

YOUR MP  
House of Commons, London  
SW1A 0AA

Date \_\_\_\_\_

Dear \_\_\_\_\_,

### **Minimum Unit Pricing for England**

I am writing to you, as a partner of Trafford's Health and Wellbeing Board, to ask you to urge the Government to introduce Minimum Unit Pricing (MUP) for alcohol in England. On 1<sup>st</sup> May 2018, MUP was introduced by the Scottish Government, and Wales is looking set to move forward with its implementation. England is lagging behind. The introduction of MUP is the number one policy priority for Directors of Public Health across the UK.

Over the last few decades, the availability of cheap alcohol in supermarkets and off-licences has increased considerably. At its cheapest, it is possible to buy products containing the equivalent alcohol content of 22 shots of vodka for just £3.59. MUP would reduce alcohol harm by raising the price of the cheapest, strongest drinks which are consumed by the heaviest drinkers. This includes drinks like super-strength lagers and ciders, and own-brand vodka.

MUP would not affect pub prices, and moderate drinkers would barely notice the difference as the majority of alcohol they buy is above the proposed minimum price level of 50p per unit. Pub managers support MUP by a margin of two to one.

Since 1980, sales of alcohol have increased by 42% and this increase in consumption has come with devastating effects on health and society. In 2016/17, there were 1,360 hospital admissions for alcohol-related conditions in Trafford.

Alcohol harm is placing a strain on families, communities, and our health service. In England alone, over 7,000 deaths are directly caused by alcohol each year and in 2016/17, there were 337,000 alcohol related hospital admissions. Four in ten violent crimes are linked to alcohol and the overall annual cost of alcohol to society is estimated to be up to £21 billion per year.

MUP represents one of the best ways to address the harms being caused by alcohol. According to peer-reviewed research, the introduction of a 50p MUP in England would save an estimated 525 lives, prevent over 22,000 hospital admissions and prevent almost 35,000 crimes every year. The most vulnerable in society would benefit the most, with eight out of ten lives saved predicted to come from the poorest groups.

I would encourage you to state your support for MUP in England.

Yours sincerely