

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

Cumbria

1. Short UTLA/Region specific slides



#MUPlocal

Minimum Unit Pricing (MUP)

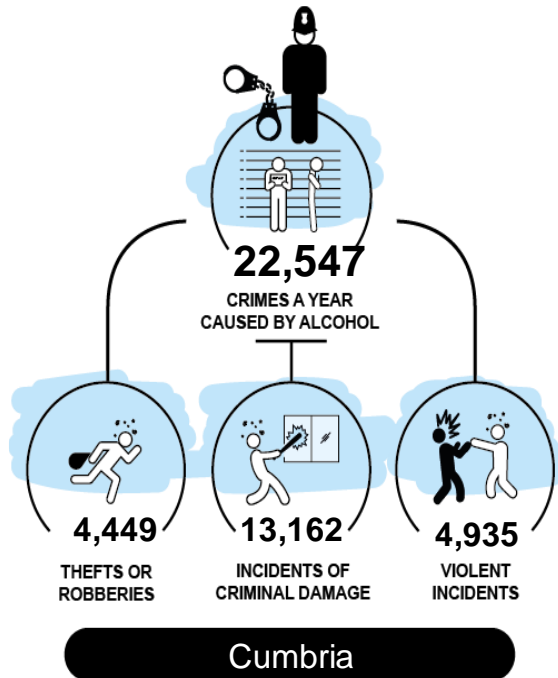
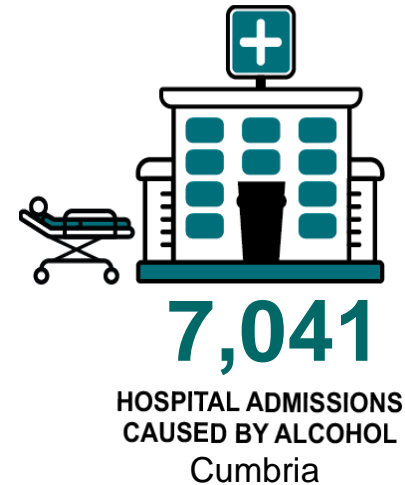
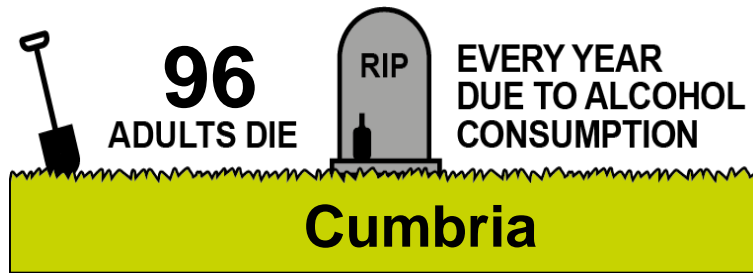
Exploring the impact of the local implementation of a
minimum price for a unit of alcohol

