



Ireland's problem with alcohol.

Prof Frank Murray MD

Chairman, Alcohol Action Ireland.



Boy (13) drowned while trying to save friend

THE IRISH TIMES

Thu, May 2, 2019

NEWS

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LIFE & STYLE

CULTURE

Courts > Coroner's Court | Supreme Court | High Court | Criminal Court | Circuit Court

Boy (13) drowned while trying to save
friend, inquest hears



Boy (13) drowned while trying to save friend

A group of two boys and one girl had met up before school on the date in question and gone to a field next to the River Lyreen, just outside Maynooth.

One of the three brought two bottles of gin, which they mixed with an energy drink, the inquest heard.

The group ate and talked and drank at the spot at Laraghbryan. The girl (13) said she does not recall the details of what happened next, but remembers the other two reaching for her to help her out of the river.

“Oisín reached too far and fell in,” she said. She said she was holding his hand but she could not hold on and he floated down the river.

“Oisín looked so panicked, I remember him spinning around and the current taking him,” she said.

The third teenager said the two boys were trying to rescue the girl from the banks of the river when Oisín fell in.

“Oisín lost his grip and slipped in. I brought [the girl] back to the bank and looked up and he wasn’t there. I grabbed her phone to call an ambulance,” he said.

Blood alcohol level 235mg%



THE IRISH TIMES

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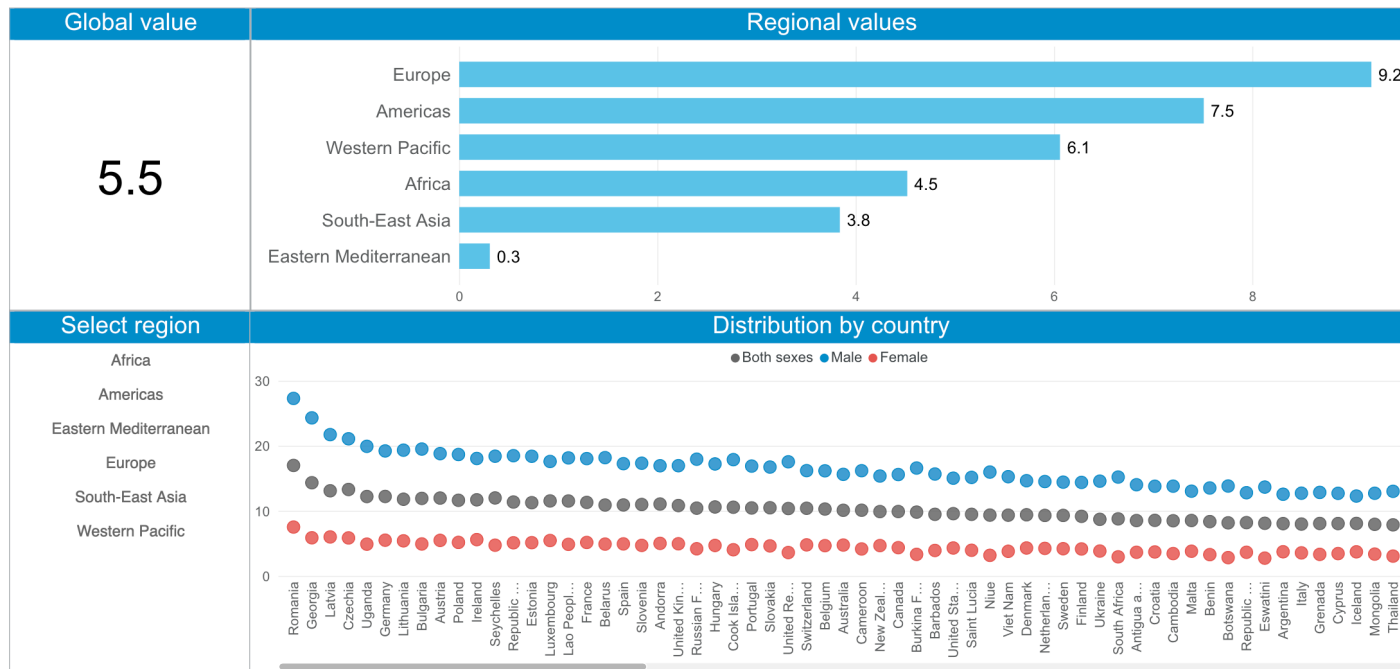
Courts > Coroner's Court | Supreme Court | High Court | C

Car drove over boy (15) with toxic alcohol levels lying on road, inquest hears

Driver tells of shock on returning to scene in Co Clare after car felt a 'bump'

