

# Involving the medical profession

Nick Sheron – Royal College of Physicians

# Royal College of Physicians London

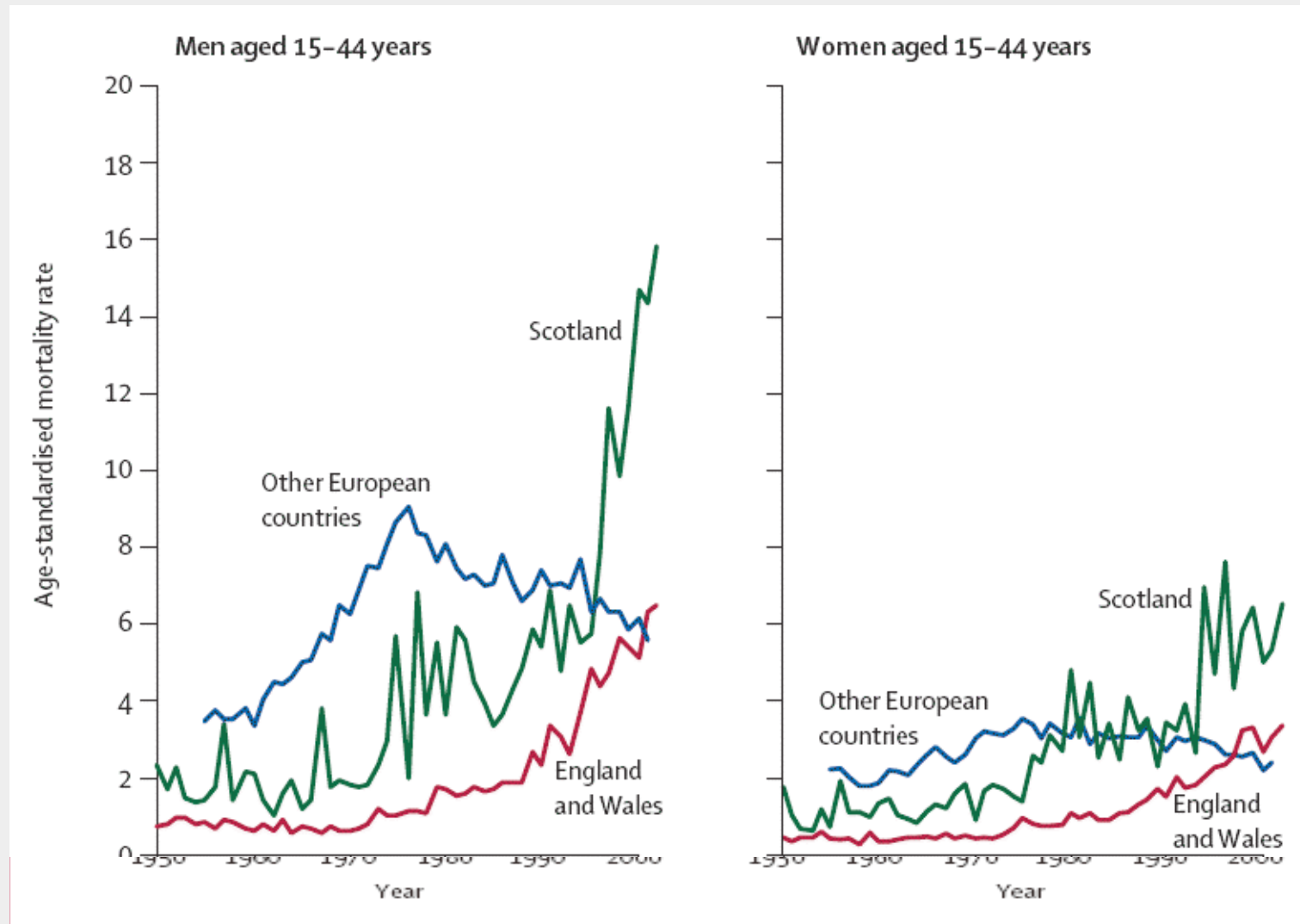


Founded 1518 by Henry VIII



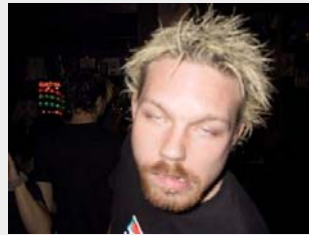
Supervise postgraduate training and postgraduate exams for physicians

