

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

## Rotherham

# 1. Short UTLA/Region specific slides



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# **Minimum Unit Pricing (MUP)**

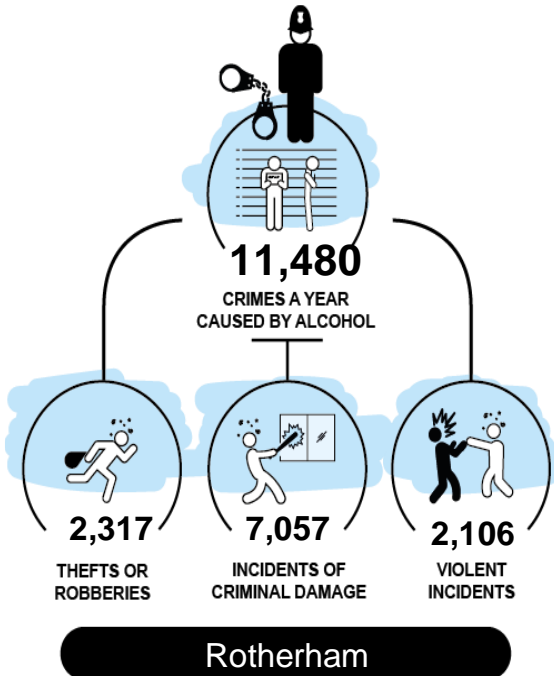
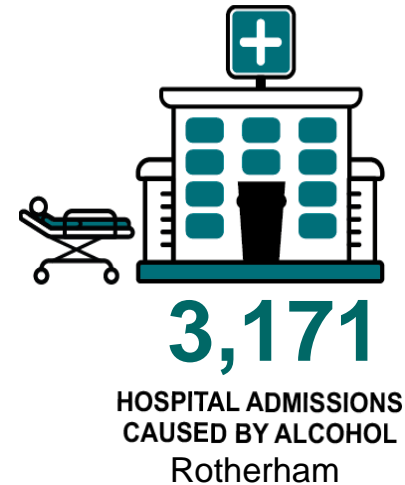
Exploring the impact of the local implementation of a  
minimum price for a unit of alcohol