- the evidence for

Cumbria

Setting the Scene

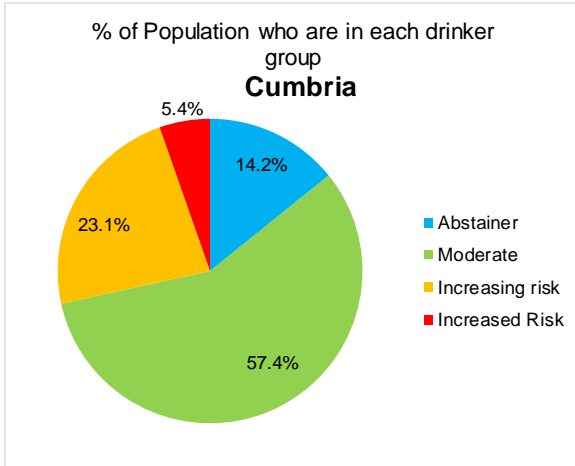
The scale of the local problem



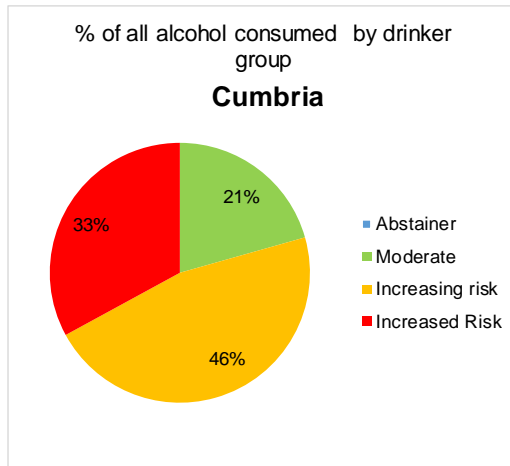
Cumbria

In Cumbria

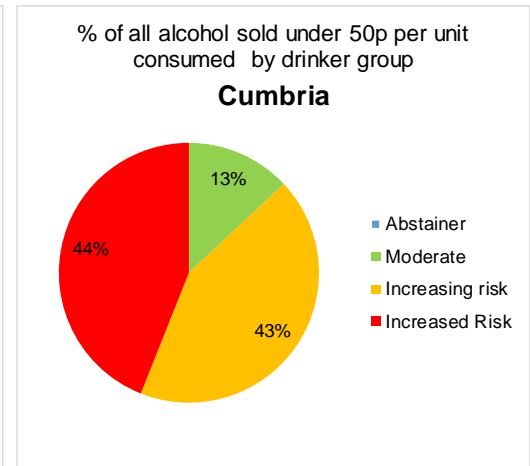
5.4% of people drink at high risk levels



