

# National Drugs Conference of Ireland 2010

*'A Continuum of Care within Drug Services'*

4th and 5th November 2010

The impact of alcohol on Ireland's drug story

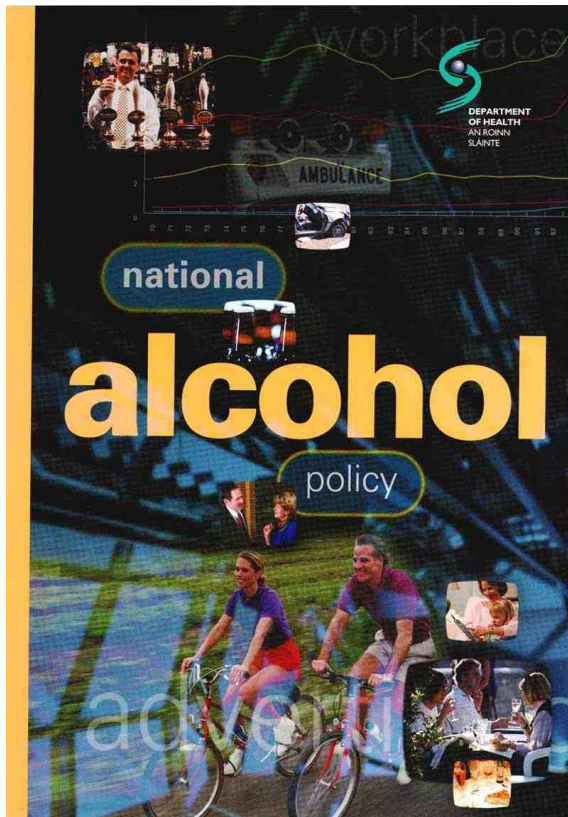
Prof Joe Barry

# Evolution of drug and alcohol responses (1)

- Early 80s Emerging opiate epidemic - inner city
- Late 80s 2nd lowest per capita consumption in EU
- 1990 HRB database set up
- 1991\* Harm reduction, because of HIV
- 1992 National AIDS Strategy - funding
- 1996\* Strategy linked to poverty;  
Task Forces
- 1996\* National Alcohol Policy -  
*no recommendations*
- 2000 National Advisory Committee set up

# Evolution of drug and alcohol responses (2)

- 2001\* Beyond Dublin, evidence based
- 2001 2nd highest per capita consumption in EU
- 2002-4\* 2 Strategic Task Force reports - WHO - *no implementation structure*
- 2006\* Sustaining Progress - *consensus with industry - ? veto*
- 2009 Government decision to have a combined strategy



*Alcohol consumption is set to increase in the Irish population over the next number of years, given:- the current and projected economic growth; an anticipated increase in the number of people drinking more beer which is less sensitive to price increases; possibly greater access to alcohol through increased special exemptions for longer opening hours, a greater number of young people starting to drink at a younger age and a higher percentage of regular drinkers by the age of 18 years with a preference for beer; strong alcohol advertising campaigns in all media in terms of volume, exposure and extensive sponsorship promotions with highly visible sports.*

[Summary - National Alcohol Policy](#)

# Alcohol consumption per capita, in litres of pure alcohol, 1989-2000 EU countries

	<b>1989</b>	<b>2000</b>
<b>Luxembourg</b>	12.5	12.1
<b>Ireland</b>	<b>7.6</b>	<b>11.1</b>
<b>Portugal</b>	10.4	10.8
<b>France</b>	12.8	10.5
<b>Germany</b>	10.4	10.5
<b>Spain</b>	10.8	10.0
<b>Denmark</b>	9.6	9.5
<b>Austria</b>	10.3	9.4
<b>Greece</b>	8.4	8.0
<b>Belgium</b>	9.5	8.4
<b>Netherlands</b>	8.2	8.2
<b>United Kingdom</b>	7.6	8.4
<b>Italy</b>	9.9	7.5
<b>Finland</b>	7.6	7.1
<b>Sweden</b>	5.6	4.9

# Composition of Task Forces

- Chairperson
- Coordinator
- 6 Statutory Representatives
  - EHB
  - Gardai
  - Education sector
  - Probation service
  - Dublin Corporation
  - Employment/Training
- 6 Community Representatives
- 2 Voluntary Agency Representatives

Strategic Task Force on Alcohol  
Interim Report  
May 2002

DEPARTMENT  
OF HEALTH AND  
CHILDREN

Strategic Task Force on Alcohol  
Second Report  
September 2004

Report of the  
GOVERNMENT  
ALCOHOL ADVISORY  
GROUP

31 March 2008



# Stakeholders on Strategic Task Force

- Civil Service - 5 Government Departments
- Health Service Providers
- Police
- Public Health
- Clinical
- Sports Council
- Safety Sector
- Youth and Parents
- NGO
- Drinks Industry Group



# Composition of Government Alcohol Advisory Group

- Chair
- Department of Justice
- Department of Health
- Public Health Doctor
- Garda
- Criminologist

