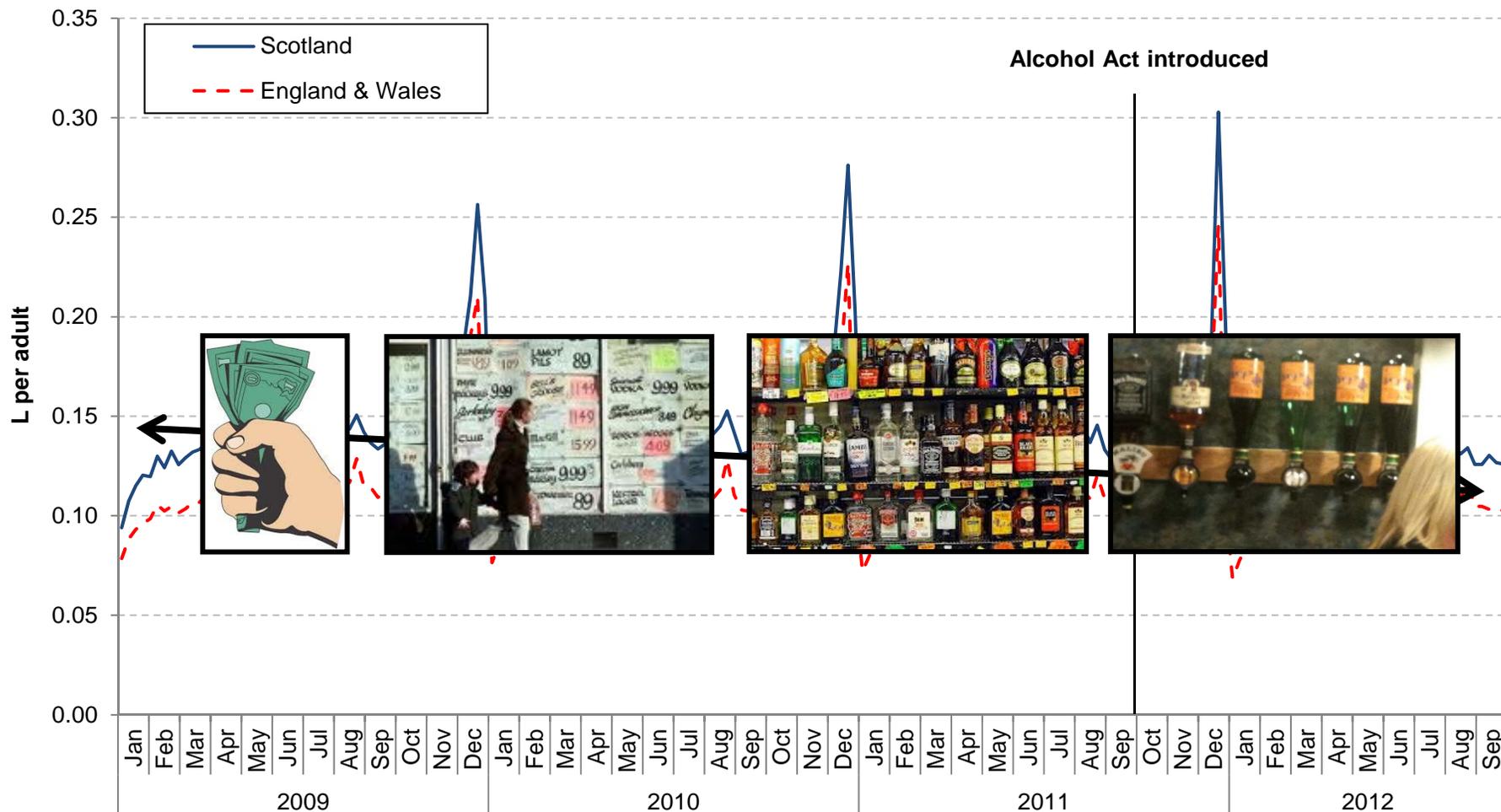
Bulk-buy drink ban has little impact on sales

Report finds 'no obvious change'

It was misguided to
assume that banning
discounts was going to
result in a fall in
consumption

Gavin Partington, of the
Wine and Spirit Trade
Association

Going beyond the descriptive.....why?



