

Context

This training resource pack has been developed in consideration of government strategies and programmes including the:

- Investing for Health Strategy 2002
- New Strategic Direction for Alcohol and Drugs 2006–2011
- A Healthier Future: A Twenty Year Vision for Health and Well being in Northern Ireland 2005–2025



Why work to promote alcohol awareness?

It's probably true to say that in Northern Ireland we enjoy a drink. Current research suggests that 78% of men and 69% of women drink. However there is a cost to our consumption of alcohol. In monetary terms each year, it is estimated that alcohol costs £34.3 million directly in Government spending through health and prison costs. Indirectly, it costs £743.2 million when you add up all the costs related to premature death, lost workdays and road traffic accidents etc.

In the past 5 years alcohol related deaths in Northern Ireland have increased by 32.5% in the male population and by 10% for women. Source: NISRA

Similarly over the past 10 years alcohol related admissions to hospital have increased dramatically. In the period 1995/96 there were 5,135 hospital admissions compared to 8,133 admissions in 2004/05. Source: Independent Hospital Inpatient System

Recent years have also seen an increase in women's consumption of alcohol. Marketing trends, availability and changing social norms have contributed to this increase. As alcohol consumption continues to rise amongst women, so does a corresponding increase in alcohol related problems.

The Institute of Medicine states, 'if the alcohol problems experienced by the population are to be reduced significantly, the distribution of these problems in the population suggests that a principal focus of intervention should be on persons with mild or moderate alcohol problems'. It would be useful therefore to have a widely available programme in the community that encourages moderate, responsible use of alcohol.

Aims of the programme

The aims of this training resource pack are to explore issues related to alcohol use and misuse and the impact on individuals, families and communities and also:

- To raise awareness of and knowledge of alcohol.
- To encourage responsible use of alcohol.
- To enable participants to objectively examine alcohol and its effects.

COUNTING THE COST OF ALCOHOL – HOW DO YOU MEASURE UP? ©

CONTENT OF SESSIONS

SESSION 1: Alcohol and Its Effects

- What Makes A Good Party?
- Alcohol, How Much Do We Know?
- Alcohol, The Journey Through The Body
- What's A Unit Anyway?
- Counting the Cost of Alcohol

SESSION 2: Attitudes towards Alcohol

- Is Alcohol A Drug?
- Alcohol And Ether
- Alcohol And Advertising
- Should There Be Health Warning On The Label?
- Exploring Drinking Patterns

SESSION 3: Exploring Change

- Strength Cards
- Stepping Stones
- How People Change
- Decisional Balance
- Achievements

SESSION 4: Breaking habits

- Making Changes
- Support Systems
- What Hinders?
- Who Helps?
- Positive Steps

SESSION 5: Exploring Coping Skills – Helping Yourself And Others

- Perceptions Of Alcoholism
- Mythbusters
- Defining Words
- Alcohol Is A Drug
- Moving A Solid Wall
- Stressbusters