

Blackpool Council

PUBLIC HEALTH

Blackpool Alcohol Strategy

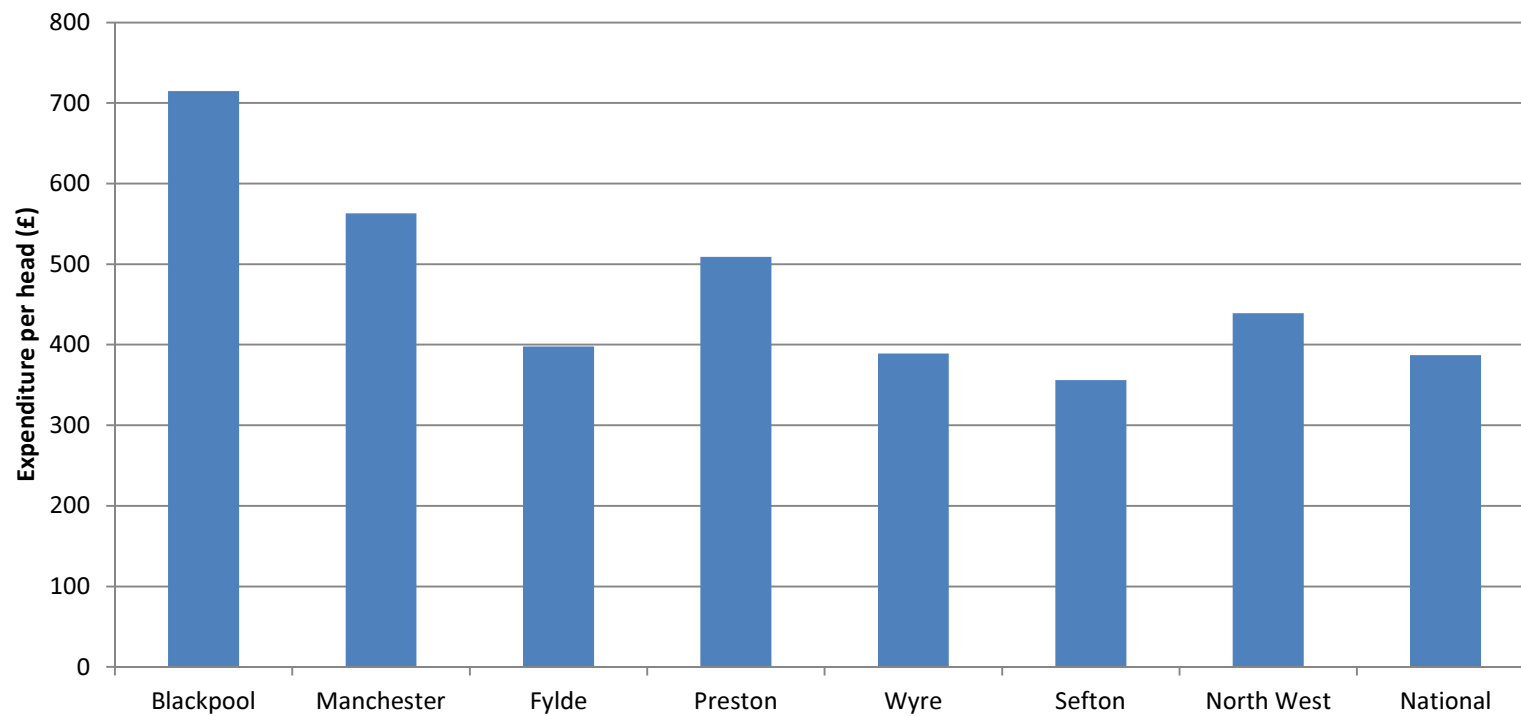
Steve Morton, Public Health Practitioner

