



# **APG - Dual Diagnosis and Addiction**

**29<sup>th</sup> 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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<b>Chairperson:</b>	<b>Anne-Marie McClure</b>	<b>CEO Start360</b>
<b>Vice chair:</b>	<b>Pauline Campbell</b>	<b>Director Dunlewey Addiction Services</b>
<b>Support Officer:</b>	<b>Andrea Trainor</b>	<b>NIADA admin</b>

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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?

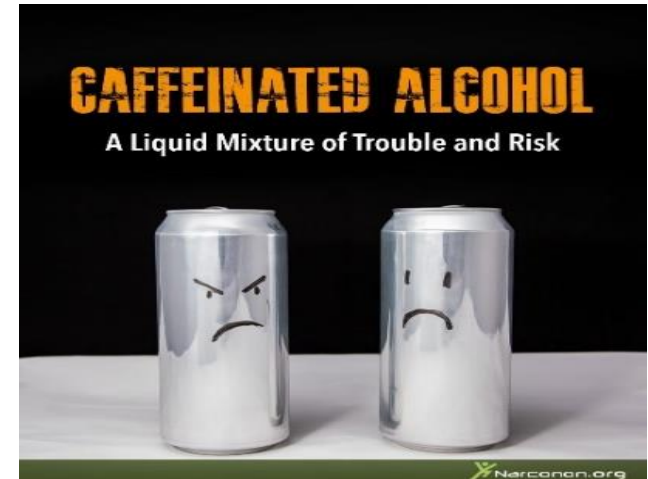


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## Caffeinated Alcoholic Drinks

### 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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## Caffeinated Alcoholic Drinks

### 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](mailto:info@niada.net)*

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Caffeinated Alcoholic Drinks

***Call for evidence***

***Info@niada.net***

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