# Recommendations of STFA 2004 Report

- Regulate availability
- Control promotion of alcohol
- Enhance society's capacity to respond
- Protect public, private and working environments
- Responsibility of alcohol beverage industry
- Provide information and education
- Put in place effective treatment services
- Support NGOs
- Research and monitor progress

# Government Alcohol Advisory Group recommendations

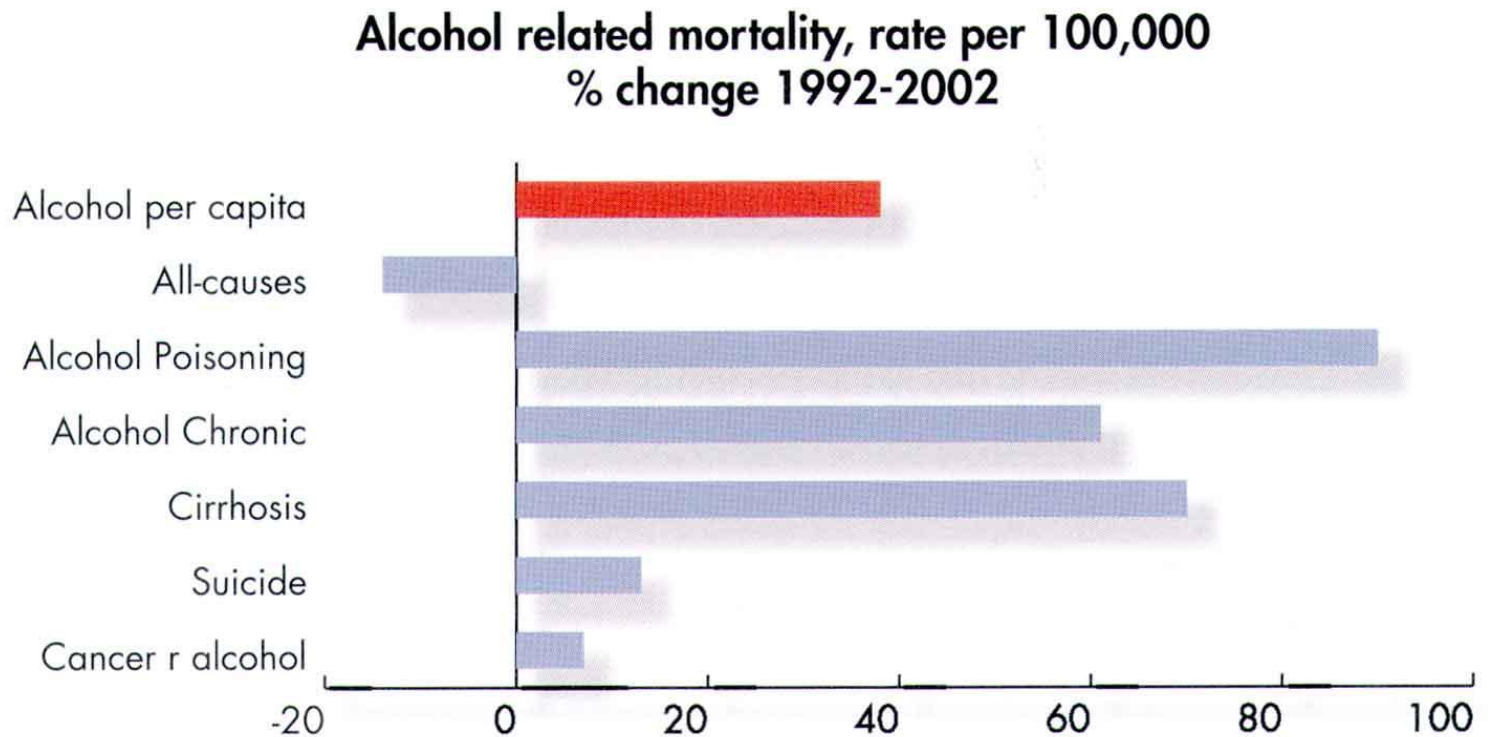
- Recognise specific properties of alcohol (No Ordinary Commodity)
- Extend ability to object to off-licences to include owners of local residences
- Voluntary pilot projects with local Gardai to assess the value of labelling (traceability)
- Gardai to target “Dial-a-can” and similar delivery services
- Prohibit discount promotions
- Bye-laws to prohibit consumption of alcohol in public places
- Garda Commissioner should appoint an officer in each Garda area with responsibility for alcohol issues