They drink **33%** of all alcohol

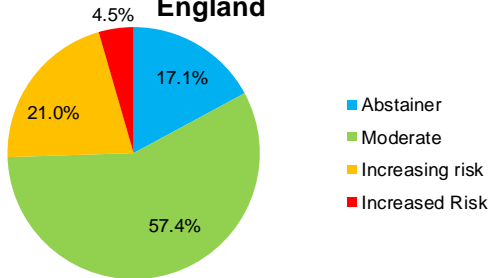


They drink **44%** of the cheap alcohol sold below 50p per unit



% of Population who are in each drinker group

England



% of all alcohol consumed by drinker group

England

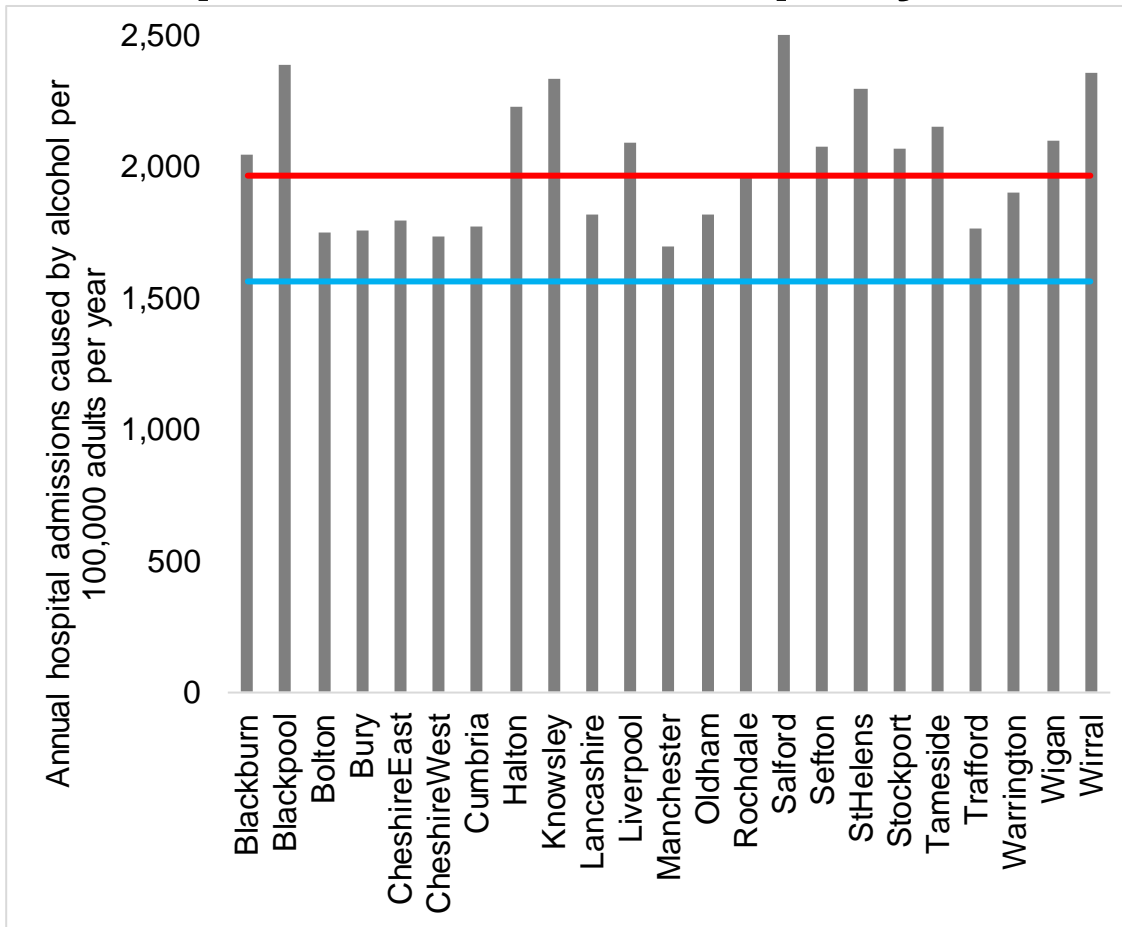


% of all alcohol sold under 50p per unit consumed by drinker group

England

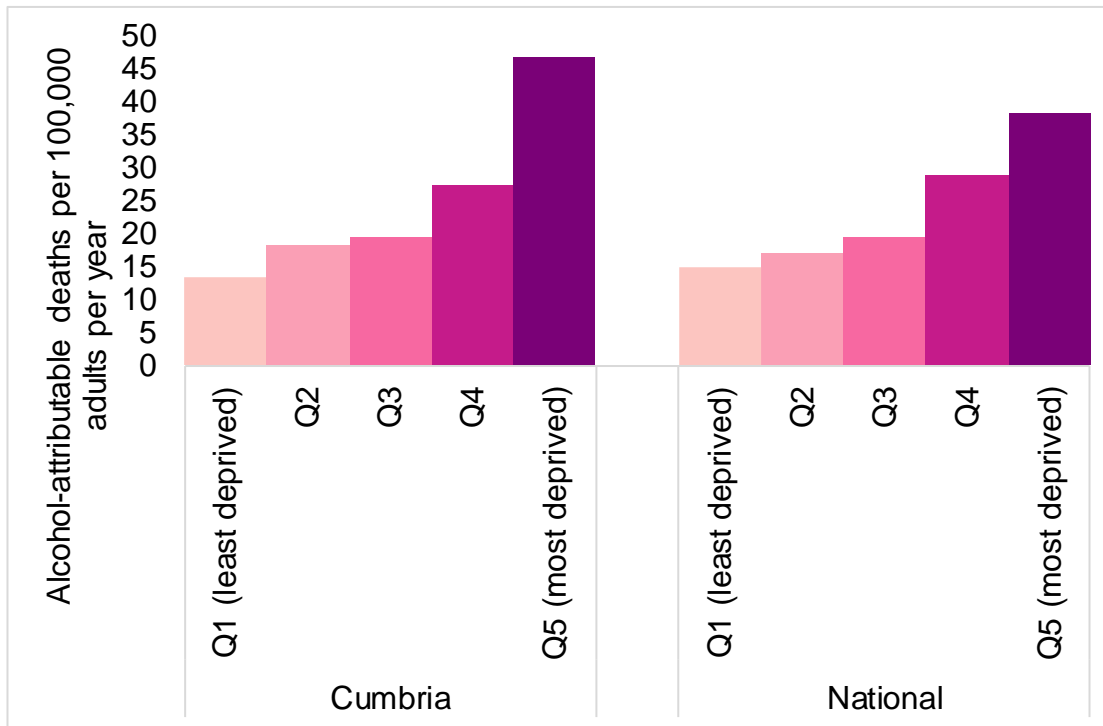


Alcohol attributable hospital admissions per 100,000 adult per year



The **North West** 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?

