

Research funding from:


National Institute for
Health Research

#MUPlocal

Minimum Unit Pricing (MUP)

Evidence Assets developed by:-



The
University
Of
Sheffield.

Master Slide Deck for all MUPLocal presentations

Middlesbrough

1. Short UTLA/Region specific slides



#MUPlocal

Minimum Unit Pricing (MUP)

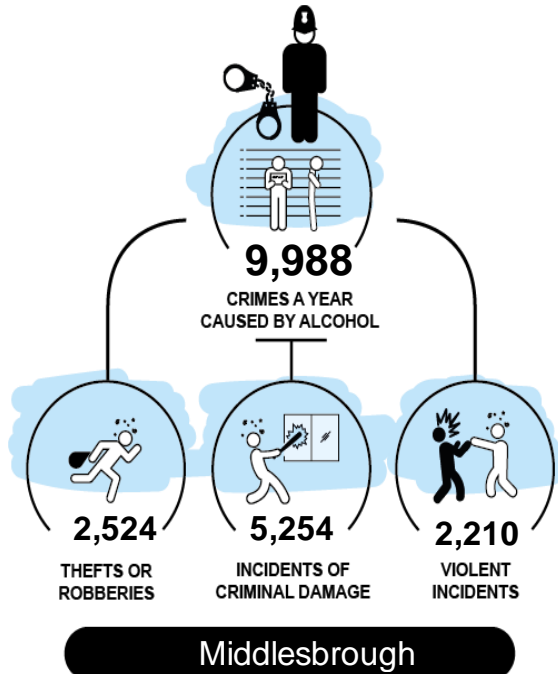
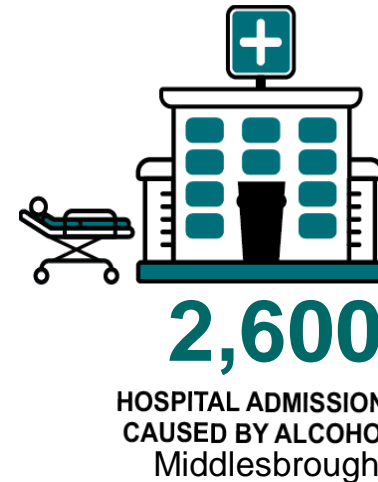
Exploring the impact of the local implementation of a
minimum price for a unit of alcohol

