Monitoring and Evaluating Scotland’s Alcohol Strategy (MESAS)

The impact of the Alcohol Act on off-trade alcohol sales in Scotland

Mark Robinson

on behalf of the study project team:
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Daniel Mackay, Dionne Mackison, Gerry McCartney

NHS Health Scotland & University of Glasgow
Alcohol-related mortality* rates per 100,000 population, 1950-2006

Changing Scotland's Relationship with Alcohol: A Framework for Action

Alcohol etc. (Scotland) Act 2010

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11. Consultation etc. of health boards

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Multi-buy discount ban

‘A package containing two or more alcoholic products … may only be sold on the premises at a price equal to or greater than the sum of the prices at which each alcoholic product is for sale.’
Evidence-informed policy?

Intervention → Change in consumption → Change in outcomes

or

Pricing intervention

Promotion intervention
Off-trade alcohol sales (Nielsen)

*Outcome variable*
Evaluation question

• What impact has the introduction of the Alcohol Act had on off-trade alcohol sales in Scotland?

Sub-questions

• To what extent did any impact differ by drink type?
• To what extent did any changes in off-trade sales differ from England & Wales?
Monitoring and Evaluating Scotland's Alcohol Strategy:
Preliminary descriptive analysis of the impact of the quantity discount ban on off-trade alcohol sales in Scotland

June 2012

Failure of discount drink ban

By Dean Herbert

RED FACES AS SNP’S BOOZE PURGE FAILS

Bulk-buy drink ban has little impact on sales

It was misguided to assume that banning discounts was going to result in a fall in consumption

Gavin Partington, of the Wine and Spirit Trade Association

Published by NHS Health Scotland,
Woodburn House, Cannan Lane, Edinburgh, EH10 4SG
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Going beyond the descriptive…….why?

Alcohol Act introduced

Scotland

England & Wales

L per adult

2009 2010 2011 2012


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<table>
<thead>
<tr>
<th>Category</th>
<th>% (adj)</th>
<th>95% CI</th>
<th>P-value</th>
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</thead>
<tbody>
<tr>
<td>All alcohol</td>
<td>-2.6</td>
<td>-5.3 to 0.2</td>
<td>0.07</td>
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<tr>
<td></td>
<td>-0.5</td>
<td>-4.6 to 3.9</td>
<td>0.83</td>
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<td>-4.0</td>
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<td>&lt;0.001</td>
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<td>-1.5</td>
<td>-4.2 to 1.3</td>
<td>0.30</td>
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<td>Beer</td>
<td>-1.1</td>
<td>-3.7 to 1.5</td>
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<td>-1.0 to 8.0</td>
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<td>Cider/perry</td>
<td>-0.4</td>
<td>-4.5 to 3.9</td>
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<tr>
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<td>-7.3 to 3.0</td>
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% change in off-trade sales associated with the introduction of the Act in Scotland

= Scotland  = England & Wales
Promotional wine sales

Percentage of wine sold on promotion

Alcohol Act introduced

Scotland

England & Wales

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Discussion – main results

• 2.6% (95% CI -5.3 to 0.2%) decrease in total per adult off-trade alcohol sales.

• Largely driven by 4.0% (95% CI -5.4 to -2.6) decline in off-trade wine sales.

• 8.5% (95% CI -12.7 to -4.1) decline in pre-mixed drinks, but small proportion of the off-trade market.

• No associated changes in sales of sprits, beer or cider/perry in Scotland, or in sales of any drink type in England & Wales.

• Likely that the declines observed in Scotland were due to the legislation rather than other unmeasured factors or biases.
Discussion – interpretation

• Other relevant studies
• Wine most affected - impact on health inequalities?

• Impact on individuals with different consumption patterns?
Discussion

**Limitations**

- Inability to disaggregate
- Alcohol retail sales data – sampling frame
- Longevity/precision of results
- Promotional sales data
- Covariate data

**Strengths**

- Robust and flexible analytical approach
- Alcohol retail sales data
- Concurrent control group
Discussion – implications & future work

- Influence policy – nationally and internationally
- Impact on different population groups
- Rerun analysis next year – more data and discounter adjustment
Thanks to the study project team and to you for listening!

Reports available at www.healthscotland.com

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Off-trade (Nielsen)
Outcome variable

On-trade (CGA)
Covariate
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