



Jack Law  
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Alcohol Focus Scotland

**Promoting responsibility reducing  
harm changing culture**

[www.alcohol-focus-scotland.org.uk](http://www.alcohol-focus-scotland.org.uk)

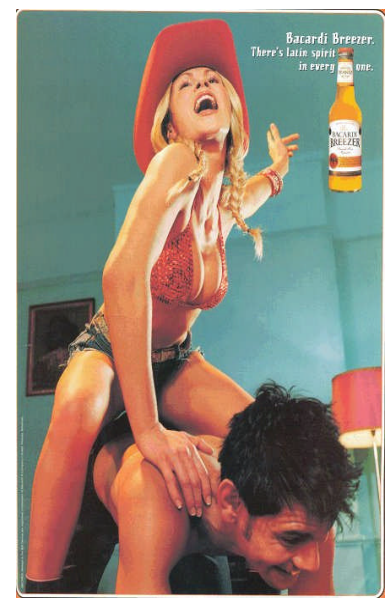
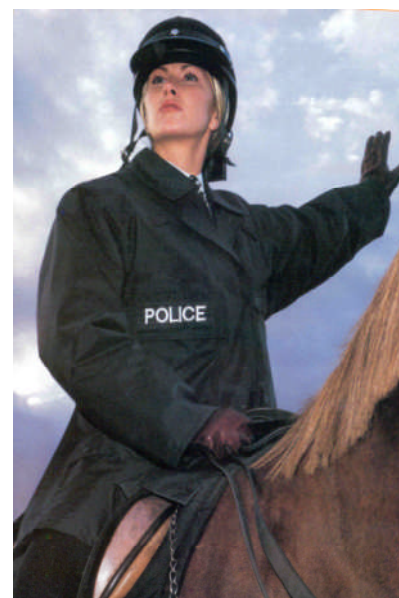