- the evidence for

Middlesbrough

Setting the Scene

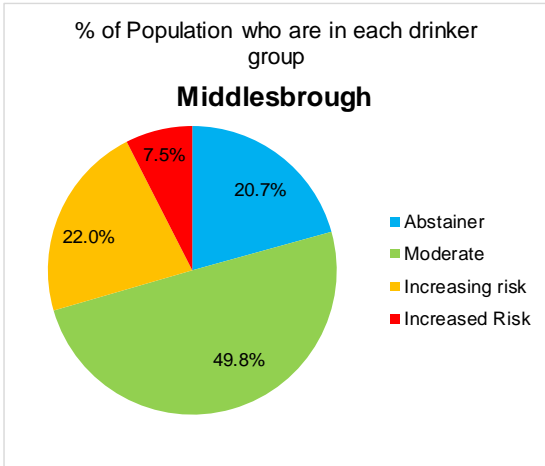
The scale of the local problem



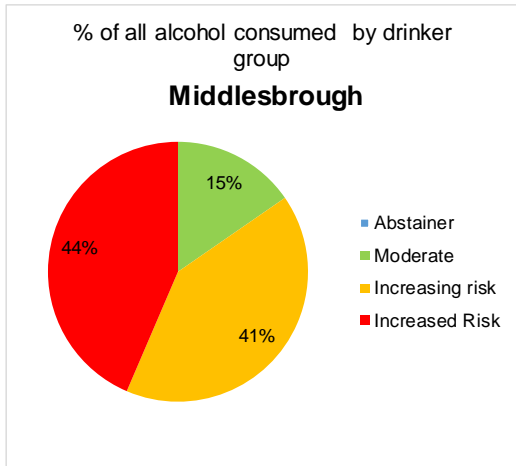
Middlesbrough

In Middlesbrough

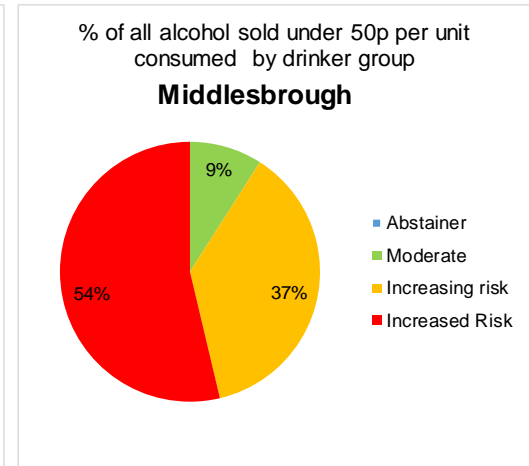
7.5% of people drink at high risk levels



They drink **44%** of all alcohol

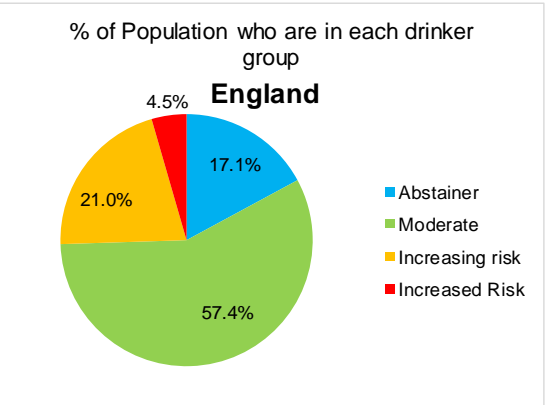


They drink **54%** of the cheap alcohol sold below 50p per unit



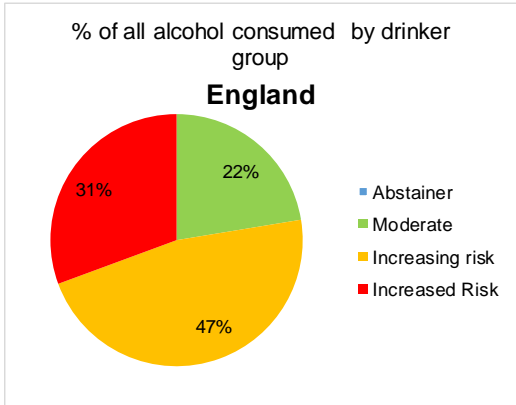
% of Population who are in each drinker group

England



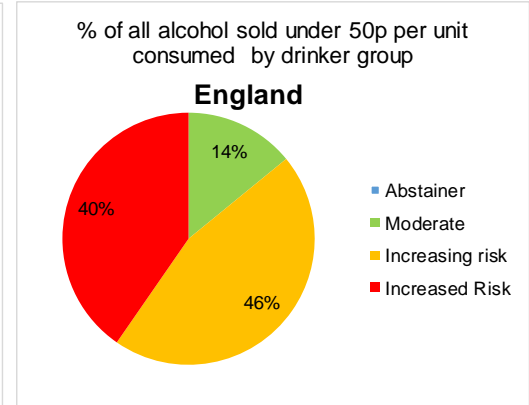
% of all alcohol consumed by drinker group