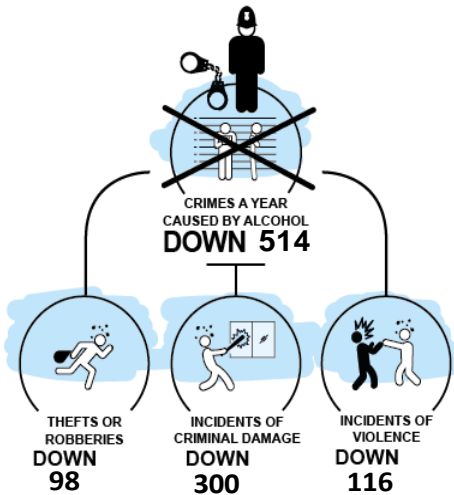
MUP IMPACT



189
DEATHS PREVENTED
IN THE NEXT 20 YEARS
WITH A 50P MUP

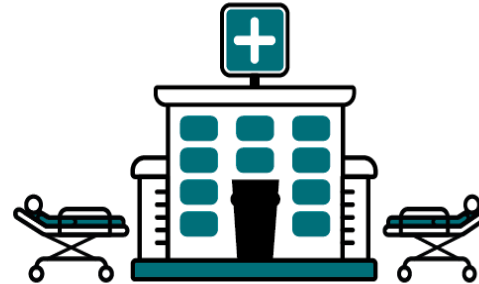
Cumbria

MUP IMPACT



Cumbria

MUP IMPACT