Table 3: Alcohol Policy Effectiveness

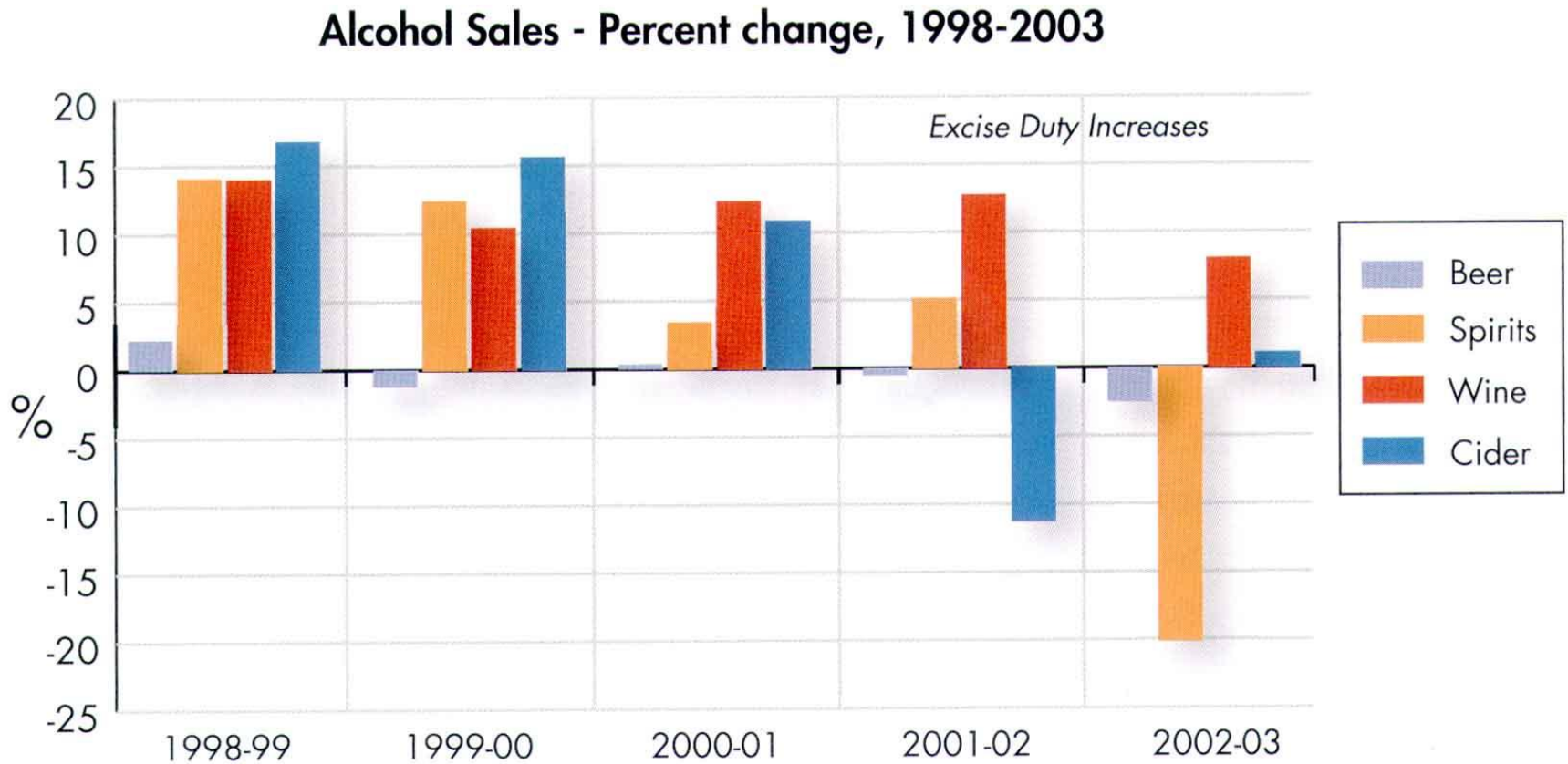
Policy measure	Proven High effectiveness	Proved effectiveness	Some effect	No effect
Regulate physical availability	<ul style="list-style-type: none"> <li>- Minimum drinking age</li> <li>- Alcohol control enforcement</li> <li>- Server liability</li> </ul>	<ul style="list-style-type: none"> <li>- Limit hours &amp; days of sales</li> <li>- Government run retail stores</li> </ul>	<ul style="list-style-type: none"> <li>- Server training and tavern mgt policies</li> <li>- Limit number of sale outlets</li> </ul>	<ul style="list-style-type: none"> <li>- Voluntary code of bar practice</li> </ul>
Drink-driving countermeasures	<ul style="list-style-type: none"> <li>- Lower BAL</li> <li>- Random breath testing</li> <li>- Immediate license suspension</li> </ul>	<ul style="list-style-type: none"> <li>- Zero BAL for young drivers</li> </ul>		
Taxation		<ul style="list-style-type: none"> <li>- Increased taxes</li> </ul>		
Alcohol promotions			<ul style="list-style-type: none"> <li>- Banning advertising</li> </ul>	<ul style="list-style-type: none"> <li>- Advertising content regulations</li> <li>- Warning labels</li> </ul>
Community action approach			<ul style="list-style-type: none"> <li>Community mobilisation</li> </ul>	
Education & persuasion				<ul style="list-style-type: none"> <li>- Alcohol education in schools</li> </ul>
Promoting Alternatives				<ul style="list-style-type: none"> <li>Alcohol-free activities</li> </ul>

