



Experts by  
experience:  
Being the solution  
not the problem



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# Who we are ?



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**National Community Lottery Funded**

**18 Partners led by Addaction**

**5 UK sites**

**Year 5 of programme delivery**

**We help people to make healthier  
choices about alcohol use as they age**



# What is the issue ?



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Nearly **3/4** of people **over 50** are **unable** to correctly **identify** recommended **drink limits**



**1 in 4** adults **over 50** would not tell someone if they **did** have a problem

**Loneliness** may contribute to **increased** alcohol use in later life.



Almost **half** of **over 65s** think people with **alcohol problems** should feel **ashamed**



# Health Impacts



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**Increasing Alcohol Risk**  
**27% adults (45-74yrs)**  
**drink above 14 units**



**Average consumption**  
**16-24yrs 12+ units per week**  
**55-64yrs 15+ units per week**



**Alcohol Attributable**  
**Deaths**  
**77% aged 55 yrs +**



# But why ?



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**Retirement**



**Loss of  
sense of  
purpose**



**Bereavement**



**Fewer  
opportunities  
to socialise**



**Finances**

# UK Culture



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**Health Advice changes**

**Nanny State messaging  
can be rejected**

**Media portrayal can be  
dismissive**

**Binge Drinking seen as  
a young person issue**

**UK policy inconsistent**

# What do we do ?



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## Prevention

Alcohol Awareness,  
information, advice &  
support

## Training

Alcohol & Ageing training for  
professionals & community  
groups

## Resilience

Groups & activities designed  
to provide alternatives to  
alcohol

## Direct Engagement

Alcohol interventions for  
people looking to stop or  
reduce their drinking



# Involvement

Community  
Engagement

MAP Facilitators  
Community Engagers  
Social Activity co-ordinators  
Group leads  
Volunteering



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"People should not  
merely be passive  
recipients of support  
and treatment but  
active participants in  
their own and other's  
wellbeing and  
recovery"

# Community Engagement



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Process of working collaboratively with people of similar situations to address issues

Powerful vehicle for bringing about environmental and behavioral changes to improve the health of the community

It often involves partnerships and coalitions that help mobilize resources and influence systems

Serve as catalysts for changing policies, programs, and practices

(Centre of Disease Control, 1997)

# Co-production



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Recognising people as assets.

Building on people's existing capabilities.

Promoting mutuality and reciprocity.

Developing peer support networks.

Breaking down barriers between professionals and recipients.

Facilitating rather than delivering.





# So What, does it work ?



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**50%**

**reduction in drinking days**

**74%**

**reduction in units consumed**

**40%**

**reduction of feeling isolated**



**46%**

**reduction in "family burden"**

**90%**

**increase in well being**

**70%**

**increase in sense of purpose**



# Is that enough?



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# Who, What & why ?



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A charter to support all older adults to live free  
from the harm caused by alcohol

People that have experience of alcohol problems will often have the greatest  
insight as to how services and support should be planned and delivered.

# What have we done?



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Letters written to MP/  
MSP's

Emails out to key  
Stakeholders

Meetings with 3x MP's

What next....

# Charter for Change



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**Calling time for change**



**A charter to support all older adults in Scotland  
to live free from the harm caused by alcohol**

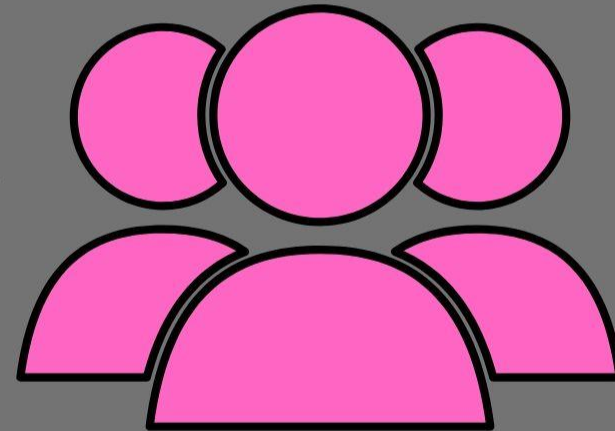


# Insight from Advocacy group



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**"As a group we believe Scotland has a culture of excessive and potentially damaging use of alcohol and older adults are at particular risk of this. In every age group alcohol use is decreasing, except for the over 50's. However we feel that preventative approaches, advice and support services are often designed with younger people in mind"**



# Charter for Change



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**We  
Believe...**

**Everyone has a human  
right to age well with  
dignity**

**Older adults should be  
able to live the best life  
they can, free from the  
negative effects and harms  
caused by alcohol**

**Everyone should have  
access to factual and  
credible information to  
make informed choices  
about their alcohol use as  
they age**

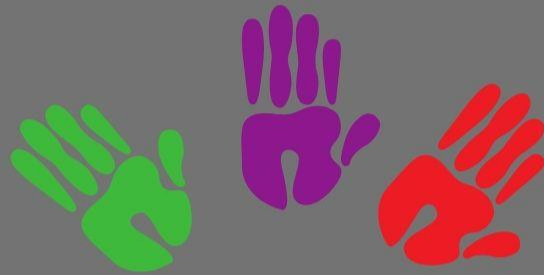
**Alcohol treatment and  
support must be easily  
accessible for all ages and  
stages in life**

# Charter for Change



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Stigma challenged



Kindness first

A right not to drink



Protecting  
our Rights



Our voices heard

To tackle isolation



# Charter for Change



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# Charter for Change



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Increased accountability for the  
alcohol industry

Improved licensing  
transparency

A white decorative bracket with ornate scrollwork is mounted on a grey wall. It holds a circular white sign with a black border. The sign contains the text 'Shifting our culture' in black.

**Shifting  
our  
culture**

Government policy to reflect  
changing culture of drinking

Alcohol-free environments  
becoming the norm

Celebration of recovery

# Charter for Change



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## What can you do ?

**Download our charter**

**Follow, support & share**

**Start the conversation**

**Adopt the charter**

## What can we do ?

**Provide resources to share**

**Join your conversation**

**Living the charter**

# Charter for Change



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