England

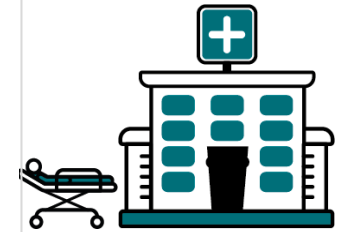
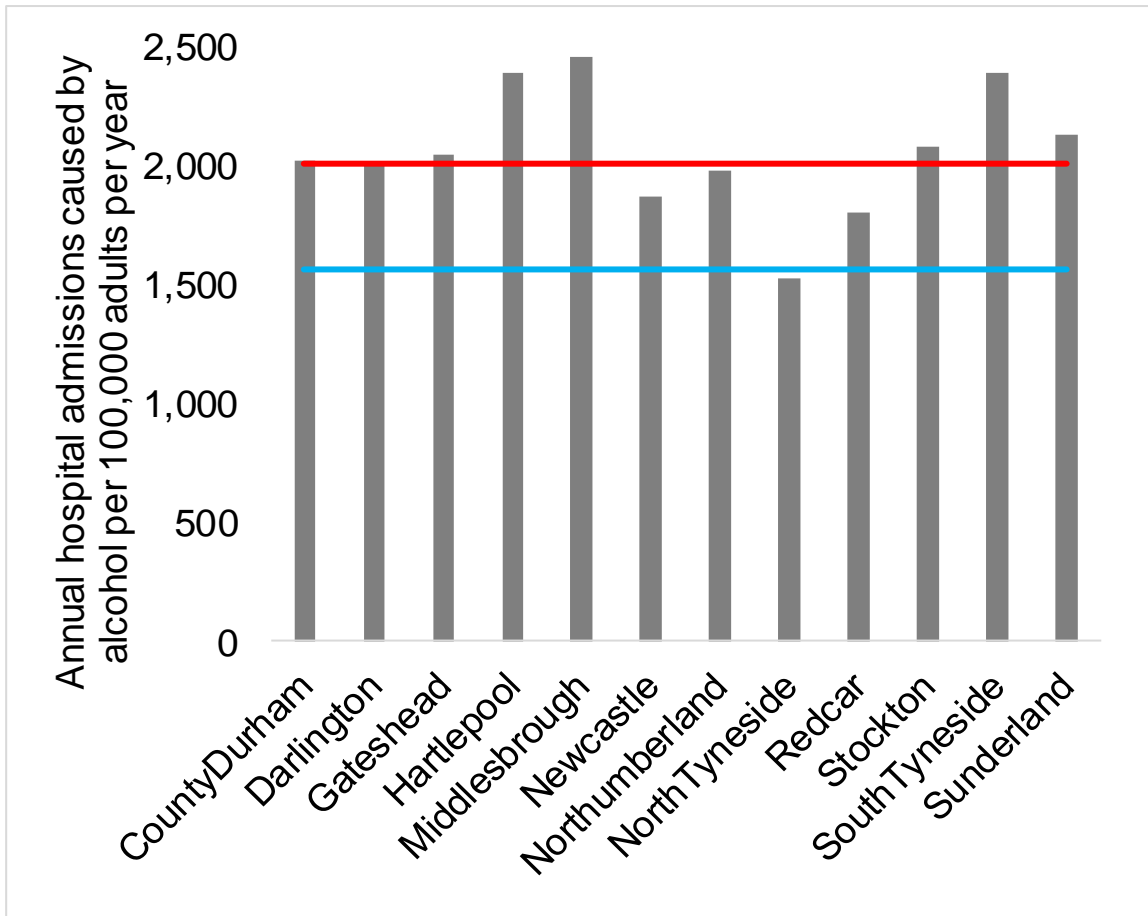