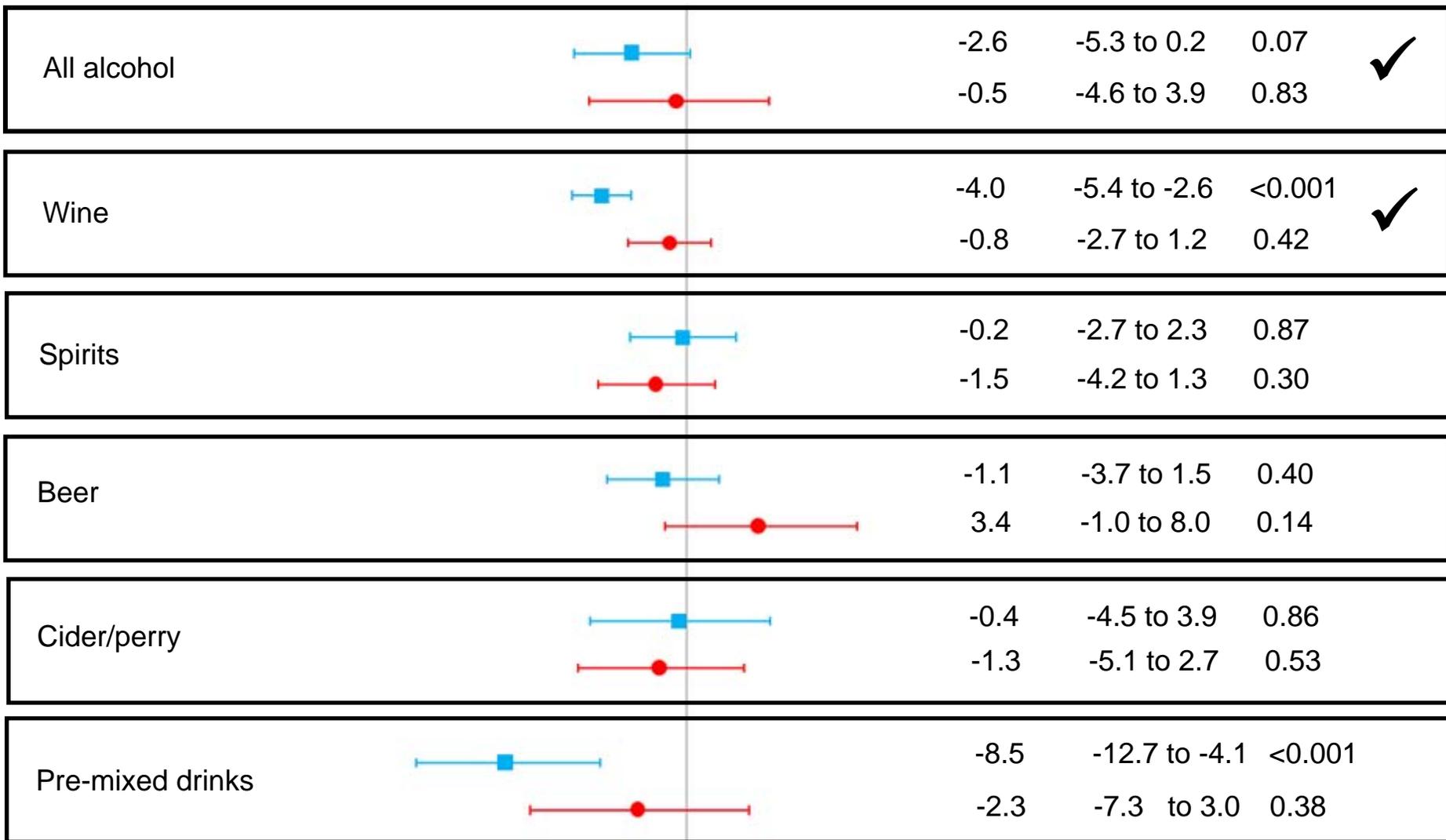
■ = Scotland

● = England & Wales

% (adj)

