



Health and social inequalities for alcohol use in the Over 50s

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Presentation outline:

1. Drink Wise, Age Well Partnership
2. Preliminary Research Findings
3. The Drink Wise, Age Well Programme



DRINK WISE, AGE WELL PARTNERSHIP

- BIG LOTTERY FUND- RETHINK GOOD HEALTH
- £25 MILLION UK WIDE
- 7 YEAR PROGRAMME
- COMBINING PRACTICE, RESEARCH AND EVALUATION AND POLICY INFLUENCING

UK Wide 5 Demonstration Areas

Western Health and Social care Trust area: Rural area with key towns/cities experiencing higher rates of deprivation

Glasgow: Highest rate of alcohol related deaths in Europe. Post-industrial, urban community

Sheffield: 20% Minority ethnic population, post-industrial urban community.

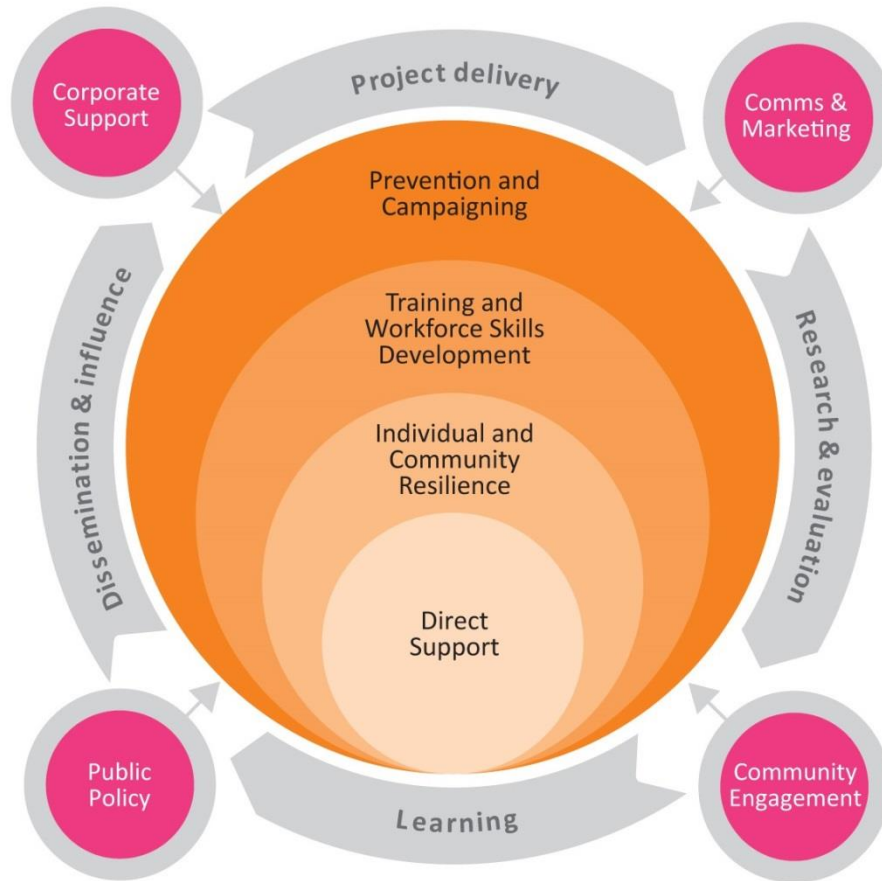
Cwm Taf: Most deprived health board area in Wales, post-mining industry communities with long-term unemployment

Devon County: Rural with dispersed population. 40% of older people living in income deprived households in some areas