## UK liver deaths have increased by 8 times in 30 years





# Medical professional involvement in alcohol health issues



Binge drinking  
A&E, max fax,  
orthopaedic surgeons



Alcohol industry



Alcohol dependency  
GPs, psychiatrists, drug and  
alcohol services



Chronic disease,  
GPs, hepatologists,  
oncologists, etc etc

Affects diverse specialities who very rarely talk to each other,  
Alcohol as a problem belongs to someone else

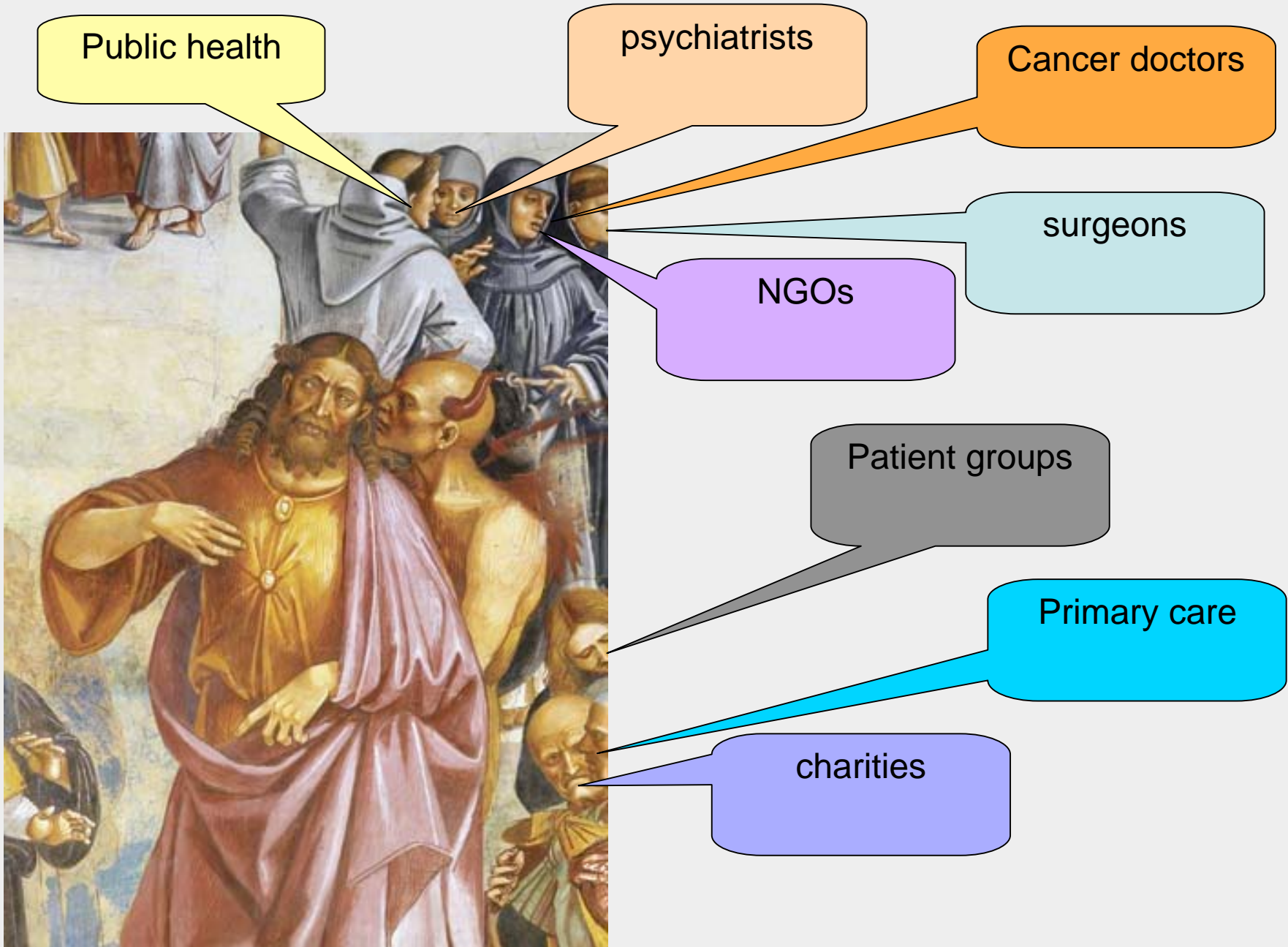
## The Industry Approach

Diverse and highly  
competitive  
industries

...speak with a  
single voice when  
dealing with the  
media and  
government

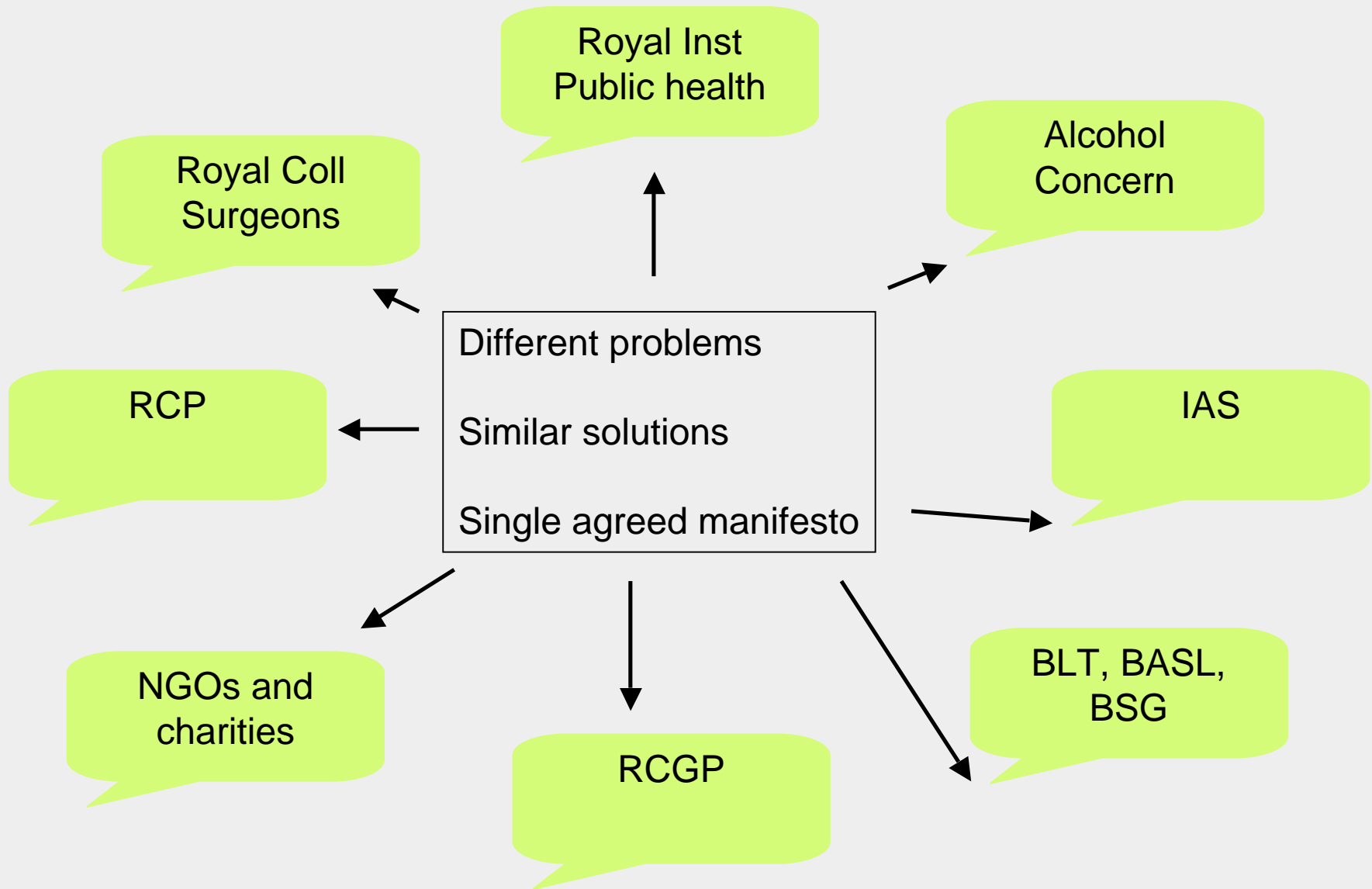


**In comparison the health lobby has had a multitude of conflicting messages**



# Alcohol Health Alliance

founded 2007 by RCP





## UK Alcohol Health Alliance – Founder Members

Royal College of Physicians London  
Academy of Medical Royal Colleges  
Royal College of Nursing  
British Medical Assoc  
Royal College of Psychiatrists  
Faculty of Public Health  
Royal College of General Practitioners  
National Addiction Centre  
Action on Addiction  
Royal College of Surgeons  