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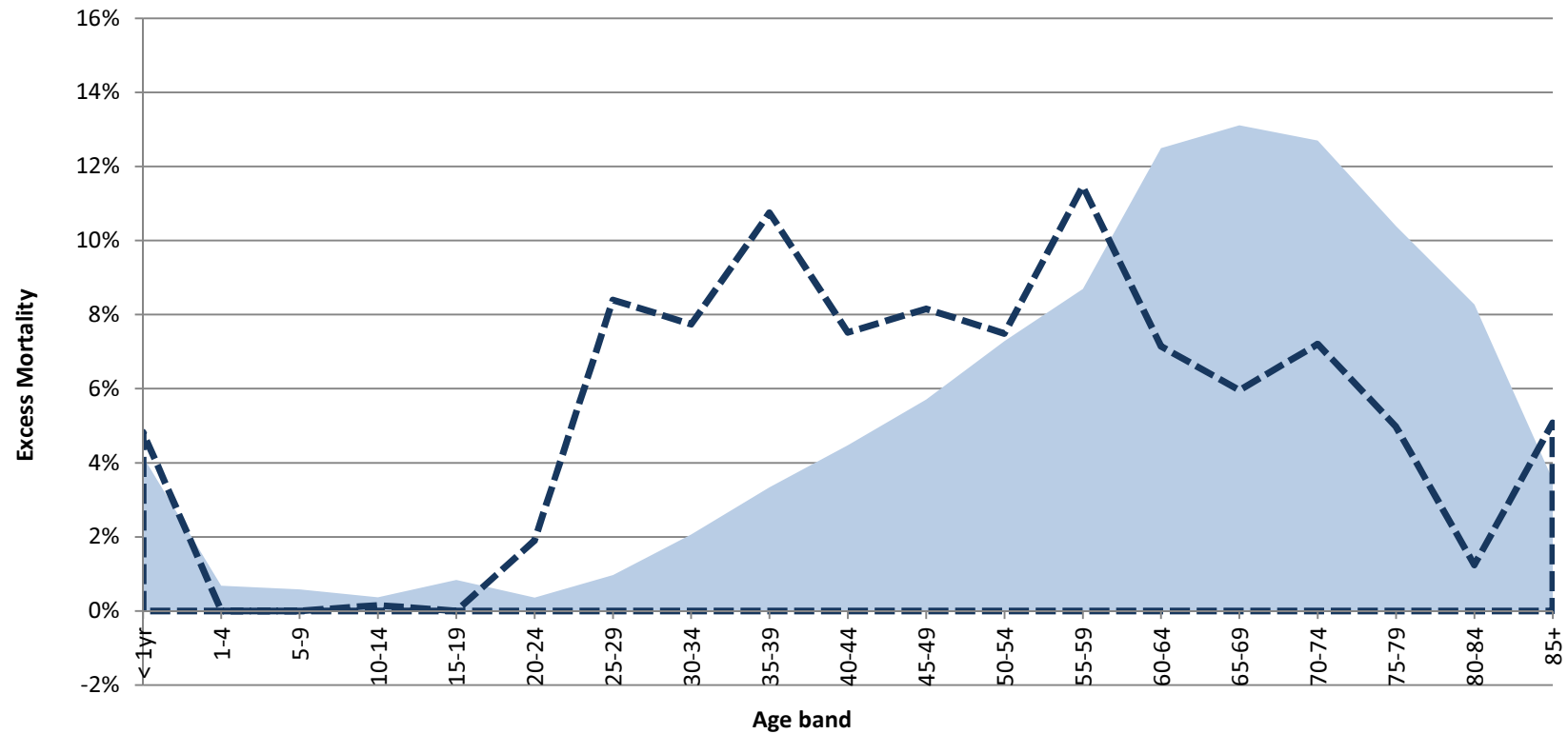
Lifestyles

- Estimated 40,000 Blackpool residents drink at hazardous or harmful levels; more than a quarter of the adult population (28%)
- 1,900 licensed premises in the town; one for every 72 residents

