



APG - Dual Diagnosis and Addiction

29th September 2021

Strengthening the VOICE of the Sector



About us

NIADA is an alliance formed in Summer 2016 which facilitates co-operation among voluntary and community sector organisations supporting those affected by alcohol and drug use, and their families.

NIADA's key purposes are to:

- Come together and create an **independent** cohesive voice;
- Advocate and influence** policy, practice and service delivery;
- Campaign for the voluntary and community sector **to be involved** in the development, design and delivery of alcohol and drug services;
- Provide members with **direct access** to PHA, HSCB and DoH decision making processes;
- Provide members with networking, information sharing and publicity **opportunities**.

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Members



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Chairperson:	Anne-Marie McClure	CEO Start360
Vice chair:	Pauline Campbell	Director Dunlewey Addiction Services
Support Officer:	Andrea Trainor	NIADA admin

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Alcoholic Energy Drinks

Can You Tell Which Energy Drinks Contain Alcohol?



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Can You Tell Which Energy Drinks Contain Alcohol?

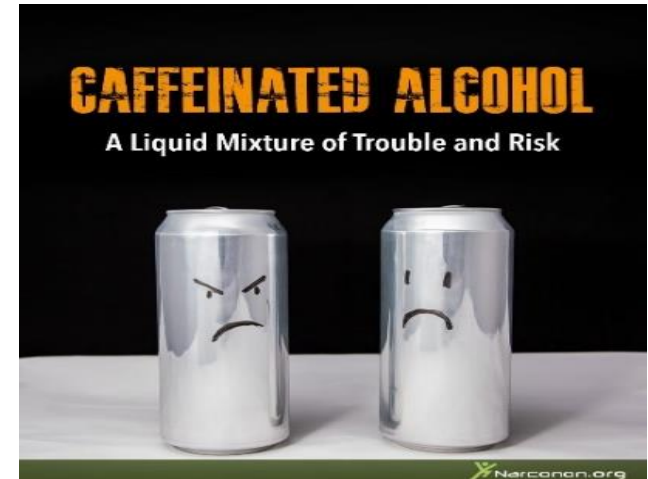


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Caffeinated Alcoholic Drinks

Why?

- Issue flagged by NIADA members
- **High Alcohol Content - Typically 7.5 – 8 % alcohol per 500ml can**
Buckfast contains 15% alcohol in the 750 ml bottle which equates to roughly 11.25 UK units of alcohol . £8 - £10
- **80 – 500mg caffeine per can – Experts recommend no more than 100mg per day for teenager**
- **Cheap and easy to buy, marketed at young people**
- **Leads to increased risk taking and anti social behaviours**
- **When mixed caffeine can mask the depressant effects of alcohol – as a result they may drink more and become more impaired than they realise**



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Caffeinated Alcoholic Drinks

Quotes from young people

- **Male 14** Parents don't know there's alcohol in them
- **Male 16** They just look like other energy drinks
- **Female 15** They are so cheap, my older friends can buy them
- **Female 16** Tastes nice and sweet and you can mix it with vodka
- **Male 16** They taste great. Nice flavours. Feel very anxious the next day
- **Female 22** Never been able to drink them without getting heart palpitations
- **Female 18** Heart palpitations, doesn't taste like drink tastes like sweets
- **Male 17** Made me vomit for 3 hours because I drank 9 cans
- **Female 16** Cheap, gets you a good drunk
- **Male 20** It's rocket fuel but it's usually on offer
- **Female 16** Gets you drunk quick if your playing catch up, it's cheap

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What have we done so far?

- **Produced an open letter and blog raising awareness**
- **Listened to NIADA members providing services to young people**
- **Listened to young people**
- **Wrote to Minister Swann - DoH**

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Caffeinated Alcoholic Drinks

What are we doing moving forward?

- Official complaint to the Portman Group – need more evidence
- Look at label, packaging, price and access – through AHA UK
- Link to consultation on MUP in N.Ireland

Email: info@niada.net

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Caffeinated Alcoholic Drinks

Call for evidence

Info@niada.net

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