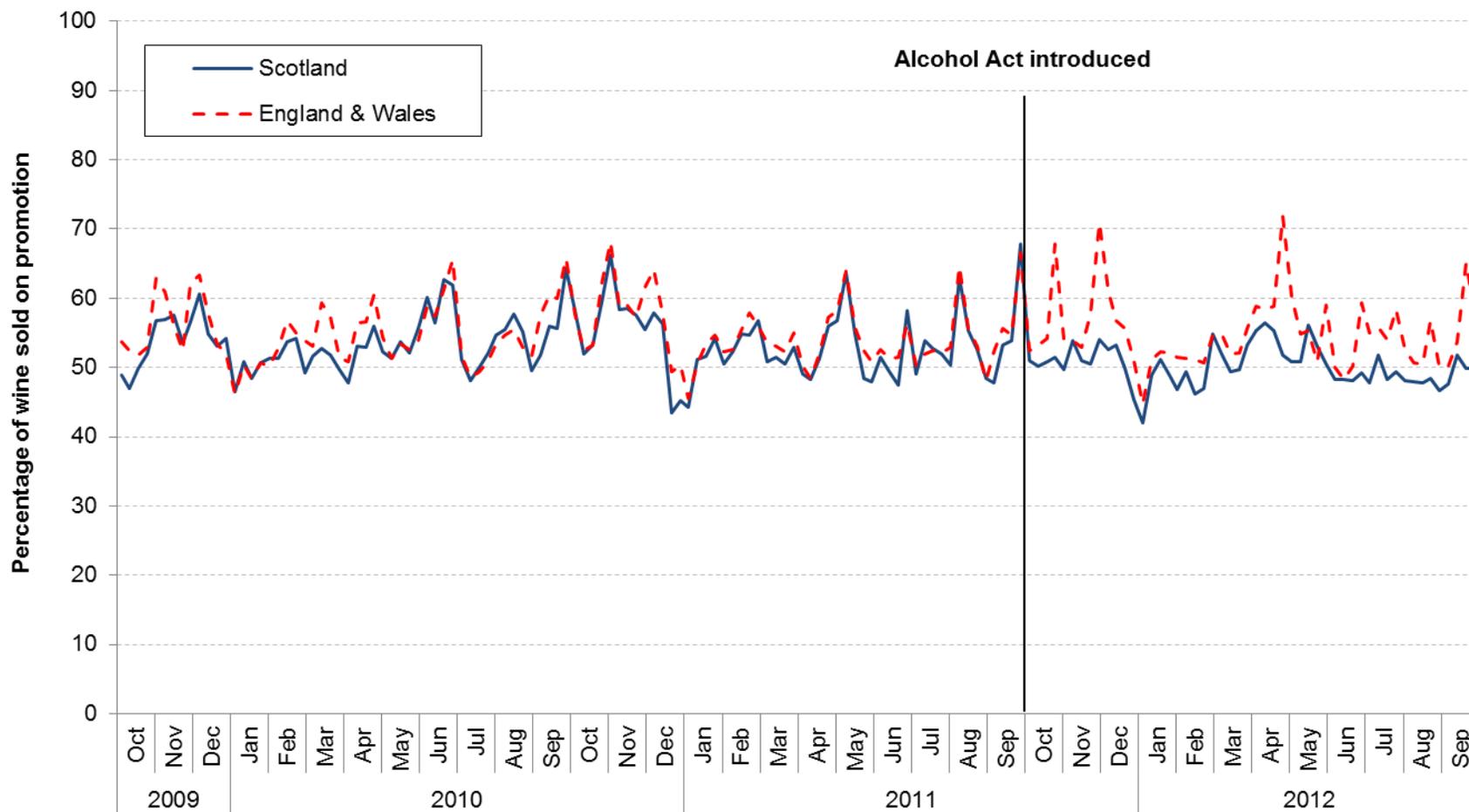
95% CI

P-value



% change in off-trade sales associated with the introduction of the Act in Scotland

