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Rationale

This leaflet is aimed at no particular age group but at a general audience, its main purpose was to show the negative effect of consuming alcohol in a large dose or even becoming dependent on alcohol throughout their life (NHS,2018).

As you can see the statistics on leaflet are quite modern and clearly show that alcohol abuse in the United Kingdom is increasing, if the United Kingdom government had stricter penalties for alcohol companies and alcohol offenders there will be less spending on wet houses and the need for support in this particular area of substance abusers (Office for national statistics, 2017).

The reason why this leaflet was created because of the abuse of alcohol companies that push their product onto everyone, but a person who has capacity should be responsible for their own action.

The United kingdom's government have been trying to make the general public aware of the negative traits that alcohol have, but because of the rise in negative role models that can be seen on TV, the Internet and other forms of entertainment (ISA Institute of alcohol studies, NO Date)

The main theory that will link into alcohol abuse will be Abraham Maslow's hierarchy of needs theory, In which states the five different themes a person can become a healthy individual. This will have direct link to individual's personal tiers within this psychological theory, such as if an individual is reliant on alcohol it will affect the very first tier which is the physiological level and then it could possibly affect the rest of their personal pyramid. (Harlold. H, 2013)

Information *and Support*

When it comes to alcohol misuse it can have short term affects such as anti-social behaviour, losing personal items and alcohol poisoning which could lead to seizures. There are much more serious health implications such as stroke, heart disease and numerous numbers of different cancers (NHS,2018).

The NHS states that alcohol mistreatment can affect an individual's personal life this is what they have stated…

"As well as causing serious health problems, long-term alcohol misuse can lead to social problems for some people, such as unemployment, divorce, domestic abuse and homelessness." (NHS,2018).

The latest data was last published in (2017) it stated that there was seven thousand six hundred and ninety-seven people within the United Kingdom have died because of the long-term health implications because of the misuses of alcohol (Office for national statistics, 2017).

Males are at a higher risk and it's been statistically proven that the death rate for men who suffer from alcohol related deaths have doubled. It's also showed that women aged fifty- five to fifty- nine and men aged between sixty to sixty- four are at a higher risk of alcoholism and alcohol related deaths. (Office for national statistics, 2017).

The statistics stated that Scotland is the highest percentage of alcoholism, Wales coming in second with a measurement of thirteen-point five percent, Ireland is third. Finally, England who has gotten the lowest score (Office for national statistics, 2017).

Alcohol misuse

"Many people recover from drug or alcohol problems. However it is rarely as simple as just deciding one day to stop drinking or using. Recovery can be a long and winding road and navigating it can take a lot of patience for all concerned." *(Adfam, no date)*

Image 1, 2017

Alcohol misuse definition

Alcohol misuse treatment is when an individual will drink more than what is recommended by the local authority or even become dependent on the substance that will in time control a person's living standard and life (NHS,2018).

Consuming alcohol and becoming drunk can cause behavioral and psychological issues within an individual's mind or body. Whilst consuming alcohol it can affect the nervous system due to the different types of ingredients in the drink. The combustion of alcohol drunkenness is frequently related to a macro society (Claude. T, 2010, p231- 215).

It has been shown that when a person has had an increasing amount of alcohol, it can lead to behavior issues such as sexual behavior, mood unpredictability and the interruption within the social activities shortly after the consumption. It is stated that a person will show one of the signs anxieties, forgetful memory, slurred speech, difficulty moving one's body, attention disturbance. These are just some of the signs that someone might show if they have consumed over the recommended amount (Claude. T, 2010, p231- 215).

Legislation

Drunk driving

Within Wales and England, the alcohol consumption limit for a person driving an automobile 80 milligrams of a person's alcohol consumption per 100 milliliters of blood. The way your local authority will test your breath and the measurement will come to 35 micrograms per 100 milliliters of the breathalyzer test. Then they can also test your urine which then will have to be 107 milligrams per 100 milliliters. If you compare this to the majority of European countries, the alcohol testing is much less than the United Kingdom. (*Drink aware, no date)*

Drinking Age

In the United Kingdom you must be eighteen and over to purchase alcohol. If you're under the age of eighteen you can be fined, stopped and even arrested by local authority for consuming or trying to buy alcohol. The local authorities can arrest a minor for consuming alcohol in a public place such as a street or a park (GOV.UK. No date).

Policy

The United Kingdom government wants to decrease the alcohol misuse and to decline damage being done to the citizens of the United Kingdom. The Government are trying to see a positive change in the anti-social behaviour of UK citizens. They want to help change the way we view drinking in mass consumption and or even abusing it in small consumption to try and decrease the volume of alcohol violent crime. They would like to also decrease the overall number of adults abusing alcohol, and to reduce the overall number of UK citizens binge drinking that could lead to a large number of different health ailments. The main goal of this policy is to lower the mass number of underage drinking for children and teenagers aged between eleven to fifth teen years old. (GOV.UK, 2015)

The change for life campaign is educating the United Kingdom about the risk of consuming over the recommended amount of alcohol. This will include an alcohol risk assessment which is from the NHS. The age this is aimed at is forty to seventy-five-year-old (GOV.UK, 2015).

There is also support for young adults who end up in an emergency hospital with alcohol issues. It will help them get the correct treatment after the initial trip. Also, to make sure that hospitals have the correct staff for alcohol related issues. It will help them with any treatment that they will need such as alcohol dependence. Eighty three percent of adults of in the UK who drink more than is recommended believe they are not at risk of a long-term health risk. The Government would like the macro community of adults who drink to consume a smaller amount of alcohol and to make the issue of alcohol abuse more aware. (GOV.UK, 2015)

Positive outcome

The positive outcome of the legislation is that people are now looking for help when it comes to alcohol abuse. The United Kingdom has a group call AA (alcoholics anonymous). Which helps people who suffer from alcoholism assumption. AA came from America in (1935), it has a twelve-step program that will help a person to recover from alcoholism. This is story Kevin, in which he has had a very positive outcome from the policy, legislation and practice that has helped him to overcome is addiction. (*Alcohol anonymous, No date)*

"That's where being a member of AA comes in. People that are not "alcoholic" just don't understand. In AA I don't feel like I'm different anymore, I have something to belong to, I have found new meaningful friendships. I am also reminded if I ever start to think I can drink like "normal" people, I will end up right back where I came from. Best of all, I found that by following a few simple suggestions on a daily basis, the desire to drink alcohol has completely disappeared. I have discovered that I can solve, or at least cope with, any problem that comes along today by using the tools I found in the fellowship of Alcoholics Anonymous" (*Alcohol anonymous, No date)*

Organization that help with substance.

alcoholics anonymous

phone number: 0840 9156 657

email: help@email.org

Phone Number: 0300 623 6600

Frank

Text: 82411

Email: FRANK.uk.com

AL- ANON FAMILY GROUPS UK & EIRE

Phone: 0809 4086 819