



Public Health
England

Children, Young People and Families - Alcohol Harm

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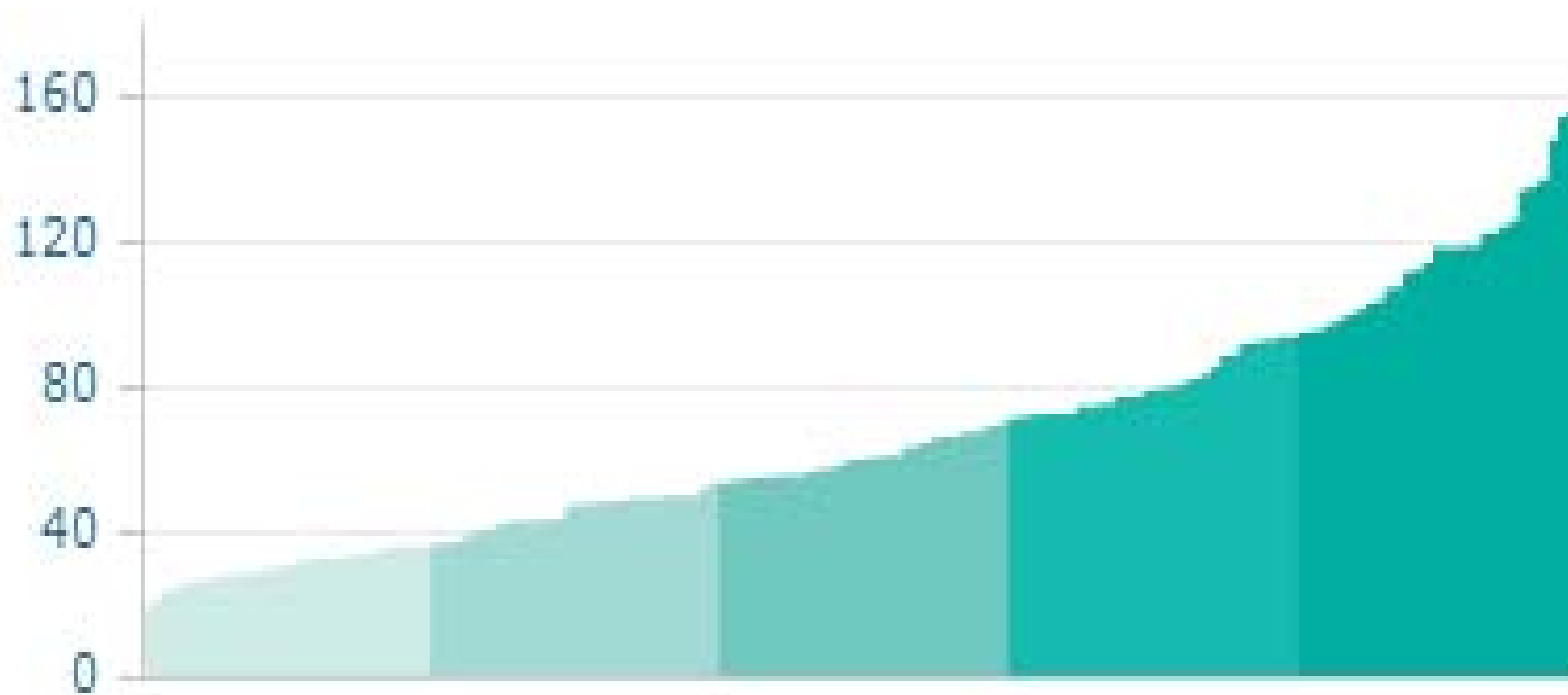
Smoking, Drinking and Drug Use among Young People in England in 2011

- 45% of pupils had drunk alcohol, a decrease from the peak of 61% in 2001
- 12% of pupils had drunk alcohol in the last week compared to 26% in 2001
- 7% of pupils said they usually drank at least once a week, compared with 20% in 2001
- Drinking alcohol in the last week is associated with age, ethnicity, and other risky behaviours (smoking, drug taking and truancy).

The Health and Social Care Information Centre 2012



Variation in hospital admissions due to alcohol specific conditions in under 18s (2007 – 2009 England)



Child and Maternal Health Observatory (ChiMat) 2012



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ESPAD 2011

Substance Use Among Students in 36 European Countries

| | UK | European Average |
|--------------------------------------|-----|------------------|
| Alcohol use last 30 days | 65% | 57% |
| Heavy episodic drinking past 30 days | 52% | 39% |



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Alcohol in the North West

Changes in young people's alcohol consumption and related violence, sex and memory loss

