

# Reducing the harm caused by alcohol; what can the medical profession do?

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# We see the harm

- Documentation
- Analysis
- Prediction
- Research
- Management/treatment
- Prevention



# What are we good at?

- Analysing the evidence
  - Making connections
  - Thinking forward
  - Learning from the past
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- Playing a long game
  - Being a thorn in the flesh of those with real power



# What are the barriers to action

- Lack of joined up government
- Short term views
- Poor leadership
- Fear of leader writers
- Equivocal evidence of what works
- Other “bigger” targets



# Do we have evidence of what works

- Yes, increasingly on specific activities and groups
- Yes, in terms of government engagement
- Yes in terms of empowerment



# A framework for action

- Joined up government
- Joined up, multi-department action
- Not just the home office
- Co-operation and co-ordination of those interested
- Bring in minority players
- Internationally - FCAC