% of all alcohol sold under 50p per unit consumed by drinker group

England

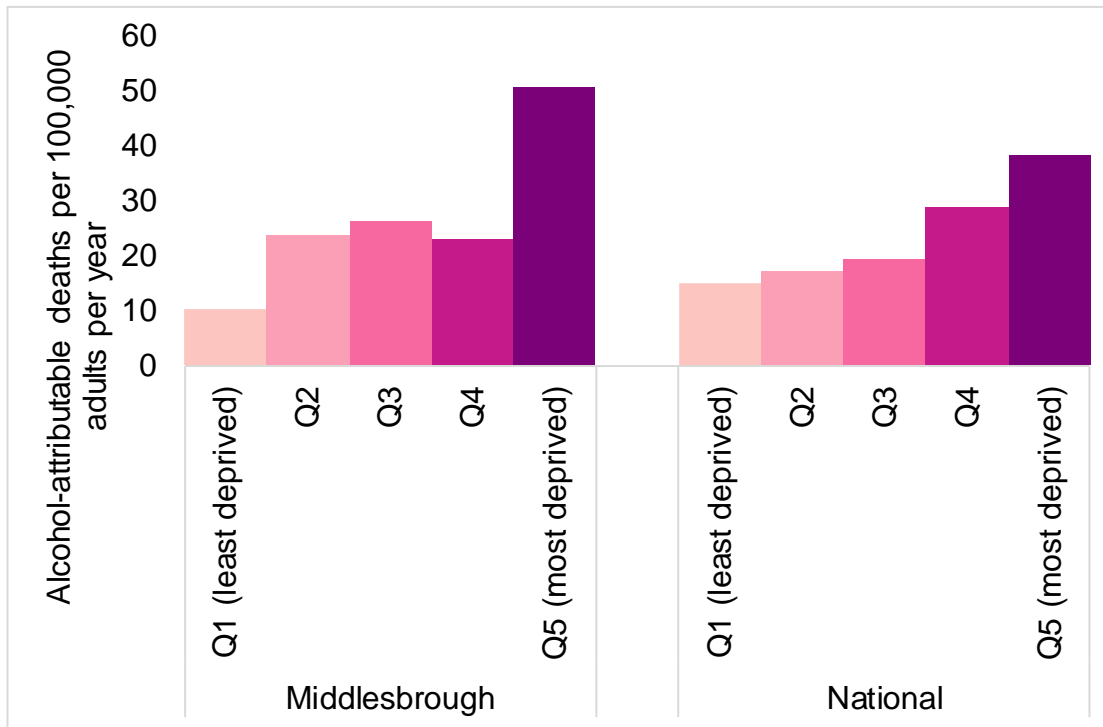


Alcohol attributable hospital admissions per 100,000 adult per year



The **North East** experiences more alcohol related hospitalisations per population than **nationally**

Alcohol-attributable Deaths per 100,000 Adult Population by Index of Multiple Deprivation Quintile



More deprived areas experience higher rates of alcohol attributable deaths – and the gap between rich and poor can be bigger in many LAs than it is nationally

Impact of MUP

Impact of a 50p MUP locally?

