

Drinking Environments

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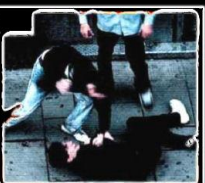
Workshop Structure

- Overview of Evidence
 - AMPHORA study
 - Effective interventions?
- Staff training
- Bar management
- Policy and legislation
- Discussion
 - Key points to feed back



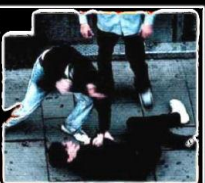
European Alcohol Action Plan

- Recognises importance of drinking environments
 - Alcohol use and intoxication
 - Violence, injury, drink driving...
- Develop guidelines and standards:
 - Design of serving premises
 - Server training
 - Enforcing licensing laws
- Review and strengthen licensing laws
 - Premises meet established standards
 - Server training
 - Regular monitoring and enforcement
 - Sufficiently severe sanctions

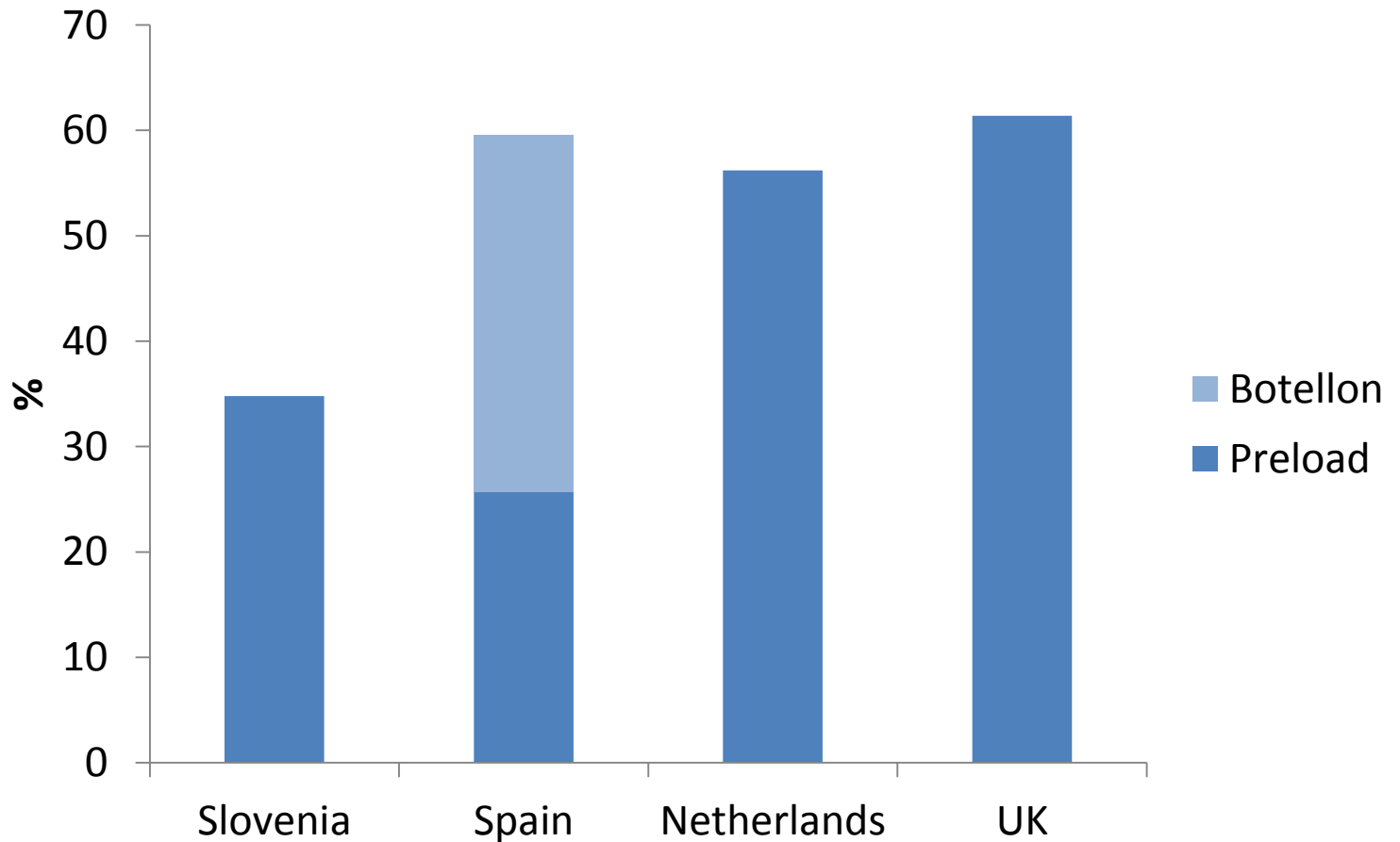


AMPHORA study

- European evidence base poorly developed
 - Most studies from N America & Australia
 - What does nightlife look like in Europe?
- AMPHORA study
 - Liverpool, Ljubljana, Palma, Utrecht
 - Survey and breathalyser test
 - ~200 nightlife users in each city (age 16-35)
 - Peak nightlife hours
 - Streets outside bars
 - Observational study in bars
 - Structured observational tool, ~60 visits per city