Figure 7: Alcohol related mortality, % change 1992-2002



Source: CSO Vital Statistics, Annual Reports

Figure 10: Alcohol Sales- Percent change in litres of pure alcohol, 1998-2003



Source: Revenue Commissioners

**Table 1. Alcohol drinking categories, male and female**

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<b>Drinking category</b>	<b>Females</b>	<b>Males</b>
Abstainer (Abstainer)	0-0.24 g/day	0-0.24 g/day
Low risk (Drinking category 1,low)	0.25-19.99 g/day	0.25-39.99 g/day
Risky (Drinking category 11, medium)	20-39.99 g/day	40-59.99 g/day
High risk (Drinking category 111, high)	40+ g/day	60+ g/day

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\*Source: Rehm et al (Rehm et al., 2004)

*Table 1: Alcohol consumption and relative risks for some major conditions*

	Women			Men		
	Alcohol consumption, grams/day*					
	0-19g	20-39g	40+g	0-39g	40-59g	60+g
<b>Neuro-psychiatric conditions</b>						
Epilepsy	1.3	7.2	7.5	1.2	7.5	6.8
<b>Gastrointestinal conditions</b>						
Cirrhosis of the liver	1.3	9.5	13.0	1.3	9.1	13.0
Oesophageal varices <sup>a</sup>	1.3	9.5	9.5	1.3	9.5	9.5
Acute and chronic pancreatitis	1.3	1.8	1.8	1.3	1.8	3.2
<b>Malignant neoplasms</b>						
Mouth and oropharynx cancers	1.5	2.0	5.4	1.5	1.9	5.4
Oesophageal cancer	1.8	2.4	4.4	1.8	2.4	4.4
Laryngeal cancer	1.8	3.9	4.9	1.8	3.9	4.9
Liver cancer	1.5	3.0	3.6	1.5	3.0	3.6
Breast cancer	1.1	1.4	1.6			
Other neoplasms	1.1	1.3	1.7	1.1	1.3	1.7
<b>Cardiovascular (CVD) diseases</b>						
Hypertensive disease	1.4	2.0	2.0	1.4	2.0	4.1
Coronary heart disease	0.8	0.8	1.1	0.8	0.8	1.0
Ischemic stroke	0.5	0.6	1.1	0.9	1.3	1.7
Haemorrhagic stroke	0.6	0.7	8.0	1.3	2.2	2.4
Cardiac arrhythmias	1.5	2.2	2.2	1.5	2.2	2.2
<b>Conditions arising during the perinatal period</b>						
Spontaneous abortion	1.2	1.8	1.8			
Low birth weight <sup>b</sup>	1.0	1.4	1.4	1.0	1.4	1.4
Prematurity <sup>2</sup>	0.9	1.4	1.4	0.9	1.4	1.4
Intrauterine growth retardation <sup>b</sup>	1.0	1.7	1.7	1.0	1.7	1.7



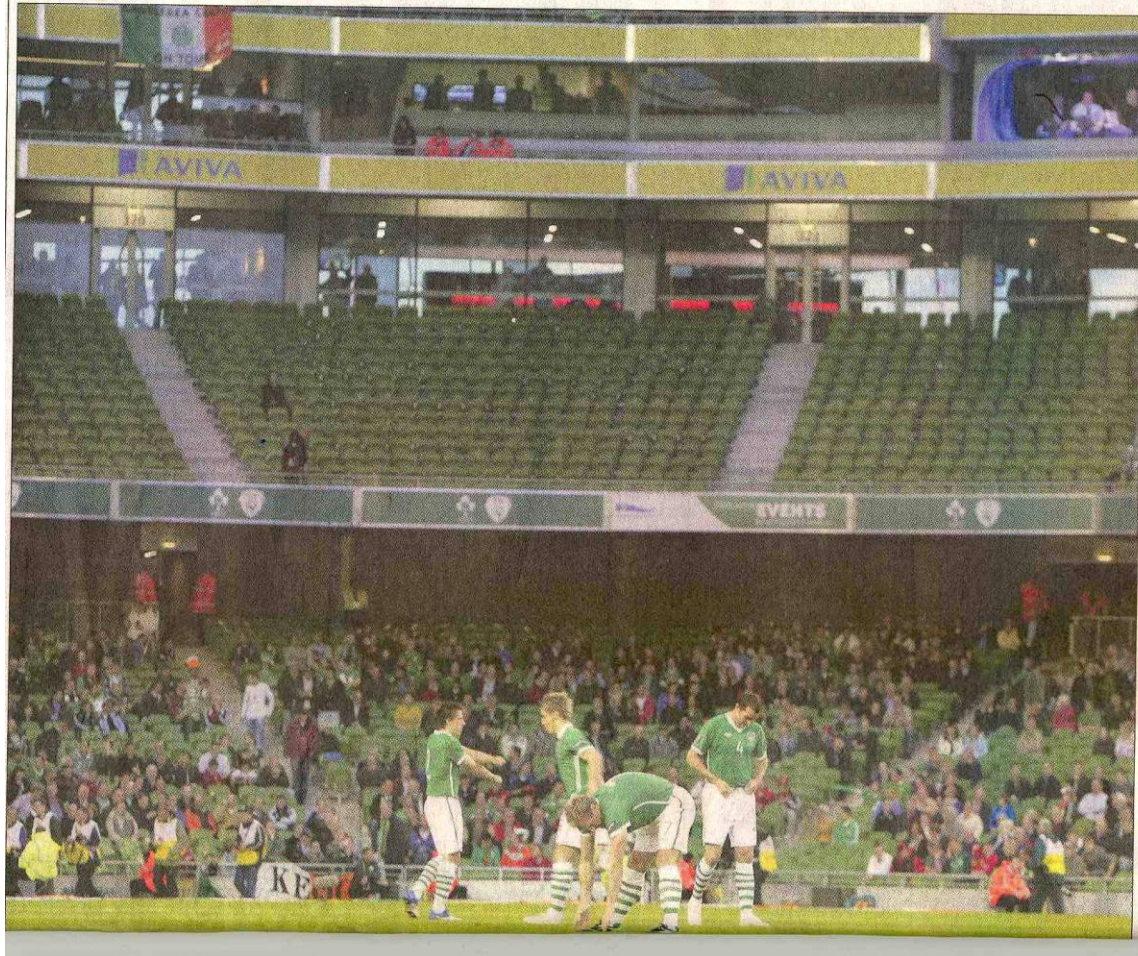
## Stakeholders on Sustaining Progress Working Group

