



The Peak District



Halifax Hall Venue & Grounds

1ST – 4TH SEPT 2015

ALCOHOL POLICY IN PRACTICE

Postgraduate CPD Course: what did 2014 participants say?

- ★ *“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.”*
- ★ *“Hugely informative course.”*
- ★ *“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.”*

TAUGHT BY:

Sir Ian Gilmore
Liverpool Health Partners
Alcohol & Health

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

Prof. Christine Griffin
University of Bath
Marketing & Social Media

With inputs from
University of Stirling
Balance North East

WHERE?

Halifax Hall
University of Sheffield

TIMES:

1pm Tuesday 1st to
1pm Friday 4th
September 2015



UKCTAS
UK Centre for Tobacco & Alcohol Studies

UNIVERSITY of
STIRLING



The
University
Of
Sheffield.

COURSE CONTENT

ALCOHOL POLICY OVERVIEW

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

ALCOHOL USE & EFFECTS

- Measuring & monitoring consumption and 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.ac.uk). 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 the University of Stirling online learning platform before and after the course to access reading materials, presentations etc.

ELIGIBILITY?

Ideally you will be working in public health, community safety or a related field or you may just have an interest in this area. Please contact Dr. Niamh Fitzgerald (niamh.fitzgerald@stir.ac.uk) if you are unsure about its suitability for your needs. If you wish to take the course on an accredited basis, you must have an undergraduate degree (in any discipline).

COST?

If you book before 15th June 2015, the cost is: £450, or £599 for students seeking accreditation. From 15th June, the cost is £550 unaccredited, or £699 if seeking accreditation. The cost covers lunch and refreshments throughout the course, a networking dinner on Tuesday evening, and a packed lunch on departure. Accommodation is not included but can be booked on your behalf (see below).

MORE INFO? / HOW TO APPLY?

To make an enquiry or request an application form please contact:

Carol Anne Greenan, Institute for Social Marketing, UK Centre for Tobacco and Alcohol Studies, University of Stirling. Email: carol.anne.greenan@stir.ac.uk, Phone: 01786 467347.

The full programme and application form will also be available from

<http://www.ukctas.ac.uk/ukctas/what-we-do/education-and-training/cpd-alcohol.aspx>

HURRY! LAST YEAR'S COURSE SOLD OUT!

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 15th June 2015. Applications will not be taken after 24th August 2015.

BOOKING ACCOMMODATION/RESIDENTIAL OPTION

A block of rooms has been reserved at the Halifax Hall venue 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 £75 per night. If you choose to stay at Halifax Hall, we will book a room for you and add this cost to your invoice. Early booking is essential to secure a room.

GETTING TO SHEFFIELD?

Sheffield's central location is within easy reach of many parts of the UK, and is well served by national road and rail networks. Further information about the venue can be obtained from

<http://www.halifaxhall.co.uk/>

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.