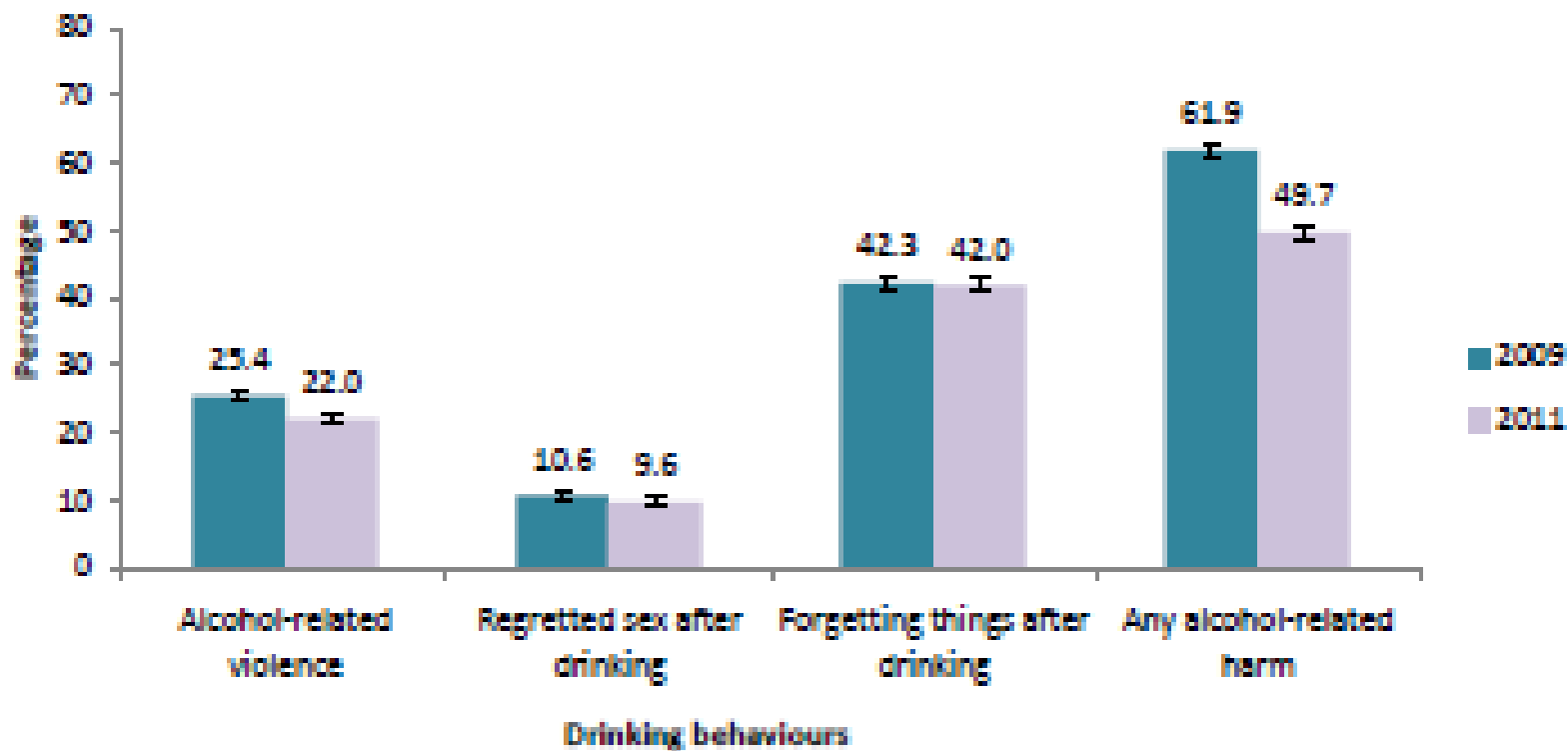
2009 – 2011

NW Public Health Observatory



Consequences of Alcohol

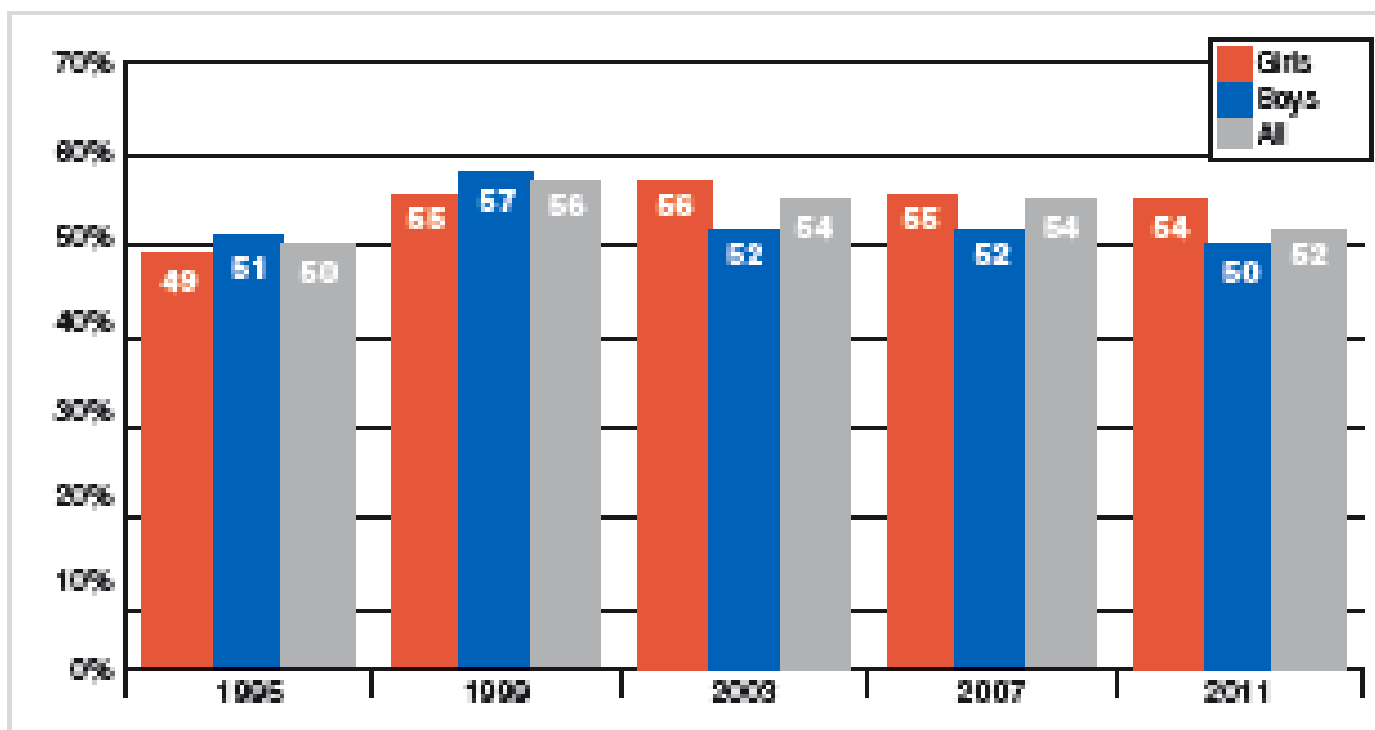
Figure 3: Experience of harms by survey year (drinkers only)





Girls and Boys

Graph 5: Consuming more than five alcoholic drinks on one occasion in the last 30 days





Families and Alcohol

- Around 79,000 babies under 1 in England are living with a parent who is classified as a 'problematic' drinker ('hazardous' or 'harmful')
- 30% live with at least one parent who is a binge drinker (Binge drinking: 6 or more units on a single occasion for women; 8 for men)
 - between 3.3 - 3.5 million children
- 8% live with at least two binge drinkers
 - just over 950,000 children

Silent Voices: Supporting children and young people affected by parental alcohol misuse, Office of the Children's Commissioner, September 2012



North West young people and alcohol programme

WE WILL...

Our pledges to the children and young people living in the North West to work to reduce the harms caused by alcohol

Actively seek your views, work to better understand your needs and strive to deliver the services that we know you want to see

By November 2012 we will have:

- Set up appropriate sustainable mechanisms for young people to participate in planning and decision making
- Taken steps to ensure that traditionally under-represented groups of young people are fully incorporated into participation arrangements
- Provided regular constructive feedback as to how your views have been incorporated into our policy and practice

Ensure you have the opportunity to develop the skills, knowledge and confidence to keep yourself safe and reduce the potential harm you experience from your own and others' drinking

By November 2012 we will have:

- Promoted ways of teaching in schools that reflect best practice and have a clear evidence base
- Ensured that there is the provision of informal education and development opportunities for young people outside of a school setting
- Ensured that advice and longer term support is available to those experiencing harm resulting from their own or other's alcohol use