Promotional wine sales

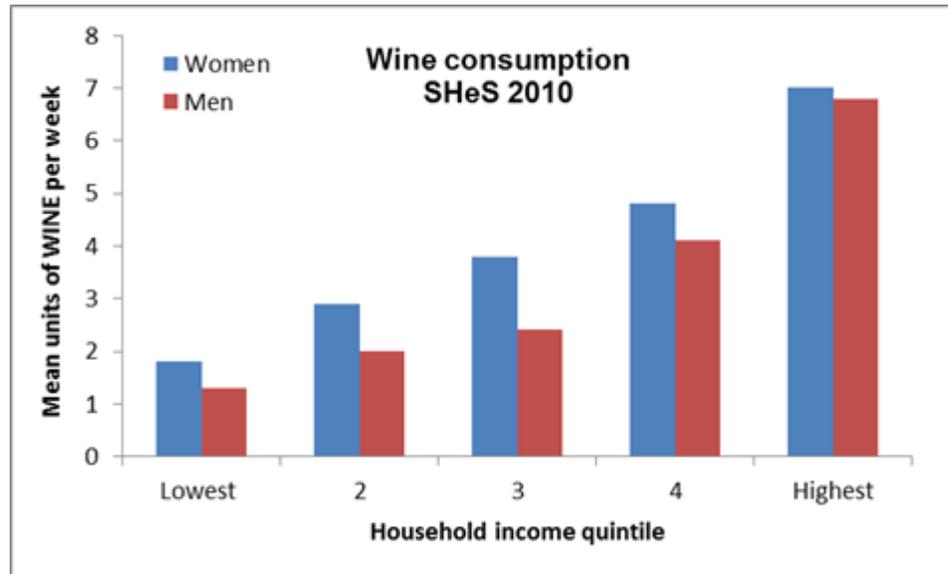


Discussion – main results

- 2.6% (95% CI -5.3 to 0.2%) decrease in total per adult off-trade alcohol sales.
- Largely driven by 4.0% (95% CI -5.4 to -2.6) decline in off-trade wine sales.
- 8.5% (95% CI -12.7 to -4.1) decline in pre-mixed drinks, but small proportion of the off-trade market.
- No associated changes in sales of sprits, beer or cider/perry in Scotland, or in sales of any drink type in England & Wales.
- Likely that the declines observed in Scotland were due to the legislation rather than other unmeasured factors or biases.

Discussion – interpretation

- Other relevant studies
- Wine most affected - impact on health inequalities?



- Impact on individuals with different consumption patterns?

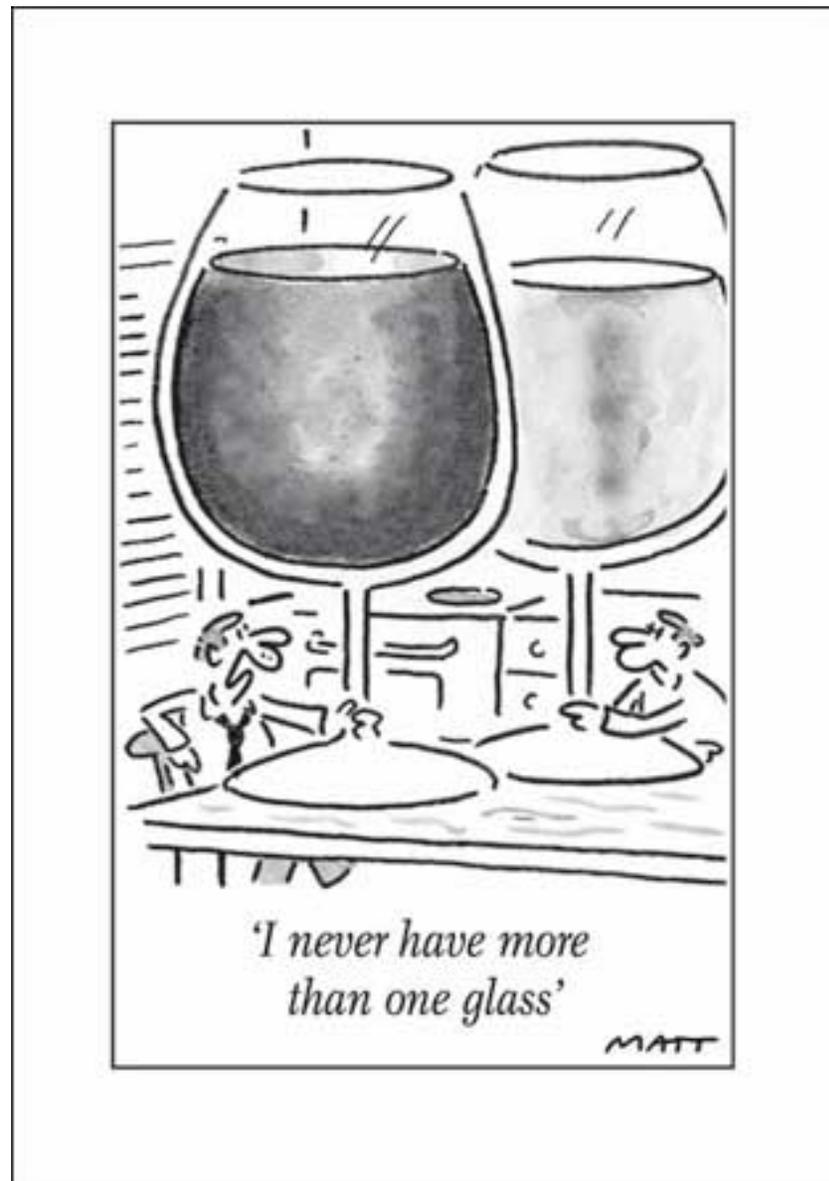
Discussion

Limitations

- Inability to disaggregate
- Alcohol retail sales data – sampling frame
- Longevity/precision of results
- Promotional sales data
- Covariate data

Strengths

- Robust and flexible analytical approach
- Alcohol retail sales data
- Concurrent control group



Discussion – implications & future work

BMJ Helping doctors make better decisions

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LETTER

Minimum alcohol pricing in England and Wales

What is convincing evidence on alcohol pricing?