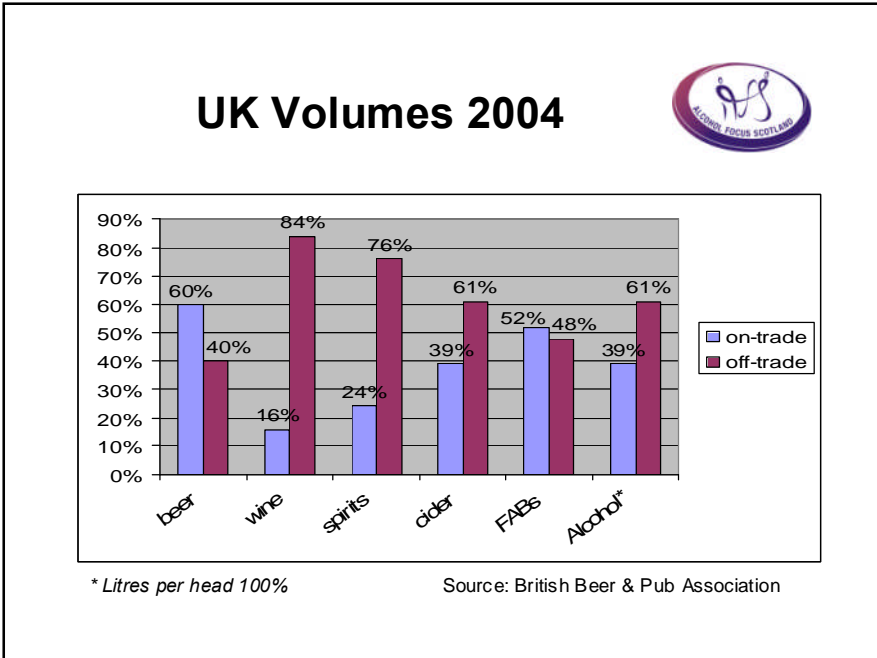
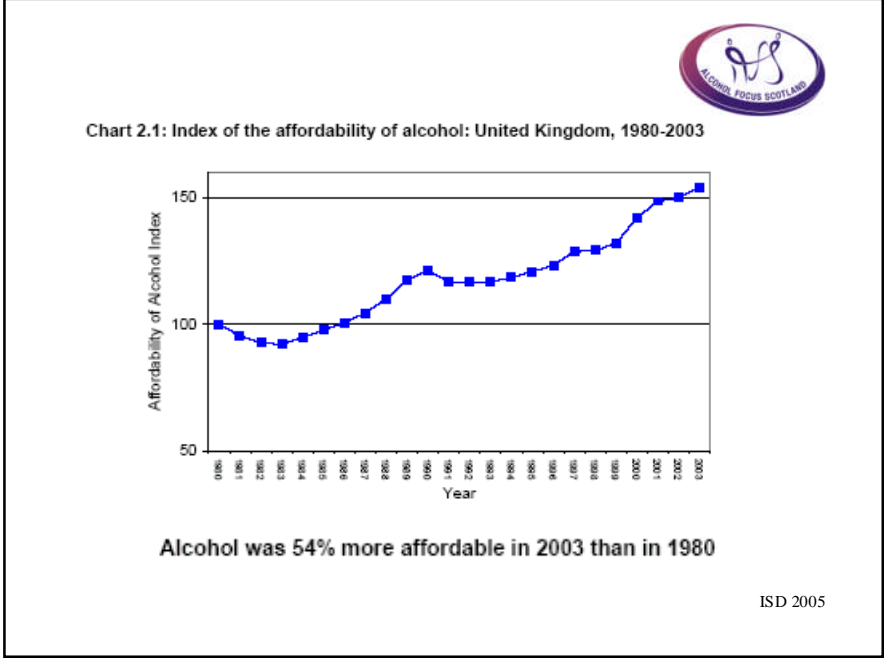
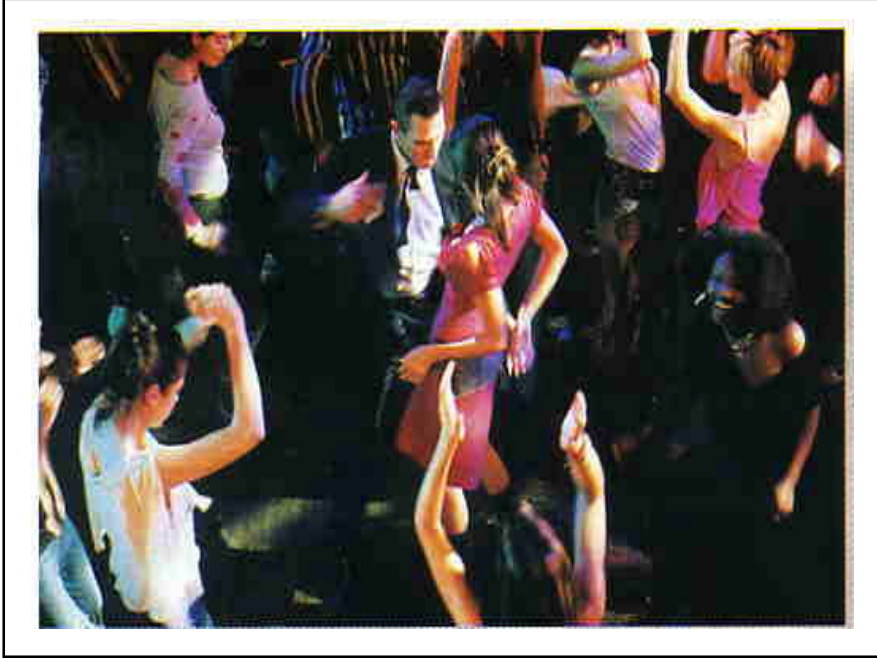
**ALCOHOL SERVER TRAINING**



### **TRENDS IN SCOTLAND**

- Promotion of party atmosphere - also in the home not just restricted to bars and clubs
- Shifts in patterns of drinking – from bars to the home
- Falling price of alcohol
- Tobacco ban in public spaces April 06





- PUBLIC ORDER**
- 72% victims of assault cite alcohol as a contributory factor
  - 1 in 5 violent crimes occur in and around pubs and clubs
  - Alcohol a factor in half of homicide cases
  - Alleged assault study at A&E highlighted highest rates presenting Friday 8pm-4am Sunday

## PUBLIC HEALTH

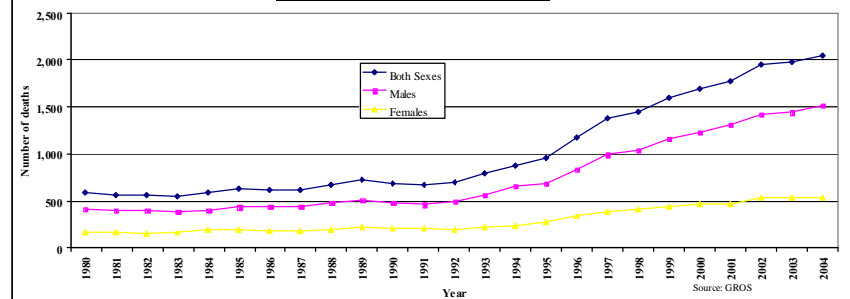


- In Scotland alcohol-related deaths risen from 1:100 to 1:30 in 15 years
- Rise in deaths from liver cirrhosis now exceeds other European countries and England and Wales