Cost of Alcohol per Person in Local Authority Population



Excess Male Mortality (%) - Blackpool vs. All Spearheads



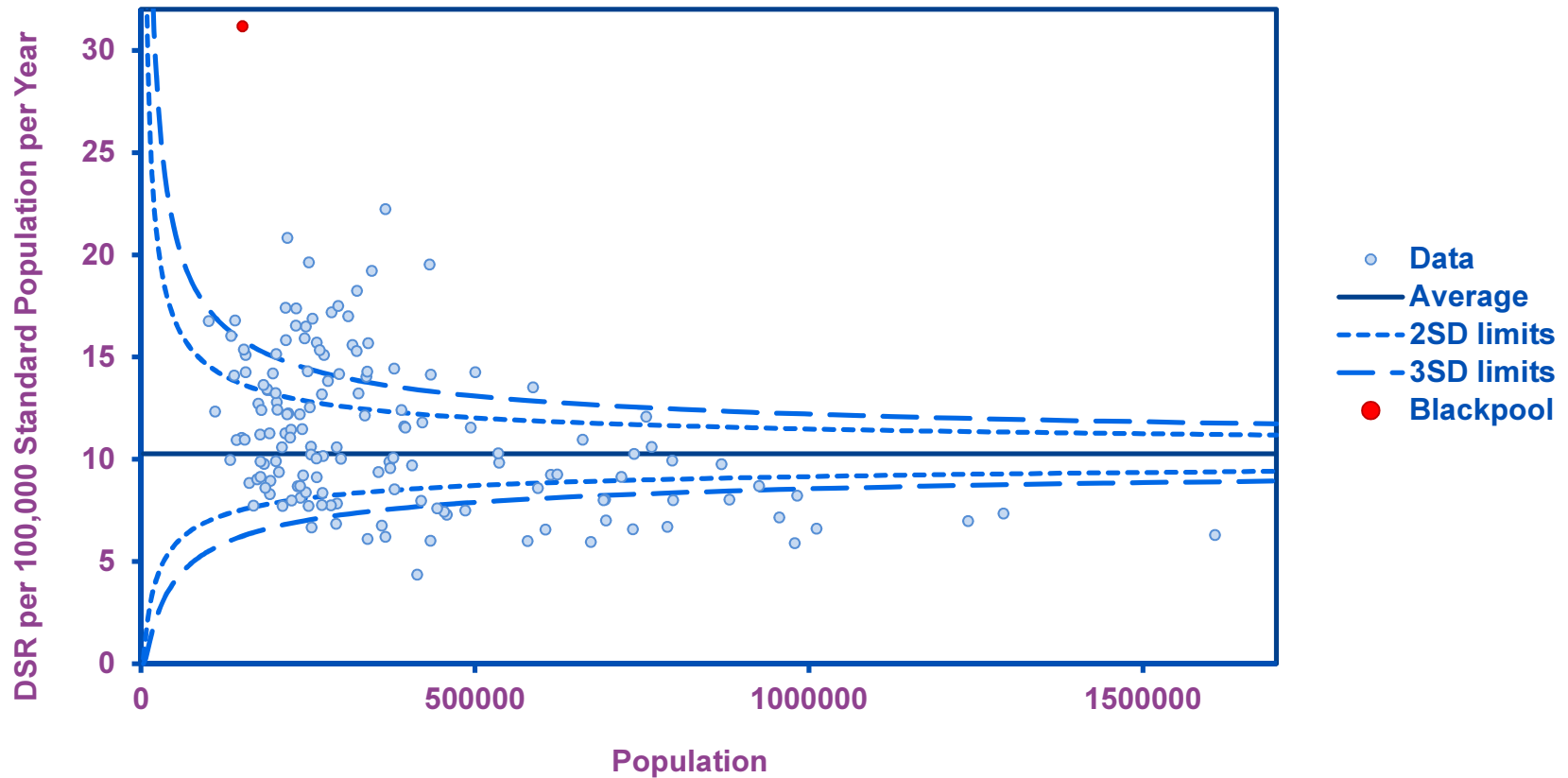
Source: London Health Observatory

■ England Spearhead Group

