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CYHOEDDUS CYMRU
PUBLIC HEALTH
NETWORK CYMRU

December
2016



Welcome to the ebulletin

Welcome to the December edition of the e-bulletin. This month's spotlight is Alcohol Awareness with a particular focus on Dry January. Included in this edition is Andrew Misell, Director of Alcohol Concern Cymru explaining the campaign in more detail, information about a new pamphlet to help the public to understand new low risk drinking guidelines and details of the new Adverse Childhood Experience (ACE's) report recently published.

Public Health Network Cymru in partnership with the Welsh Government recently held a Planning for Better Health and Wellbeing Seminar. The event attracted speakers from Oxford Brookes University, Waterford Institute of Technology, the Town and Country Planning Association and more locally City of Cardiff Council and Public Health Wales. The presentations and a short video from the day are available to view on our website.

We have a number of further events coming up in 2017 including our #TechniHealth seminar, the annual research seminar and a conference themed around ACE's. Further details of these will be coming out soon.

Finally we would like to thank all our members for their support and contribution over the last year and wish you all a very Merry Christmas and a Happy New Year.





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Rethink



your Drink



Spotlight on Alcohol

The December e-bulletin focuses on alcohol awareness in readiness for Dry January. Dry January is Alcohol Concern's flagship campaign and the Director of Alcohol Concern Cymru tells us more about how it started and how successful it has become over the last few years

The year-round benefits of a Dry January

Alcohol Concern Cymru Director, Andrew Misell, looks at the growth of Dry January as a behaviour change campaign, and encourages public health practitioners to get on board

Sometime in 2012, a group of us were sitting in a small room in Alcohol Concern's less-than-glamorous London HQ, wondering whether anyone would seriously want to give up drinking for a month. We got a website ready to go for January 2013, but decided not to display the sign-up counter until it reached at least 100. We needn't have worried.

Four years on, having a "Dry January" has become a normal part of conversations about drinking. In 2016, one in six people in Britain attempted to take the month off booze. Globally, the hashtag #DryJanuary had 180 million impressions on Twitter. Even those who didn't like the campaign much couldn't ignore it. The licensed trade's online daily, the Morning Advertiser, launched its own Try January counter-campaign to get more people into the pubs.

The drinks business also had some more serious counter arguments, such as that put forward by the Federation of Licensed Victuallers, that "responsible drinking right through the year" was "the way people should treat alcohol". Some suggested that people would be queuing up at the bar on 1 February after 31 thirsty days. Ian Hamilton of York University warned that "Dry January risks sending out a binary, all or nothing, message about alcohol". Again, we needn't have worried. The research indicates that a month of abstinence gives many people a chance to reconsider and reset their drinking habits. Six months after taking the challenge, two-thirds of Dry January participants say they are still drinking less.

These long-term benefits were what we'd really hoped to see, but the short-term impacts have been quite striking too. Back in 2013, writers at New Scientist put Dry January to test on themselves. They found that they reduced their liver fat, blood cholesterol and blood glucose, and that "the changes were dramatic and consistent across all the abstainers". Further research by University College London in 2015 also found that people taking January off the drink lowered their risk of liver disease and diabetes. Other benefits reported by participants have included better sleep and reduced BMI.

Overall, what started as an experiment in 2013 has proven to be an effective behaviour change campaign, and one that's won its place in the public imagination.

To sign up and take part, go to www.alcoholconcern.org.uk/dry-january

The 2017 Dry January poster can be downloaded in English and Welsh at www.drinkwisewales.org.uk/downloads, plus professionally printed bilingual Dry January posters, wristbands and t-shirts are available free of charge from Alcohol Concern Cymru whilst stocks last. Contact acwales@alcoholconcern.org.uk or 029 20226746.

Join the conversation on Twitter @Dry January and @IonawrSych, and on Facebook at www.facebook.com/DryJanuary/

Please remember that Dry January is not a medical detox programme, and should not be recommended to anyone who has an alcohol dependency problem.



DRY JANUARY®

BID BOOZE GOODBYE, KEEP JANUARY DRY

- LOSE WEIGHT
- ENJOY MORE SLEEP
- SAVE LOADS OF CASH!



SIGN UP NOW!

WWW.ALCOHOLCONCERN.ORG.UK/DRY-JANUARY

For info and help contact the team

✉ dryjanuary@alcoholconcern.org.uk

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Ariennir gan
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Alcohol is a major cause of death and illness in Wales

By Carol Waldron, Public Health Practitioner, Public Health Wales

Alcohol is a major cause of death and illness in Wales with around 1,500 deaths attributable to alcohol each year (1 in 20 of all deaths) and every week our hospitals handle as many as 1,000 admissions related to alcohol. A survey recently showed that 4 in 10 adults in Wales reported drinking above the guidelines on at least one day in the week.