## Alcohol-related deaths



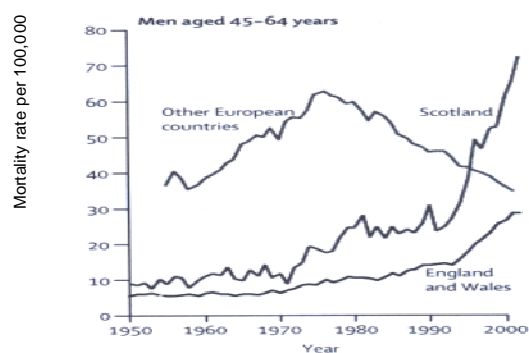
All deaths where alcohol was underlying or contributing cause:  
300% increase 1991-2004



## Alcohol-related deaths



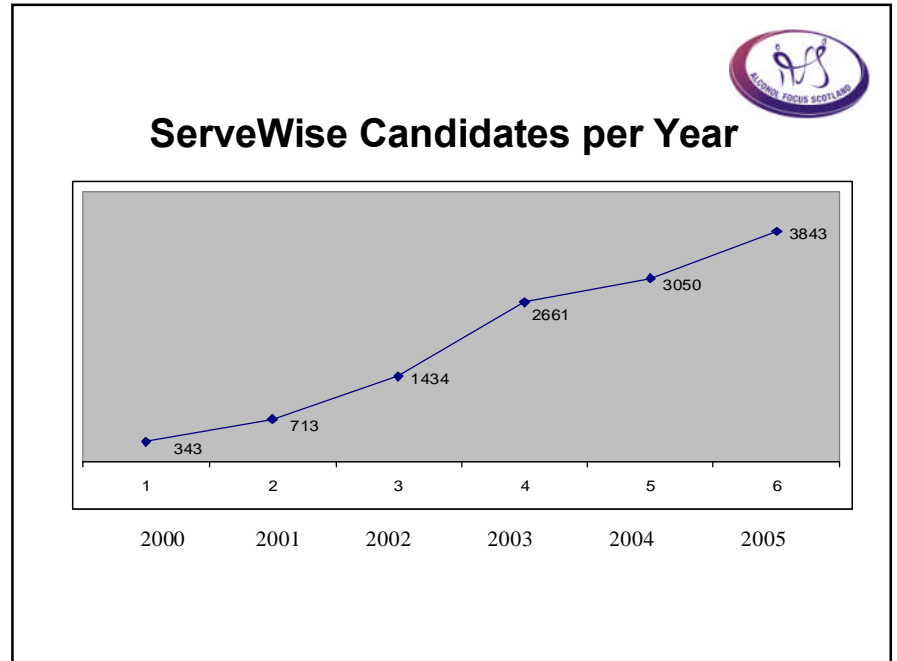
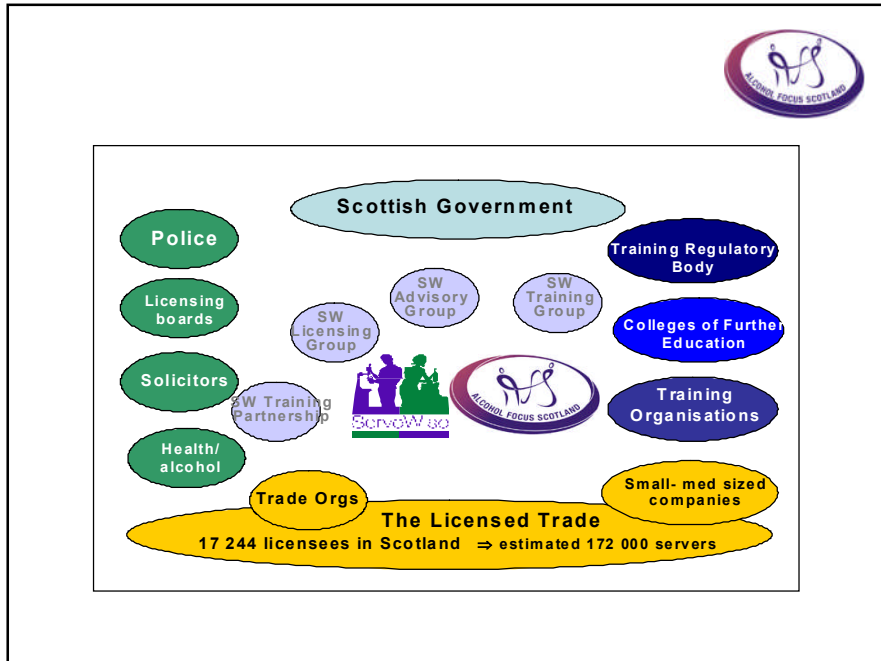
Male liver cirrhosis mortality rates:  
Scottish rate = 2.5 times E&W rate



