

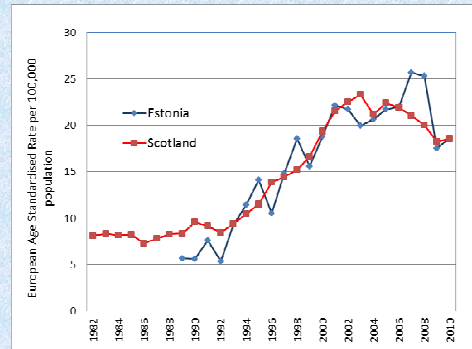
## Alcohol Conference 2013 Time to Decide

Scottish Alcohol Policy and Minimum Unit Pricing

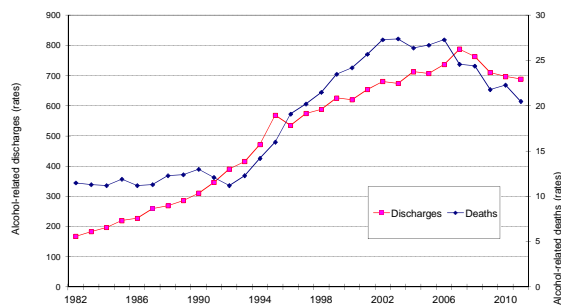
Alex Neil MSP  
Cabinet Secretary for Health and Wellbeing  
Scottish Government



## Similarities between Scotland and Estonia - Chronic Liver Disease and Cirrhosis



## Alcohol Hospitalisations & Deaths, Scotland 1982-2012



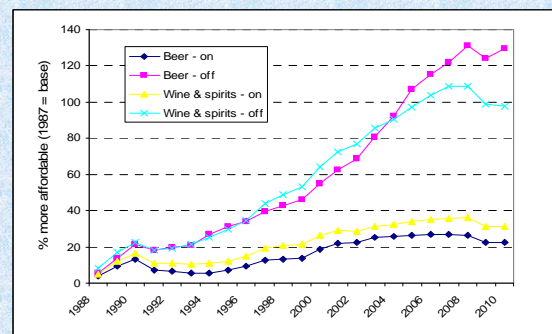
## Financial burden

- Total cost of alcohol misuse is:  
£3.6 billion / €4.3 billion  
(= £900 / €1,070 per adult per year)
- Health care £268 million (€319 million)
- Social care £231 million (€275 million)
- Criminal justice £727 million (€865 million)
- Wider economic costs £866 million (€1 billion)
- Human costs £1.5 billion (€1.7 billion)

## Scotland's Alcohol Strategy

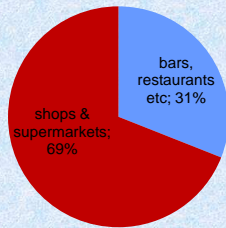
- Whole population approach, not just targeted interventions
- Over 40 actions covering prevention / treatment / education / licensing etc.
- Our strategy is based on WHO's Global Strategy to reduce harmful use of alcohol
- Record investment in local services of £237 million (€277 million) since 2008

## Affordability of On and Off-Sales alcohol: UK, 1987-2010



### Overall alcohol market in Scotland

Sales (litres pure alcohol) (2012)



### Shops and supermarkets

The supermarkets dominate

Retail Sales

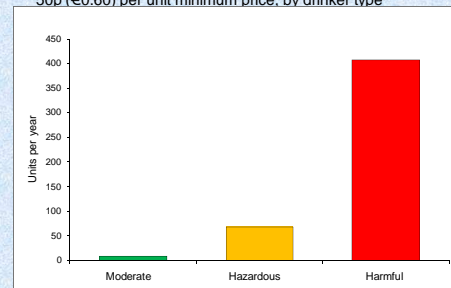


### What measures work best?



### Minimum pricing is targeted

Estimated reduction in consumption (units per year) under a 50p (€0.60) per unit minimum price, by drinker type



### Domestic Legal Challenge

- Minimum unit pricing policy has been legally challenged in Scottish courts
- Court case in Scotland held in January 2013
- Judge found in our favour in May 2013
- Appeal to be heard in February 2014

### Public Health Justification

- Under Article 36 Member States are allowed discretion in determining the level of protection they want for public health and the way in which that level is to be achieved
- Fundamental argument is Article 36 v. Article 34 – free movement of goods
- We believe minimum pricing is justified on public health grounds and is proportionate

### **Conclusion**

- Precedent making case – for other Member States who want to use price for any public health purpose
- We welcome support for minimum pricing from other Member States to encourage public health measures to be given more prominence