As we approach the New Year and a time when many people think about their alcohol consumption, it is useful to reflect on the revised UK guidelines which were issued by the Chief Medical Officers in January 2016.

The revision updates the previous guidance which was issued in 1995, and follows a review of the latest scientific evidence. The advice is based on the precept that people have a right to accurate information and that they should have clear advice about alcohol and its health risks and what they can do to keep the risks low. The guidance is based on the risk of mortality and includes estimates of harms through injury as well as through acute and chronic disease.

The important new evidence is that we now know that there is no 'safe limit' for drinking alcohol and any amount of regular drinking can cause harm. The risk of developing a range of illnesses (including cancers of the mouth, throat and breast) increases with any amount you drink on a regular basis. In addition drinking heavily on a single occasion increases someone's health risks.

The guidelines are designed to help people make choices about how much risk they are willing to take. The guidance is based on average risks and there may be reasons why drinking might be more risky for someone; this may include age, size, other health problems or medication.

Thinking about your Drinking

Having a few drinks most evenings or drinking a bit too much every weekend causes damage to your body that builds up over time.

Guidance from the UK Chief Medical Officers



Check how much you are really drinking – it soon adds up.

...and your health

There is no safe limit...

but if you want to keep your health risks low:

- Drink less than 14 units a week
- Spread your drinking out over three or more days.

If you are pregnant, or there is a chance you could be, it is safest not to drink at all.

NEW RESEARCH means that we know more about the link between alcohol and some diseases. Drinking increases the risk of a range of illnesses, including breast and bowel cancer. We also know now that drinking has **no health benefits** for most people.

14 units a week looks like...



Thinking about a change?

Having several 'drink free' days is a good way to cut down. Here are some tips that other people have found helpful...

Go low

Choose lower alcohol drinks or have more soft drinks

Go slow

Drink more slowly or with food

Go small

Choose smaller glasses, bottles rather than pints. Avoid multi-buy offers.

What will work for you?

Make your own plan

Mon

Tue *meet Jo - 2 bottles of beer, max.*

Wed

Thu

Fri *meal, with 2 glasses of wine*

Sat

Sun *film night in - smoothies and popcorn*

For more hints + tips visit www.drinkwisewales.org.uk

The review has led to a single guideline for men and women who drink regularly or frequently- that is most weeks and states that you can keep your health risk low by:

- Drinking less than 14 units a week
- If you drink as much as 14 units a week, it is best to spread it out over three or more days
- If you wish to cut down the amount you are drinking a good way to achieve this is to have several drink free days each week.
- Alcohol can be described by the number of units in a drink and while there is always a range 14 units could equate to ten (35ml) single measures of a spirit, six pints (568ml of 4%) beer, or a bottle and a half (75cl bottle) of wine.

People could lower their risk of alcohol-related harm by following these 'top tips':

Go low - Choose lower alcohol drinks, or have more soft drinks

Go slow - Drink more slowly, or with food

Go small - Choose smaller glasses, bottles rather than pints, and avoid multi-buy offers

The review also considered the risks of alcohol during pregnancy and concluded that risks of low birth weight, preterm birth, and being small for gestational age all may increase in mothers drinking above 1-2 units/day during pregnancy. And so the advice is that if you are pregnant or planning a pregnancy, the safest approach is not to drink alcohol at all. Public Health Wales published a pamphlet to coincide with Alcohol Awareness Week which helps the public to understand new low risk drinking guidelines, and provides handy hints on cutting down.

There is more advice and support available on these websites:

Drink Wise Wales

<http://www.drinkwisewales.org.uk/> <http://www.yfeddoethcymru.org.uk/>

Change 4 Life

<http://change4lifewales.org.uk/adults/alcohol/?lang=en>

<http://change4lifewales.org.uk/adults/alcohol/?skip=1&lang=cy>



Alcohol's Harms To Others

More than half of adults in Wales (60%) have suffered some form of harm or negative experience in the last year as a result of someone else being under the influence of alcohol, a new report has found.

The [Alcohol's Harms to Others report](#) found that in Wales last year, almost one in five adults (18%) had felt physically threatened by someone who had been drinking, one in ten (11%) had their property damaged by a drinker, and 5% had suffered physical violence at the hands of someone under the influence of alcohol.