▬ Blackpool

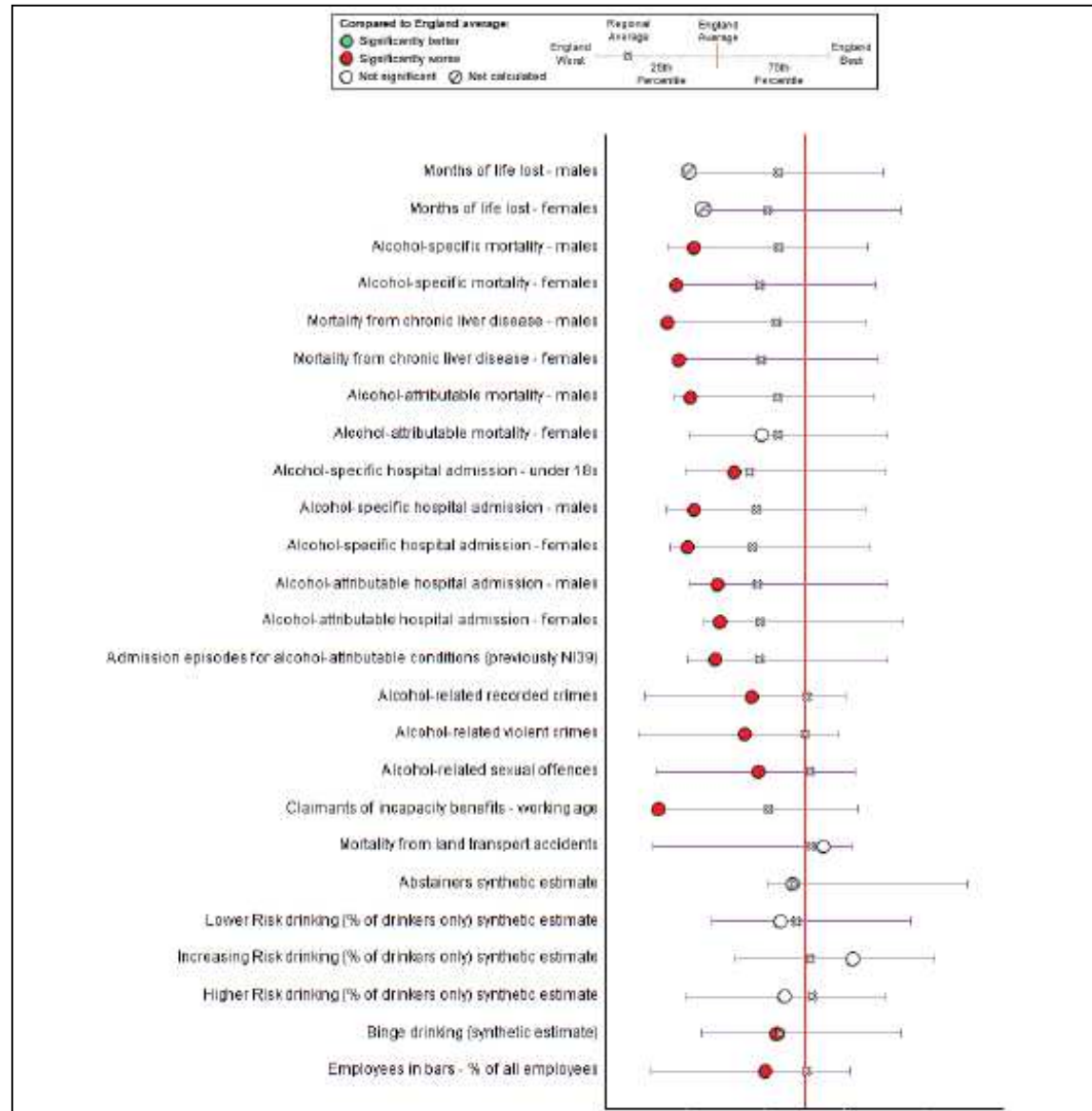
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Mortality from chronic liver disease including cirrhosis - 2008-10 (Pooled) - DSR - All ages



