



Edinburgh Castle



St. Leonard's Hall

Scott Monument

Prof. Linda Bauld

St. Leonard's Hall

22ND – 25TH SEPT 2014

ALCOHOL POLICY IN PRACTICE

Postgraduate CPD Course for Practitioners

This course offers robust and current learning about issues in alcohol policy and practice, and a unique opportunity to network with leading academics and policy-makers. Course numbers are limited to ensure a stimulating and supportive learning environment for all including a balance of lectures and group work.

This course is provided by the UK Centre for Tobacco and Alcohol Studies, www.ukctas.ac.uk, a Public Health Research Centre of Excellence including 13 universities. The course is co-ordinated by Dr. Niamh Fitzgerald and Prof. Linda Bauld at the Institute for Social Marketing at the University of Stirling (2014 winner of the Queen's Anniversary Prize for Higher and Further Education).

TAUGHT BY:

Sir Ian Gilmore

**Liverpool Health Partners
Effective Alcohol Policy
Measures**

Dr. John Holmes

**Sheffield University
Measuring & Monitoring
Trends in Alcohol Use;
Pricing Policies**

Dr. Ann Hope

**Trinity College Dublin
Alcohol Harm to Others**

Prof. Christine Griffin

**University of Bath
Alcohol Marketing, and
Social Media**

**With inputs from
Alcohol Research UK
Alcohol Health Alliance
Alcohol Focus Scotland
Balance North East**

WHERE?

St. Leonard's Hall,
University of Edinburgh

TIMES:

1pm Monday 22nd to
1pm Thursday 25th
September 2014



UKCTAS

UK Centre for Tobacco & Alcohol Studies



**UNIVERSITY OF
STIRLING**



COURSE CONTENT

ALCOHOL POLICY OVERVIEW

- Effective policy options and evidence
- Current & historic perspective
- The policy cycle
- UK & International view

ALCOHOL USE & EFFECTS

- Measuring & monitoring consumption and data
- Harm to health & others
- Genetics, intoxication & the brain
- Brief interventions

PRICE, PLACE, PROMOTION

- Pricing policy including minimum unit pricing
- Licensing & availability
- Drinking cues, packaging, marketing, social media
- Local policy options

ADVOCACY, ACTION & OPPOSITION

- Implementing effective local policy options
- Media advocacy practice & opportunities
- Alcohol industry actions & influence

QUESTIONS?

IS THE COURSE ACCREDITED?

The course can be taken on a standalone basis, or participants who successfully complete a 3,000 word assignment following the course, can gain 10 Masters level credits. These credits can contribute to a relevant postgraduate diploma or Masters for up to 5 years after attendance. All students will be registered with the University of Stirling to access pre-course reading etc.

ELIGIBILITY?

Ideally you will be working in public health, community safety or a related field or you may just have an interest in this area. Please contact us if you are unsure about its suitability for your needs. If you wish to take the course on an accredited basis, you must have an undergraduate degree (in any discipline).

COST?

If you book before 15th May 2014, the cost is: £450 or £599 for students seeking accreditation. From 15th May, the price is £550 unaccredited or £699 if seeking accreditation.

This cost covers lunch on arrival as well as lunches and refreshments throughout the course, a networking dinner on Monday evening, 22nd September and a packed lunch on departure. Accommodation is not included but can be booked on your behalf (see below).

MORE INFO? / HOW TO APPLY?

Please direct enquiries to, or request an application form, from:

Dr. Niamh Fitzgerald, Course Co-Ordinator, Institute for Social Marketing, University of Stirling, and UK Centre for Tobacco and Alcohol Studies:

Email: niamh.fitzgerald@stir.ac.uk, Phone: 01786 467362.

You can also download an application form, full course programme, and speaker biographies from www.ukctas.ac.uk/events.

HURRY!

Places will be allocated on a first come, first served basis. Student numbers are capped at 40 to ensure an effective learning experience and teacher-student ratio. Early bird discounts apply until 15th May 2014. Applications will not be taken after 8th September 2014.

BOOKING ACCOMMODATION/RESIDENTIAL OPTION

A block of rooms has been reserved at the [Salisbury Green](#), an 18th Century mansion house hotel which is on the Edinburgh University campus adjacent to the venue. While there is no requirement that you stay overnight, all the delegates who have attended our previous modules on tobacco have done so; the consensus being that the additional time spent together was beneficial and added to the whole course experience. However, if you wish to source your own accommodation in Edinburgh or live locally and would prefer to travel in each day, you are welcome to do so.

Cost per double, en suite room, single occupancy with breakfast: £72 per night. This represents a massive saving. If you elect to stay at Salisbury Green, we will add these costs to your invoice.

Early booking is essential to secure a room.

GETTING TO EDINBURGH?

As Scotland's capital, Edinburgh is extremely well connected by road, rail and air (25 flights a day from London Heathrow; 12 from Birmingham; 8 from Bristol etc.)

LEARNING OUTCOMES

After this course, you will be able to:

1. Demonstrate knowledge that integrates the history of, and current issues in, conceptualising alcohol problems and the development of alcohol policy in the UK and internationally;
2. Source, understand and critically evaluate a wide range of alcohol consumption, prevalence and other data;
3. Clearly describe and interpret patterns and trends in alcohol use and related harms to the drinker, others and society;
4. Make informed assessments of a wide range of alcohol policy interventions in relation to their contribution to reducing harm, and plan effective action in practice;
5. Critically engage in current alcohol policy debates locally and nationally drawing on the relevant evidence-base;
6. Critically evaluate the role of the alcohol industry in relation to alcohol problems and policy, and appropriate ethical responses to maximise public health;
7. Recognise and demonstrate application of the principles of public health media advocacy to alcohol policy to make an identifiable contribution to change;
8. Assess opportunities to advocate for effective alcohol policy using a range of social media channels.