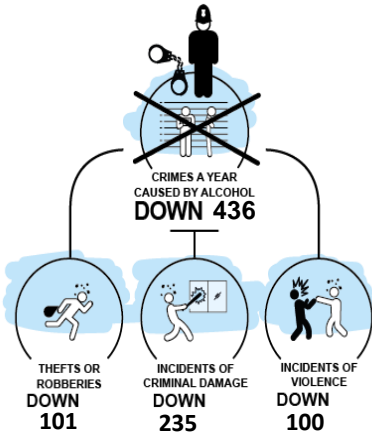
MUP IMPACT



133
DEATHS PREVENTED
IN THE NEXT 20 YEARS
WITH A 50P MUP

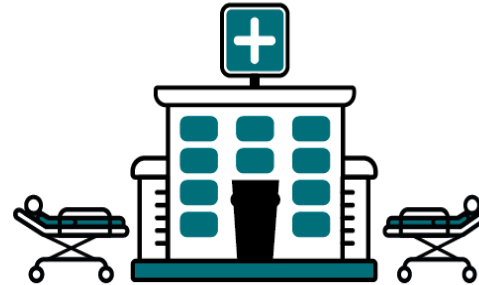
Middlesbrough

MUP IMPACT



Middlesbrough

MUP IMPACT



HOSPITAL ADMISSIONS PER YEAR

DOWN 256

Middlesbrough

MUP IMPACT



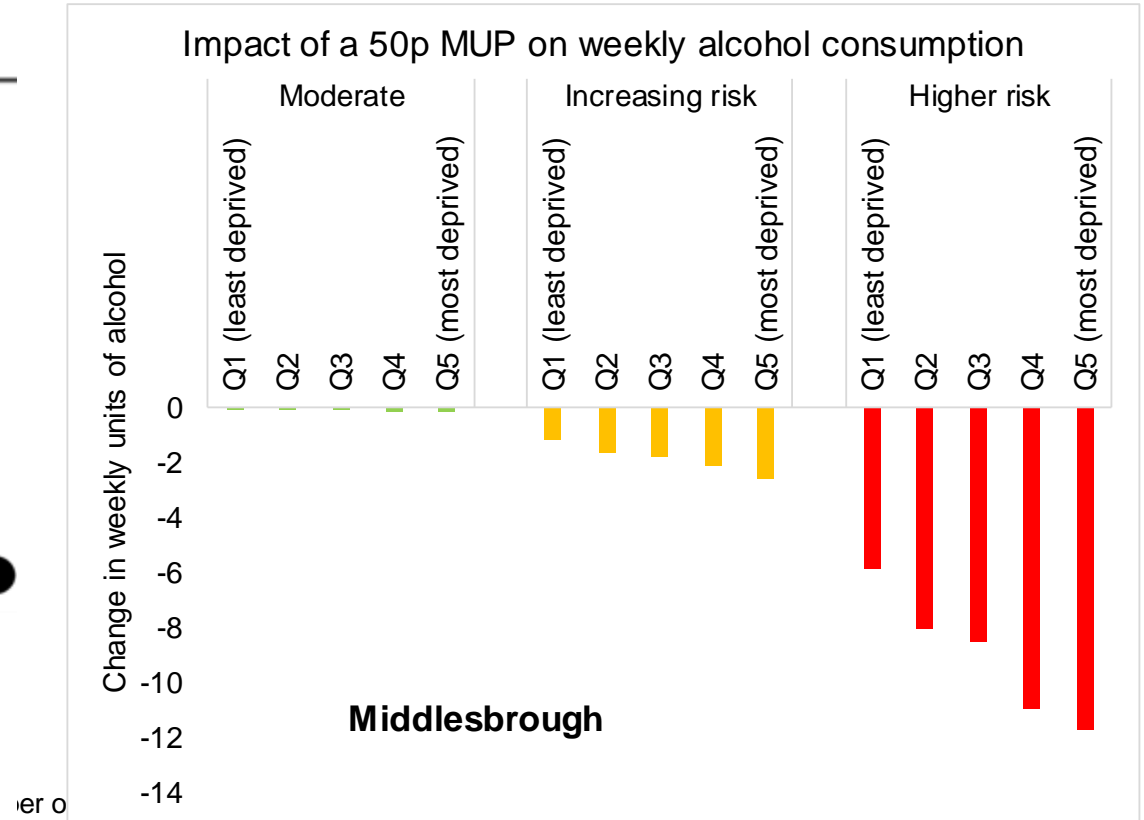
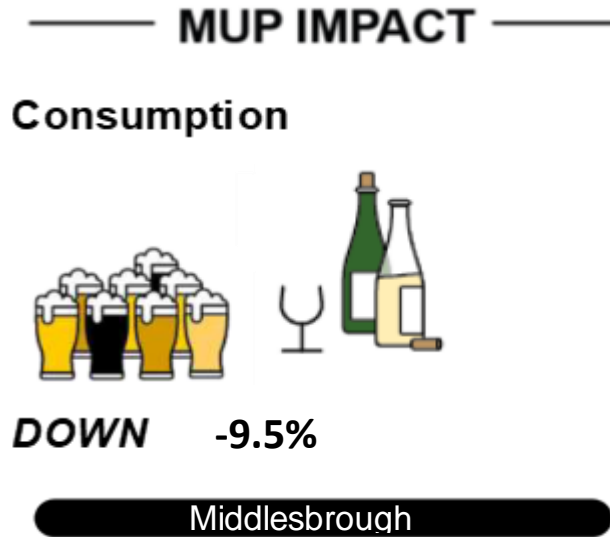
SAVE THE NHS

