



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

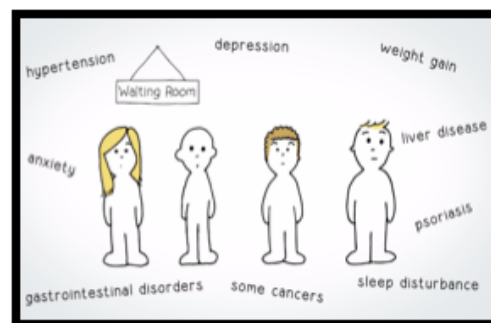
Module 2: Screening for hazardous and harmful drinkers & delivering brief advice

- 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.



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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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8. Anderson P et al (eds). Alcohol in the European Union. Consumption, harm and policy approaches. Copenhagen; WHO, 2012.
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