- Civil Service – 6 Government Departments
- Gardai
- ICTU
- IBEC
- Health Service Providers
- Community and Voluntary Pillars

## Stakeholders on Working Group on Sports Sponsorship

- Civil Service – 2 Government Departments
- HSE
- Sports Council
- RCPI
- 5 Sporting Bodies
- 2 Advertising Bodies
- AAI
- NYCI
- ABFI

# Revealed: FAI ticket sales shambles



# SPORT

AND FOOTBALL  
DON'T MISS PART  
OUR EXCLUSIVE S  
**PAGES 64-65**

Thursday 5 November 2009 [www.independent.ie](http://www.independent.ie)



Liverpool's Dirk Kuyt reacts after missing a chance against Lyon in last night's Champions League clash - the game ended in a 1-1 draw. SEE PAGES 70-71

*“We know the youth of today are inspired by music, sport and modern technology and with the Ballantine’s Urban Highs we are able to offer them an event which appeals to them at all levels.”*

Richard Glowar, International Marketing Director,  
Ballantine’s Finest, quoted in Revke 2000.

**MENTS**

# CHIEF EXECUTIVE

## Managing the Enjoyment of Alcohol in Society

(M.E.A.S.)

MEAS is a newly-created organisation whose vision is to actively engage in the promotion of the sensible drinking of alcohol products by consumers and also to encourage social responsibility among producers, marketers, distributors and retailers of alcohol. It will also represent an overall industry position on this critical area.

Its principal objectives will be to foster a balanced understanding and debate on alcohol issues and the promotion of sensible drinking.

MEAS is an independent company limited by guarantee and sponsored and funded by the leading producers and trade associations in the drinks industry in Ireland.

The key focus for this role will be to represent an overall industry position in the area of social responsibility and sensible drinking. This will involve a detailed grasp of the evolving role and impact of alcohol in the social, political and economic dimension of Irish life including reliance on research-based insights into consumption attitudes and behaviour.

Productive liaison with industry, government, support agencies, media and the general public will be important requirements.

The successful candidate will hold a relevant 3rd level qualification and bring a seasoned perspective with a record of achievement in confronting complex issues of scale in the public domain. Results focused and research driven, with excellent communication and influencing skills, he or she will combine a proactive approach with a capacity for leadership and the promotion of new ideas.

Salary and benefits will reflect the importance of this key role.

Please contact Patrick J. Feeney at:  
Orion Executive Search & Selection Ltd., 121 Lower Baggot Street, Dublin 2.  
Tel: (01) 6764755 email: orionjob@indigo.ie

**ORION**  
EXECUTIVE SEARCH  
& SELECTION LTD

# MEAS

**M**inimising

**E**ffective

**A**ction by the

**S**tate

# €1.75M SPENT URGING US TO DRINK **LESS** . . .

## . . . BUT €60M SPLASHED OUT TO GET BOOZERS TO DRINK **MORE**

Aideen Sheehan

THE drinks industry is to spend €1.75m to promote responsible drinking in Ireland – and more than €60m on boosting sales of its alcoholic products.

The industry-funded group MEAS (Mature Enjoyment of Alcohol in Society) yesterday launched a major advertising campaign to encourage people to know their limits.

However, with the latest figures showing the drinks industry spends over €60m a year in Ireland advertising



Ad campaign to make people aware of their limits.

