

PPT ALCOHOL CONSUMPTION

by Riya Vijaybhai Lad

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STOP ALCOHOL!

START LIVING!

SOBER IS COOL!

Discovering effective ways to cut
back alcohol

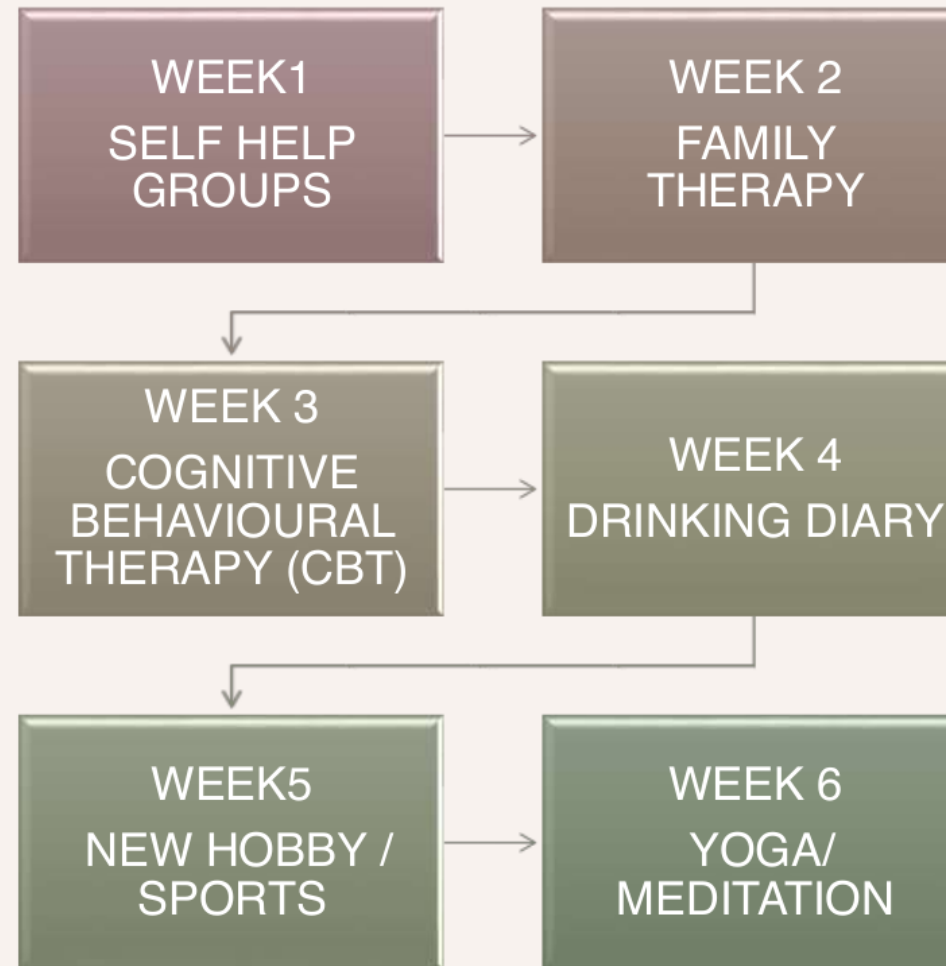
DR. AISHAT T. BAKRE



LCHS7000
TOPIC: PRACTICE INTERVENTION ON
ALCOHOL CONSUMPTION
MEN AGED BETWEEN 25-34 YEARS

- 1.LAD RIYA VIJAYBHAI – 2242224
- 2.SUKHJEET KAUR-
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WEEKLY SESSIONS



LAD RIYA VIJAYBHAI / SUKHJEET KUAR /
RATHI LEELA SAMUEL

(NHS, 2021)

WEEKLY SESSIONS



WEEK 1 – SELF HELP GROUPS

- Men aged between 25-34 years who are on regular alcohol habit find the self-help groups very helpful.
- It gives self-confidence and belief in opening up the unmanageable self complex of being shy to talk about the alcohol intake problems.



WEEK 2 - FAMILY THERAPY

- Involving family members into the therapy session can help the men to understand the harm caused.
- Alcohol misuse can cause various harm which can be learnt through family therapy sessions.