Preloading on the night of survey



Price of alcohol, Great Britain, 2009

Off Trade

On Trade

Standard glass of wine

€1.20



€4.00

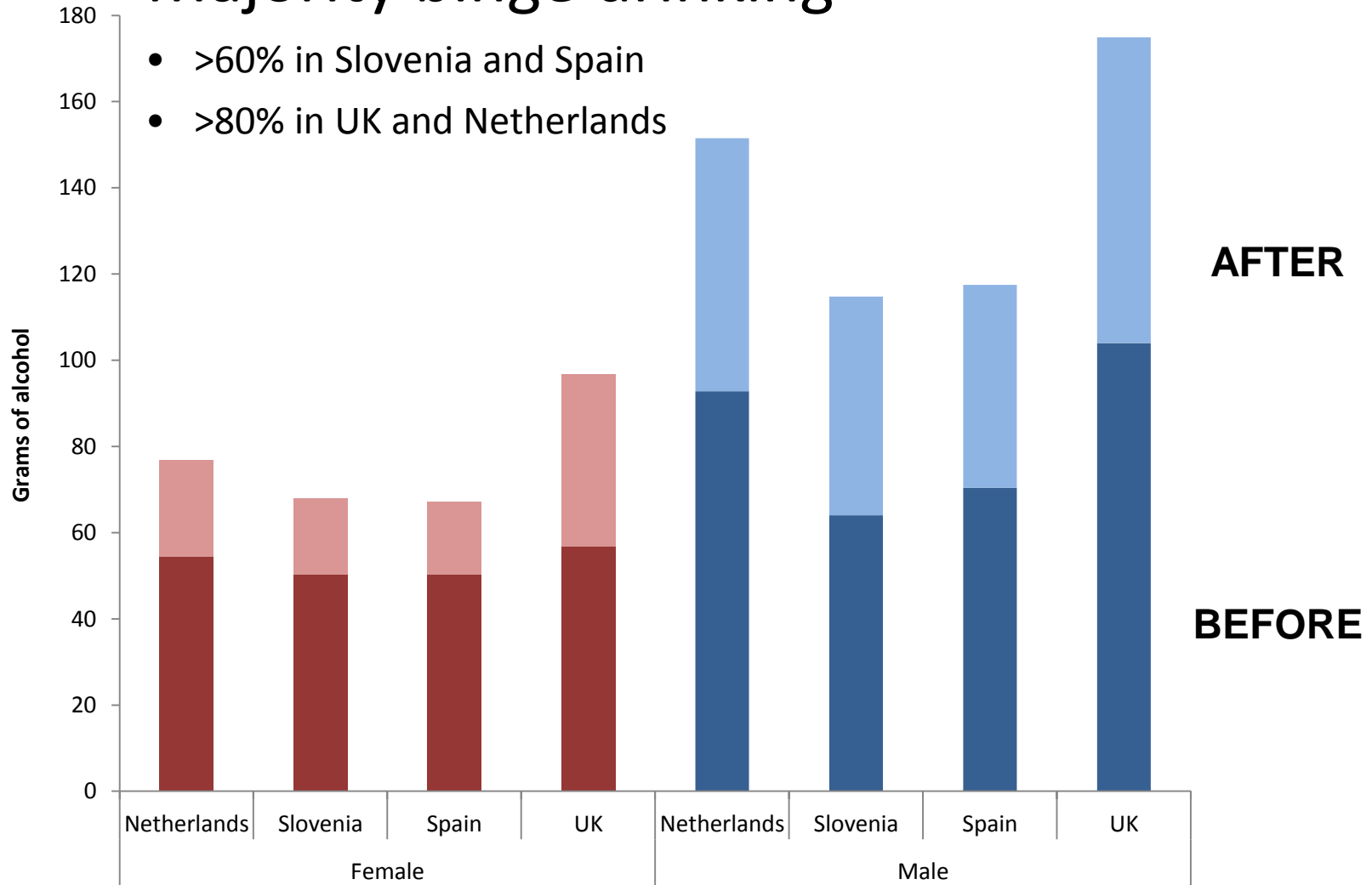
How do you prevent intoxication and service of alcohol to drunk people when they arrive in nightlife already drunk?