Blood alcohol level 161mg%

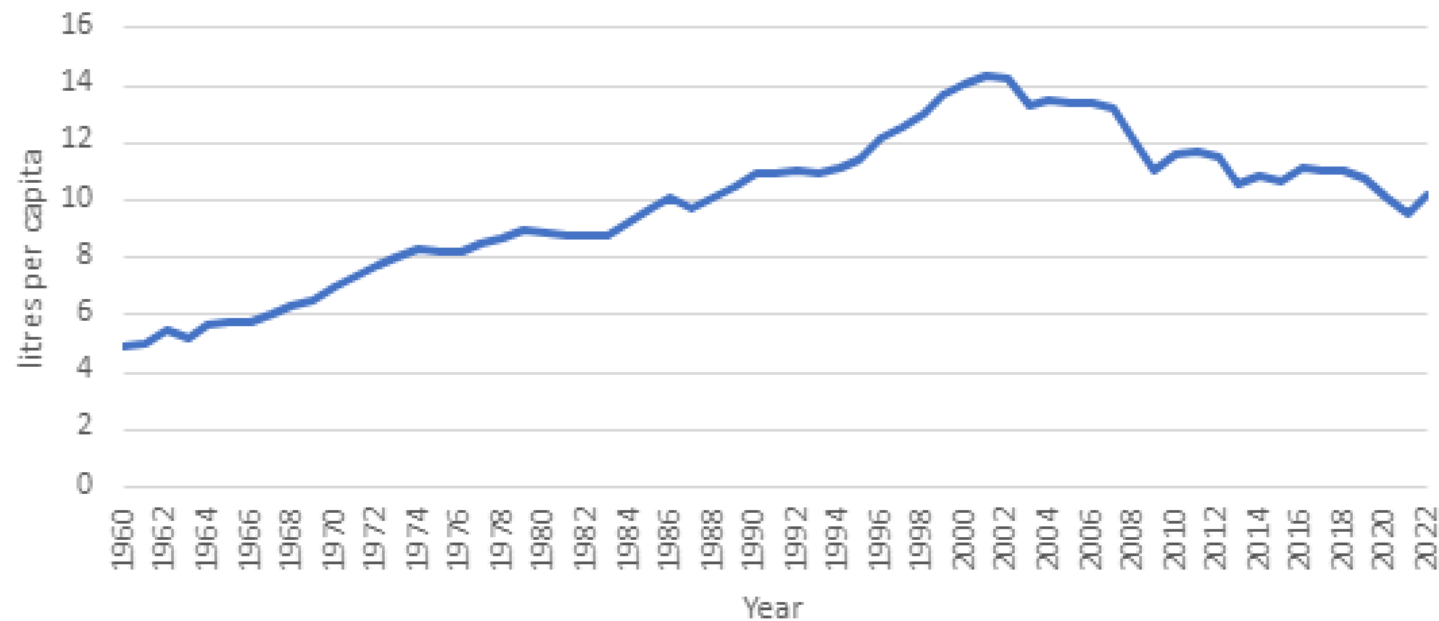




WHO



Alcohol consumption per capita > 15y. Ireland.





Alcohol consumption in Ireland

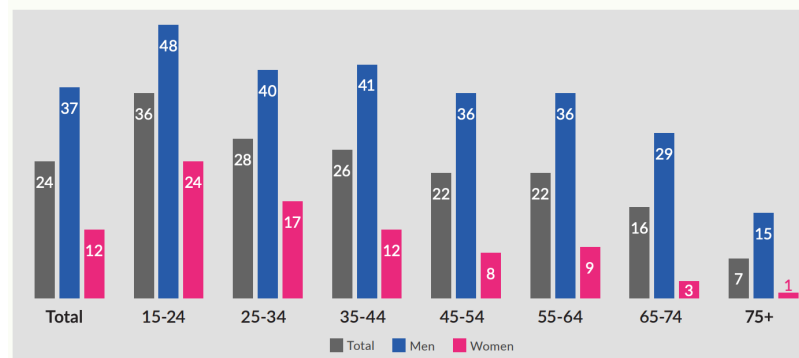
	All	Men	Women
Past 12 months	70	73	67
At least once a week	38	43	34

Past 12 months	Total	15-24	25-34	35-44	45-54	55-64	65-74	75+
Total 2018	75	66	84	82	79	75	66	54
Men 2018	78	70	88	82	80	78	73	60
Women 2018	72	63	80	81	78	72	61	49
Total 2023	70	75	72	72	72	69	63	55
Men 2023	73	76	74	75	74	72	71	59
Women 2023	67	74	70	70	70	66	55	51

Healthy Ireland 2023

At least once a week	Total	15-24	25-34	35-44	45-54	55-64	65-74	75+
Total 2018	41	26	44	44	49	49	41	28
Men 2018	48	31	54	50	55	56	53	36
Women 2018	35	21	35	39	44	43	31	22
Total 2023	38	28	30	38	43	48	43	36
Men 2023	43	33	34	41	46	52	53	44
Women 2023	34	24	26	35	40	43	34	30

Binge drinking by age and gender (%)





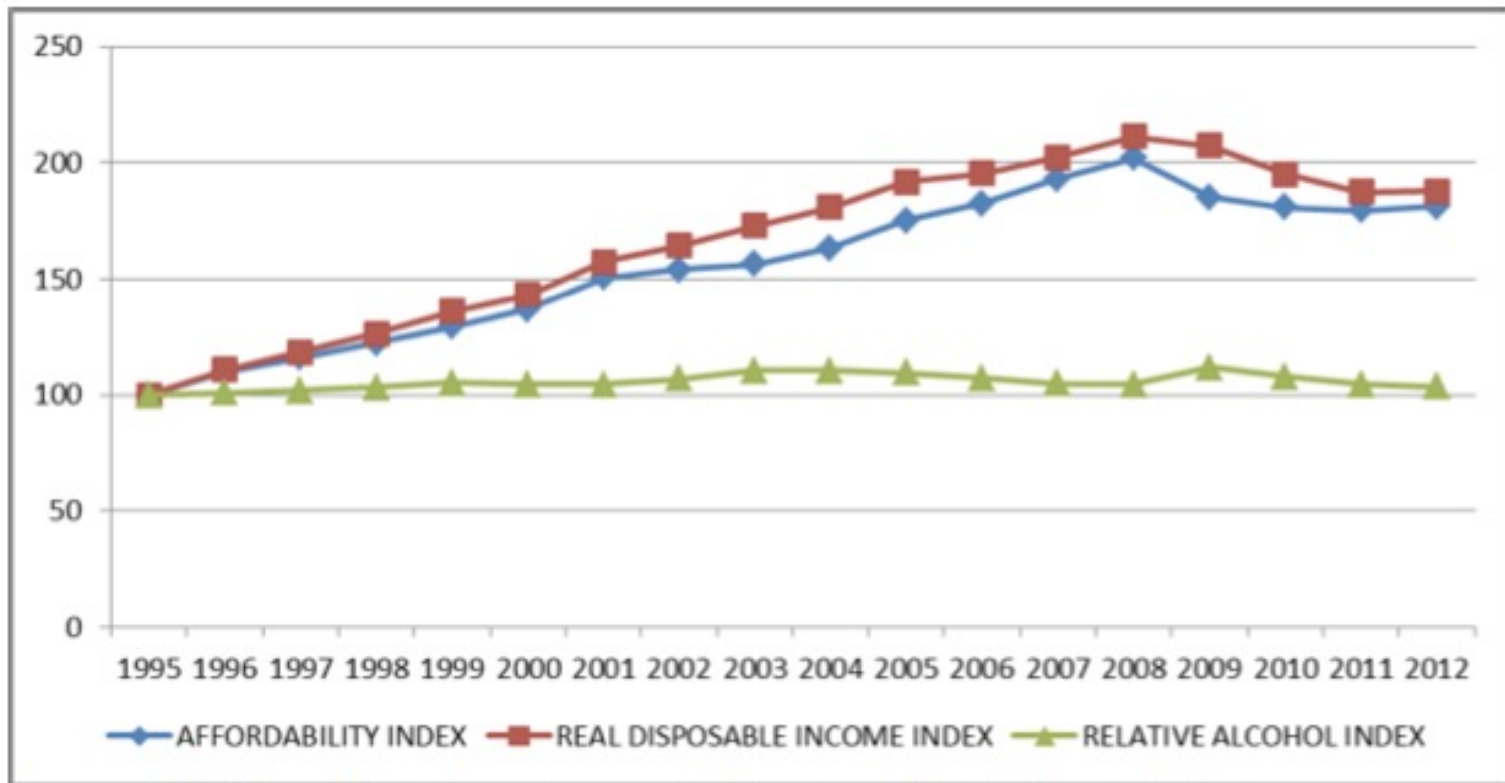
WHO ranks Ireland second in binge drinking

- Ireland binge in previous 30 days **39%.**
- Austria first of 194 countries **40%.**
- U.K. **28%.**



Alcohol more affordable

Figure 6: Alcohol Affordability Index for Ireland



Source: CJP Consultants based on model developed by Rabinovich et al.



