



Ask About Alcohol

A video-based resource for Primary Care

Ask About Alcohol is a video-based resource developed and funded by Lundbeck Ltd to support primary care to engage with & treat patients with alcohol problems.

Video modules 1 to 3 have been **RCGP accredited** as an educational resource.

The video resource aims to support GPs, nurses, healthcare assistants & other primary care HCPs to:

- Have conversations with patients about their alcohol use
- Help ensure more patients with alcohol misuse disorders are diagnosed and treated in primary care
- Help ensure patients requiring specialist treatment & referral receive appropriate support.

The videos use both **animation** and **live action** footage, and are each of approximately 5 minutes duration.

The video modules

Module 1: Identifying patients and starting the conversation

- Patients in your waiting room and how to spot them
- How much is too much?
- Starting the conversation

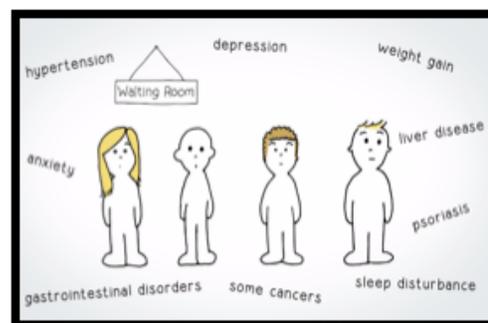
Module 2: Screening for hazardous and harmful drinkers & delivering brief advice

- Finding out more: screening patients to understand their risk from alcohol consumption (AUDIT¹)
- Giving brief advice as part of the initial assessment

Module 3: Diagnosing and managing alcohol dependent patients

- Diagnosing alcohol dependence using ICD10²
- Defining mild, moderate and severe dependence using SADQ³
- Identifying patients who need referral to specialist services
- Treating appropriate patients in primary care: setting treatment goals and providing ongoing support

NB: A 4th video module is also available; it looks specifically at an additional treatment option in the management of milder alcohol dependence, which can be implemented in primary care. It contains promotional information.



www.alcoholreduction.co.uk/ask
A video series for primary care

Provided by Lundbeck Ltd
in association with the
Ask About Alcohol resource



Background

Excessive drinking has a significant impact on the NHS, society, drinkers and their families. In England alone the **total cost of alcohol problems to the NHS is around £3.5bn a year.**⁴ It is a similar story in Scotland, Wales and Northern Ireland.

Self-reported alcohol consumption accounts for only 40 to 60% of alcohol sales, suggesting that most people underestimate or don't know how much they are drinking.⁵

Alcohol can be a contributing factor to many problems and conditions managed by primary care.¹ Many people are unaware of the harm alcohol can cause. For example, excessive alcohol consumption doubles a drinker's risk of developing depression⁶ and causes around 1 in every 25 cancers.⁷

Despite causing or contributing to more than 60 medical conditions^{8,9} alcohol misuse often goes undetected. Recent data shows that only **8% of people who drink have discussed their alcohol use with a healthcare professional.**⁴

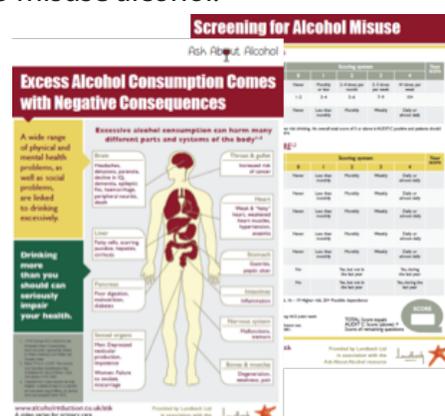
Other Supporting materials

A series of materials have been developed to complement the video modules and support healthcare professionals to engage with, screen, diagnose and treat patients who misuse alcohol.

These include;

- Summary sheets for modules 1 to 3
- Patient drink diaries
- Alcohol Impact Diagram
- AUDIT-C and AUDIT screening tools
- A patient support worksheet (to enhance ongoing engagement and motivation)

These can be accessed alongside the videos via the routes detailed below.



Ask About Alcohol

can be accessed in the following ways:

- Via your local Lundbeck contact for use in practice meetings/local events
- Online at www.alcoholreduction.co.uk/ask
- By emailing UK Medical Information at UKInfo@Lundbeck.com

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1. Babor TF et al. AUDIT: The Alcohol Use Disorders Identification Test, Guidelines for Use in Primary Care, 2nd edition, WHO, 2001
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3. Stockwell T et al. The development of a questionnaire to measure severity of alcohol dependence. Br J Addict. 1979; 74: 79-87.
4. Health & Social Care Information Centre: Statistics on Alcohol - England, 2014 [NS]. Available here: <http://www.hscic.gov.uk/catalogue/PUB14184/alc-eng-2014-rep.pdf>
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6. Boden JM and Fergusson DM. Alcohol and depression. Addiction 2011;106:906-914
7. Parkin DM. Cancers attributable to consumption of alcohol in the UK in 2010. British Journal of Cancer 2011;105:514-58
8. Anderson P et al (eds). Alcohol in the European Union. Consumption, harm and policy approaches. Copenhagen; WHO, 2012.
9. Jones L et al. Alcohol-attributable fractions for England. Liverpool; North West Public Health Observatory, 2008.