- the evidence for

**Rotherham**

# Setting the Scene

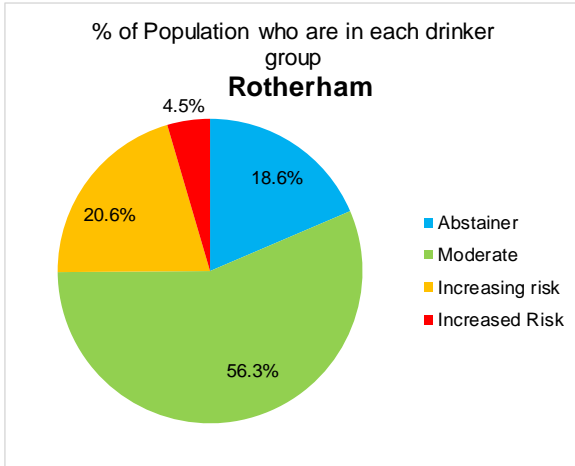
# The scale of the local problem



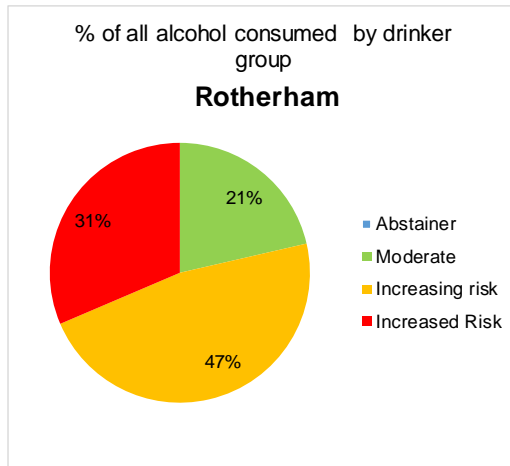
**Rotherham**

## In Rotherham

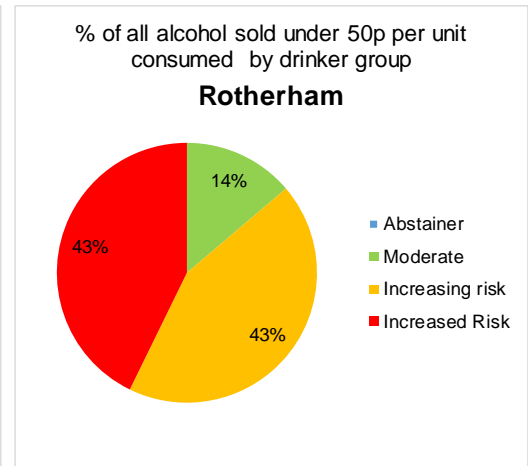
**4.5%** of people drink at high risk levels



They drink **31%** of all alcohol

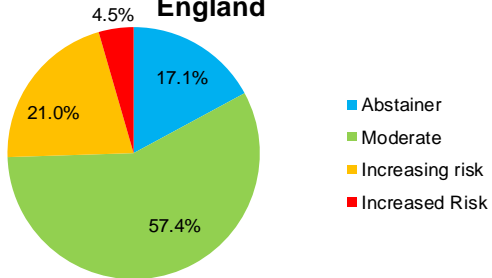


They drink **43%** of the cheap alcohol sold below 50p per unit



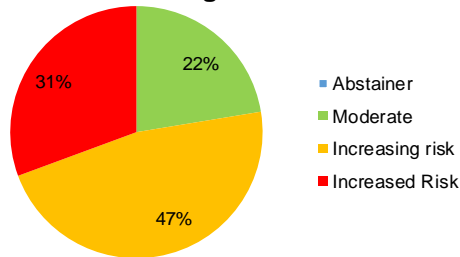
% of Population who are in each drinker group

## England



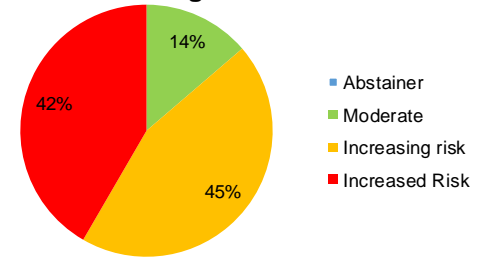
% of all alcohol consumed by drinker group