# BIGGER SAVINGS



€19.90  
**The  
Little  
Mermaid  
DVD**

## **MAKING HIS PINT: Diageo expands Guinness brewing**



Taoiseach Bertie Ahern with Lord Blyth, chairman of Diageo, at Dublin's St James's Gate brewery yesterday: The brewery has ramped up production by 50 per cent to supply the British market with Guinness. The move brings total output at the brewery to 1.2 million kegs a year, or three million pints a day. Diageo ended its London production of the stout after a cost-cutting review last year. About €24 million was invested in the latest expansion of St James's Gate. Photograph: Cyril Byrne



EXPOSED:  
MANDARIN  
ALLY OF  
ALCOHOL  
BOSSSES

LAUNCH faced a damaging new By Simon Walters

and Andrew Cunningham, who is reported

*... they're like me, they like to party*

*... it doesn't show the after effects*

*leaves you with a longing to try it*

**The Impact of  
Alcohol Advertising  
On Teenagers in Ireland**

*... it's a seductive beer*

*... you're not drinking*

*... it doesn't show the after effects*

# Alcohol and sexual attraction

- There were some fine women in that ad. You might get a fine woman dancing around with a bottle of Guinness (boy 15-17, Guinness)
- You'll have lots of drink and meet the opposite sex (girl 12-14, Coors Light)
- It's trying to say you'll have a better chance of scoring (boys 12-14 Coors Light)
- It's a seductive beer (girl 15-17, Heineken)
- Makes boys randy, makes you look nice when you're pouring it in the glass (girl 15-17, Heineken)

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## FESTIVAL ROLE MODELS

**Georgia Salpa and Lynne Kelly channelled the summer's festival vibe to launch the Bacardi B-Live Arena at Oxygen and to celebrate Bacardi's 10th Anniversary of being present at Irish music festivals. For all their hard work, the models were presented with a few cocktails concocted by top Irish Bacardi mixologist Jarrod Cuffe**

Picture: Maxwells



found  
eat and  
f man-



**METRO**Digest

# Mood alteration

- It will improve your personality (boy 15-17, Bacardi Breezer)
- Alcohol goes to your brain and it makes you do things you wouldn't normally do (girl 15-17, Guinness)
- It gets you mad out of it, have a good time with it (boy 12-14, Coors Light)
- It's good because it makes you wild (girl 12-14, Bacardi Breezer)
- Your man forgets all his worries and stuff (boy 15-17, Bacardi Breezer)

Wednesday, July 15, 2009

# Alcohol a factor in 50% of youth crime

■ 'Overwhelming picture' painted by report is of easy access to drink

by Cormac O'Keefe

ALCOHOL is a critical factor in about half of all recorded juvenile crime, according to a report.

An Irish Youth Justice Service (IYJS) report of the country's Garda Youth Diversion Projects said the "overwhelming picture" was one of easy access to alcohol.

The youth diversion projects are crime prevention initiatives that seek to challenge antisocial and criminal behaviour by young people.

The report said 85% of the projects found alcohol abuse was the main problem they dealt with.

It said there were "spikes" in alcohol-related crime at weekends, during summer months and at calendar events, such as Halloween.

Worryingly the report also found there was a "significant pattern" of young people getting alcohol from parents or older siblings.

## JUVENILE CRIME

**50%** of recorded juvenile crime included alcohol as a key factor.

**15%** of Garda youth projects said they knew of arranged fights recorded and distributed on mobile phones and computers.

**36%** of projects know of young people involved in drug supply networks.

**35%** said that a "significant number" of young people they dealt with had a "short fuse".

**50%** said a significant number of juveniles were indifferent to changing behaviour.

The report also highlighted the problem of arranged fights being "documented

## NEIGH



Jarveys protest at Ros sanitary devices. SEE I

## Shopli

by Conall Ó Fáthart and Sean O'Riord

SOME people who their jobs due to the are turning to shopli make ends meet, acc a group which r grocery retailers.

RGDATA said its have reported a increase in the pro recent times.

The news comes a reveal that thefts fro nesses in north and e have risen by 26% in year, prompting ga introduce a new text

## NEWS Swine flu

# Dublin all-night drink delivery firm aims to beat 10pm curfew

**Ken Foxe**  
Public Affairs Correspondent

AN IRISH company has come up with a way to flout the licensing laws and sell alcohol direct to households at any hour of the night.

The firm - which only started operations on Friday night - offers drink for delivery to households all across Dublin from 10pm to 6am.

Dublindrinklink.com claims it can bypass Ireland's strict alcohol legislation because it is based overseas, and merely distributes a product in Ireland.

They said: "The Dublin Drink Link is a Spanish-based company with a distribution centre based in Dublin. Our orders are processed through our Spanish offices and then distributed from our Dublin base allowing you the customer to purchase alcohol whenever

it suits you.

"The Dublin Drink Link only operates outside of normal off-licence hours to fill the gap in service, [which] exists as a result of Irish alcohol laws."

The company, which is likely to attract significant business despite its high prices, says it has a strict policy to avoid minors obtaining drink.

It said: "ID is required on delivery for all purchases. Only driver's licence, passport or Garda Age Card is an acceptable form of ID."

The company is offering delivery to anybody within a 15-mile radius of Dublin but its prices may put off all but the most hardened of drinkers in these recessionary times.