HOSPITAL ADMISSIONS PER YEAR

DOWN 302

Cumbria

MUP IMPACT



SAVE THE NHS

£720,000

A YEAR

Cumbria

Impact of 50p MUP on Average Weekly Alcohol Consumption

MUP IMPACT

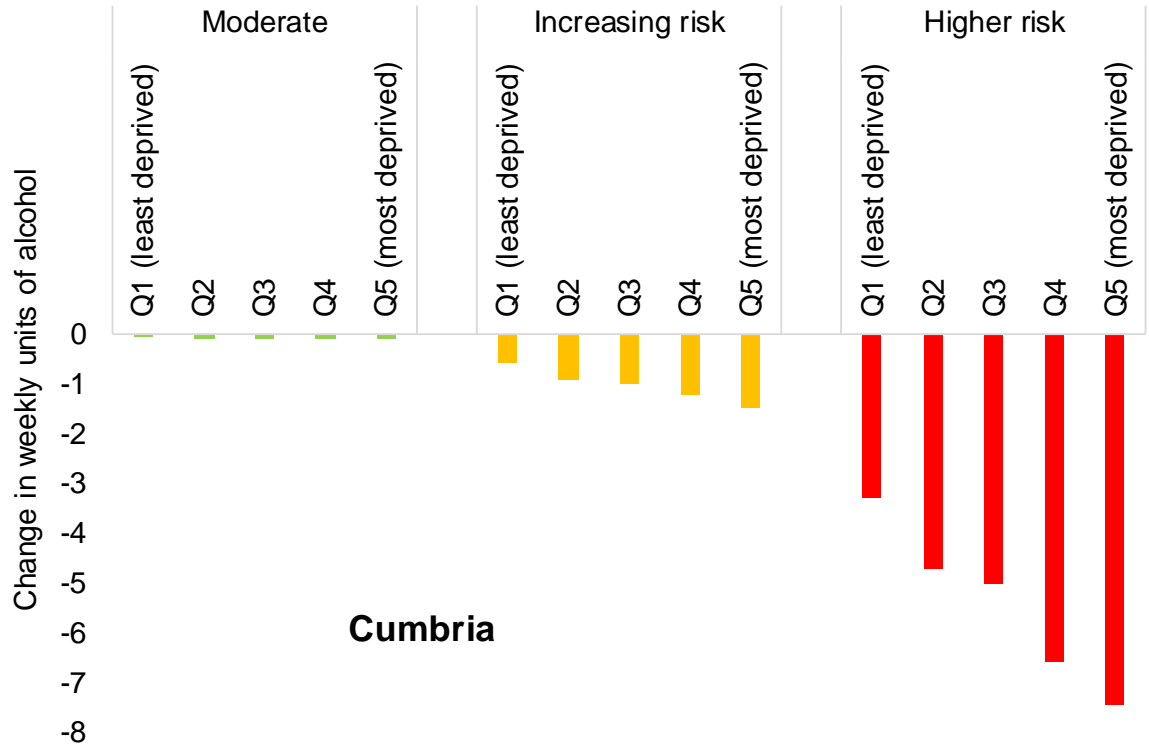
Consumption



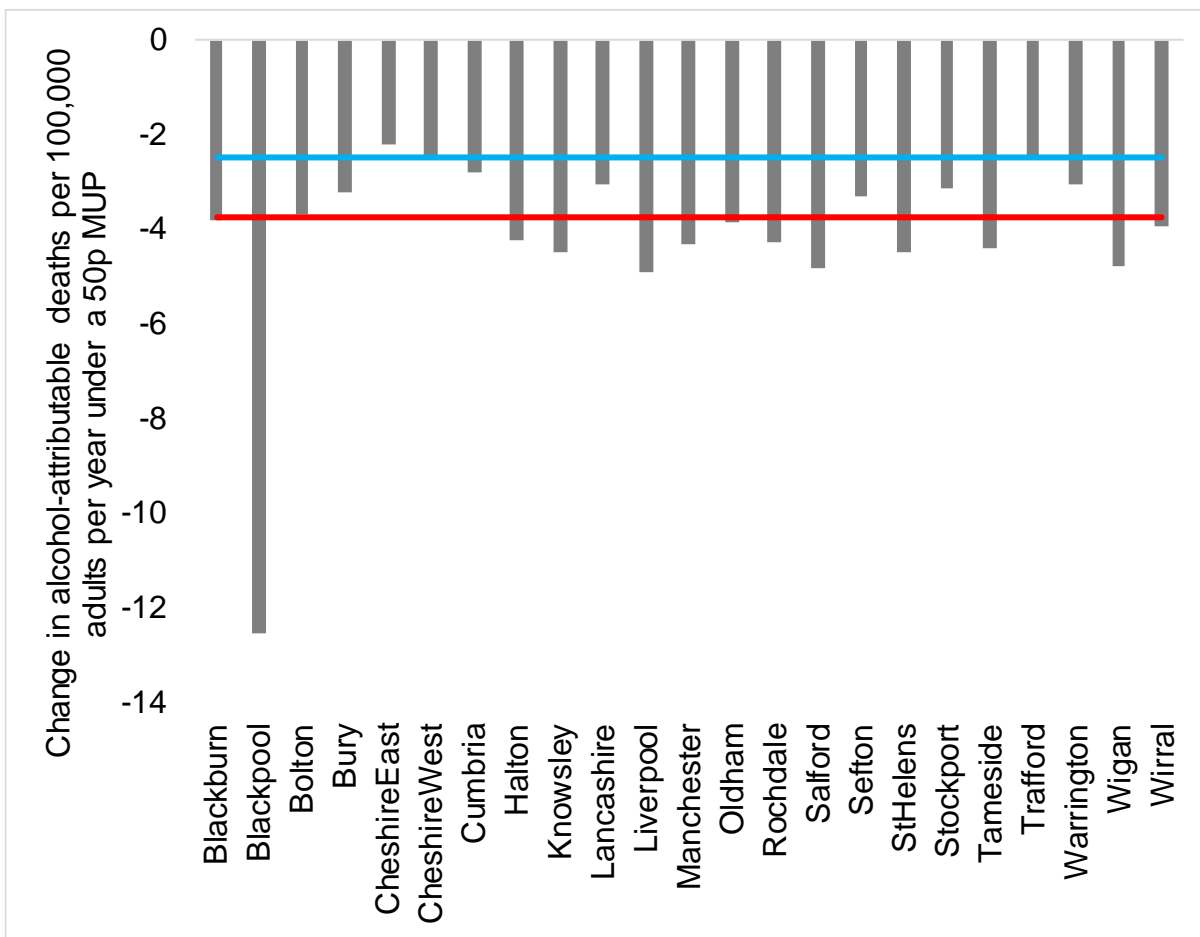
DOWN -4.6%

Cumbria

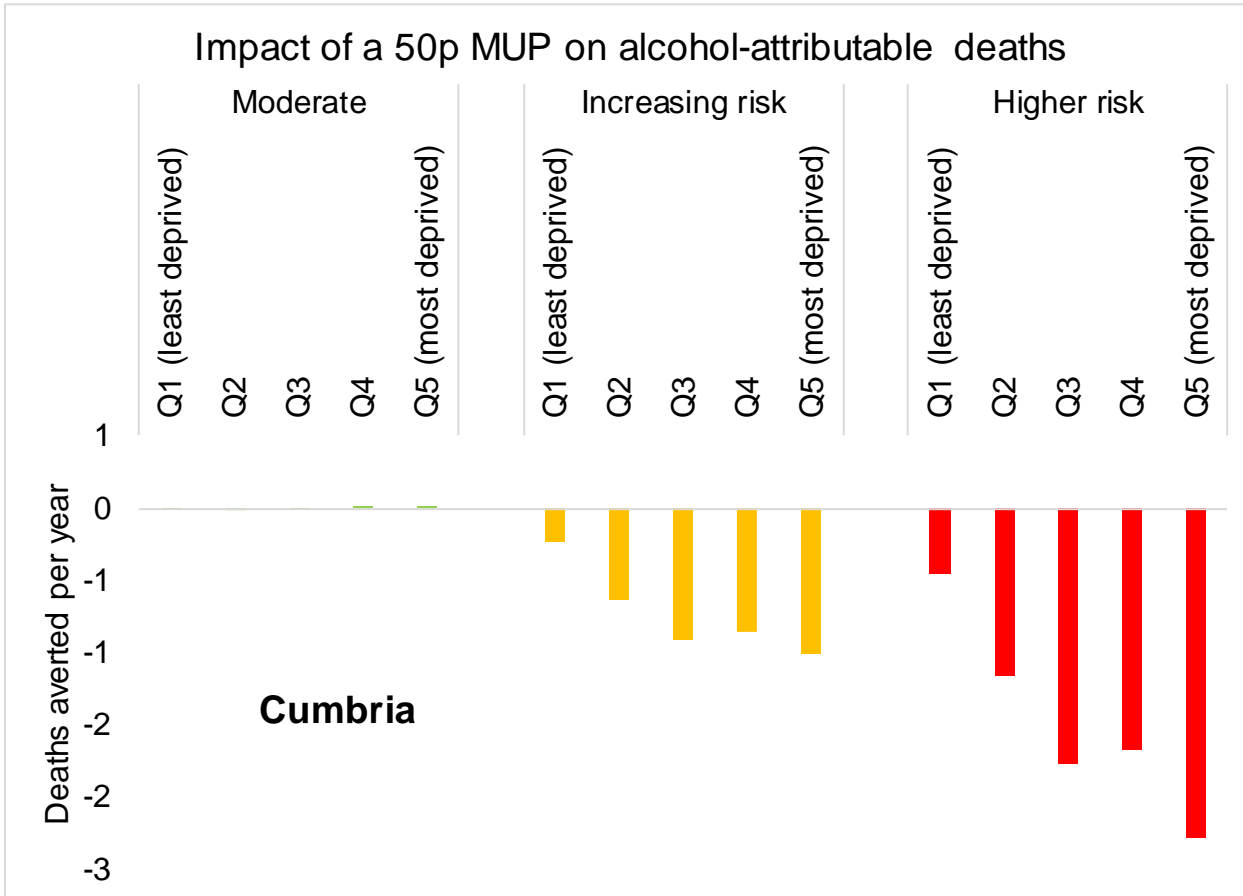
Impact of a 50p MUP on weekly alcohol consumption