£620,000

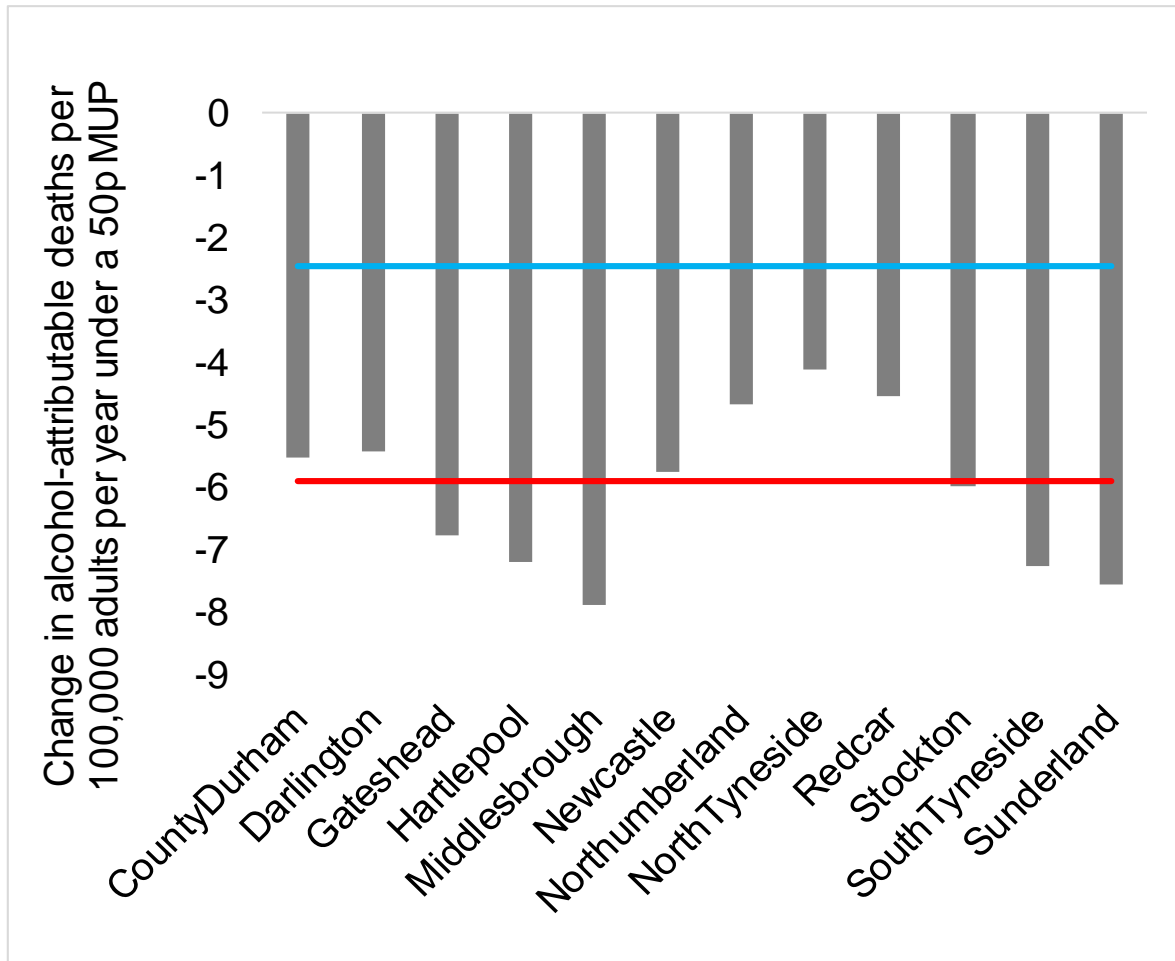
A YEAR

Middlesbrough

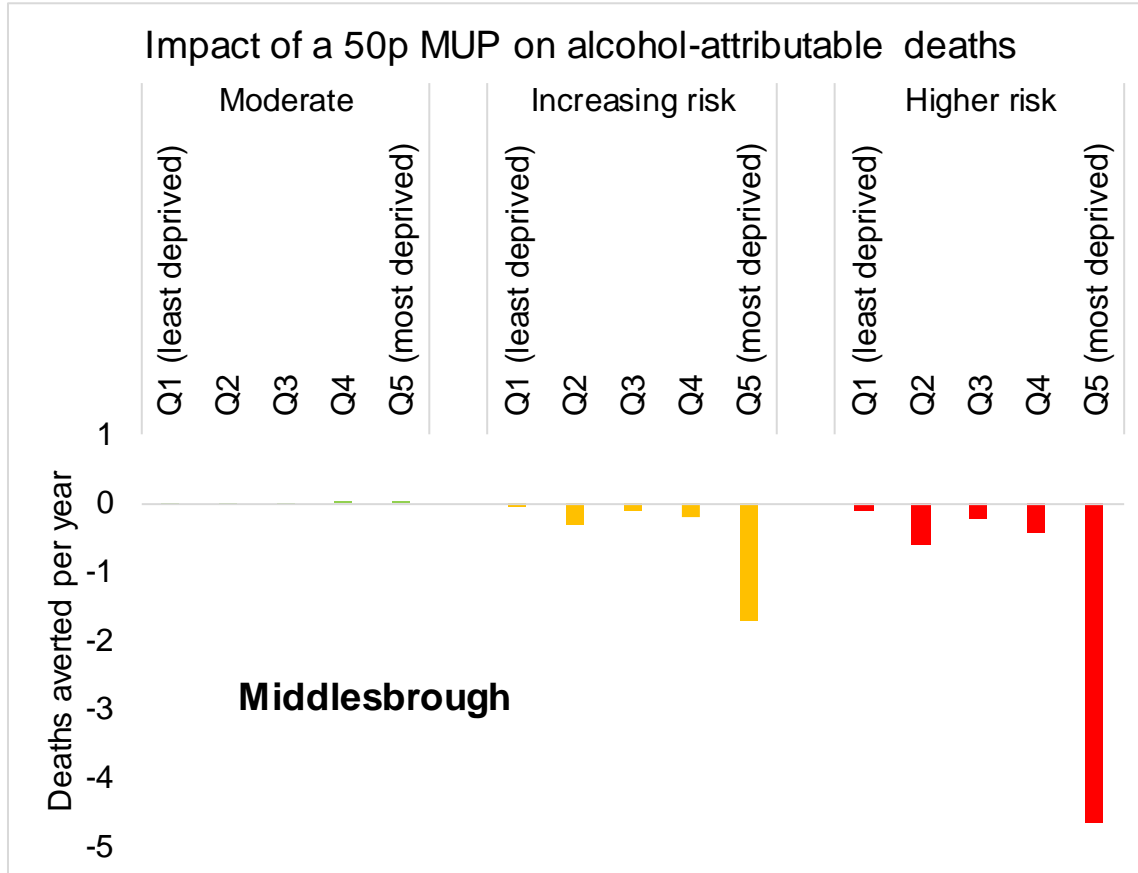
Impact of 50p MUP on Average Weekly Alcohol Consumption