One in twenty (5%) people reported being concerned about a child's wellbeing because of someone else's drinking.

The report, co-produced by Public Health Wales and Liverpool John Moores University, is the first study into the broad range of harms caused to adults in Wales as a consequence of someone else's drinking.

Professor Mark Bellis, Director of Policy, Research, and International Development at Public Health Wales, said: "People are increasingly aware of personal risks from cancers and other diseases associated with drinking alcohol."

"However, this report shows how alcohol can harm not just the drinker but also those around them."

"Some of these harms are due to drunken violence but others result from accidents, threats or even financial problems when too much household income goes on one person's drinking."

"For those who drink alcohol, staying within the Chief Medical Officers' guidelines on safer drinking is a good way to reduce risks to your own health and, the health of your family and friends"

According to the report, a considerable proportion of harms to others are caused by drinkers who are known to the victim, these can be friends (in 20% of cases), partners (19% of cases) or family members (20% of cases).

The risk of experiencing any harm or negative experience in the past 12 months was highest in younger age groups, with 70% of 18-30 year olds and 75% of 35-44 year olds reporting harms or other negative effects from others' drinking.

Andrew Misell, Director of Alcohol Concern Cymru, said: "Even those of us who don't drink, or who drink very little, will feel the effects of other people's drinking from time to time, from low-level disruptive behaviour to full-on aggression and violence."

"When we've asked people in Wales nearly half say that their town centre is a no-go area after dark due to alcohol-related trouble."

"Drinking is a feature of most people's social lives, and the big drinks companies are keen to find more and more reasons for us to drink, but it has to be time to ask whether we want alcohol to play such a prominent part in so many areas of life."

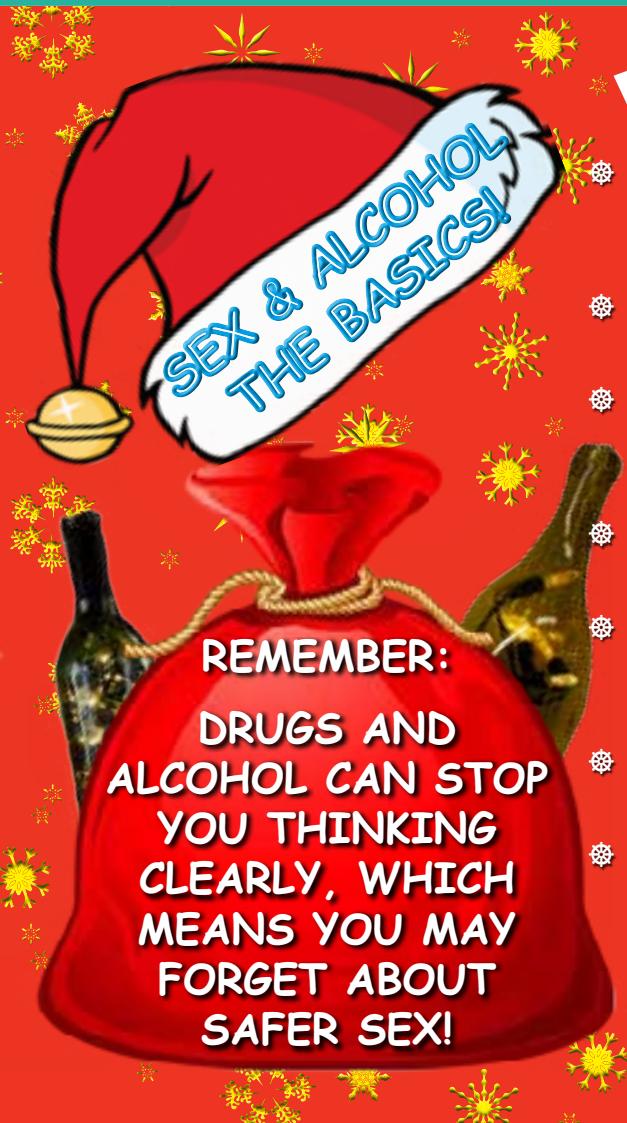
Other notable harms suffered by adults in Wales as a consequence of someone else's drinking in the last 12 months include: having to contact the police (11%), feeling anxious (29%), having a serious argument (20%), feeling let down (19%) and personally drinking to cope (6%).

Dr Zara Quigg, Reader in Behavioural Epidemiology at the Public Health Institute, Liverpool John Moores University, added: "Identifying the broad impact that alcohol use can have on individuals, those around them and wider society is important to informing the development, implementation and targeting of interventions to reduce and prevent alcohol-related harms."