Alcohol more widely available

- Huge increase in outlets selling alcohol
- Including most petrol stations!
- Most alcohol now supplied through supermarkets and general retailers of all sizes
- Pubs in relative decline
- MORE OUTLETS. LONGER HOURS.



Standard (alcoholic) Drinks.

Most adults unaware!

Most underestimate

Beverage	Serving size	ABV	Grams of alcohol	Number of standard drinks
Beer	Pint	4.3%	19.5	2.0
Wine	Bottle (750 ml)	12.5%	75.0	7.5
Cider	Pint	4.5%	20.4	2.0
Vodka/gin/rum	Pub measure (35.5 ml)	37.5%	10.7	1.0
Vodka/gin/rum	Bottle (700 ml)	37.5%	210.0	21.0
Whiskey	Bottle (700 ml)	40.0%	224.0	22.5
Cream liqueur	Bottle (700 ml)	17.0%	95.2	9.5
Alcopops	Long neck bottle (275 ml)	4.0%	8.8	1.0

Reproduced from *A standard drink in Ireland: what is the strength?*¹⁸

Naggin

200ml

Shoulder

350ml



Alcohol consumption in Ireland 2022

- **806** Standard Drinks per *capita* >15 years per year
- **1022** Standard Drinks per *drinker* per year
- i.e. average drinker in Ireland consumes almost **twice** the UK low risk guideline levels
- Low risk limits: 572/884 in Ireland



Standard drinks:

- 1,202 per year
- 23 per week
- UK low risk limits 11 per week





Alcohol causes enormous health harms

- Toxic, psychoactive/intoxicating, and dependence-producing substance
- Group 1 carcinogen
- Alcohol kills approx. 10% its users.
- Almost 1,000,000 deaths in European Region every year



Future years of life lost due to alcohol

4–5 years lost

367g/w

Almost 2 years lost ...average Irish drinker

208g/w

6 months lost

123g/w

56g/w

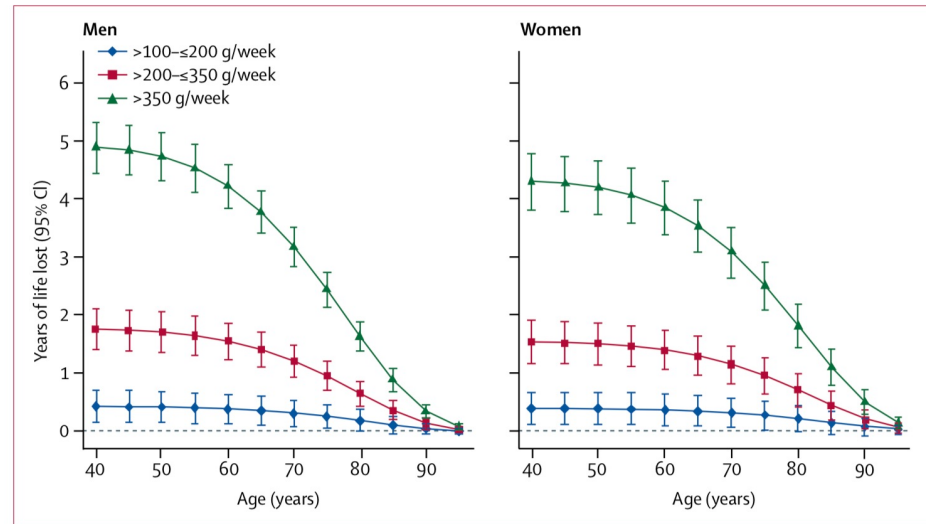
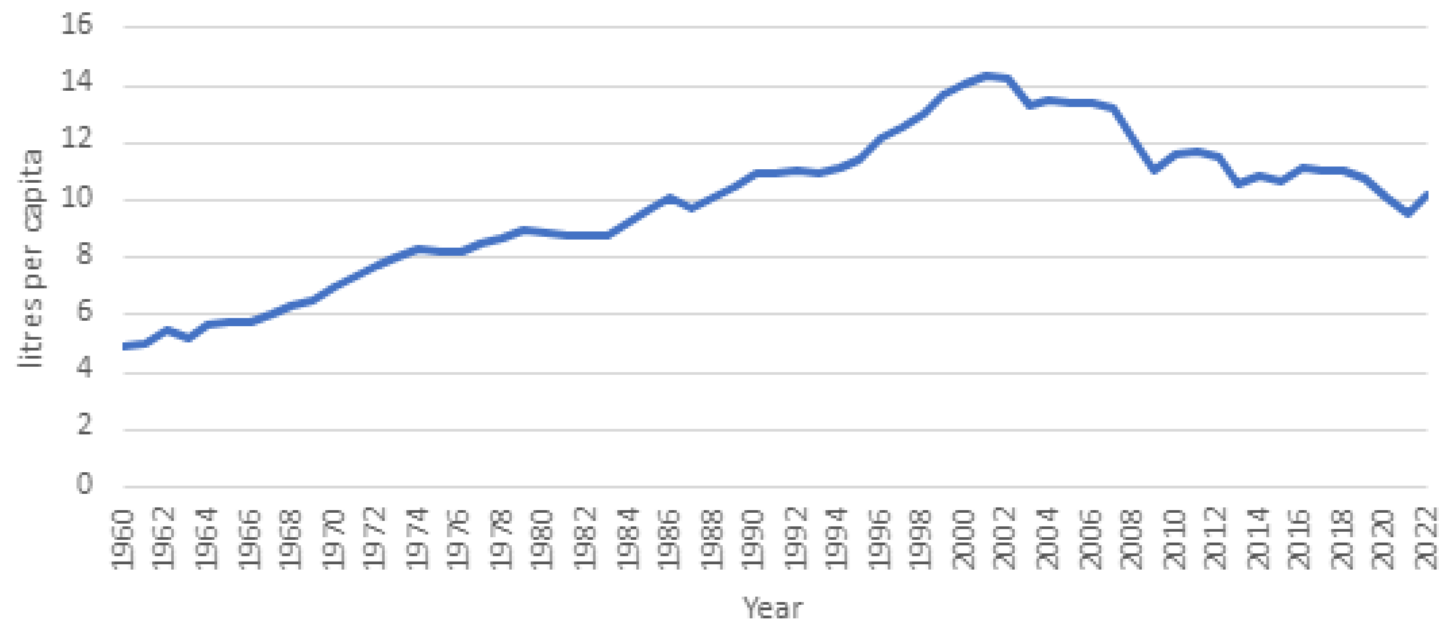