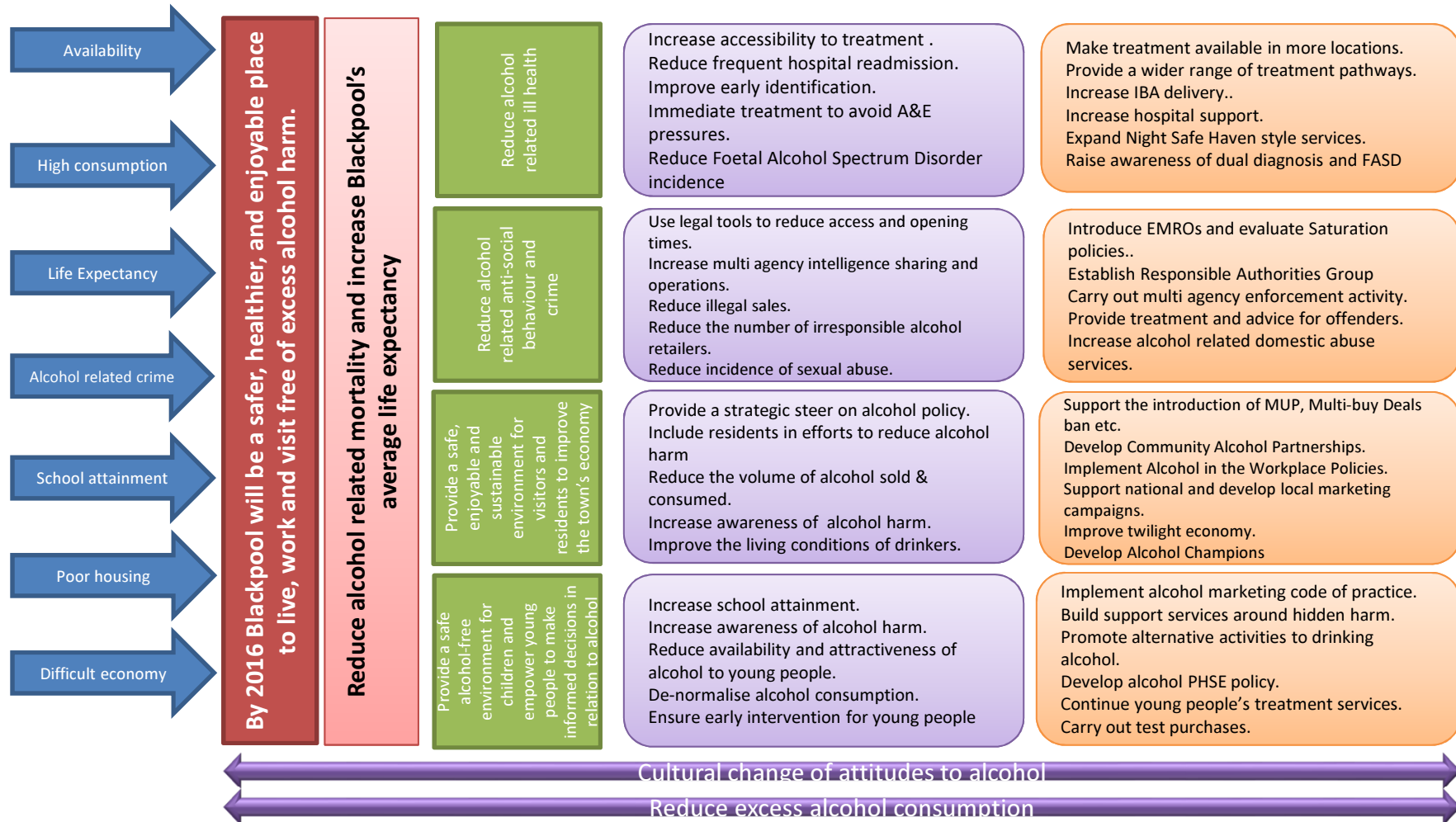
Source: Compendium of Population Health Indicators