"The prevalence of alcohol's harms to others identified in this report should act as a catalyst for policymakers, practitioners and the public, to start working towards addressing the wide ranging effects of alcohol use, and ultimately improve the public's health."

The Alcohol's Harms to Others report collected data from a survey of 1,071 adults aged 18+ in Wales.

Keep Safe over the Festive Season



Keep Safe Over the Festive Season

- Drinking alcohol can make you twice as likely to take RISKS! This can result in RISKS you might regret.....
- KNOW your limits along with the consequences of what can happen if things go wrong.....
- Being drunk also makes you vulnerable to SEXUAL ASSAULT. This can happen to anyone, whether they're male, female, gay, straight or bisexual.
- It's important to gain CONSENT from sexual partners particularly when alcohol is involved.
- 'The LAW says 'A person consents if they agree by choice and have the freedom and capacity to make that choice.' GET CONSENT EVERY TIME!
- Don't forget to WRAP UP and use condoms this party season....
- Condoms help prevent STI'S (sexually transmitted infections) such as Chlamydia, Gonorrhoea, Herpes or HIV. ONLY when used correctly!



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On The Spot



This month's On the Spot is with Sue Wing who is a Principal Public Health Practitioner with Public Health Wales and has recently become a member of Public Health Network Cymru Advisory Group. Sue's work currently focuses on preventing alcohol and substance misuse across Wales.

What is your area of expertise?

My area of expertise is health promotion. My specialist knowledge and skills relate to the approaches we can use to improve health and reduce health inequalities. During my career my work has focussed on key health issues such as preventing injuries and increasing physical activity and also on improving health in settings such as the community and workplace. My work currently focuses on preventing alcohol and substance misuse across Wales.

Why did you join the PHNC Advisory Group?

I joined because we need to work together if we want to make a difference to the health of people in Wales and Public Health Network Cymru is a great way to share knowledge and learning.

What do you perceive the challenges will be for the Advisory Group?

The greatest challenges for the Advisory Group are improving reach within both the wider public and the various agencies that can influence wellbeing. This includes not only staff working in a range of statutory and non-statutory services but employers, the media, faith communities and other community groups. A well informed public and service system committed to enhancing wellbeing is essential but remains a challenge to achieve.

This month's e-bulletin spotlights alcohol awareness, what do you think are the main challenges facing us in addressing alcohol related harm in Wales?

The UK alcohol industry spends more than £800 million selling alcohol to us as an enjoyable and integral part of our culture and social life. This makes it more difficult to convey the sobering truth about the harm that alcohol does to drinkers, those around them and society as a whole.

Six out of ten adults in Wales say they have experienced harm because of someone else's drinking in the last 12 months and one in every 20 deaths in Wales is related to alcohol. These are not just injuries caused by binge drinking, most are the result of long term drinking and its role in increasing the risk of diseases such as cancer and heart disease. Many people are still unaware that regular moderate drinking increases the risk of developing diseases such as cancer. Alcohol related harm is not just caused by a minority of 'problem drinkers' and we need population wide measures to address it.

We know that alcohol brief interventions, a short targeted conversation with a health professional can help people make an informed choice about their own drinking. The challenge is to embed it in professional practice so that we are making the most of every opportunity to have that conversation. We know that reducing the availability, cost and marketing of alcohol works to reduce harm and protect children. The challenge is to engage public opinion and political support so that we can use these measures to start to change the relationship that we have with alcohol in Wales.

What tips would you give our members to actively promote Dry January?

There is evidence that taking a break from drinking can have some immediate benefits and it is a good opportunity to think about making more long term changes. Alcohol Concern has some great campaign resources and tips on their Dry January website. This includes a workplace campaign pack and an online calculator to help you work out exactly how much money and calories you will save. My top tips would be to check out the website, take every opportunity to spread the word and maybe even give it a try yourself.

If Santa could leave you anything under your Christmas tree what would it be?

A time machine would be amazing. I don't want to travel to the future or back into history (although now my kids have grown up I'd love to be able to go back and visit the time when they were little) but it would be really helpful to be able to pause or rewind time occasionally so that I could fit everything in!

The Grapevine



This section of the ebulletin is dedicated to news from the network members. You can submit news on the work being undertaken in your area, write us an article, showcase an upcoming project or show off your achievements! If you would like to submit an article for the Grapevine, please email publichealth.network@wales.nhs.uk The article should be no longer than 500 words and pictures are always welcome!