Figure 4: Estimated future years of life lost by extent of reported baseline alcohol consumption compared with those who reported consuming >0–≤100 g per week

Risk thresholds for alcohol consumption: combined analysis of individual-participant data for 599 912 current drinkers in 83 prospective studies. Wood, AM et al. Lancet, 2018; 391: 1513 - 1523

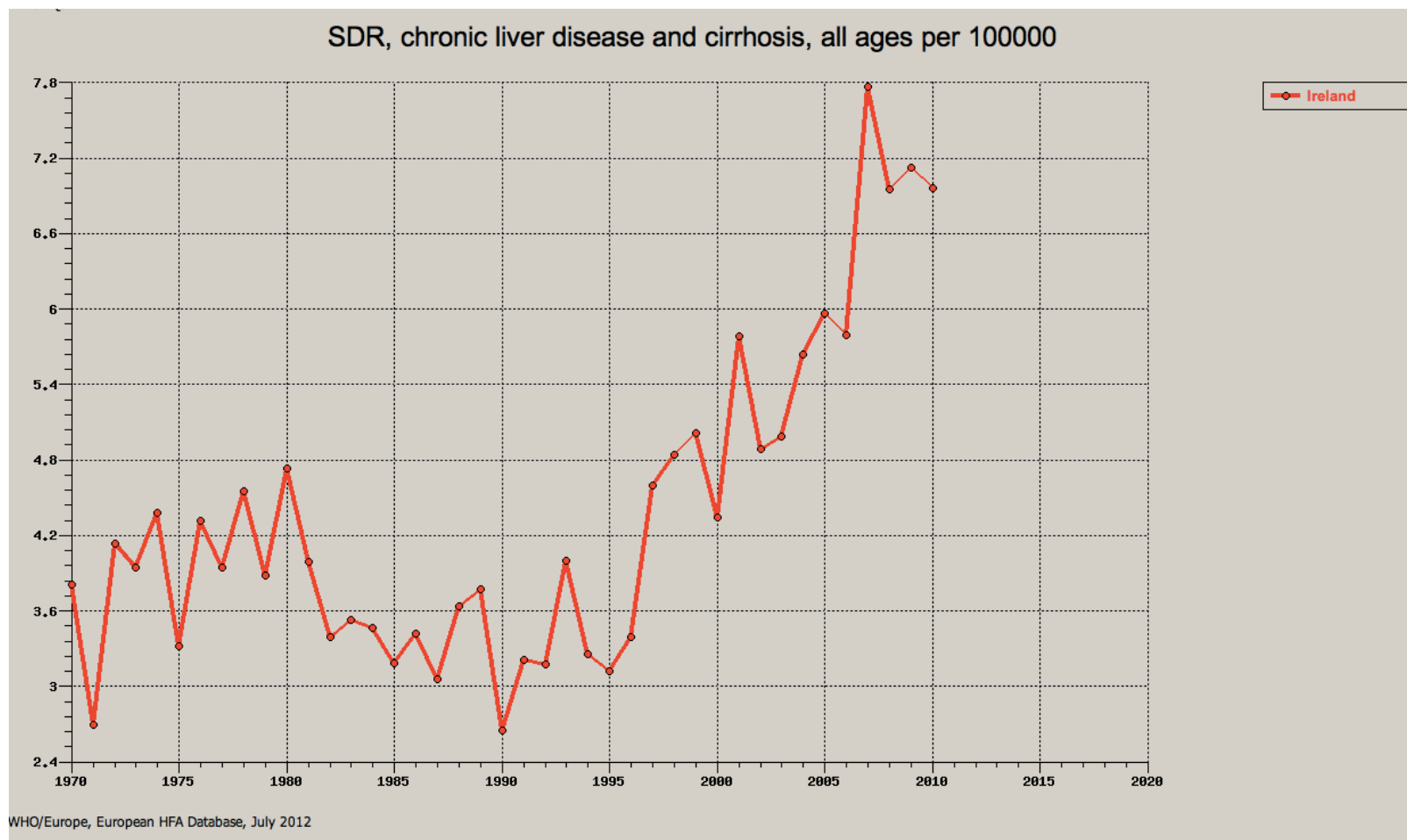


Alcohol consumption per capita > 15y. Ireland.





Death rate due to cirrhosis in Ireland triples





1547 deaths in Ireland attributable to alcohol

Table 1. Total deaths from all causes, attributable to alcohol in 2019 in Ireland.

Sex	Age	n (95% Uncertainty Interval)	Rate per 100,000	% of total deaths
All	All	1543 (1237 – 1860)	31 (25 – 38)	4.77 (3.86 – 5.75)
Male	All	1104 (896 – 1327)	45 (37 – 55)	6.6 (5.37 – 7.93)
Female	All	439 (295 – 599)	18 (12 – 24)	2.81 (1.86 – 3.79)

The above deaths translated into losing a total of 62,237 DALYs (Disability-Adjusted-Life-years) attributable to alcohol in 2019.

**5% of all deaths in Ireland in 2019 were
attributable to alcohol**

Zubair
Kabir



>1500 deaths per year

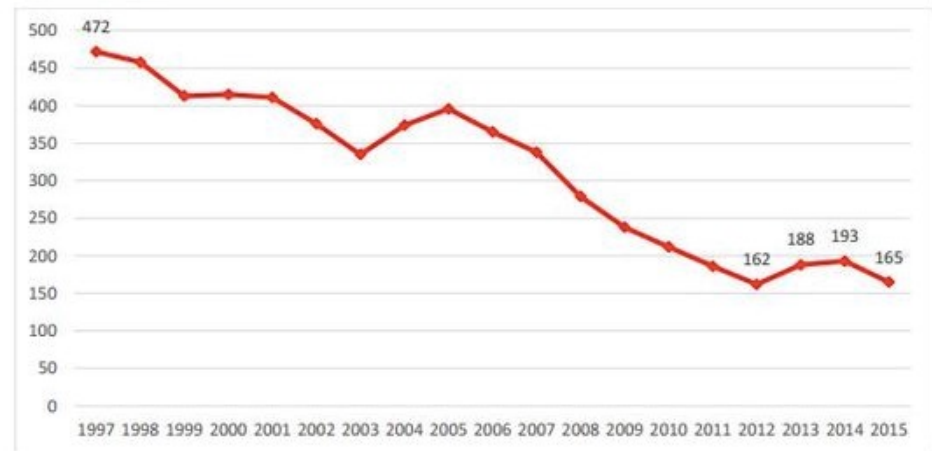
- 4 per day:
 - 1+ The event of drinking
suicide, accidents,
incidents, violence, injuries
 - 2+ Prolonged drinking
chronic disease:
Cirrhosis/liver failure,
cancer,
Cardiovascular diseases
many others



