

Stirling



University of Stirling Campus

UNIVERSITY of  
STIRLING



# 5<sup>TH</sup>-8<sup>TH</sup> SEPTEMBER ALCOHOL POLICY IN PRACTICE 2016

## What previous participants said:

- ★ *"Will send rest of my team. Great course well organised. Amazing diversity of content and speakers. Really great. Thank you."*
- ★ *"Wonderful networking opportunity."*
- ★ *"An exceptionally valuable and interesting course."*
- ★ *"Whole course has been excellent - the wide range of speakers has been first class."*
- ★ *"Thank you for a really fantastic course...All aspects of the course (delivery, venue, timekeeping, content) have been excellent."*
- ★ *"Really informative and thought-provoking. Learnt loads."*
- ★ *"Thank you for such a brilliant training event last week - the content was spot on, all the presentations and sessions were really, really good and I came away feeling that I had learned masses : a rich diet of fact and opinion. I can honestly say that I have rarely - if ever - enjoyed such an event quite as much as this one."*



UKCTAS

UK Centre for Tobacco & Alcohol Studies

## FACILITATED BY:

**Prof. Gerard Hastings**  
University of Stirling  
Alcohol Marketing

**Prof. Petra Meier**  
University of Sheffield  
Effective Policy Measures

**Dr. John Holmes**  
University of Sheffield  
Trends in Alcohol Use;  
Pricing Policies

**Prof. Jeff Collin**  
University of Edinburgh  
Alcohol Industry Activity

With inputs from  
**Institute for Alcohol Studies**  
**Balance North East**  
**& many more!**

## WHERE?

Stirling Court Hotel  
University of Stirling

## TIMES:

1pm Monday 5<sup>th</sup> to  
1pm Thursday 8<sup>th</sup>  
September 2016

# COURSE CONTENT

## ALCOHOL POLICY OVERVIEW

- Effective policy options & evidence
- Current & historic perspective
- The policy cycle
- UK & International view

## ALCOHOL USE & EFFECTS

- Measuring & monitoring consumption & data
- Harm to health & others
- Genetics, intoxication & the brain
- Brief interventions

## PRICE, PLACE, PROMOTION

- Pricing policy including minimum unit pricing
- Licensing & availability
- Drinking cues, packaging, marketing, social media
- Local policy options

## ADVOCACY, ACTION & OPPOSITION

- Implementing effective local policy options
- Media advocacy practice & opportunities
- Alcohol industry actions & influence

# QUESTIONS?

## WHO IS ORGANISING THE COURSE?

This course is provided by the UK Centre for Tobacco and Alcohol Studies (UKCTAS), a Public Health Research Centre of Excellence which includes 13 universities ([www.ukctas.net](http://www.ukctas.net)). The course is co-ordinated by Dr. Niamh Fitzgerald and Prof. Linda Bauld from the Institute for Social Marketing at the University of Stirling (2014 winner of the Queen's Anniversary Prize for Higher and Further Education).

## IS THE COURSE ACCREDITED?

The course can be taken on a stand-alone basis, or participants can gain 10 Masters level credits from the University of Stirling by completing a 3,000 word assignment. These credits can contribute to a relevant postgraduate diploma or Masters for up to 5 years after attendance. All students will have access to access reading materials, presentations etc before and after the course.

## WHO IS THE COURSE FOR?

Previous participants have included people working in public health, local and national alcohol policy, or new to alcohol research or practice. Please contact Dr. Niamh Fitzgerald ([niamh.fitzgerald@stir.ac.uk](mailto:niamh.fitzgerald@stir.ac.uk)) if you would like to know more. If you wish to take the course on an accredited basis, you should have an undergraduate degree (in any discipline).

## COST?

If you book by the 17<sup>th</sup> June 2016, the cost is £450, or £599 for students seeking accreditation. After the 17<sup>th</sup> June, the cost is £550 unaccredited, or £699 if seeking accreditation. The cost covers lunch and refreshments throughout the course, a networking dinner on Monday evening, and a packed lunch on departure. Accommodation is not included but can be booked on your behalf (see below) - many participants have commented on the value of the residential option.

## MORE INFO? / HOW TO APPLY?

To make an enquiry or request an application form please contact our CPD Team, **School of Health Sciences, UK Centre for Tobacco and Alcohol Studies, University of Stirling.**: Email: [health.sci.cpd@stir.ac.uk](mailto:health.sci.cpd@stir.ac.uk). Phone: 01786 466 336.

The full programme and application form will also be available from [www.ukctas.net](http://www.ukctas.net).

## HURRY! PLACES ARE LIMITED.

Places will be allocated on a first come, first served basis. Student numbers are capped at 40 to ensure an effective learning experience and teacher-student ratio. Early bird discounts apply until 17<sup>th</sup> June 2016. Applications will not be taken after 26<sup>th</sup> August 2016.

## BOOKING ACCOMMODATION/RESIDENTIAL OPTION

A block of rooms has been reserved at the Stirling Court hotel for those who wish to take the course on a residential basis. The cost of a double or twin bedded en suite room for single occupancy, including breakfast is £59.00 per night. If you choose to stay at Stirling Court, we will book a room for you and add this cost to your account. Early booking is essential.

## GETTING TO STIRLING

Stirling Court Hotel is located right at the very 'heart of Scotland'; equidistant from Glasgow and Edinburgh and within the gaze of the historic Wallace Monument. Set within the beautiful grounds of the University of Stirling campus, between Stirling and Bridge of Allan, just 5 minutes from Junction 11 of the M9. Further information can be found at [www.stirlingcourthotel.com](http://www.stirlingcourthotel.com)

# LEARNING OUTCOMES

After this course, you will be able to:

1. Demonstrate knowledge that integrates the history of, and current issues in, conceptualising alcohol problems and the development of alcohol policy in the UK and internationally;
2. Source, understand and critically evaluate a wide range of alcohol consumption, prevalence and other data;
3. Clearly describe and interpret patterns and trends in alcohol use and related harms to the drinker, others and society;
4. Make informed assessments of a wide range of alcohol policy interventions in relation to their contribution to reducing harm, and plan effective action in practice;
5. Critically engage in current alcohol policy debates locally and nationally drawing on the relevant evidence-base;
6. Critically evaluate the role of the alcohol industry in relation to alcohol problems and policy, and appropriate ethical responses to maximise public health;
7. Recognise and demonstrate application of the principles of public health media advocacy to alcohol policy to make an identifiable contribution to change;
8. Assess opportunities to advocate for effective alcohol policy using a range of social media channels.