## The ServeWise experience

- **ServeWise** is a training programme for licensed trade managers and staff developed in Scotland
- It aims to get people to actively think about their legal and social responsibilities to create a more responsible trade and industry
- ServeWise training impacts on personal drinking behaviour
- ServeWise recognises that the issues are complex





- ### POLICY & LEGISLATION – WHERE DOES SERVEWISE FIT?
- 2001 ServeWise Project launched
  - 2002 The Scottish Executive launched the 'Plan for Action on Alcohol Problems'
  - ServeWise part funded by Scottish Executive and by the alcohol industry
  - 2005 New Licensing Act

- ### INTERACTION AND DEVELOPMENTS
- Government Policy and Licensing Law
  - Influencing Policy
  - Acceptance by trade/industry.

## ServeWise Evaluation

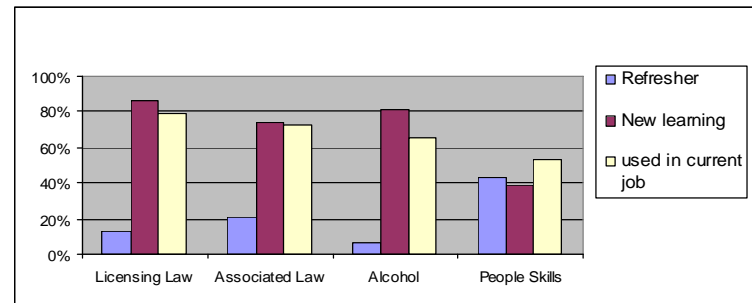


- ServeWise has clearly been an effective tool in influencing policy
- It has also helped to build the links between alcohol and licensing
- But what about its direct effect on the licensed trade?

## ServeWise Evaluation



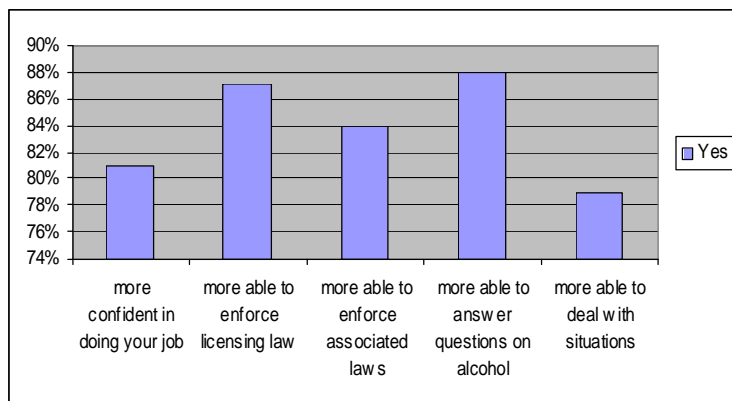
1. Did you learn anything new about the subjects covered on the ServeWise Course?
2. Have you been able to put into practice what you learnt?



## ServeWise Evaluation



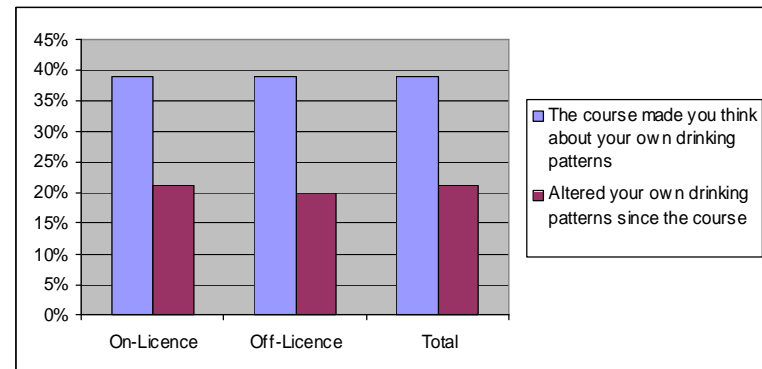
3. Has the information helped in your day-to-day job?



## ServeWise Evaluation



4. Has the course made you think about your own drinking patterns?
5. Have you altered your drinking patterns since the course?





### ServeWise Evaluation

'All of my staff have completed the ServeWise on-licence course and really enjoyed it. I would highly recommend the course to all licensees for their staff as it gives you peace of mind that staff have the knowledge and skills to carry out their duties legally and responsibly.'



Barbara McGinlay, Bar Manager



## Alcohol Focus Scotland

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