



**NHS Greater Glasgow and Clyde Alcohol and
Drugs Health Improvement Team – “SNAPSHOT”
January 2021**

Events

Dry January

Dry January is your chance for a break. A reset. 31 days to try something new. Relax with a bath rather than a bottle. Throw off the sluggishness and reclaim your mornings. Shake off your funk and make time for that hobby you’ve missed. See your skin get brighter, your wallet fuller, your days busier. Feel your step get bouncier, your mind calmer, your nights sleepier.

Dry January isn’t about giving anything up. It’s about getting something back. Get your fun back. Get your calm back. Get your energy back. Get your you back.

To take part click on the link below:

<https://dryjanuary.alcoholchange.org.uk/>

Marketing and Consumption of No and Low Alcohol Drinks in the UK

Join the Institute of Alcohol Studies on 27th January for the launch of a new report that looks at No and Low Alcohol (NoLo) products in the UK. The event is free on Eventbrite. To register see below:

<https://www.eventbrite.com/signin>

News

Evaluation

The report in the link below is a rapid review of the existing literature and evidence on Young People Experiencing Harms from Alcohol and Drugs in Scotland.

<https://www.gov.scot/publications/review-existing-literature-evidence-young-people-experiencing-harms-alcohol-drugs-scotland/>

Public Health Scotland: National Drug Trend Action Network

Public Health Scotland is setting up a National Drug Trend Action Network in early 2022 and would like advice on who should be involved and how best to progress.

The Terms of Reference for this Network are still to be agreed but the main purposes are likely to be to share key information to inform action, monitor trends locally and nationally, identify multiagency responses and inform planning and development of local drug trend monitoring groups. Members are invited to regularly communicate information to the Network and attend 2 hours meetings on MS Teams every 2 months. The first meeting is likely to be in February 2022.

The Network aims to cover all areas in Scotland and involve people from a wide range of sectors and backgrounds.

Click here to sign up to the Network

Report on Alcohol Marketing

The latest report from the Alcohol Health Alliance (AHA) has found that the “constant bombardment” of alcohol marketing at celebrations such as Christmas and sports events makes it difficult for those in active addiction and recovery to fully participate in everyday life.

“The Health and Care Bill plans to introduce advertising restrictions such as a 9pm watershed for ‘less healthy food or drink’ advertising on TV and a prohibition of paid-for ‘less healthy food or drink’ advertising online, at the end of 2022. Alarming, alcohol is not currently included in these plans and is bizarrely not considered a less healthy drink. This needs to change. The Government must now introduce comprehensive marketing restrictions in both real world and digital spaces to ensure that vulnerable adults and children are protected from alcohol advertising and its harm.”

The report, titled *No escape: How alcohol marketing preys on children and vulnerable people*, highlights how alcohol marketing has been identified as problematic for vulnerable groups, such as those in recovery.

<https://ahauk.org/wp-content/uploads/2021/11/MarketingReport-FINAL.pdf>

If you would like to contribute to “SNAPSHOT” or have any comments please email: ggc.mhead@ggc.scot.nhs.uk