>1500 deaths per year in Ireland: very little outcry

- 187 road deaths in 2016
- Dramatic fall in road deaths
- RSA responsible
- No equivalent for alcohol harms

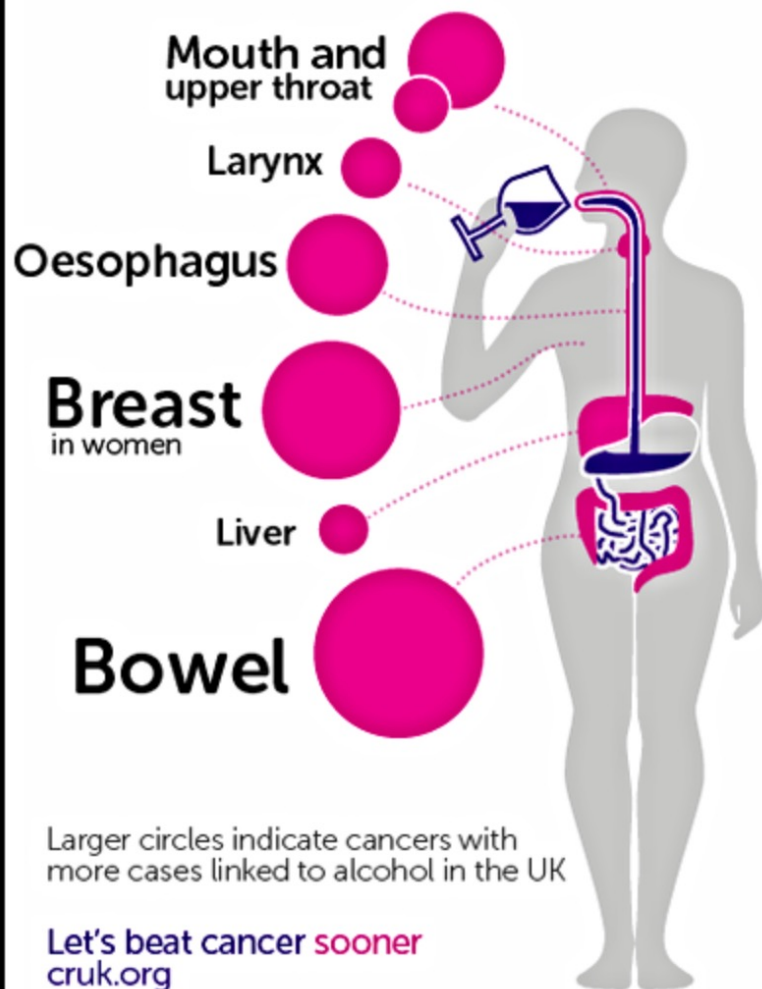
Fatalities by year, 1997-2015





ALCOHOL CAN CAUSE 7 TYPES OF CANCER

Drinking less alcohol could **prevent 12,800 cancer cases** per year in the UK.



4 WAYS ALCOHOL CAUSES CANCER

- Damages cells
- Increases damage from tobacco
- Affects hormones linked to breast cancer
- Breaks down into cancer-causing chemicals

Let's beat cancer **sooner**
cruk.org

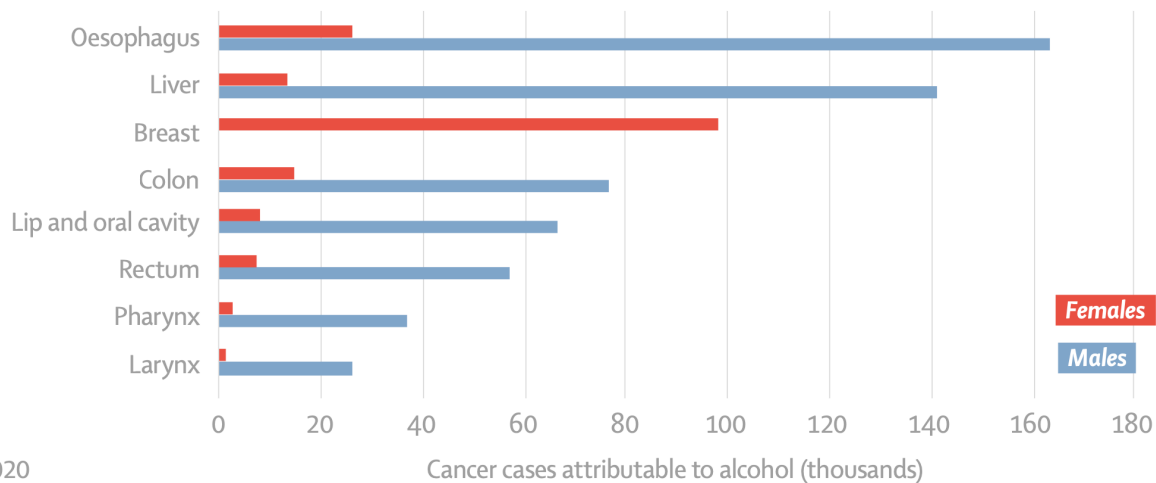
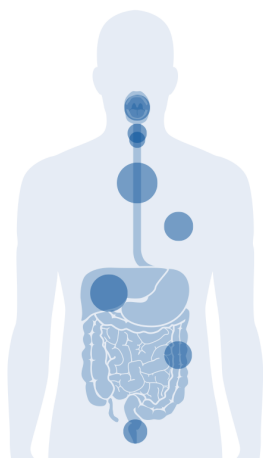


CANCER
RESEARCH
UK



Alcohol consumption causes of 17% of the seven alcohol-related cancer types

Cancer of the oesophagus is the cancer type most frequently caused by alcohol



Cancer cases attributable to alcohol, 2020



The societal burden of alcohol is broad

- Harms to others...
- Children...
 - Foetal alcohol spectrum disorder...2% of population
 - Parental alcohol misuse (PAM)/adverse childhood experiences
 - Adolescent drinking also negatively affects educational outcomes, worsening health inequalities
- Social harms
- Crime/violence/intimate partner violence, sexual assault and homicides
- Justice system
- Roads: 1 in 3 road traffic fatalities
- Addiction/Suicide/mental health
- Worsens health inequalities
- Adolescent drinking also negatively affects educational outcomes, worsening health inequalities