BMJ 2013; 347 doi: <http://dx.doi.org/10.1136/bmj.f5102>
(Published 20 August 2013)

Cite this as: BMJ 2013;347:f5102

Health education Health promotion

Article Related content Article metrics

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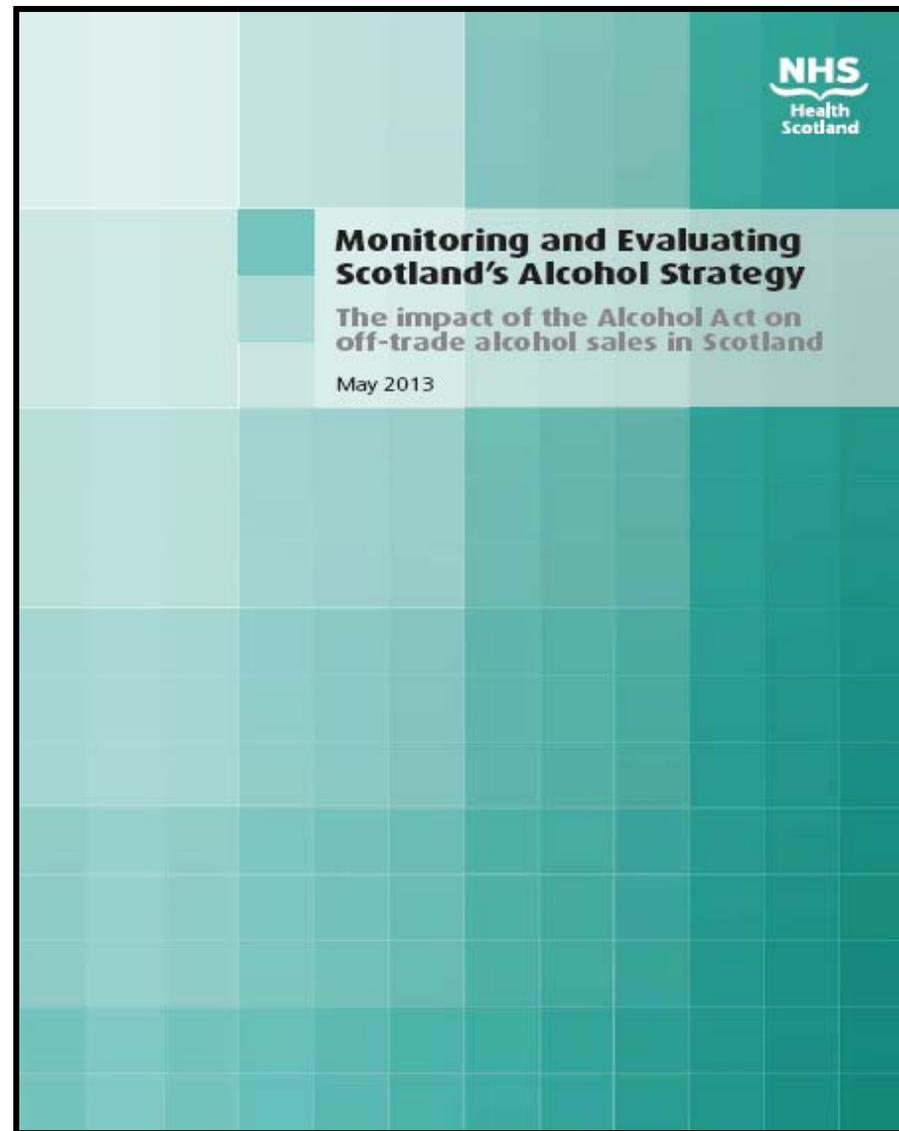
- Influence policy – nationally and internationally
- Impact on different population groups
- Rerun analysis next year – more data and discount adjustment

*Thanks to the study
project team and to you
for listening!*

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Off-trade (Nielsen)

Outcome variable



On-trade (CGA)

Covariate



	% sold on promotion	
	Scotland	England & Wales
All alcohol	55	57
Spirits	45	44
Wine	54	55
Beer	61	63
Cider/perry	48	48
RTDs	56	50
Other*	25	28