

# Reducing Alcohol Harm

## Project details

**Full project title:** Innovative solutions to reducing alcohol harm in Gloucester

**Sponsor:** NHS Gloucestershire

**BSMC team:** [Katie Collins](#)

## Background

High-profile issues like drug abuse and smoking can often overshadow the issue of alcohol consumption, which is generally perceived as a harmless and enjoyable social activity; those with alcohol 'problems' are thought to be in a minority. However, just as much of the global burden of disease is attributable to alcohol (4%) as tobacco (4.1%). And, at 3.6% of the population in England, alcohol dependence far outweighs problem drug use (at 0.9%).

Alcohol dependence, hazardous and harmful drinking impacts upon communities, families and individuals. Consequences include avoidable deaths, accidents, violence, sexual and mental health problems, chronic liver disease and increased risk of other chronic diseases.

## The research

NHS Gloucestershire asked BSMC to target increasing and high-risk drinkers, male and female, age 35-55 in two wards in Gloucester (Podsmead, and Matson & Robinswood) to encourage these individuals to reduce their alcohol intake to 'safer' levels, with the end goal of reducing alcohol related admissions and alcohol related harm.

Rather than treating the target population as passive research subjects, BSMC was asked to co-create the solution with the most at-risk communities, tapping into support networks, routines and habits, giving them a stake in the intervention design and making sure their voice is heard.

## Project outputs

Download the final report [Co-creating with communities to understand and help solve the problems that lead to alcohol harm](#) here.