Health Behaviour in School-aged Children (HBSC) Ireland 2022

- 9071 children,
- 191 schools



Had a drink...ever ...last 30 days

Figure 22: Percentages of boys who report never having had an alcoholic drink

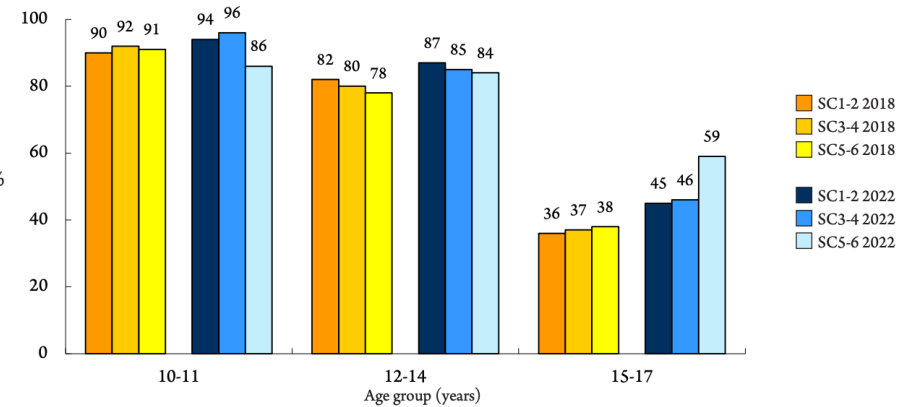


Figure 24: Percentages of boys who report having had an alcoholic drink in the last 30 days

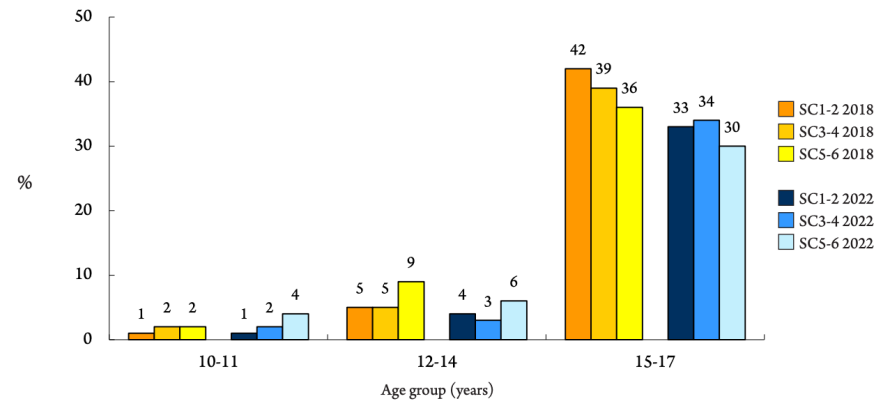


Figure 23: Percentages of girls who report never having had an alcoholic drink

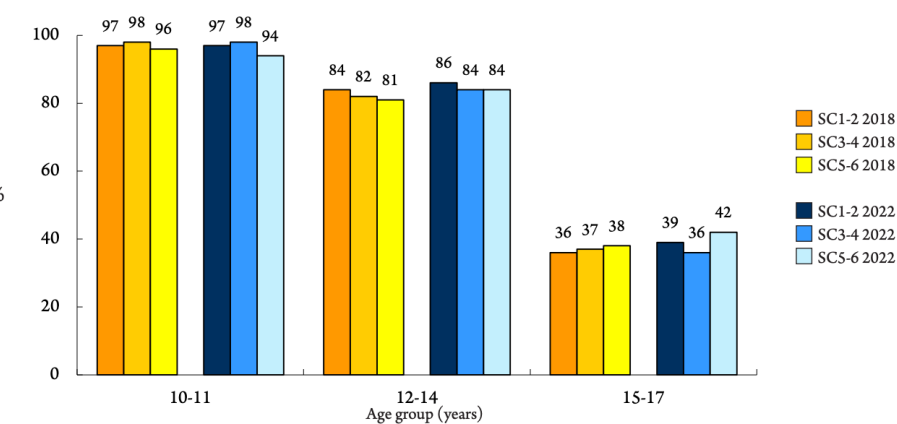
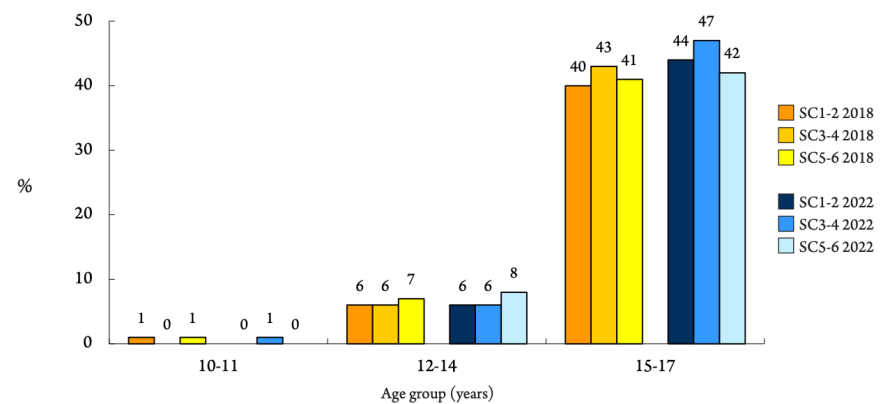


Figure 25: Percentages of girls who report having had an alcoholic drink in the last 30 days





Really drunk...ever ...last 30 days

Figure 26: Percentages of boys who report ever having been 'really drunk'

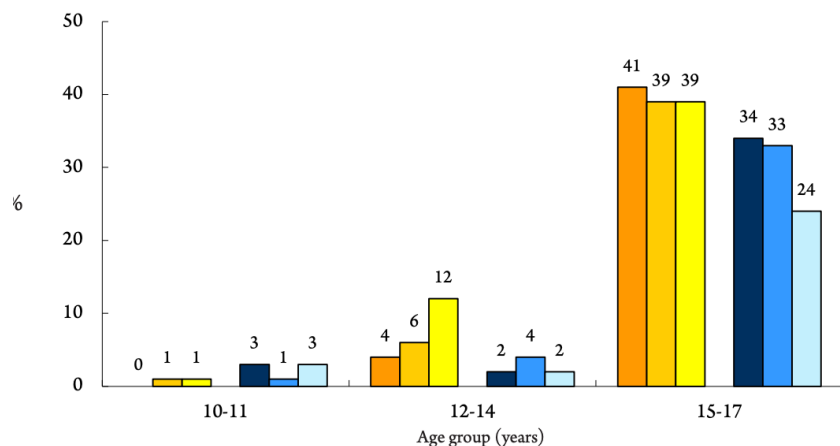


Figure 28: Percentages of boys who report having been 'really drunk' in the last 30 days