## England

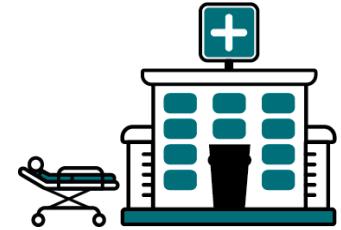
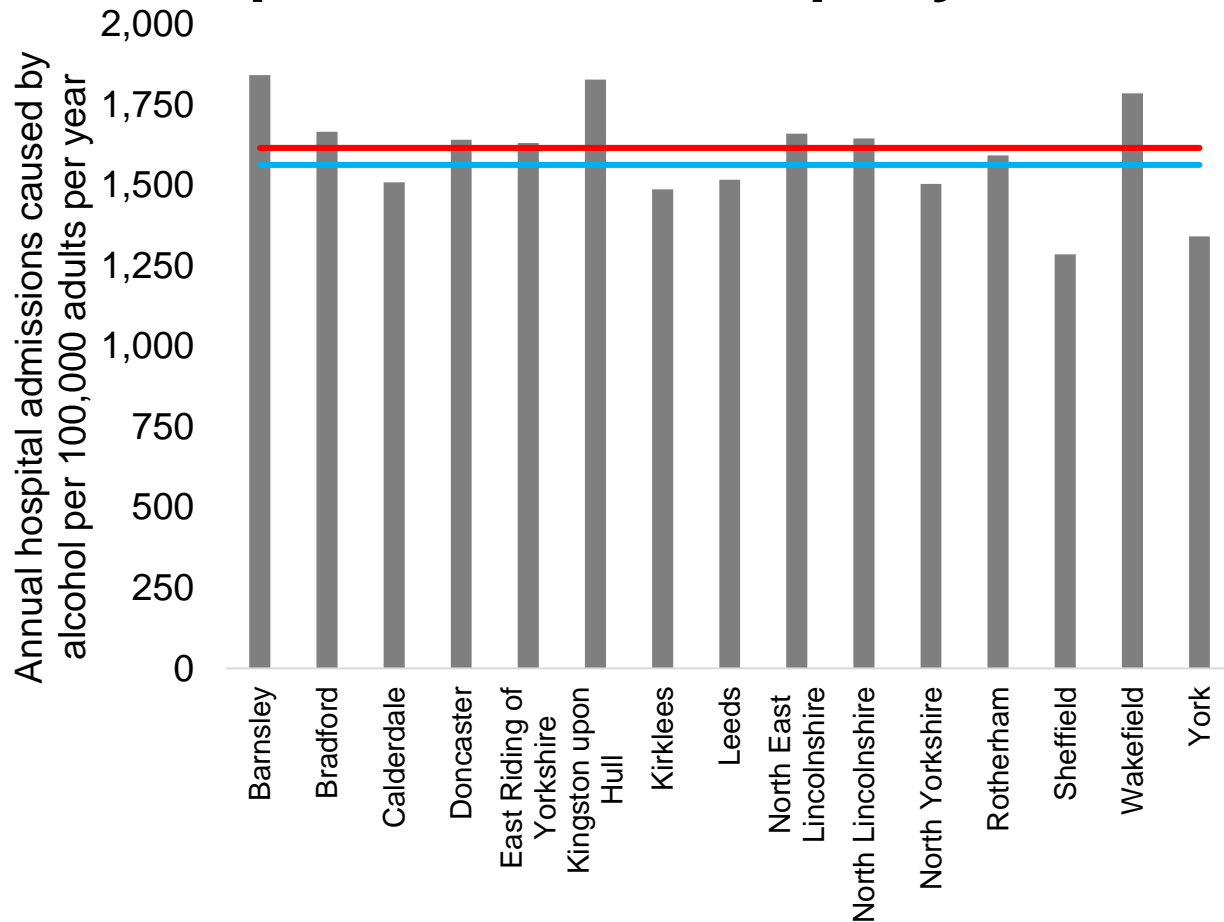


% of all alcohol sold under 50p per unit consumed by drinker group

## England



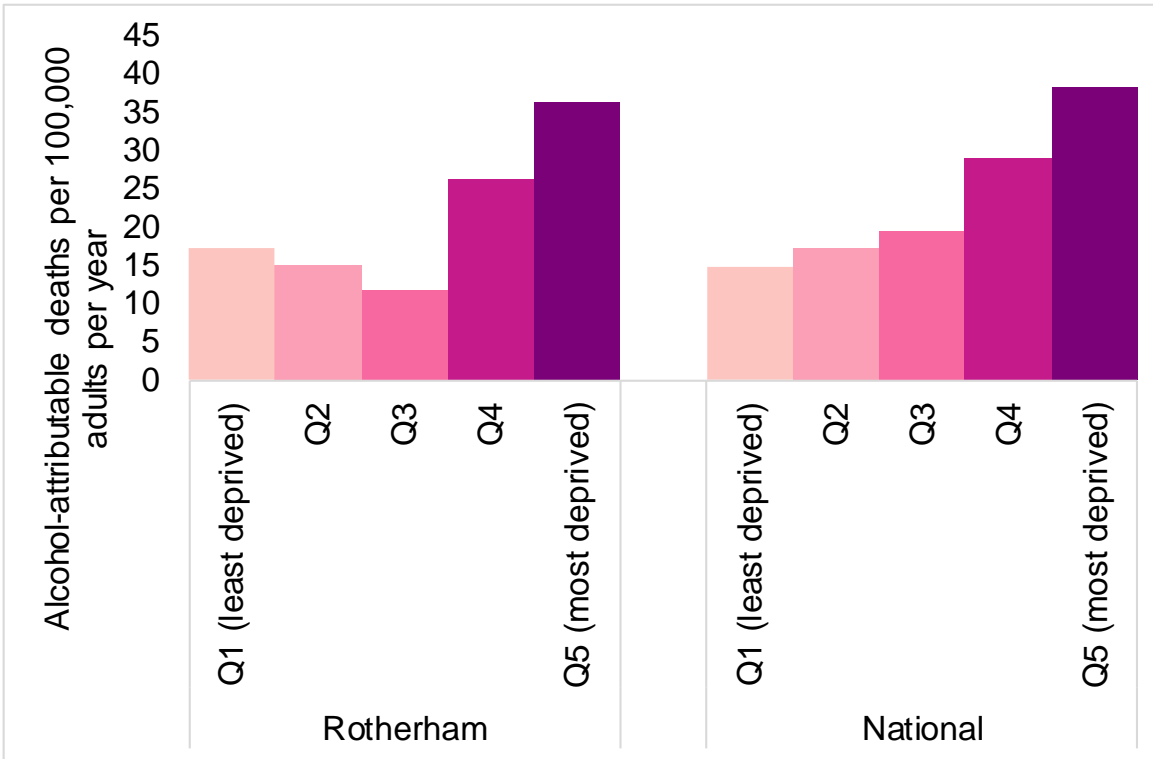
# Alcohol attributable hospital admissions per 100,000 adult per year