Drink Wise, Age Well Programme Delivery Model





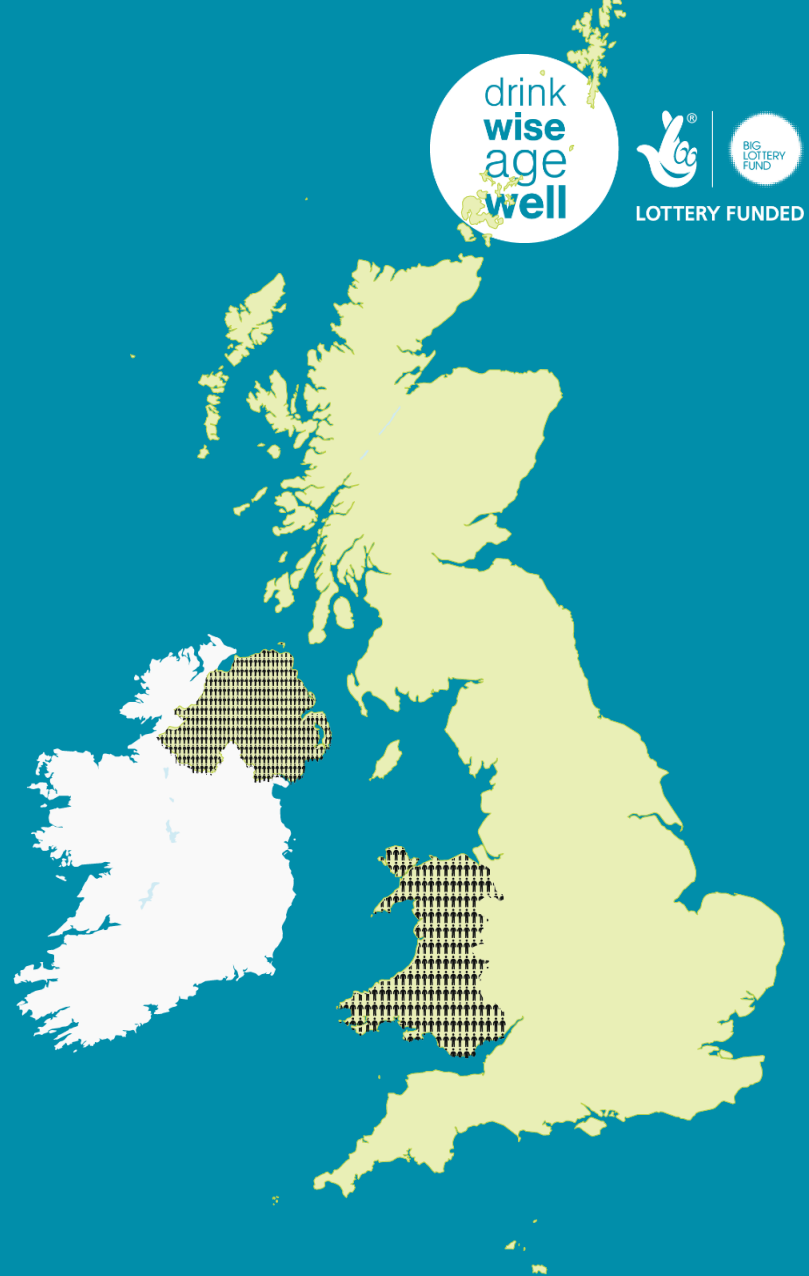
DRINK WISE, AGE WELL PARTNERSHIP



Research Methods

Quasi-randomised control trial and qualitative research with service users their families, Drink Wise Age Wise staff and key stakeholders.

**In the UK at least
20% of our over
50s population
are drinking at
hazardous/
harmful levels –
that's 4.5 million
people**





Baseline Survey Findings (n=16,700)

20% reported drink related problems (AUDIT ≥ 8 'at risk')

Of these 3% are 'high risk' (AUDIT ≥ 16)

25% of those at risk did not know where to go for help



4 in 5 ADULTS OVER 50
at risk from their drinking
HAD NEVER BEEN ASKED
about their drinking by
family, friends or health workers

STIGMA AND SHAME

STOP OVER 50s SEEKING

HELP IF THEY NEED IT



Over half over 65s

surveyed said people with a drink
problem should feel ashamed

Compared with the rest of the sample. Controlling for age and sex.	≥ 8 AUDIT (17%)	≥16 AUDIT (3%)
Sexual orientation LGBT (yes)		✓
Marital status (no)		✓
No. people in household (=1)		✓
Longstanding illness/disability (yes)		✓
Free from worries about money (no)		✓
Engage in activities find fulfilling (no)	✓	✓
Have special person can share joys/sorrows with (no)	✓	✓
Get emotional help and support need from family (no)	✓	✓
Proud of community live in and feel part of it (no)	✓	✓
In general is happy with life (no)	✓	✓
Coping with stresses in life (no)	✓	✓
Last 4 weeks limited in performing activities as result of physical health (yes)		✓
Last 4 weeks accomplished less than would have liked as result of emotional problems (yes)	✓	✓
Last 4 weeks pain interfered with normal work (outside home and housework) (yes)		✓
Felt downhearted or depressed in last month (yes)	✓	✓
In last 4 weeks physical health or emotional problems interfered with social activities (yes)		✓

Health inequalities?

Yes: high risk drinking associated with poorer physical and mental health

Social and economic inequalities?

Yes: Isolated from family and community.
Sexual orientation.
Financial worries.



Prevention and Campaigning

Awareness
Attitudes
Stigma
Behaviour Change



Training and Skills Development

Recognise
Respond
Intervene
Community participation



Increasing Resilience

Social inclusion
Coping strategies
Participation
Relationships



Direct Engagement and Support

Reduce harmful drinking
Health and well-being
Self recovery