WEEK 3 - COGNITIVE BEHAVIOURAL THERAPY (CBT)

- The CBT approach can identify the negative thoughts, unmanageable worries which settles a men into alcohol dependence.
- On identifying theses underlying issues, the person with alcohol habit can be encouraged to straighten the thoughts and behaviour.

WEEKLY SESSIONS



WEEK 4 - DRINKING DIARY

- A daily note on alcoholic intake can be noted down which helps in understanding the excess intake better.
- The time and place of the alcohol taken can be noted
- The quantity of alcohol taken can be noted



WEEK 5 - NEW HOBBY / SPORTS

- Sports activities like Football, Cricket, Badminton generally empower men with alcohol habits and distract them from cravings.
- Picking up a new hobby like gardening, carpentry, refurbishing the house can bring the alcohol habit into control and reduce the cravings for alcohol.



WEEK 6 - YOGA MEDITATION

- Yoga and meditation can help to control their thoughts on alcohol dependence and bring mindfulness and clear thoughts.
- Yoga and meditation can help the men to concentrate and focus on important works and abstain from alcohol.

GROUP MEMBER 1

Lad Riya Vijaybhai-2242224

RATIONALE

- **Men** aged between **25 to 34 years** consuming regular alcohol have the greater affect over their Health and Life. Hence a campaign like this is much needed to **cut down** the **alcohol** consumption in such men (Public health England, 2018).
- This campaign will be an encouragement to learn the **tactics of taking days off** from drinking which can reduce various health risks from excess alcohol intake(alcohol education and charity, 2018).
- It will help the middle-aged men to **bring down** the quantity of **alcohol intake**.



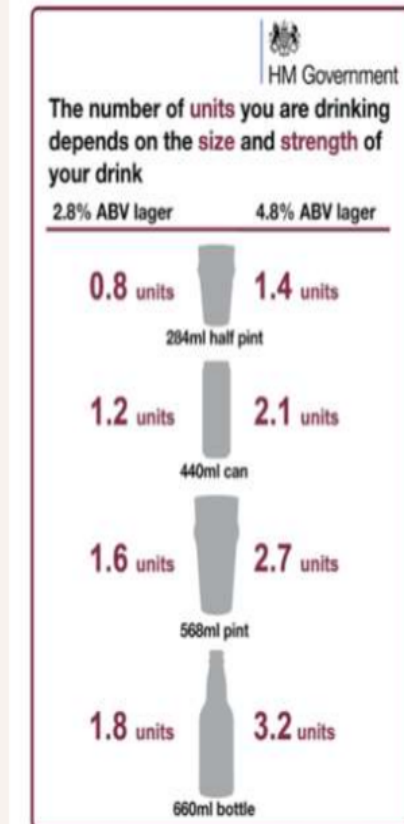
RATIONALE

- Men of this middle age are more prone to family issues, financial constraints, employment issues which may lead them to excess alcohol consumption. To address these issues, a campaign like this is much needed to evaluate and cut down the alcohol with few **weekly activities**.
- This campaign can suggest easy and simple ways of helping the middle-aged men to **change their behaviour and reduce the consumption of alcohol** in a most effective way (Public Health England, 2018).
- This way, an awareness can be created among men by highlighting the risk factor, health consequences and sociological adverse effects of consuming excess alcohol.



THE GUIDELINES

- This **Zx** helps men of age 25 to 34 years who are prone to excess alcohol to understand the health risk behind it.
- Any quantity of regular intake of alcohol **more than 14 units in a week** is said to be **unsafe**
- If the middle-aged men are on regular alcohol habit, which is 14 units per week, it can be equally **segregated over 3 or more days**.
- Excess alcohol intake which is **more than 2 or 3 heavy drinking per week** in men can lead to **accidents and injuries**
- It is believed that a guideline on weekly basis of regular drinking in men requires **recommendation and guideline on the risk of drinking excess alcohol. Even** a small quantity of alcohol can lead to various major health issues in middle aged men.





STATISTICS

- Statistics shows that 24% of men in England drinks heavier than the health risk as per CMO's guidelines are high.
- About 27% of men in England binge drink (heaviest drinking days) which is said to be around 8 units per day.
- The latest survey in England suggests that 25% of middle-aged men consumes more alcohol which is twice heavier than women when compared.
- 5% of middle-aged men consumes over 50 units of higher risk levels.
- The rate of alcohol consuming men are over 21% in west midlands whereas 35% in east midlands.