**Yorkshire and the Humber** 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?

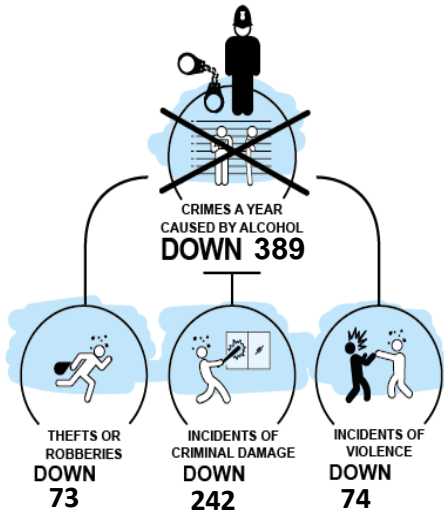
## MUP IMPACT



**118**  
**DEATHS PREVENTED**  
IN THE NEXT 20 YEARS  
WITH A 50P MUP

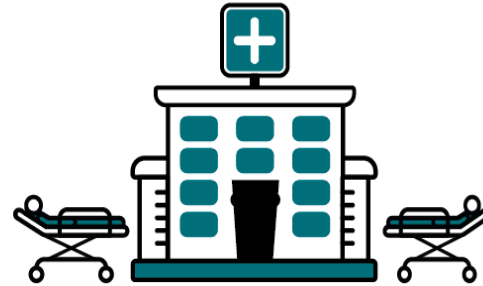
Rotherham