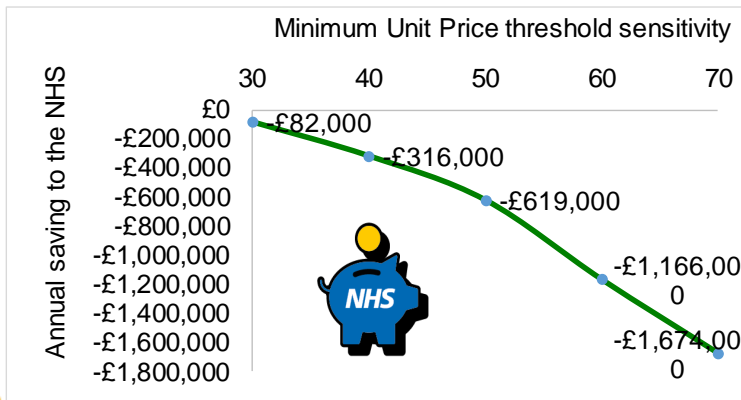
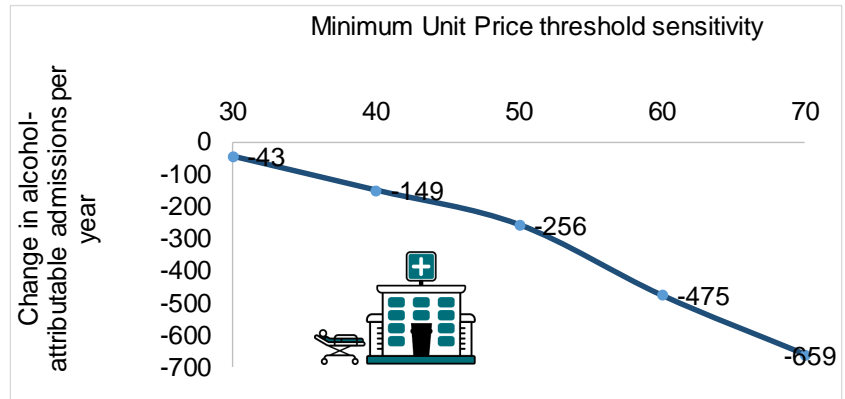
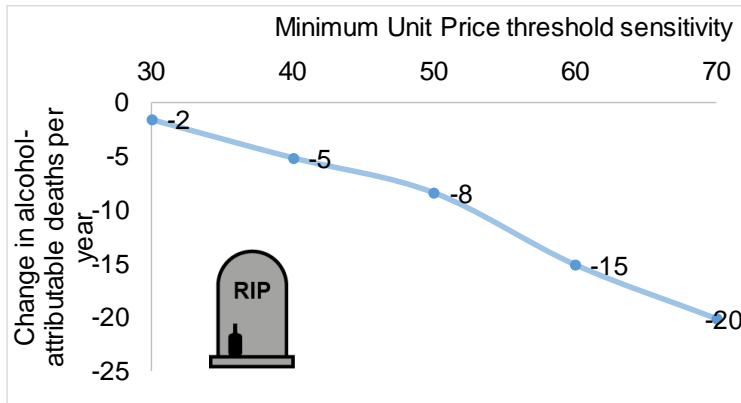
Impact of 50p MUP on alcohol related deaths is bigger in **North East** than **Nationally**