Academy of Medical Sciences  
National CSIP working party  
Institute of Alcohol Studies  
British Assoc for the Study of Liver Disease  
Alcohol Education and Research Council  
Alcohol and Health Research Trust  
Medical Council on Alcohol  
Scottish Intercollegiate Group on Alcohol  
Royal College of Surgeons London  
Alcohol Concern  
Faculty of Dental Surgery  
Faculty of Occupational Medicine  
ASH  
Scottish Prison Service

Aims to speak to Government  
and media with a single voice

# UK Alcohol Health Alliance

Initial manifesto:

Polluter pays principle

Increase funding of treatment and prevention services

Combat harm caused by cheap booze by increasing taxation

Strict controls on advertising – 9pm watershed



# Reducing the Harm Caused by Alcohol: A Coordinated European Response

RCP London – Tue November 13<sup>th</sup>

With help from EU commission



Central London next to Regents Park

## **Reducing the Harm Caused by Alcohol: A Coordinated European Response**

RCP London – Tue November 13th

Aims:

to bring together representatives of the medical professions from the United Kingdom and from Europe

to share the latest evidence and experience

to agree and produce a Conference Charter on what needs to be done for a co-ordinated response to reduce the harm caused by alcohol to Europe

**Welcome address**

Professor Ian Gilmore, President RCP

**‘Alcohol: The European Dimension’**

Robert Madelin, DG SANCO

Dr Vladimir Poznyak, World Health Organization

**The burden caused by alcohol**

Professor Jürgen Rehm, University of Toronto and  
Centre for Addiction and Mental Health, Toronto

**How can we reduce the burden?**

Professor Sir Michael Marmot, UCL

**Should we ban alcohol advertising?**

Dr Peter Anderson

**A co-ordinated response**

Dr Richard Yoast, American Medical Association

**North and South Europe – are we so different?**

Dr Antoni Gual, Neurosciences Institute, Barcelona

**Alcohol and the young**

Dr Ann Hope, Trinity College, Dublin

**What can the medical profession do?**

Professor Vivienne Nathanson, British Medical Association

Professor Joe Barry, Irish Medical Organisation

Dr Vladimir Poznyak, World Health Organization

**Break into groups to discuss and endorse**

**Conference Charter**

**Report back and agreement of Conference Charter**