## MUP IMPACT



Rotherham

## MUP IMPACT



HOSPITAL ADMISSIONS PER YEAR

**DOWN 222**

Rotherham

## MUP IMPACT



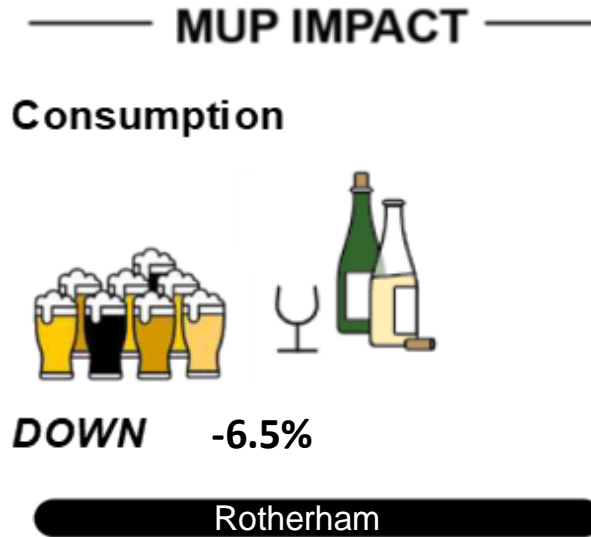
**SAVE THE NHS**

**£520,000**

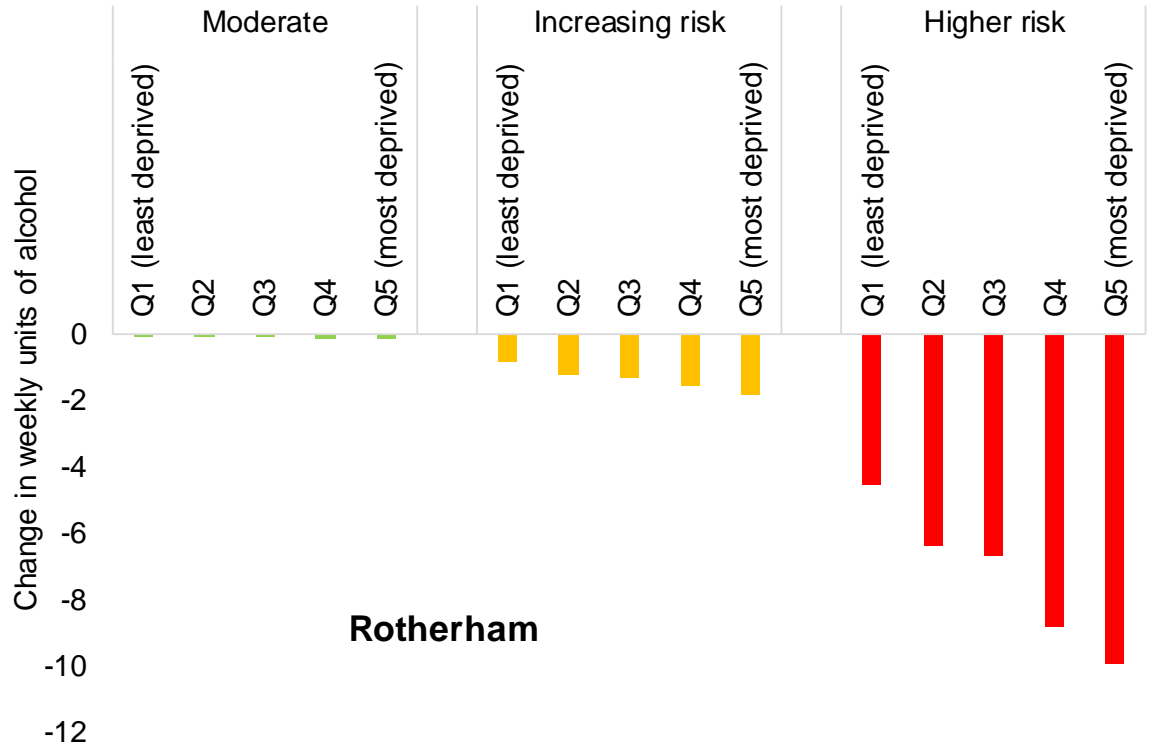
**A YEAR**

Rotherham

