

PRINCE HENRY'S
GRAMMAR SCHOOL

Alcohol & Us

A Young Person's Perspective

Health

- 2006: 8,758 deaths in the UK
- Neurological problems
- Heart problems
- Types of cancer
- Weight gain

Expense

- Special offers... but is it really cheap?
- Cost of addiction massive
- £2.7bn a year spent by the NHS
- Policing

WHY IS ABUSE OF ALCOHOL BAD?

- Lowered inhibitions
- Things you'll regret in the morning....
- Drink driving
- Assault

- Domestic violence
- Money problems
- Vicious cycle
- Pregnancy

Actions

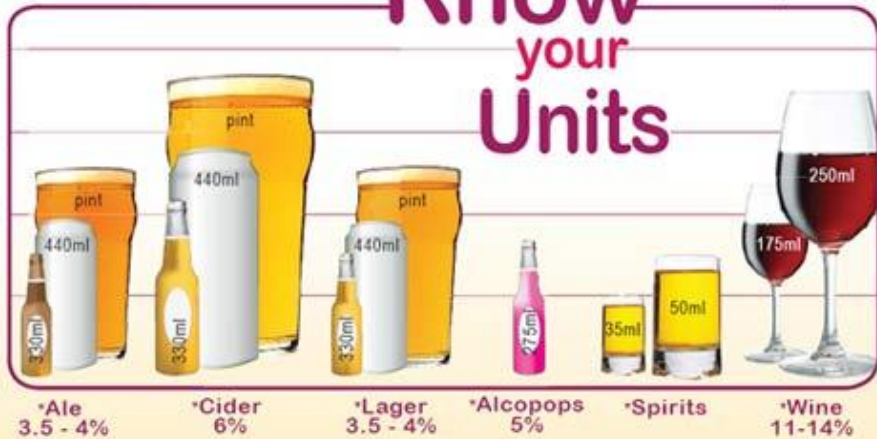
Family

STATISTICS



Know your Units

Llywodraeth Cynulliad Cymru
Welsh Assembly Government



Campaigns

ALCOHOL
KNOW YOUR
LIMITS
knowyourlimits.gov.uk



THE SITUATION IN THE UK



Market



The UK: Why is Alcohol a Problem for Youth?

- **Statistics**
 - 90% of 15-16 year olds drink alcohol
 - The most popular drinks are beer, lager or cider
- **Genuine Concerns**
 - Binge drinking
 - Weight gain
 - Long-term health
 - Academic performance
 - Unplanned pregnancy
 - STIs; chlamydia = 10%+
 - “Regrettable actions”
 - Violence; criminal record
 - Can lead to crime / drugs
- **Stereotypes**
 - Youth = negative image



Problems & Solutions

Enjoyable: fun; escapism; uplifting
Solution: *govt provide activities*

Peer Pressure: sober = 'uncool'
Solution: *change advertising*

Advertising: young people targeted
Solution: *ban; health warnings; sight*

Availability: cheap; very easy to buy
Solution: *Challenge 25; strict ID*

The Law: widely ignored; is it wrong?
Solution: *stricter punishments*

No Alternative: "what else is there?!"
Solution: *govt provide; our initiative!*

Family Impact: stress; cost; violence
Solution: *promote 'safe' use at home*

NHS Pressure: cost; resource drain
Solution: *charge for treatment*

Education: failing to tackle above!!
Solution: *taught by 'experts'*

Stress: 30% of 172 surveyed
Solution: *education; advertising*

Socially Acceptable: the key issue?
Solution: *shift in values needed*