Note: Population is adjusted due to Standardisation Calculations



Blackpool's alcohol profile

Blackpool Alcohol Strategy 2013-16

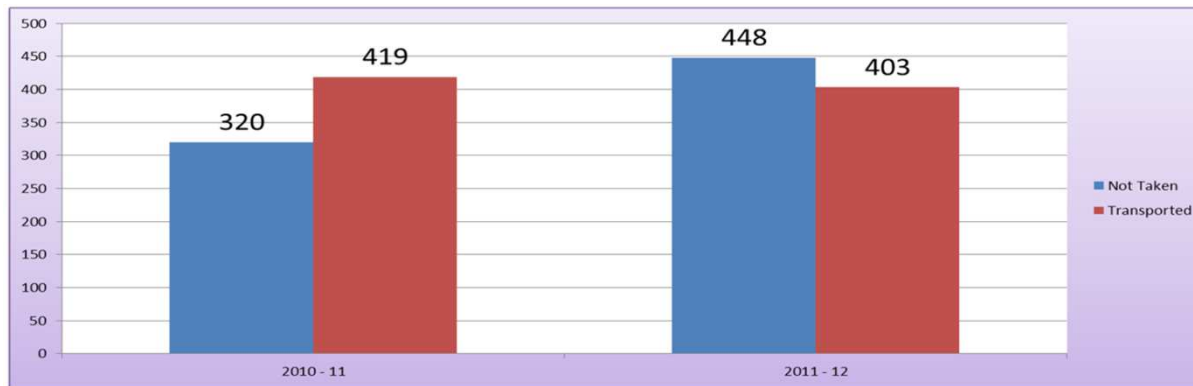
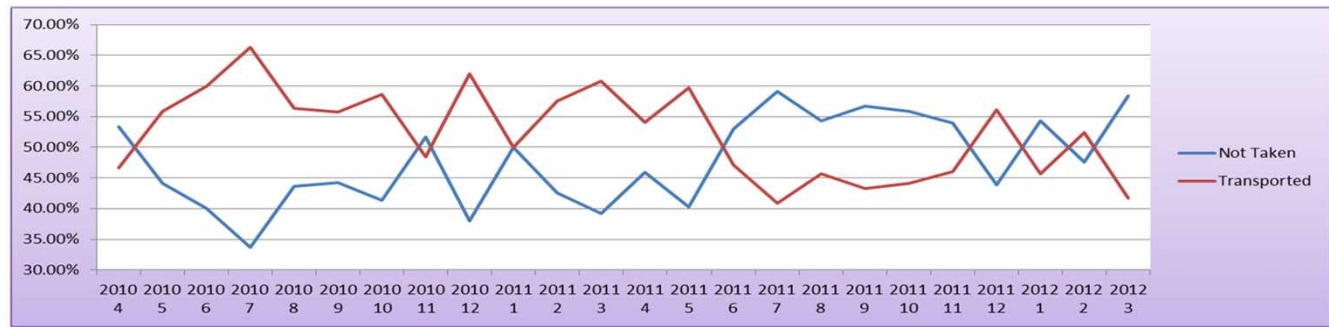


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Interventions

- Horizon Services
- Alcohol Liaison Nurses & other hospital activity
- Enforcement, CIP, Drink bans
- Night Safe Haven
- Pharmacy IBA & generic IBA training
- Campaigns & education (altn8/modr8)
- Supported Housing





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Local Alcohol Action Area

- One of 20 in England & Wales
- Support from the centre
- Joint working with other areas
- Focusses efforts
- Treatment
- Night Time Economy Crime
- Diversification
- Industry contribution

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Minimum Unit Price



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Good news!

- Alcohol related mortality – Down
- Alcohol related hospital admissions – Down
- Alcohol related crime – Down
- Successful treatment – Up
- Life expectancy- Up

Still a long way to go...

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Further opportunities

- Continue to improve treatment
- MUP
- Registered retailer status
- Late Night Levy?
- Diversification
- Regular review of Licensing Statement
- Wider determinants