SHORT-TERM CONSEQUENCES

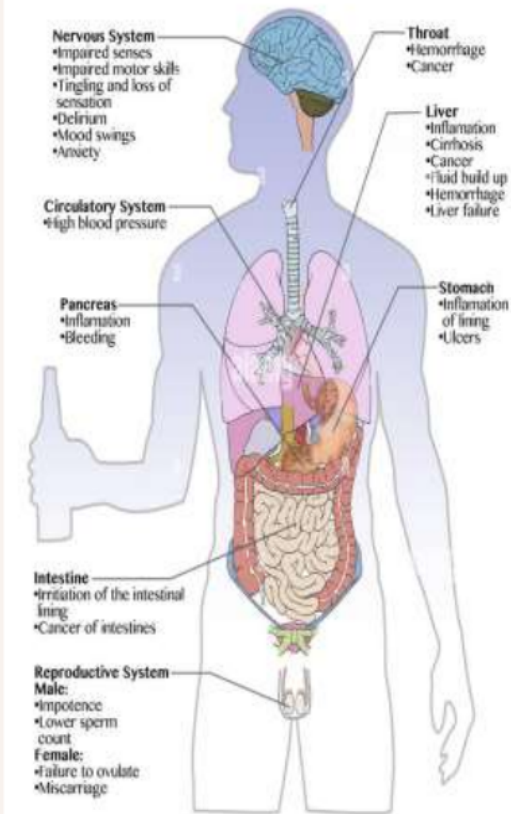
- **Anaemia** : Alcohol consumption causes destruction and reduction in number of red cells causing anaemia.
- **Blackouts** : Partial loss of memory, impaired judgement or unable to remember a large portion of day or night are the common in excess alcohol consumption in middle aged men.
- **Perception and Co-ordination** : Excess alcohol consumption in men can cause weakened and affected motor-skills which can lead affect the brain's communication pathway and cause poor co-ordination
- **Drowsiness** : Excess alcohol intake consumption in middle aged men can make them sleepy and drowsy disrupting day-to-day activities.
- **Slurred speech**



LONG TERM CONSEQUENCES

- **Neurological Effects** : Excess consumption of alcohol in middle aged men aged between 25-34 years can have impaired senses and motor skills.
- **Cardiovascular Disease** : Early onset of heart disease and stroke are more common among alcohol consuming middle aged men.
- **Psychological Effects** : Mood swings, anxiety and delirium are the adverse psychological effects in middle aged men distancing them from society.
- **Cancer** : Regular alcohol intake can increase the risk of cancer in throat, intestine, liver and pancreas.
- **Digestive Problems** :After having excess alcohol Ulcers, Irritation and inflammation of stomach and intestine are more common.
- **Liver Damage** : Middle-aged men are more exposed to liver diseases like liver cirrhosis and liver failure because of excess alcohol intake.
- **Sexual and reproductive health** : Majority of men aged between 25-34 years old experience lowering in sperm count and may even lead to impotence due to excess alcohol consumption.

Long Term Effects of Alcohol



AIMS OF THE CAMPAIGN

- **First aim of our campaign is to reduce the quantity of alcohol intake by men aged between 25 to 34 years in the UK.**

Reducing the consumption of alcohol can be an effective way to improve the health and boost energy level of men aged between 25 to 34 years.

- **Second aim of our campaign is to improve the social and family wellbeing of men aged between 25 to 34 years in the UK.**

Middle aged men are more prone to be affected by the excess alcohol intake

which may lead them to have a negative impact on their quality of family and social

life. The men of this age group usually fail to accept the fact.



AIMS OF THE CAMPAIGN

- **Third aim of our campaign is to cutdown financial constrains happen due to the excess intake of alcohol in men aged 25 to 34 years in the UK.**

Alcohol related harm creates additional financial burden on individual adult men of this age. category, their families and society.



GROUP MEMBER 2

Rathi Leela Samuel-2235132

Lad Riya Vijaybhai-2242224

TYPES OF EVALUATION

- **Process Evaluation** assures that the program or campaign held are feasible, acceptable and accessible before it is brought into action. The evaluation is usually done at the beginning of every campaign or program.