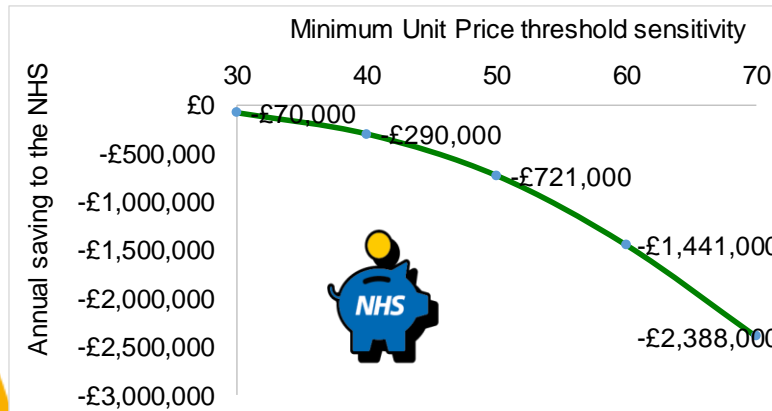
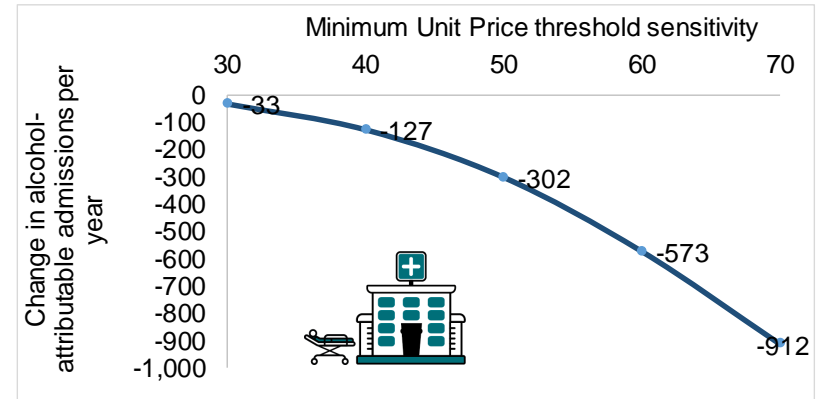
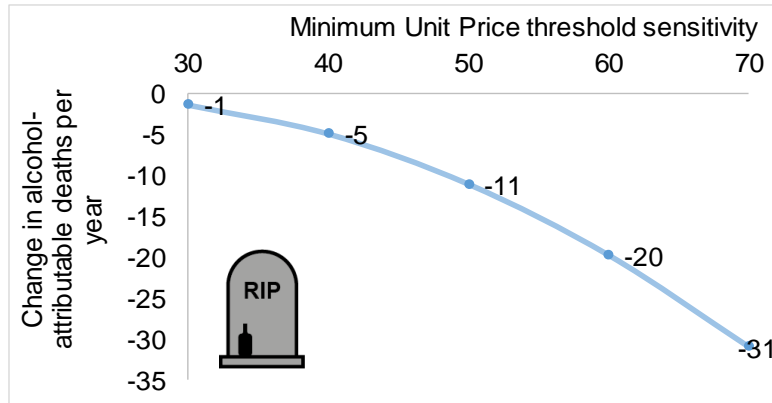
Impact of 50p MUP on alcohol related deaths is bigger in **North West** than **Nationally**