Ensure that all services do their best to protect you from alcohol related harm from your earliest years through to adulthood

By November 2012 we will have:

- Developed a Children and Young People Alcohol Strategy that clearly identifies the need to intervene from birth to adulthood
- Ensured that our staff in all our services for young people have the most appropriate skills, up to date knowledge and resources to fulfil their role in delivering our strategy
- Ensured that there is a named and visible champion for the Young People and Alcohol Strategy who has clear responsibilities and is accountable to the Health and Well-being Board

Ensure that your parents are equipped with the skills, knowledge and confidence to protect you from alcohol-related harm as you grow to adulthood

By November 2012 we will have:

- Worked with parents of children of all ages recognising their key role in protecting their children from alcohol related harm, with a particular focus on the impact of their own alcohol use
- Taken steps to ensure all parents have access to the latest information and evidence which enables them to support their children and intervene to prevent harm where necessary
- Ensured that all our staff that come into contact with parents are confident, knowledgeable and appropriately skilled in raising alcohol related concerns and providing brief information and advice

Do all we can to make sure you grow up in an environment where you are not put under pressure to drink by advertising, the availability of cheap alcohol or illegal sales

By November 2012 we will have:

- Worked with local and national partners actively to reduce the availability of cheap alcohol
- Ensured that there is no alcohol advertising on council controlled billboards and sites within a mile of any school
- Ensured that there are cheap and easily accessible positive alternatives to drinking for you





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Further Information

- eustace.desousa@phe.gov.uk
- www.gov.uk/phe
- www.chimat.org.uk
- www.hscic.gov.uk/
- www.earlyinterventionfoundation.org.uk