Impact on alcohol related deaths is bigger in higher risk drinkers and in deprived areas

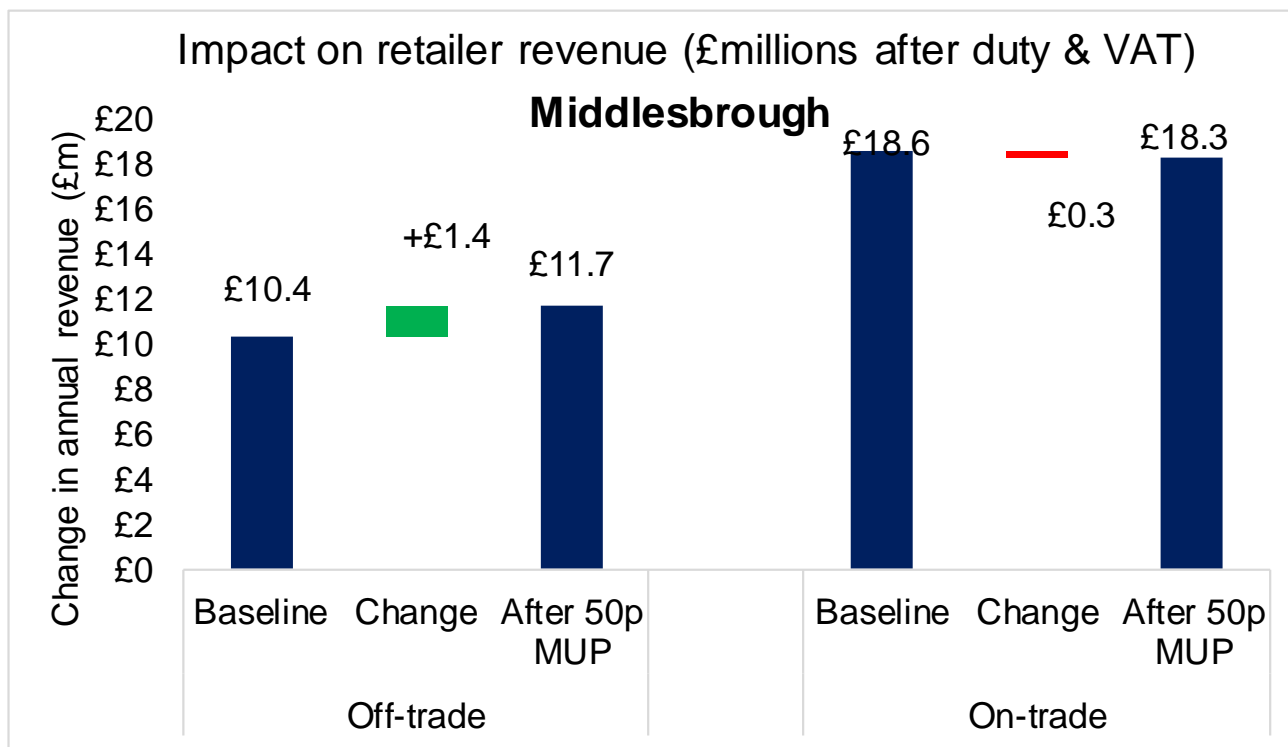


A 50p MUP is around 10 times more effective than a 30p threshold & 2 times more effective than a 40p threshold



Middlesbrough

Impact on Alcohol Sales for Business



Off trade retailers
would see substantial
increased revenue

On trade retailers
would see very little
change in revenue