Dublin Drink Link offers six-pack cans of Budweiser and Heineken at a cost of €20 while six cans of Bulmers



**Pricey: Six cans of beer cost €20**

cider will set the customer back €25. A bottle of a red Cabernet Sauvignon or a white Chardonnay also retail at €20, according to a price list provided on the company's website.

The mark-ups on the alcohol are extremely high; in some cases almost treble the price one would expect to pay in a supermarket.

The Department of Justice said it is keeping a close eye on alcohol delivery companies and the new all-night service will now come under scrutiny.

Last year, the *Sunday Tribune* revealed how some pubs had also found a way of circumventing the legislation, which prohibits off-licence sales after 10pm.

Patrons of the Penny Hill pub in Lucan were encouraged to "beat the 10pm deadline" by placing their order early in the evening and collecting it later on.

Bar manager Dermot Brophy said customers would have to register their name and address with the bar, before being provided with a reference number.

Deliveries, which usually cost €3, are then made from 10pm onwards but stop immediately once the early orders have been fulfilled.



**Mark Hilliard**

## 'Boys in green' had four-day binge

conditions that led to Roy *Life of Controversy*, which airs at 8pm tomorrow night, also

**Table 3: Number of Off Licences, 2001-2007**

<b>Licence type</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
<b>Spirits</b>	792	808	785	983	1,070	1,170	1,342
<b>Beer</b>	785	763	786	990	1,073	1,170	1,431
<b>Wine</b>	1,284	2,023	2,392	2,790	3,026	3,485	3,691

*Source: Revenue Commissioners*





COOL'S OFF LICENCE

6 FOR €6.95  
€1.50 EACH

6 FOR €6.95  
€1.50 EACH

6 FOR €6.95  
€1.50 EACH

5 FOR €8.99  
€1.79 EACH

6 FOR €11.00  
€2.00 EACH

6 FOR €6.95  
€1.50 EACH

5 FOR €11.00  
€2.50 EACH

7 FOR €9.99  
€1.50 EACH

6 FOR €6.95  
€1.50 EACH

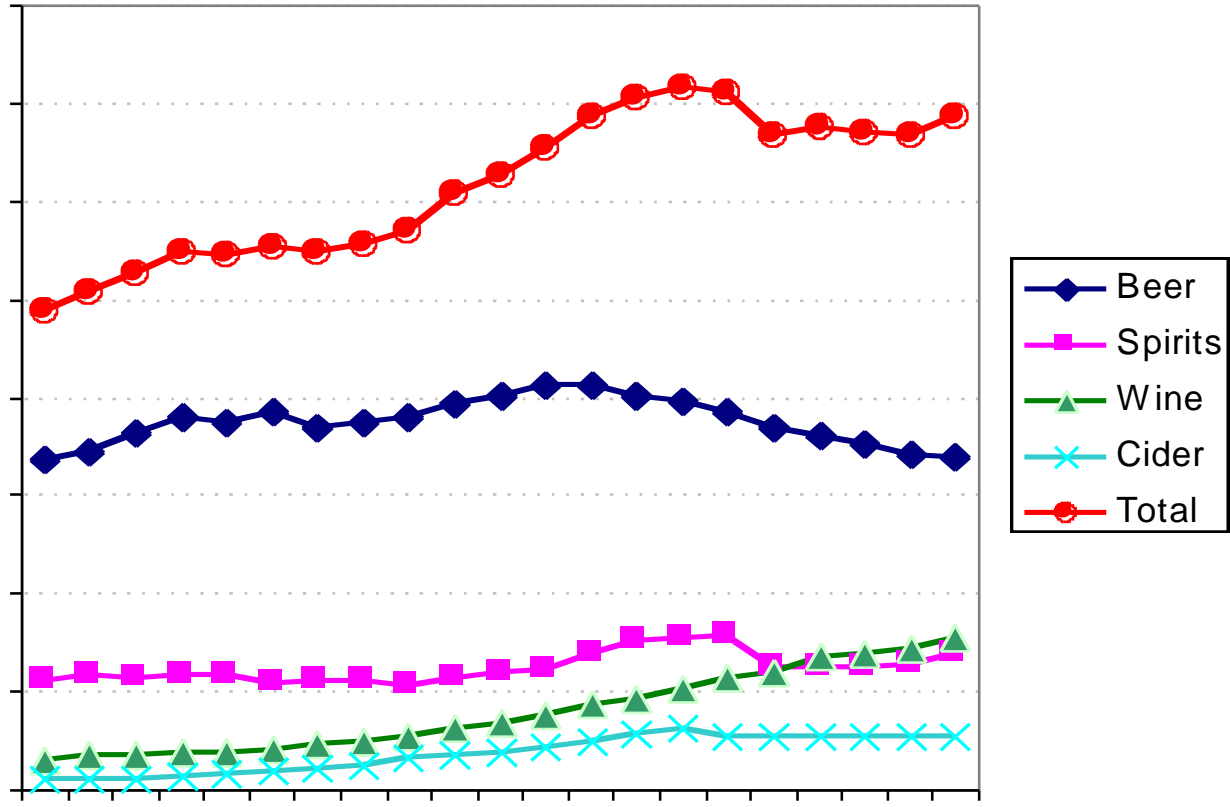
FROGPOCKET  
KEEV  
500 ml of The Room Room Room  
From Pockets, Corners & The  
70 Percent Off  
Share &  
Save 50%