Alcohol consumption before and after survey

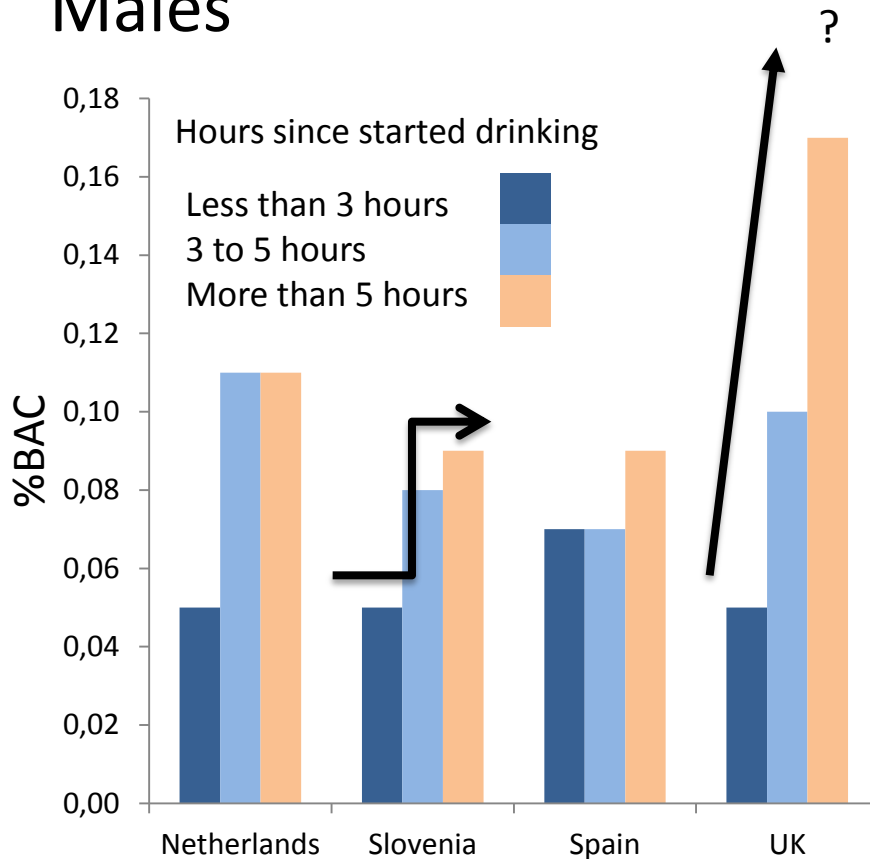
Majority binge drinking

- >60% in Slovenia and Spain
- >80% in UK and Netherlands



Nightlife BAC

Males



How transferable are interventions in different drinking cultures?

Many interventions developed and tested in heavy drinking cultures

How do we prevent the spread of intoxicated nightlife?

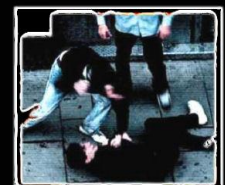
What can we learn from more moderate drinking cultures?

Evidence – a brief summary

- Responsible beverage service
 - Alone, no clear evidence of effectiveness for reductions in alcohol consumption levels or responsible serving practice
 - Combined with enforcement and awareness raising can be effective
- Enforcement activity
 - Test purchasing for underage sales
 - Effects rapidly reduce...
 - High profile policing
 - No real evidence of effectiveness
 - Targeting policing in high risk premises
 - Can reduce violence



*Holder and Wagenaar, 1994; Wallin et al, 2005;
Wagenaar et al, 2005; Wiggers et al, 2004*



Environmental Measures

- Improving management of venues
 - Risk assessment, codes of practice, behavioural standards
 - Currently little evidence
- AMPHORA study
 - Poor management practice
 - ‘Harm reduction’
- Outside bars
 - Safe late night transport
 - Security
 - Taxi marshalls, CCTV, policing
 - Street lighting



Community Approaches

- Multi-agency partnerships, multi-component
- Typically comprise:
 - Community mobilisation
 - Server training
 - Enforcement
 - Media campaigns
- Can be effective in reducing:
 - Assaults, traffic crashes, underage sales
- STAD, Sweden
- PAKKA, Finland



Environmental Measures

- Australia

- High visibility policing
- Safer drinking campaign
- CCTV
- Radio communication
- ID scanners in bars



- No impact on alcohol-related injuries
- Broader measures required
- Need to address intoxication, not just harms



Licensing Legislation

Density of bars and clubs

- Increased numbers lead to increased violence, road traffic crashes....
- Very difficult to reduce

Alcohol prices

- ↑ prices, ↓ harm
- Discrepancy between on and off licensed premises

Hours of sales

- ↓ hours ↓ alcohol-related harm
- But increased in several countries
- Australia – reduced hours in one city due to complaints – reduced assaults



Issues for Europe

- Need to develop European evidence
- How transferable are our interventions?
- What can we learn from each other?
- How can we prevent the spread of 'intoxigenic' nightlife?
- How do we deal with preloading?
- How do we get the best from our nightlife?
- Powerful alcohol industry
- Fluid nightlife industry

