

# The 2014 Annual Public Health Report Executive Summary

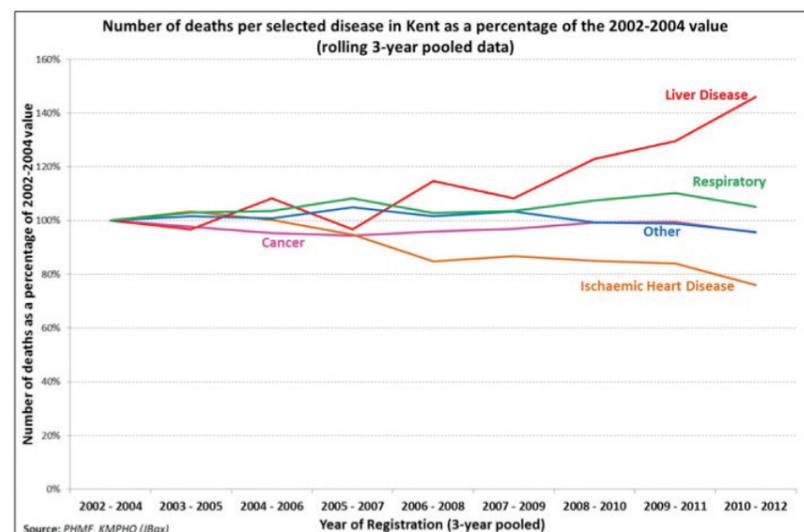


Figure 1 Number of deaths in Kent as a percentage of the 2002 value. Source KMPHO 2014

The 2014 Annual Public Health Report is dedicated to raising awareness of the dangers of alcohol. While death rates from most diseases are decreasing, liver disease is on the rise in Kent. The number of people in Kent dying from liver disease has risen by 43% since 2002.

I am dedicating my annual report to raise the profile of problem drinking and to ask everyone to think about how much and how often they drink.

Our overall ambition is to reduce the number of alcohol related deaths by 10% by the end of 2018. This equates to approximately 70 lives being saved.



Pint of strong beer or cider = 3 units



250ml glass of wine = 3 units



25ml shot of spirit = 1 unit

Men should not regularly drink more than 3-4 units a day. Have at least 2 alcohol free days a week

# Take a minute to stop and think about your drink

- If you are a man do you regularly drink more than 3 or 4 units a day?
- If you are a woman do you regularly drink more than 2 or 3 units a day?

In Kent we are joining up all the relevant services to ensure that everyone is aware of the problem, and they know how to get people the right treatment as quickly as possible. We have made a number of pledges including;

## Improving prevention and identification

We aim to screen 9% of the Kent population by 2016 with Identification and Brief Advice

## Improve the quality of treatment

We will increase the number of people successfully completing alcohol treatment

## Coordinate enforcement and responsibility

12 alcohol related police operations will be completed per year

## Tailor the plan to local communities

Each local authority area will be assisted to produce a local alcohol action plan.

## Target vulnerable groups and tackle health inequalities

We will work with partners to target support at vulnerable people

## Protect children and young people

We aim to reduce alcohol related hospital admissions for under 18 year olds.

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If you or a loved one are drinking too much – get help, there are people who can help you. If you live in East Kent and want to get in touch with Turning Point please call 0300 123 1186. If you live in West Kent and want to get in touch with CRI please call 08442 250 652. If you are concerned about a young person (between 10-17) drinking too much call KCA on 01227 456744.



Alcopop = 1.5 units



175ml glass of wine = 2 units



Bottle of beer = 1.5 units

Women should not regularly drink more than 2-3 units a day. Have at least 2 alcohol free days a week