In this campaign it aims to measure and monitor the prevalence of alcohol use, collecting the data on alcohol consumption patterns, binge drinking, other relevant indicators to assess the drinking range and rate of the middle-aged men.

TYPES OF EVALUATION

- **Outcome/Effectiveness Evaluation** assesses the acceptance and implementation of the campaign or program conducted. It also evaluates the outcome of the program or campaign.

This evaluation in this campaign examines whether interventions are delivered as intended, adherence to program protocols, reach and the target men of age 25-34 years and identification of implementation challenges or barriers.

TYPES OF EVALUATION

- **Impact Evaluation** assess the effect of the program conducted along with the long-term effects that are attributed towards it. It also evaluated the cause of the impacted changes caused during the program

In this campaign we assess the impact of the weekly activities that has created an impact on the middle-aged men who are intended to reduce / quit alcohol. The check on the quantity of alcohol intake that has been brought down, the social and psychological changes after that activities are evaluated.

THE EVALUATION



WEEK 1

WEEK 2

- Collecting data from the self help groups and families like **surveys, questionnaires** to assess if the men opened up and spoke about the problems that led them to regular intake of alcohol

THE EVALUATION



WEEK 3
WEEK 4

- Conducting a **brief analysis** by checking the drinking diary and cognitive behavioural therapy sessions are being beneficial in reducing the quantity of alcohol and to understand the **minor health benefits** that has been attained during the **short course** of one month of weekly activities

THE EVALUATION



WEEK 5
WEEK 6

- Exercises and yoga activities to maintain and reduce the cravings.
- **Questionnaire** and **survey** to analyse the the impact of the weekly activities in the targeted 25-34 year old men in reducing the intake of alcohol and controlling the cravings towards the same.

STOP ALCOHOL & START LIVING! SOBER IS COOL!!

Discovering Effective Ways to Cut
Back Alcohol and Live a Healthy Life!



WEEK 1 – SELF HELP GROUPS

- Speak up and open up to groups to gain confidence



WEEK 2 – FAMILY THERAPY

- Involving family to talk about the problem faced and understand the situation better



WEEK 3 – CBT

- One on one session to empower thoughts about alcohol dependence



WEEK 4 – DRINKING DIARY

- Keep a track on the alcohol intake and practice on cutting back



WEEK 5 – SPORTS / HOBBIES

- A new sport or hobby activity is encouraged to abstain alcohol



WEEK 6 – YOGA / MEDITATION

- Practicing yoga / meditation to build mindfulness and relieve stress



FOR MEN AGED 25 TO 34 YEARS



(NHS, 2021)



ORGANISATIONS AND THEIR CAMPAIGNS



Taking more Drink Free Days is a great way for people to reduce the amount they are drinking.

(Drinkware, 2018)



The aim of their campaign is to encourage adults to make healthier choices regarding alcohol, highlighting the impacts of alcohol on health and offering tips for reducing consumption.

(Change4Life, 2013)



The alliance works to address alcohol harm by advocating for evidence-based policies, promoting research, and raising public awareness about the risks associated with excessive alcohol consumption.

(AHA, 2021)

ORGANISATIONS AND THEIR CAMPAIGNS



AA provides support and a 12-step recovery program to help individuals achieve and maintain sobriety. It has groups and meetings in various countries worldwide

(AA, 2021)



The IARD is a global not-for-profit organization that brings together leading alcoholic beverage companies to promote responsible drinking and reduce harmful drinking patterns.

(Drinkware, 2015)



They advocate for evidence-based strategies, policy reforms, and public awareness campaigns to address alcohol-related issues.

(Drinkware, 2019)

RESOURCES



Alcohol free for 30 days which can reset and rejuvenated the mind and body.

(Alcohol Change UK, 2013)



It helps men to pause alcohol for a day or two to understand the positive impact of healthy drink-free life.

(Alcohol Change UK, 2013)



A small amount of excess alcohol from the given guidelines can cause serious health issues are addressed.