Draft Cardiff Cycling Strategy launched

[Cardiff's Cycling Strategy](#) has been published in draft form and includes maps of each area of the city detailing the proposals.



New Deep Place study on sustainable place-making

The Pontypool Deep Place Study was undertaken on behalf of the Sustainable Places Research Institute by Dr Mark Lang.

The [study](#) has sought to further develop the Deep Place approach to sustainable place-making advocated in the Tredegar Study of 2014, which Mark undertook with Professor Dave Adamson.

Access to Wrexham's Green Spaces

Keep Wales Tidy along with eight community groups and Wrexham County Borough Council are putting together a Big Lottery Fund bid to develop Wrexham's green spaces and parks for all in our community.

Quite simply our ambitious and ground-breaking project, which we've called "Access to Wrexham's Green Spaces" aims to improve the ability of groups, individuals and communities to access Wrexham's green spaces more fully through improvements to the network of footpaths that criss-cross our country parks. Our partnership aims to provide the opportunity for everyone to experience and get to know Wrexham's parks with all the benefits for improved health and wellbeing that result from greater access to open, green spaces and fresh air – we want to make Wrexham healthier!!

Moreover, our bid for funding will provide very real opportunities for all in the community to learn new skills and training on the various projects such as for example better footpaths and improved wildlife habitats.

With this in mind we would like to ask representatives from the health care / health and wellbeing community for their ideas and thoughts on what improvement(s) they would like to see within Wrexham's parks and green spaces.

This can be an email or alternatively you can telephone to discuss
shane.hughes@keepwalestidy.org 07766 007635



News Round-Up

Welcome to the News-Round-Up. Click on the headings of the news item to take you to the full news story on the Public Health Network Cymru Website.



Children and Young People

New rules ban the advertising of high fat, salt and sugar food and drink products in children's media

Following a full public consultation, new rules banning the advertising of high fat, salt or sugar (HFSS) food or drink products in children's media have been announced.



Substance Misuse

A Report on Crystal Meth in a Sexual Context

Recent years have seen a rise in the use of crystal meth (Tina) and intravenous drug use (slamming) in the European gay scene.





Food Safety

New rules introduced in Wales to ensure takeaways promote food hygiene ratings on publicity materials

From 28 November 2016, takeaway food businesses will be required to publish a bilingual statement on certain hardcopy publicity materials.



Noncommunicable Diseases

The consumption of nuts could help prevent the development of certain conditions

A study published in BMC Medicine has found that people consuming at least 20 grams of nuts daily are less likely to develop potentially fatal conditions such as heart disease and cancer.



[Click Here for more news on the Public Health Network Cymru website](#)

What's Going On In January

05

NSPCC Harmful sexual behaviour seminars series: "He's autistic,
they're all like that"
London

10

Poverty Awareness
Cardiff

11

Working With Fathers
Cardiff

14

STiQ Day
UK Wide



16

Eating Disorders Summit: Rapid Early Intervention and Developing a Gold Standard Service
London

17

Policy priorities for sport in Scotland
Edinburgh

17

Young People and Substance Misuse: Why the Drugs Don't Work?
Cardiff

18

Resilient Communities and the Third Sector
Holiday Inn, Cardiff

19

Self Harming Behaviours: Improving Responses and Minimising Harm
Conwy

19

Youth Homelessness: All I Want is a Roof Over My Head
Cardiff



[Click Here for more events on the Public Health Network Cymru website](#)

Public Health Wales Showcase Event

Public Health Research, Policy and Practice: Working Together in Wales

Save the Date

Thursday 2 March 2017

University of South Wales
(ATRiuM Building) Cardiff

Public Health Wales' Policy, Research and International Development Directorate are hosting an event to showcase the latest public health research in Wales. The day will draw attention to collaborations across academic sectors and other organisations, and Dr Frank Atherton, Chief Medical Officer for Wales, will be a guest speaker. There will be a panel debate on the topic: Meeting the challenge of collaborating in public health research. How do we improve?

This event is FREE to attend

Details on how to register will follow

You are welcome to share this 'Save the Date' flyer with colleagues

For more information please contact:

Public Health Wales R&D

02920 104452

PHW.research@wales.nhs.uk



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If you have any news or events to contribute to the next edition please submit them to publichealth.network@wales.nhs.uk deadline for submission is the 3rd Friday of every month.

A woman with light brown hair tied up in a bun is looking down at a white plate on a table. On the plate is a single, ripe apple. The lighting is dramatic, with a strong light source from the left, casting deep shadows on the right side of her face and body. The background is a solid, muted blue.

Next Edition: Eating Disorders