# Impact of 50p MUP on Average Weekly Alcohol Consumption



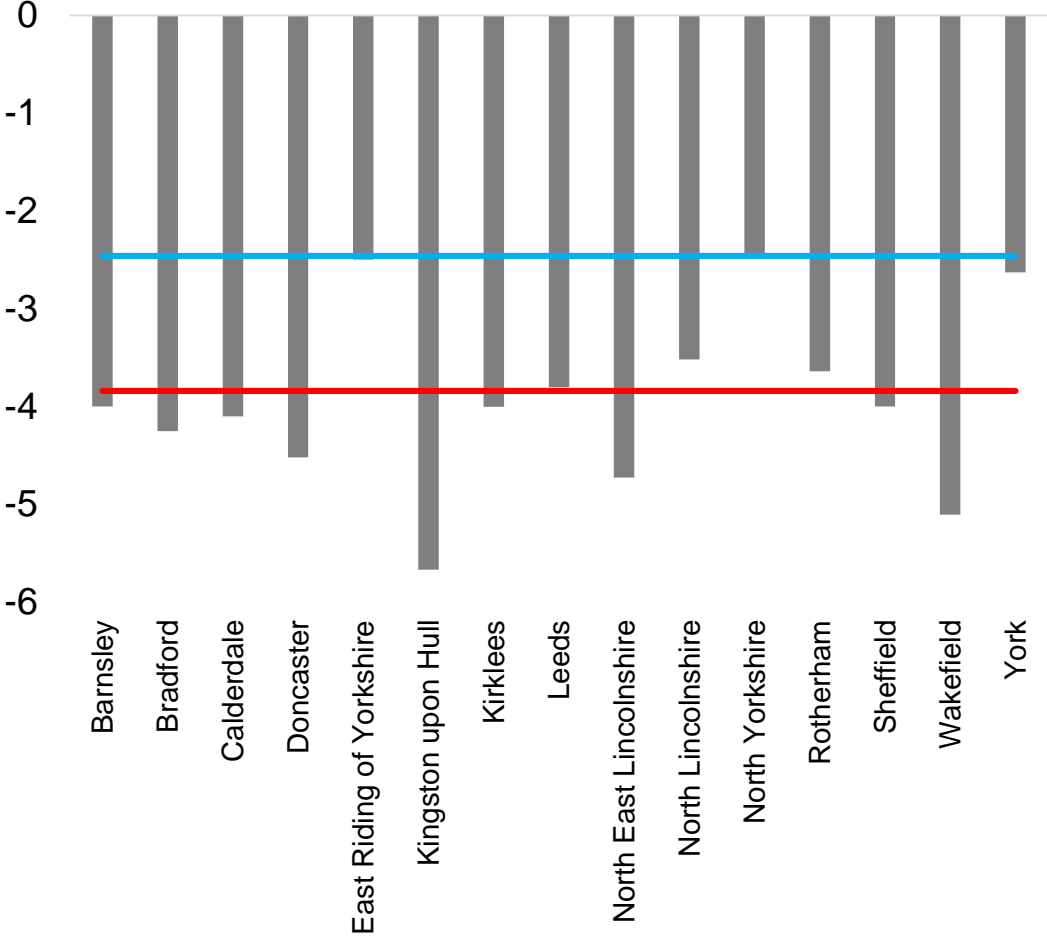
Impact of a 50p MUP on weekly alcohol consumption



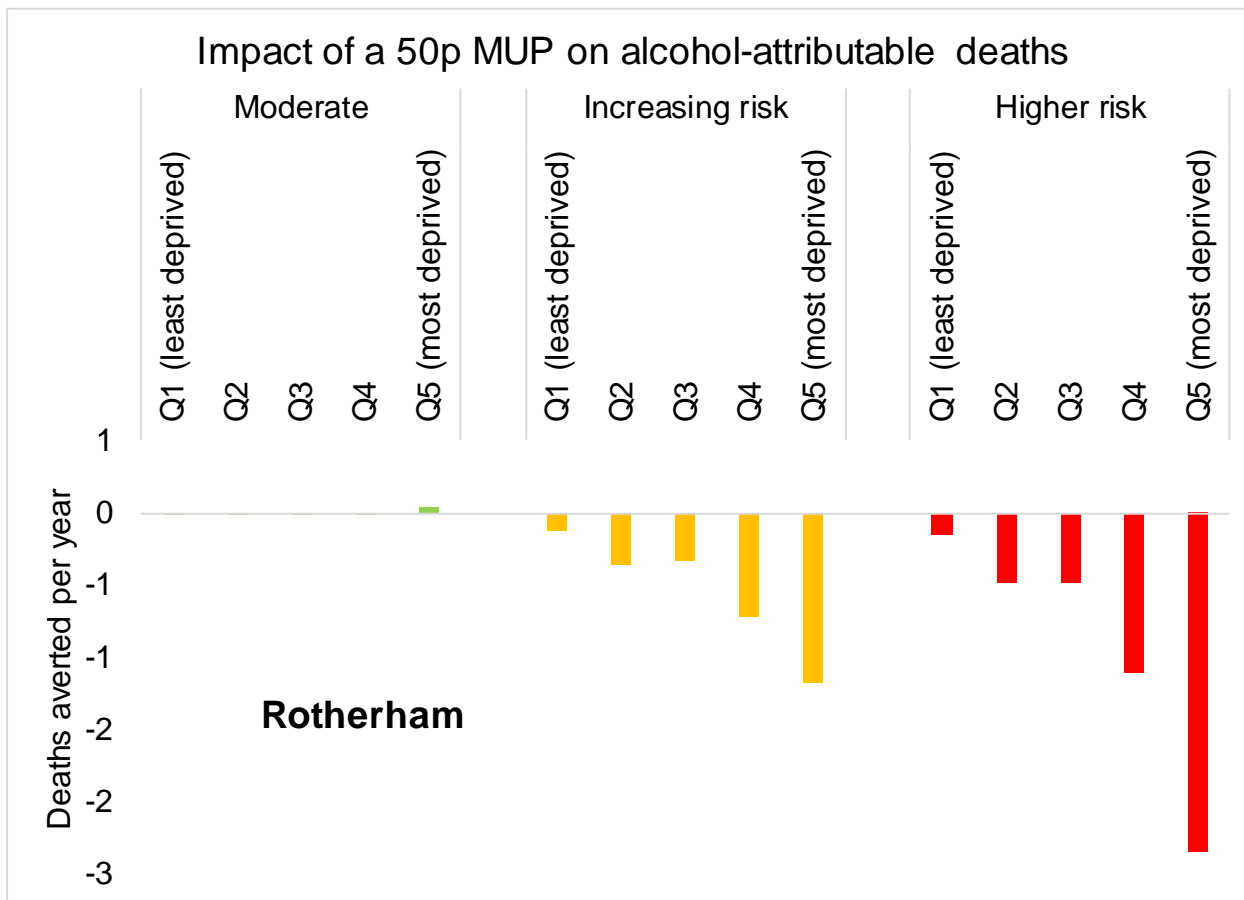
# Impact of 50p MUP on alcohol related deaths is bigger in **Yorkshire and the Humber** than