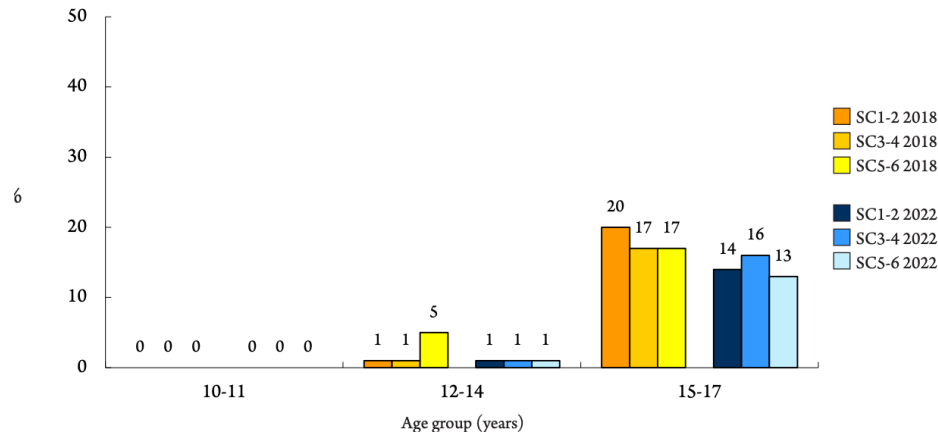


Figure 27: Percentages of girls who report ever having been 'really drunk'

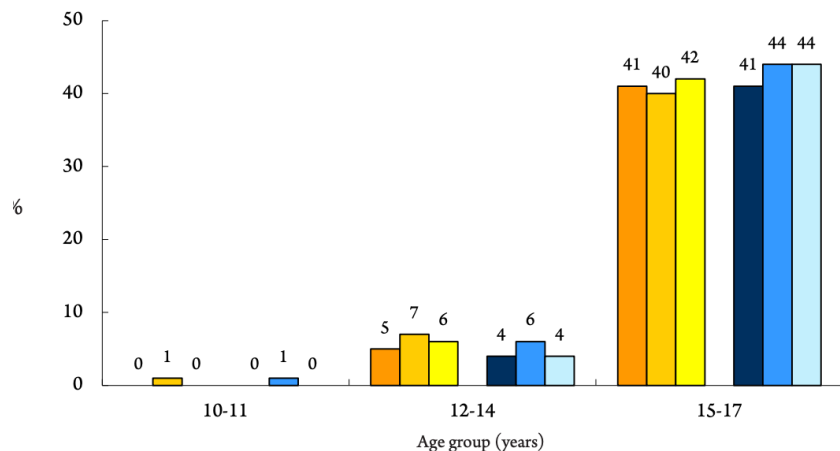
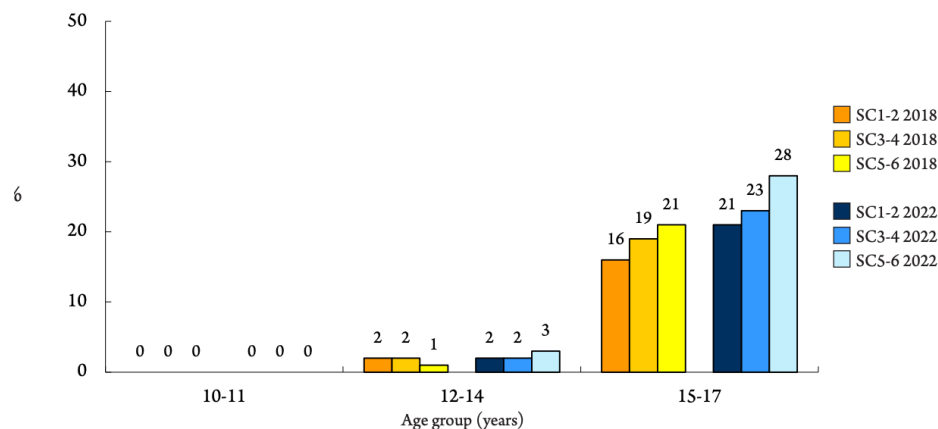


Figure 29: Percentages of girls who report having been 'really drunk' in the last 30 days