Gov.UK, 2006)

GROUP MEMBER 3

Rathi Leela Samuel-2235132

PHYSIOLOGICAL BENEFITS OF QUITTING ALCOHOL

- Quitting or reducing alcohol in **men aged between 25-34** years **reduces the risk** of blood pressure, early onset of **heart diseases** like myocardial infarction, heart block and alcohol induced cardiomyopathy
- Reducing alcohol also helps in **reducing the risk** of **cancers** like throat cancer, pancreatic and liver cancer, carcinoma of stomach and intestines.
- Middle aged men who cuts down alcohol can potentially **regenerate** the **damaged liver cells**
- Majority of middle-aged men who takes excess alcohol are exposed to higher level of **cholesterol and weight gain** which can be **controlled** and brought down under risk-free level
- Given the information above, a healthy life can be attained at a **risk-free** level can be attained by cutting back the quantity of alcohol in **men aged 25-34 years**



SOCIOLOGICAL BENEFITS OF QUITTING ALCOHOL

- One of the significant benefits a middle-aged man around the age of 25–34 years old cutting back from alcohol experiences benefits of living an **improved life of relationships with family and friends**.
- Financial constraints can be brought into control with more **money saved towards other essential needs**.
- Middle aged men can be able to **re-establish** themselves as a person that is worthy of trust, who will follow through the commitments.
- The most common **embarrassing** drunken behaviour which creates an uneasy atmosphere to the men and their surroundings can be **vanquished**
- The ability to be **fully present**, improved confidence, **improved accountability** are some of the other important sociological benefits attained by men aged between 25 to 34 years quitting alcohol

