

# ALCOHOL INFORMATION - EAST AYRSHIRE

## Consequences of Excess Drinking



In 2016 897 East Ayrshire residents were admitted to hospital due to alcohol



That is the equivalent of 2.5 East Ayrshire residents being admitted to hospital every day for a whole year

## Drinking and Young people



In 2014 in East Ayrshire there were 79 hospitalisations of young people aged 11-25 due to alcohol



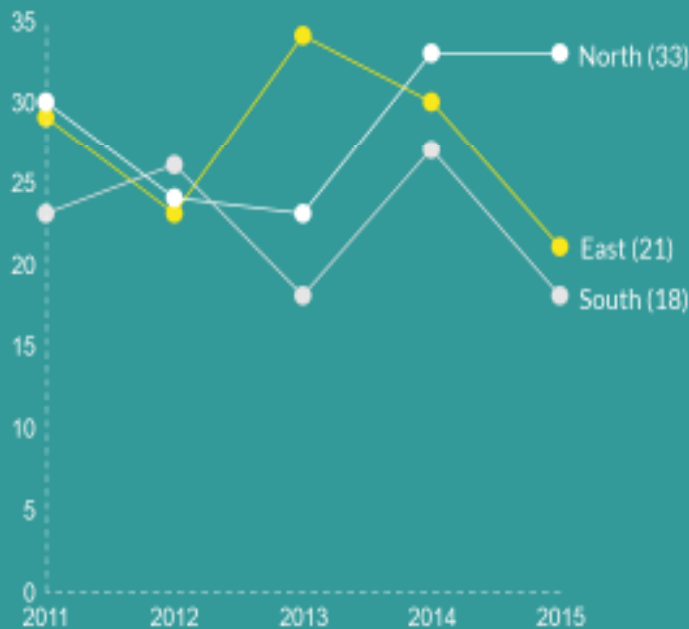
14.4% of 4th year (15 y.o.) pupils in East Ayrshire drink alcohol on a weekly basis

**East Ayrshire figures are statistically significantly worse than the Scottish average rate of alcohol related hospital stays in the general population AND for young people 11-25.**

There are 6 Children on the child protection register in East Ayrshire where parental alcohol misuse is a factor



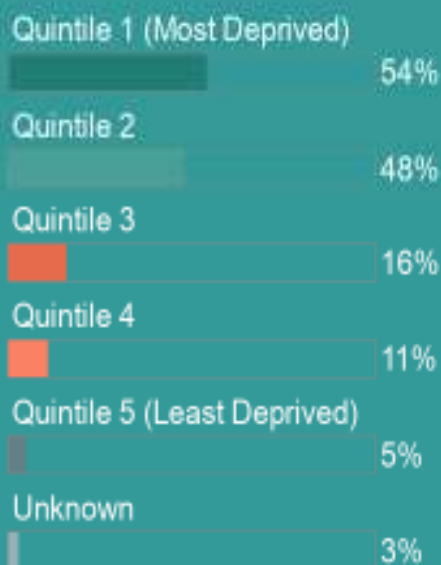
## Alcohol Related Deaths Ayrshire 2014/15



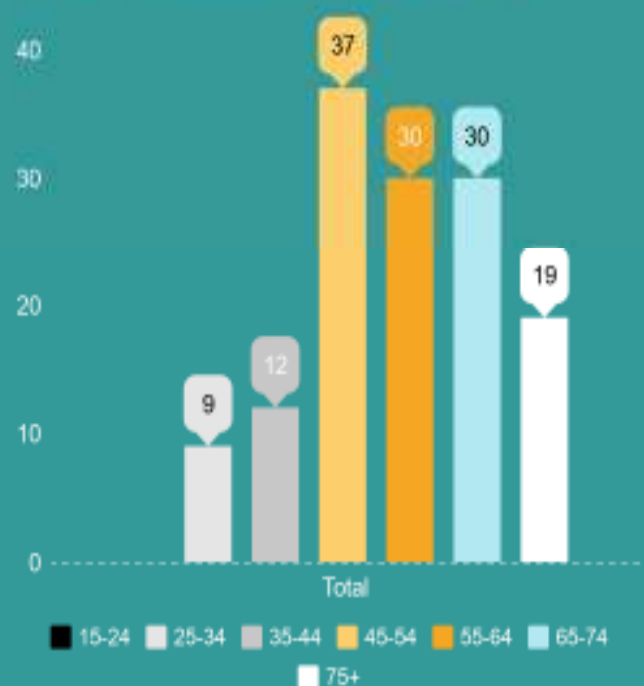
## Average of 27 Alcohol related deaths per year in East Ayrshire



## Alcohol Deaths East Ayrshire 2011-15



## Alcohol Deaths East Ayrshire 2011-15 by Age



# Availability of Alcohol



There are 328 licenses in use in East Ayrshire



The rate of licenses (On trade) per 100,000 people has increased steadily by a small amount. The rate of licenses (Off trade) is also steadily increasing.

Scottish liquor licensing statistics 2015/16

Research from Edinburgh and Glasgow University Shows:

Areas with higher outlet density have higher rates of alcohol hospitalisations and deaths.

## Who is most at risk of an alcohol related hospitalisation?




- Male
- Middle - Aged
- From deprived area

# New Guidelines

These aim to reduce risk of mortality from cancers or other diseases. The links between alcohol and cancer were not fully understood in the original 1995 guidelines.

**Revised Guidelines released by the Scottish Government in 2016 recommend that both men and women do not consume more than:**



14 units per week



OR



OR



6 pints (568ml) of  
average strength Beer  
(4% ABV)

6 x 175ml Glasses of  
Wine (13% ABV)

14 x 25ml measures of  
40% spirits