## Nationally

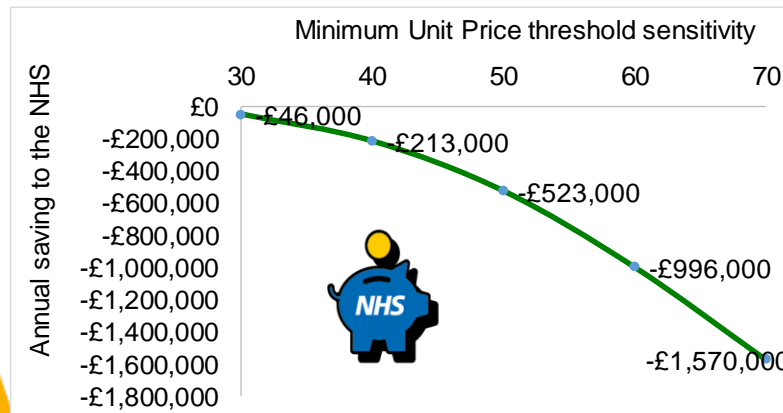
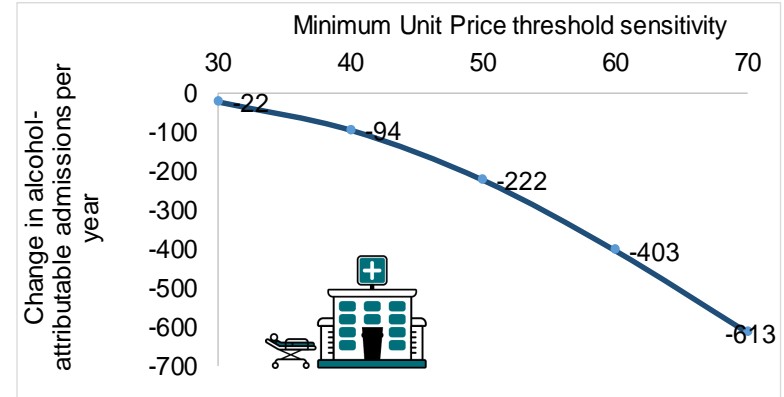
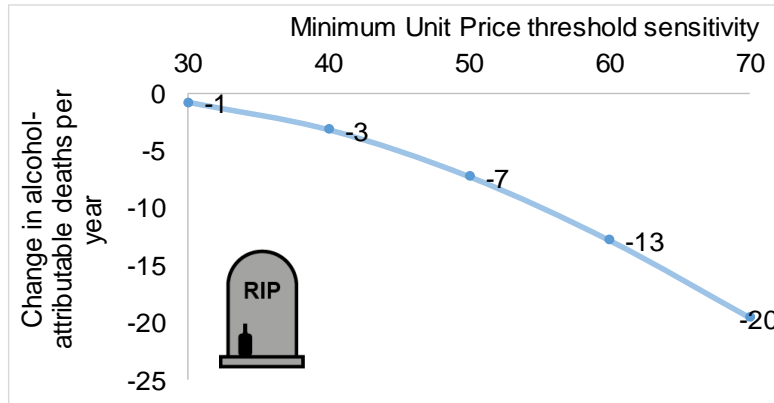
Change in alcohol-attributable deaths per 100,000 adults per year under a 50p MUP



