

Alcohol & Older People: developing an effective strategy

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Why a strategy for alcohol & older people.

- ◆ 20,000,000 people over 50 yrs of age
- ◆ 2,700,000 people over 80 yrs age
- ◆ 3x more likely to attend hospital
- ◆ Visit GP 7x yr. Compared to 3x younger people
- ◆ Lack of robust evidence to guide drinking messages
- ◆ Vulnerability, social and physical
- ◆ 15% over 65's drink every day

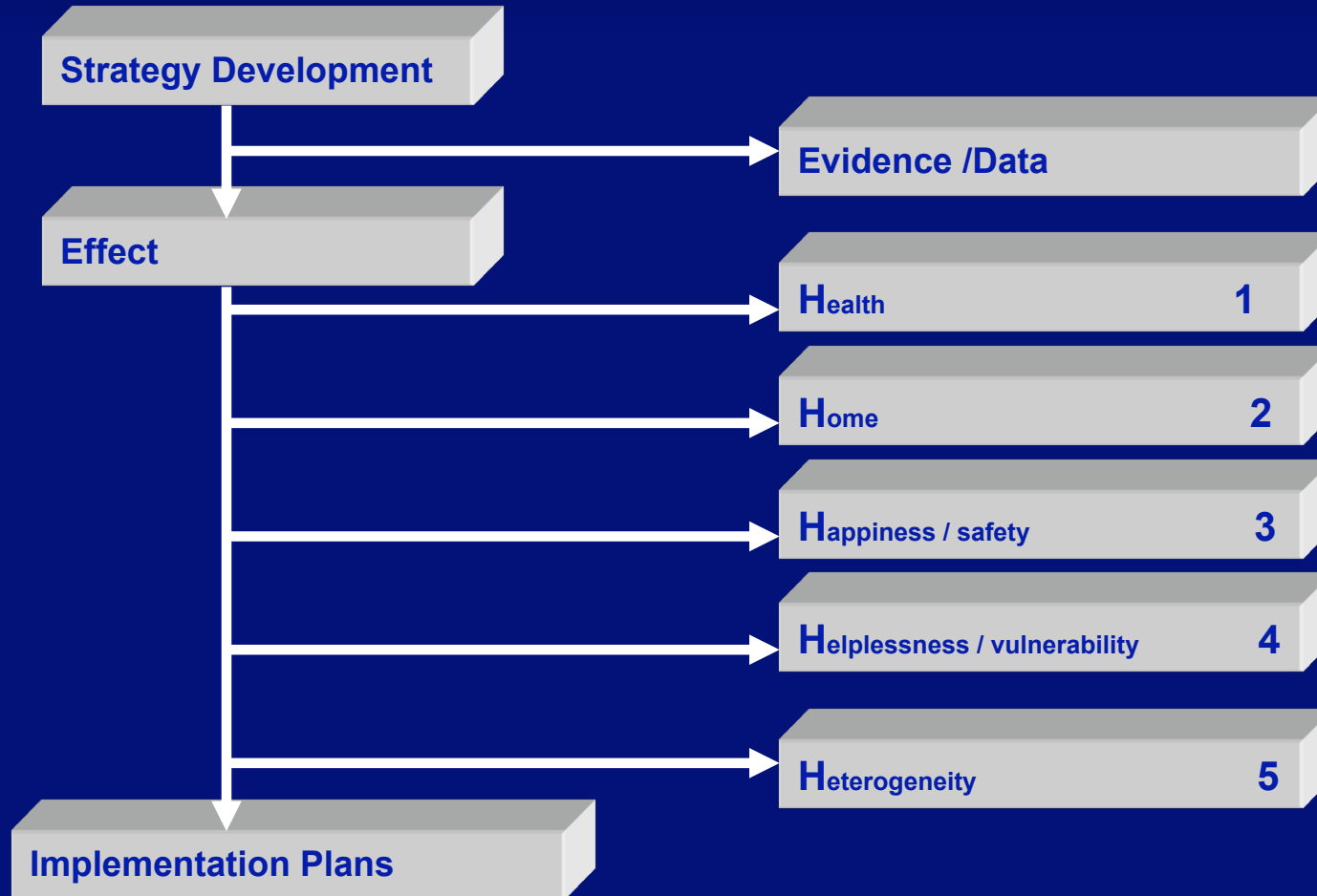
The Context: political and strategic background

Alcohol harm reduction strategy for England

The Strategy identifies 4 key areas of harm reduction:

- ◆ Better communication with the public
 - Targeting information at the most vulnerable groups
 - Providing information on alcohol products and at alcohol outlets
 - Enhancing alcohol education in schools
 - Providing greater support for employers
 - Reviewing the code of practice for television advertising
- ◆ Preventing and tackling harm to health
 - Improving health and treatment services
 - Staff training to identify risky drinking behaviour
 - Piloting brief interventions undertaking
 - National audit of the demand and provision of alcohol services
 - Providing effect help for the most vulnerable groups
- ◆ Reducing alcohol-related crime and disorder
 - Increasing use of exclusion disorders
 - Increasing use of fixed penalty fines for anti-social disorder
 - Working with licensees to improve management and operation of licensed premises
- ◆ Working with the alcohol industry
 - Develop national social responsibility charter for drinks industry
 - Financial contribution by the industry to pay for schemes to tackle alcohol issues nationally and locally
 - Code of good conduct scheme for alcohol retailers, pubs and clubs

The 5 H's



Health

- ◆ Identification
 - screening
- ◆ Co-morbidity
 - CVD
 - Memory
 - Falls
 - Nutrition
- ◆ Health carers
 - Medicines management
 - Community nursing teams
- ◆ Hypertension 2- 4x
- ◆ Stroke 2- 4x
- ◆ Coronary heart disease 1.7 x 1.3 x
- ◆ Pancreatitis 3 – 2 x
- ◆ Liver disease 13 x

Home

- ◆ Warm
- ◆ Safe
- ◆ Inclusion (media, neighbours)
- ◆ Relationships

MYTHS - Drinking at home

- ◆ Pain relief
- ◆ Mood enhancer
- ◆ Stress relief
- ◆ Health benefit



Happiness

- ◆ Mental health
- ◆ Family
- ◆ Community
- ◆ Respect
- ◆ Engagement



Helplessness

- ◆ Vulnerability
- ◆ Abuse - *No Secrets* (England) and *In Safe Hands* (Wales) 2000 & *Safeguarding Vulnerable Groups Act 2007*
- ◆ 4% older people suffer abuse. *UK Study of Abuse and Neglect of Older People - 2007*
- ◆ Perceptions of safety / safety



Heterogeneity

- ◆ Age range
- ◆ Gender
- ◆ Ethnicity
- ◆ Living conditions
- ◆ Wealth
- ◆ Education
- ◆ Cognition
- ◆ Mobility



Older people have the same needs as everybody else, its just the method to achieve them needs to be a bit different.

Alcohol harm reduction strategy for England It Fits – but needs dedicated approaches for older people.

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