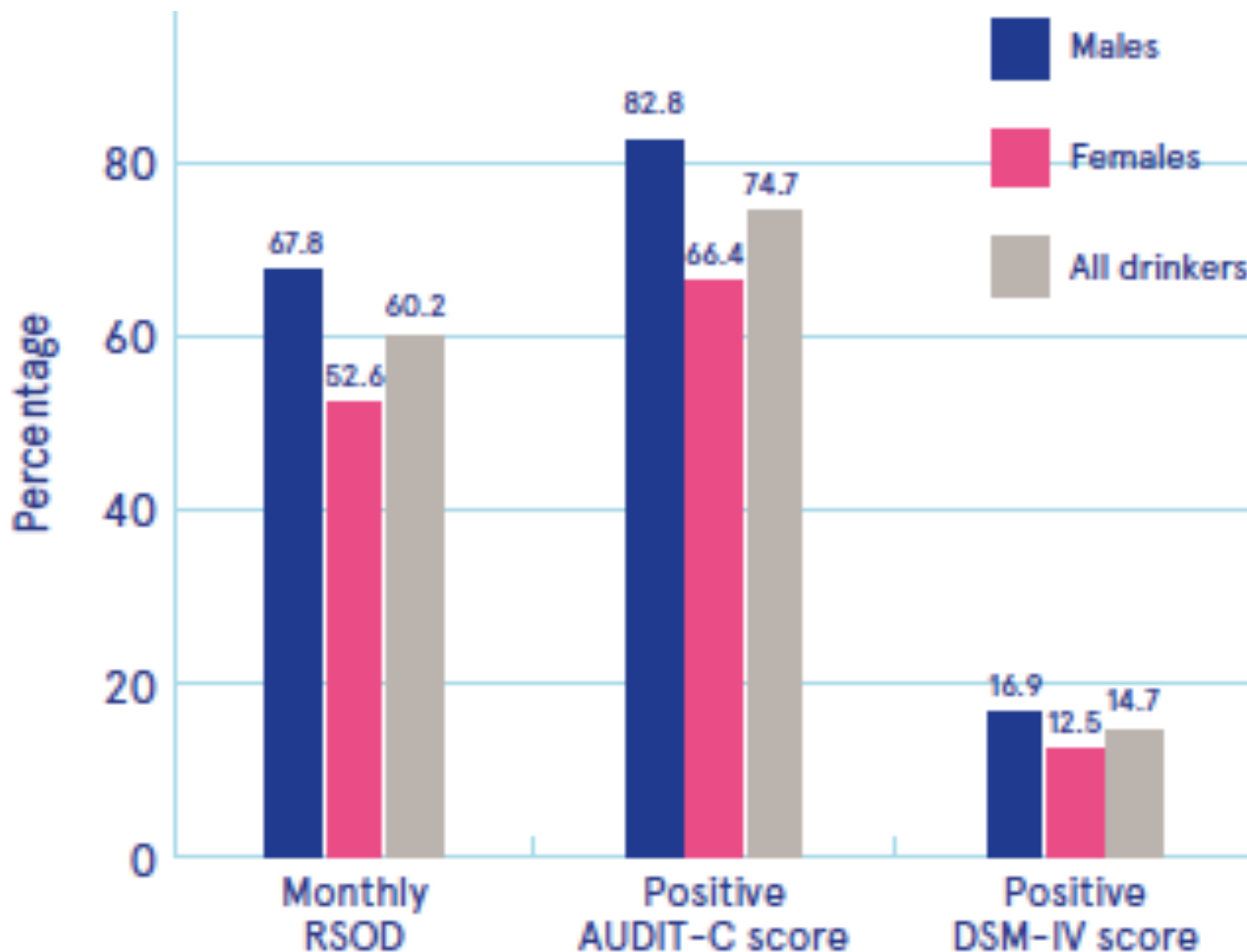


Children drinking alcohol and getting drunk

- A child protection issue
- Levels high in Ireland
- Widespread acceptance despite recognized harms



Harmful drinking patterns in 18-24y





Top 30 TV advertisements seen by 4-17y in Ireland

Top TV 30 Advertisers All Sections – 4-17yrs Ranked by 30sec TVRs (2019)

Irish Channels		4-17 Year Olds
Rank	Advertiser	30" TVRs
1	PROCTER & GAMBLE IRE	11,514.46
2	EIR	7,343.42
3	SKY	7,322.97
4	DIAGEO	5,929.37
5	VODAFONE IRELAND	5,411.03
6	THREE	5,109.74
7	MCDONALDS	4,771.90
8	ALDI STORES LTD	4,489.89



Burden on the Health services in Ireland

- **>1500 hospital beds per day**
- €1.3 billion per year Health care costs
- €3.6 billion per year total cost
- Huge drain on resources
- **UNSUSTAINABLE**



Alcohol is no ordinary commodity





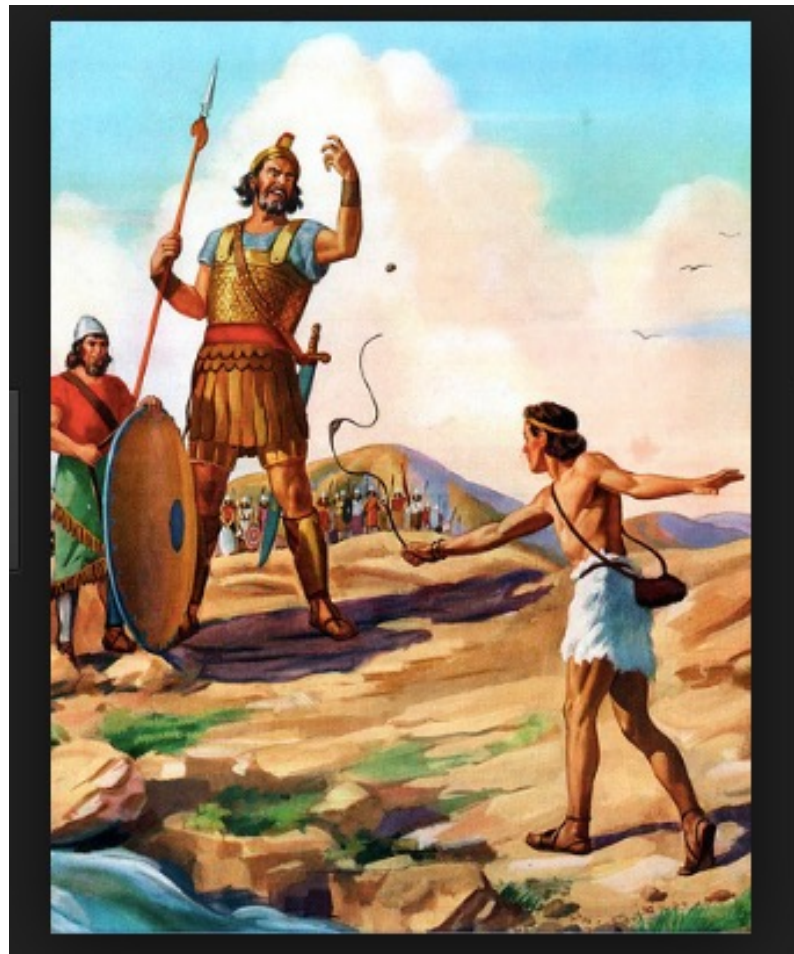
Public Health (Alcohol) Act 2018

- For the first time categorizes alcohol consumption as a **HEALTH** issue



Public Health (Alcohol) Act 2018.

- Minimum unit *pricing* (MUP)
- Regulation of *marketing and advertising*
- Regulations of *sale, supply and consumption*
- *Separation* of alcohol from ordinary commodities
- Regulation of *sports sponsorship*
- Health *labeling* of alcohol products





Iceland best in Europe for the cleanest-living teens

- **Drunk** in the previous month

1998	42%
2016	5%
- Ever used **cannabis**

1998	17%
2016	7%
- Smoking **cigarettes** every day

1998	23%
2016	3%



Low risk alcohol consumption guidelines: Ireland and UK differ

- | | | | |
|-----------|-----------|-----------|-----------|
| • Ireland | | • UK 2016 | |
| • Men | 17 | • Men | 11 |
| • Women | 11 | • Women | 11 |



There is no safe level of alcohol consumption. No consumption, no risk

0 drinks per week Not drinking has benefits, such as better health, and better sleep.	No risk	0 
1 to 2 standard drinks per week You will likely avoid alcohol-related consequences for yourself and others.	Low risk	1  2 
3 to 6 standard drinks per week Your risk of developing several different types of cancer, including breast and colon cancer, increases.	Moderate risk	3  4  5  6 
7 or more standard drinks per week Your risk of heart disease or stroke increases. Each additional standard drink Radically increases the risk of these alcohol-related consequences.	Increasingly high risk	7  8  +  ++