

CONFERENCE



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SCOTTISH EXECUTIVE

Women & Alcohol in Scotland:

Changing Culture, Implementing Policy That Works



Margo MacDonald
KEYNOTE SPEAKER

A ONE DAY CONFERENCE

MONDAY 2ND APRIL, 2007
CARLTON HOTEL, EDINBURGH

Supported by:



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Training

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4.5 hours



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Women & Alcohol in Scotland:

Changing Culture, Implementing Policy That Works

Issues arising from problem drinking and long-term effects of regular alcohol consumption among women in Scotland are present in every level of society. Though causes and specific impact are sometimes unique to particular groups of women, the role of gender is not. Many of the root causes have been discussed, understood and absorbed into the general body of knowledge among policy makers and practitioners. The current focus in Scotland is on gender-based alcohol consumption – specifically, women and alcohol.

What is next on the agenda? What has worked and what has not? How can information and best practice be best measured and shared? What are some of the unique and innovative ways in which women's alcohol-related issues are being addressed at the local level in Scotland and how effective is gender-based treatment here? What is the impact of social marketing on women and problem drinking? How do licensing laws affect things like where, how often and how much women drink? Looking beyond graphs and official figures, what is the impact on society of the growing problem of women and alcohol consumption?

This one-day conference is a unique opportunity for practitioners, policy makers, academics and other key stakeholders to share challenges and best practice, as well as mutual goals to tackle issues related to Scotland, women and alcohol.

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AGENDA

- 09:00-10:00** **Registration**
- 10:00-10:10** **Chair's Opening Remarks**
Evelyn Gillan, Chief Executive, Scottish Health Action on Alcohol Problems
- 10:10-10:30** **Margo MacDonald**
Scotland, Women & Alcohol: Looking to the Future
- 10:30-10:50** **Jack Law, Chief Executive, Alcohol Focus Scotland**
GINA: A Gender-Based Focus on Alcohol Consumption
- 10:50-11:05** **Question & Answer Session**
- 11:05-11:25** **Refreshments**
- 11:25-11:45** **Speaker, Title, NHS Tayside (invited)**
Regulation: How Licensing Affects Where, What and How Often Women Drink
- 11:45-12:05** **Superintendent Graham Cairns, Head of Social Inclusion, Strathclyde Police**
Law Enforcement: Positive Incentives & Strategies to Encourage Responsible Drinking Among Women
- 12:05-12:25** **Ross Gordon, Research Officer, Institute for Social Marketing, University of Stirling & the Open University**
Social Marketing, Effective Interventions: Young Women & Alcohol Consumption
- 12:25-12:40** **Question and Answer Session**
- 12:40-13:40** **Lunch**
- 13:40-14:00** **Christine Laverly, Interim Head of Addiction, Glasgow Addiction Services**
Treatment: Health Workers & Female Alcohol Abuse
- 14:00-14:20** **Hebron Trust**
Effective Post-Treatment Support for Women
- 14:20-14:35** **Question & Answer Session**
- 14:35-15:20** **Chaired Discussion Groups**
- 15:20-15:40** **Refreshment Break**
- 15:40-16:00** **Sharing Issues Raised in Discussion Groups**
- 16:00-16:20** **Professor Moira Plant, Director, Alcohol and Health Research Trust, University of the West of England**
Review of the Evidence and Perspectives on Women's Drinking
- 16:20-16:30** **Question & Answer Session**
- 16:30-16:40** **Chair's Closing Remarks**

Who should Attend

Academics
BMA and GMC Representatives
Care Commission
Charities and Voluntary Organisations
Community Health Partnerships
Community Nurses and Pharmacies
COSLA
Faith Communities
GPs and Practice Managers
Healthcare Partnerships
Legal Professionals
Local Authority Councillors and Senior Officials, particularly Education, Social Work and HR
Local Enterprise Companies
MSPs, MPs, MEPs and their Researchers

NHS Scotland
Patient and Consumer Groups
Police Officers
Private Sector Interests, particularly HR
Professional Bodies
Scottish Ambulance Service
Scottish Executive Officials and Researchers
Scottish Parliament Officials and Researchers
Scottish Health Council
Senior Hospital Clinicians, Nurses and Managers
Think Tanks
Trade Unions
Treatment Centres
Women's Groups

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Women & Alcohol in Scotland: Changing Culture, Implementing Policy That Works

TUESDAY 20th FEBRUARY, 2007
CARLTON HOTEL, EDINBURGH

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Topics to be Covered

What is the impact on Scottish society of increased alcohol consumption by women?

How effective is women-only treatment?

How effective is social marketing to young women in preventing future problem drinking?

What is the overarching role that gender plays in women's drinking in Scotland, beyond class, age or profession?

How can law enforcement be part of positive incentives to curb problem drinking among women?

What are some of the innovative trends regarding women & alcohol education, treatment and recovery in Scotland and elsewhere?

How can licensing affect where, how much and how often women drink?

What is the agenda for Scotland on addressing alcohol consumption and problem drinking by women in Scotland?