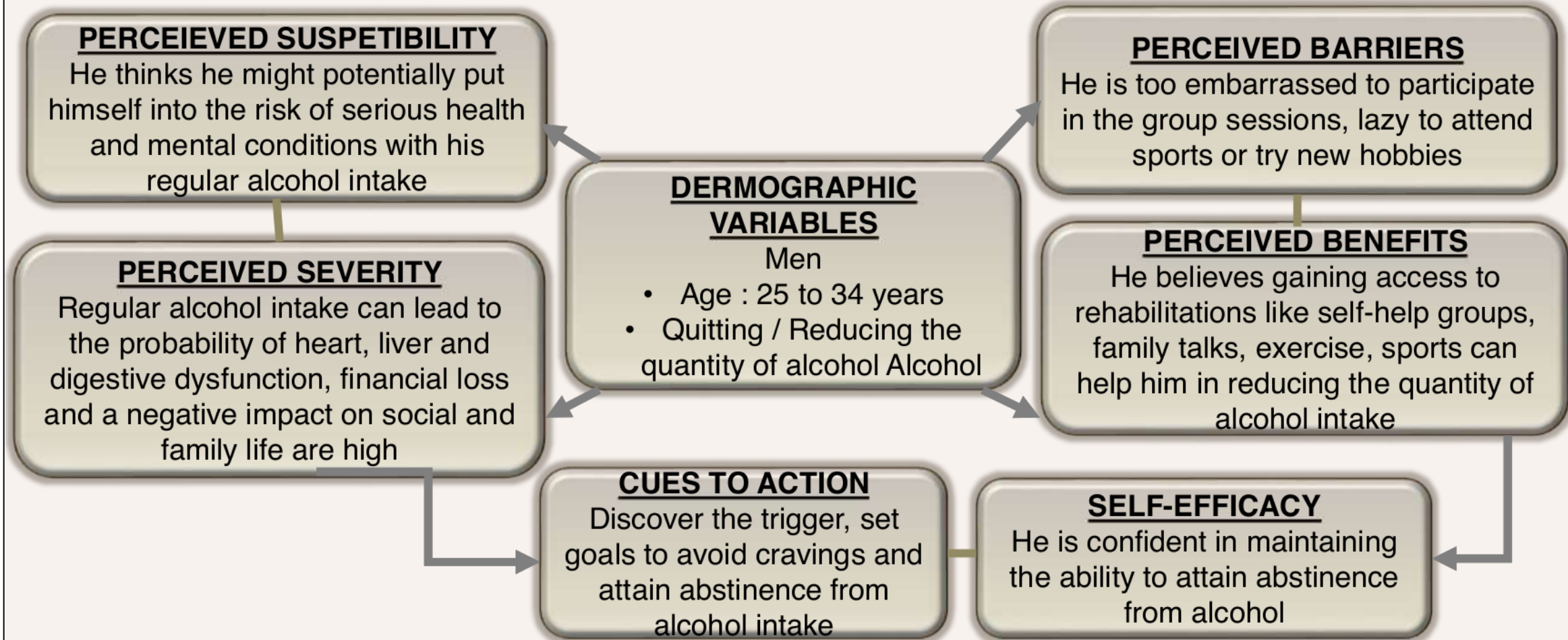


PSYCHOLOGICAL BENEFITS OF QUITTING ALCOHOL

- The most common psychological damage happen in men aged 25 to 34 years consuming excess alcohol includes **anxiety, memory, tremors, anger** can be **reversed back** from reducing the quantity of alcohol
- The **REM sleep** (Recurrent Eye Movement) is a type of normal sleeping phase which can be attained by reducing the quantity or completely quitting alcohol.
- The major **psychological** and psychiatric conditions like delirium, anxiety disorder, hand tremors can be **reversed** by quitting alcohol. These conditions are said to be the major setbacks in the life of middle aged men who consumes alcohol in excess.