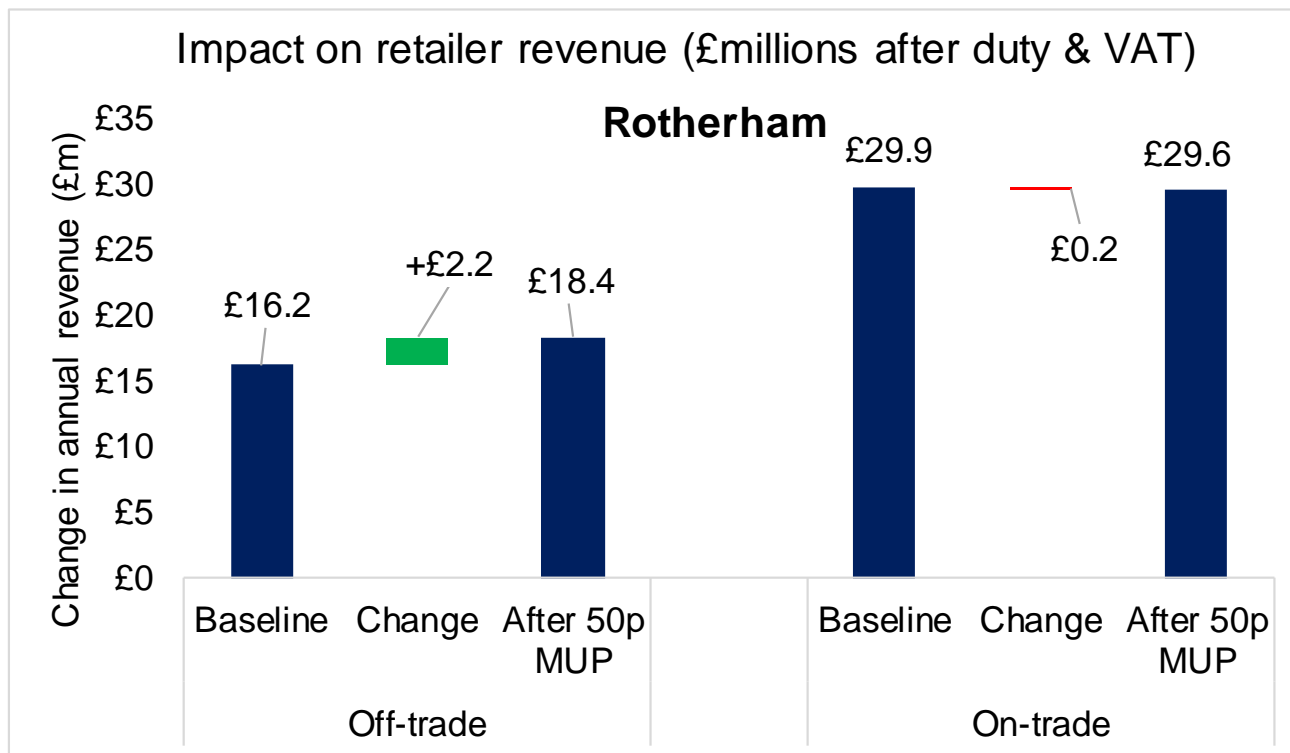
# Impact on alcohol related deaths is bigger in higher risk drinkers and in deprived areas



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



# Impact on Alcohol Sales for Business



Off trade retailers  
would see substantial  
increased revenue

On trade retailers  
would see very little  
change in revenue



# Impact on Alcohol Sales for Business