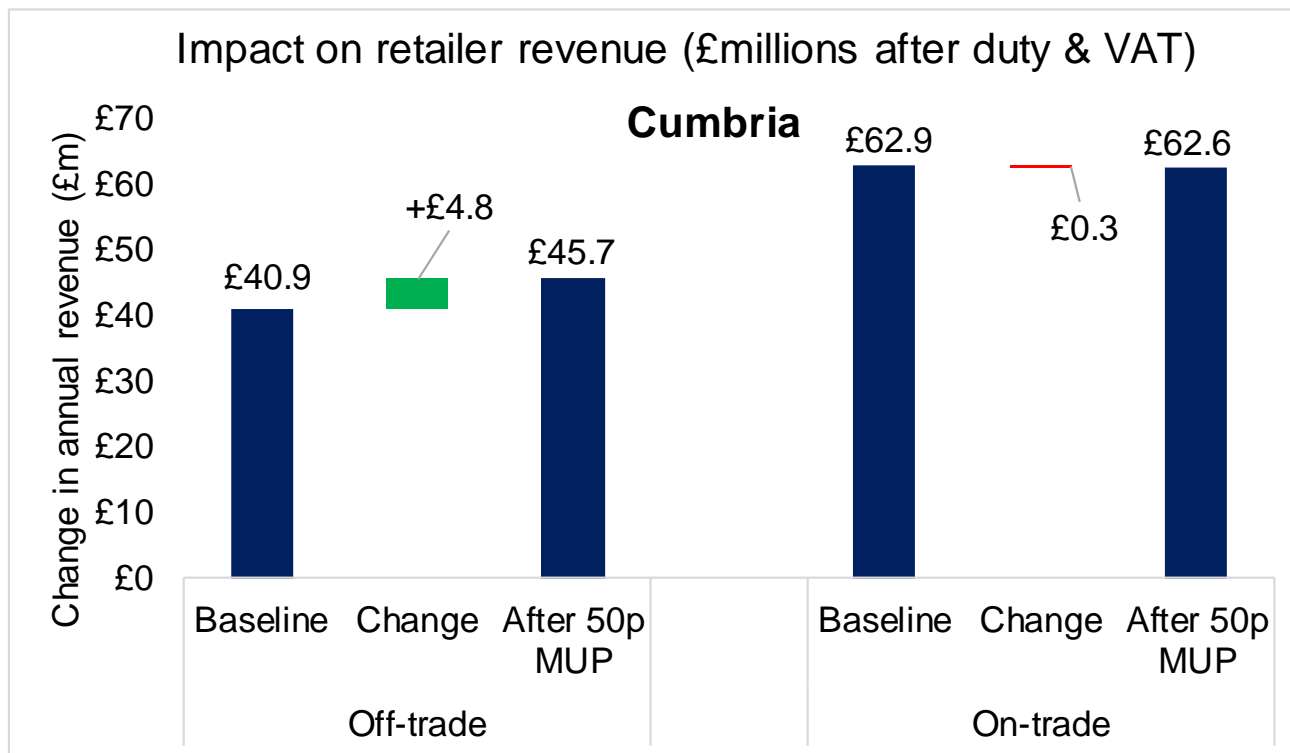
Impact on alcohol related deaths is bigger in higher risk drinkers and in deprived areas



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



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