HEALTH BELIEF MODEL

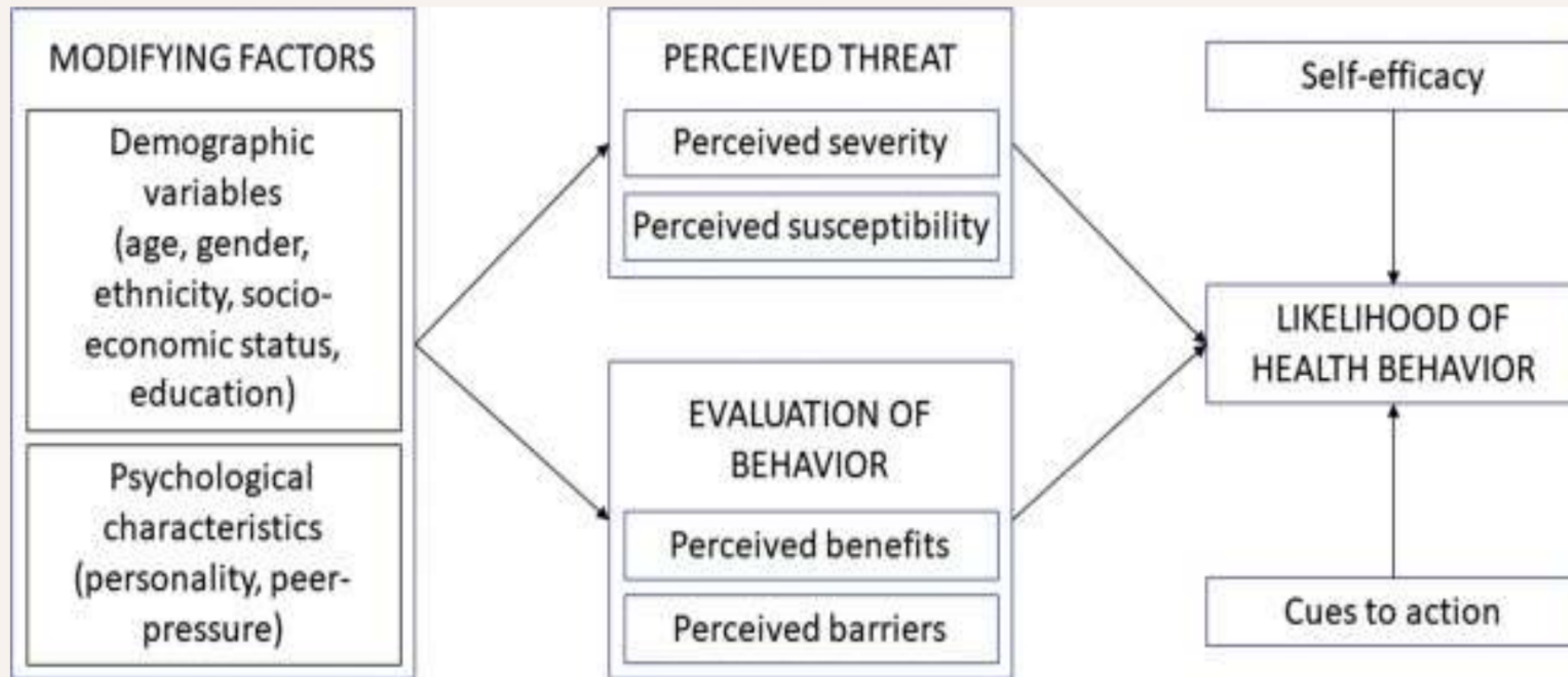




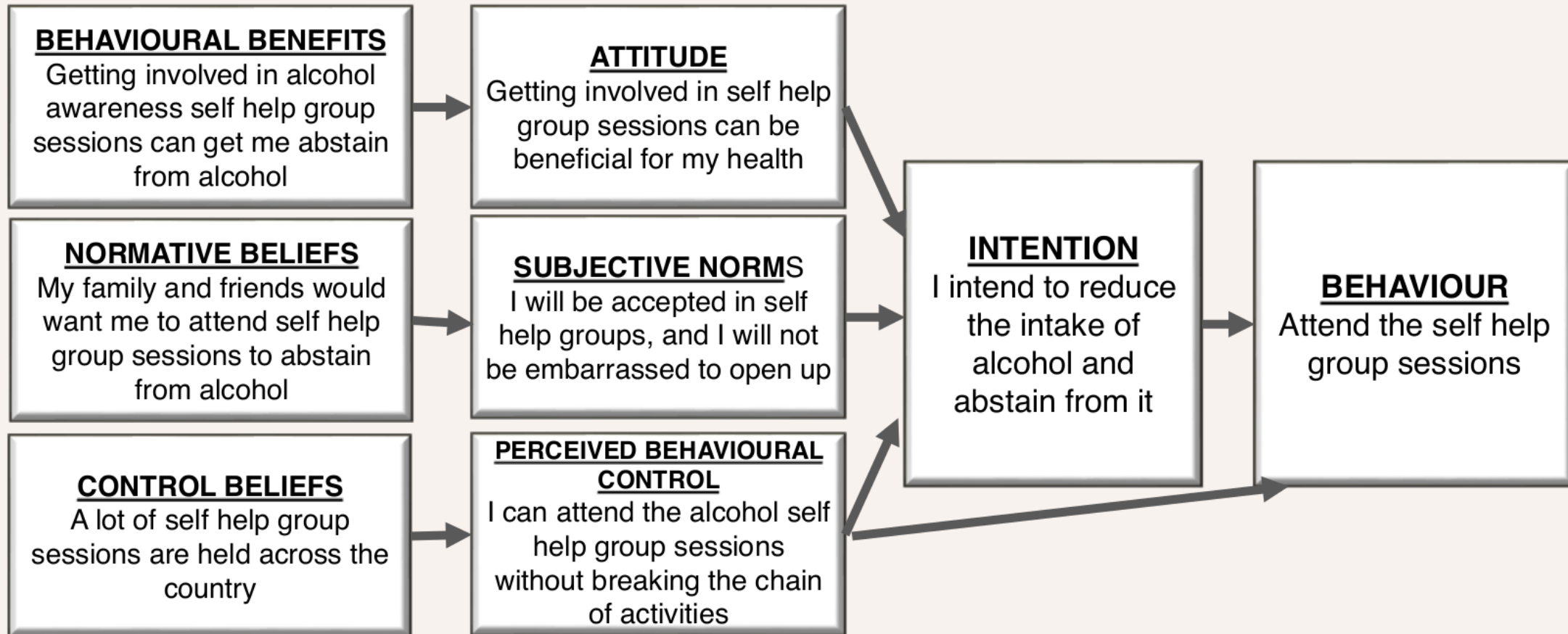
HEALTH BELIEF MODEL

- **US Public health service** designed a **Health belief model** in the early period of 1950s by several **psychologists** to study the people who adopt the disease prevention strategies and other screening tests. (Boston university school of public health, 2022)
- The health belief model designed provided various insights on the study of health behaviours, health beliefs and the success met on practicing the health behaviours.