SMOOTH  
VODKA  
€8.99 LITER  
ONLY €8.99

**TO LET**

**Off Licence  
and  
Medical Centre**

**All Enquiries  
01 6080500**



Source: Dr. Ann Hope, Alcohol consumption in Ireland, 2008

# Health and Social Effects

## Illicit Drugs

Crime

Violent death

Overdose death

Psychiatric comorbidity

Blood borne viral infection

HIV

Hepatitis B

Hepatitis C

## Alcohol

Crime

OH related mortality

Liver disease

Pancreatic disease

Accidents

RTA

House fires

Drownings

# Drugs and alcohol compared

- Illicit
- Prevalence 1% - 5%
- Marginal activity
- Narrow spectrum of effects
- Mostly among poorer people
- Users have little power
- Suppliers pariahs
- Regulated
- Prevalence 80%
- Easy to measure
- Wide spectrum of effects
- All classes
- Users mainstream
- Suppliers powerful

## Legal stand

The Misuse of Drugs Act 1977:

The Misuse of Drugs legislation regulates the import, export, production, supply and possession of a range of specified narcotic drugs and psychotropic substances. Substances are scheduled under the Act in accordance with Ireland's obligations under international conventions and/or where there is evidence that they are causing significant harm to public health in Ireland. The list of scheduled substances is kept under review and action is taken where evidence emerges that substances are being abused and are causing significant harm.

Examples: psychotropic ('magic') mushrooms were banned in 2006 and their possession and sale is now illegal. Similarly in 2009 BZP was banned.

## "Legal status of Legal highs"

The main loophole used by the suppliers of legal highs is that these substances are not declared "controlled drugs" under the Misuse of Drugs Act 1977.

Most of these substances have not been tested on humans or animals and the creators of such substances seem to produce new versions of the substances as soon as they are declared illegal which makes it very difficult to track and legislate.

Another loophole is the fact that some of these products are destined to animal or plant consumption and the suppliers very clearly state in all their disclaimers that the products are not for human consumption.

In Ireland, a Research Advisory Group has been set up under the aegis of the National Advisory Committee on Drugs, to identify possible options, including the possible regulation of head shops.

Note: The Minister for Health & Children, Mary Harney TD, said 'My Department is currently preparing further regulations which will introduce controls, similar to those recently introduced in the UK, on a range of substances which are on sale in head shops. This will make the possession and sale of these substances illegal and subject to criminal sanctions under the Misuse of Drugs Act. These regulations will be in place by June.

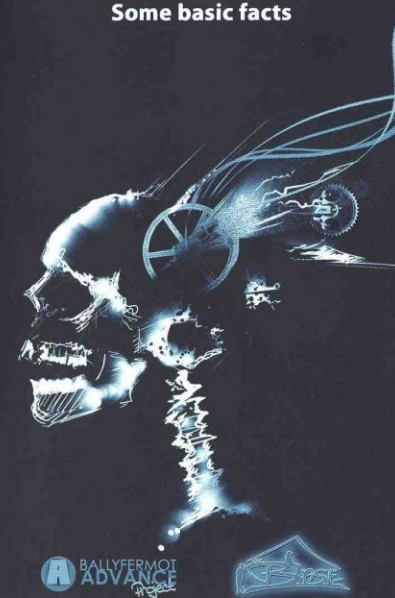
## Resources

- [www.drugs.ie](http://www.drugs.ie) (general information)
- [www.irishstatutebook.ie](http://www.irishstatutebook.ie) (legal texts)
- [www.citizeninformation.ie](http://www.citizeninformation.ie) (consumer's rights/ misuse of drugs act)
- [www.drugsandalcohol.ie](http://www.drugsandalcohol.ie) (national documentation centre on drugs and alcohol)
- [www.ballyfermotldtf.ie](http://www.ballyfermotldtf.ie) (Ballyfermot Local Drugs Task Force)
- [www.irishhealth.ie](http://www.irishhealth.ie) (latest articles on health)
- [www.emcdda.europa.eu](http://www.emcdda.europa.eu) (European Monitoring Centre for Drugs and Drug Addiction)
- <http://www.drugscope.org.uk/resources/drugsearch> (Drugscope- UK)



# LEGAL HIGHS & HEAD SHOPS

Some basic facts



BALLYFERMOT  
ADVANCE



# Conditions which facilitate societal drinking problems

- Overall consumption
- Drinking patterns
- 'Culture'
- Easy accessibility
- High public demand
- Aggressive marketing
- Political factors

# Specific impacts of alcohol on drugs

- Facilitates early induction to substance use
- Extra problems in drug treatment
- Easy access to alcohol a challenge for rehabilitation
- Contribution to overdose
- Exacerbates liver damage if hepatitis C positive
- General health damage as drug users get older