HEALTH BELIEF MODEL (SUPPORTING)



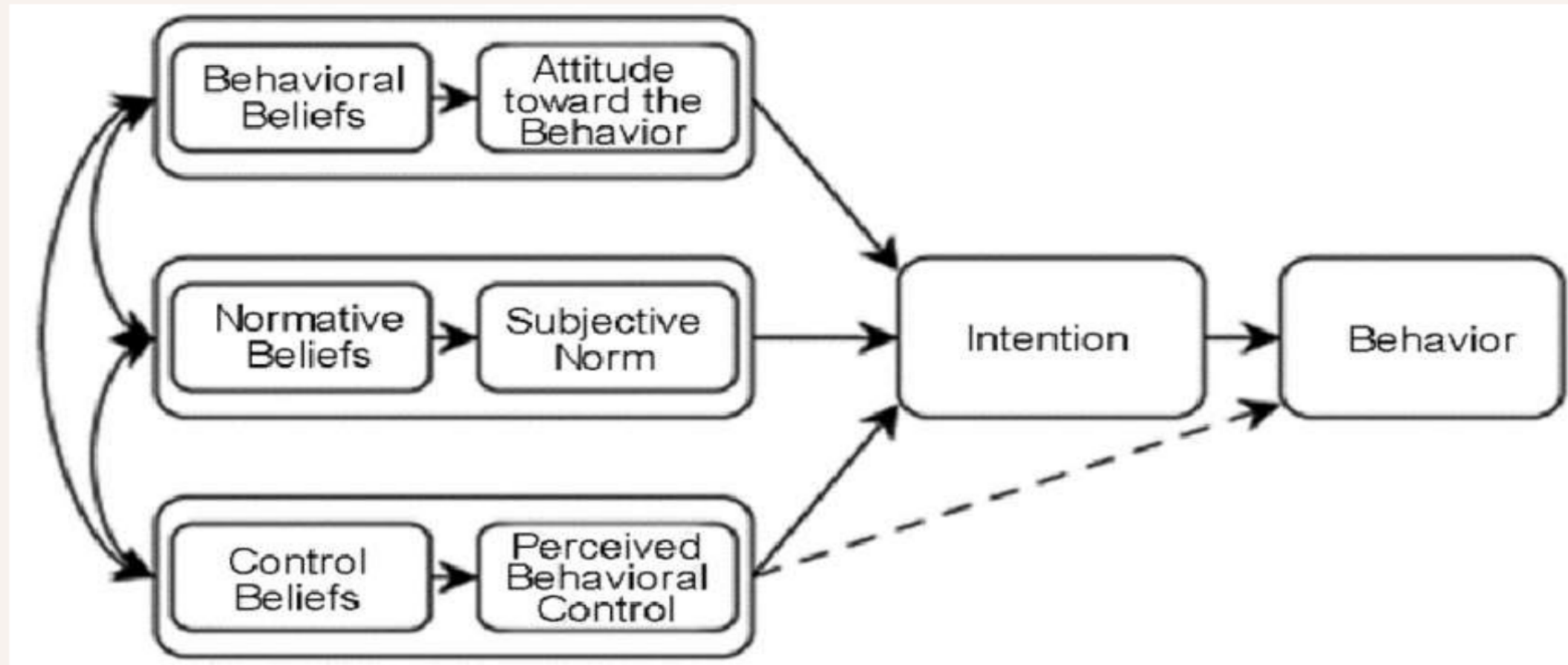
THEORY OF PLANNED BEHAVIOUR



THEORY OF PLANNED BEHAVIOUR

1. **Attitudes**: If someone believes that regular exercise will lead to improved health and considers good health highly important, they are most probably like to have a positive attitude towards exercising.
2. **Subjective norms**: The norms are determined by the individual's beliefs about what others think they should do, as well as their motivation to comply with those expectations. If a person believes that their significant others expect them to exercise regularly and they value their opinion, they are most probably to start exercising.
3. **Perceived behavioural control**: If someone believes that they have the necessary skills, time, and resources to participate in exercise, they are more likely to perceive higher control over their behaviour and, consequently, more likely to start exercising regularly.

THEORY OF PLANNED BEHAVIOUR (SUPPORTING)



SOLUTIONS

REDUCE

**Reduce the
quantity of
alcohol intake**

LEARN

**Learn the risk
factor behind
alcohol
consumption**

REALIZE

**Realize the
harm to
health and
surroundings**

LEAD

**Lead a
healthy
alcohol-free
life**

ABSTAIN

**Abstain from
alcohol is the
goal**

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PPT ALCOHOL CONSUMPTION

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