



# CANDIDATE PACK FOR INDEPENDENT ADVISORY PANEL MEMBERS

**drinkaware**



# WELCOME

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Thank you for your interest in Drinkaware and in our Independent Advisory Panel appointments.

Alcohol can have serious consequences for individuals and communities, damaging people's health, relationships, careers and lives. Many of us will know someone who is drinking at increasing risk levels. We need to reach many more people in that situation offering simple tools and techniques to help them moderate their drinking. We need to make it normal to talk about drinking, and normal to check your drinking from time to time and to make adjustments if needed. Importantly, we need to make it normal to ask for, and find, help if required.

Drinkaware is the UK's leading alcohol charity. Working together with individuals, communities, academics, researchers, industry and governments, we have a vision of reducing alcohol harm in the UK.

Our campaigns, tools, website and app are tailored to raise awareness of alcohol-related harms and help people change their relationship with alcohol. Our approach is evidence based, insight-driven and collaborative.

Our three-year strategy, now live until December 2025, seeks to move away from a focus on individual behavioural change. Many factors influence behaviour, including individual motivation, the wider culture in society as well as government policy. Our strategy reflects that and is focused on catalysing change at a societal level, creating a future where people can make informed choices about their drinking and if they do drink, do so in a low-risk way.

Drinkaware is now seeking two new members of its Independent Advisory Panel. Part observatory, part critical friend, the role of the Panel is to help ensure that Drinkaware provides the public with the most up-to-date, accurate and sound information on alcohol and alcohol related harm. In addition, it provides advice that helps the charity raise awareness of both the long and short term risks associated with alcohol consumption.

In line with our shift in strategic focus towards effecting change at a societal level, beyond very much welcoming applications from individuals with appropriate medical expertise, we would be very interested in receiving applications from people with experience and expertise to offer in, for example, behavioural sciences, antisocial behaviour and public health.

Regardless of particular background, we are seeking people with a prominent reputation and profile in their field. You will be highly influential and sought after for your expertise on issues of relevance to the charity. This is a tremendous opportunity to play a significant part in changing the way our society thinks about and consumes alcohol. It is also, we believe, an unusual and exciting chance to engage with other nationally regarded subject experts from other disciplines.

If you have those qualities and attributes and feel that you could contribute to bringing about the step change we are seeking, we very much look forward to hearing from you.

**Karen Tyrell**  
**Chief Executive**





# CONTEXT

Alcohol-specific deaths reached a new peak in 2021 - the latest data available. More than 9,600 lives in the UK were lost as a direct consequence of alcohol in 2021 – a rate of 14.8 people per 100,000 population. This rate was 5.7% higher than the previous year and 25.4% higher than 2019.

Alcohol harm, like the cost-of-living crisis, is not experienced evenly across the population. People on lower incomes, or living in the most deprived communities, are disproportionately affected - experiencing a significantly higher rate of alcohol-specific deaths and alcohol-related hospital admissions than those living in more affluent communities.

Our Monitor data indicates that people living in the 20% most deprived communities were almost twice as likely as those living in the 20% least deprived communities to screen positive for alcohol dependence (7.1% vs 3.6%). The figures are based on the World Health Organization's screening test for harmful drinking, the Alcohol Use Disorders Identification Test, with the figure showing an increase since 2021 (5.4% vs 2.7%), suggesting existing health inequalities are getting worse. This may be reflected in recent treatment figures, which showed 119,075 people in treatment for alcohol in 2021/22 - a 10% increase from the previous year (107,428).

In 2022, we provided facts and advice to over 5 million website visitors and there were more than 355,000 completions of our Self-Assessment tool. The MyDrinkaware app was downloaded nearly 200,000 times and our award-winning Chatbot supported over 5,000 people each month.

## ABOUT DRINKAWARE

Formed in 2006, following discussions between the alcohol industry and government, to act as a catalyst for cross-sector organisations to work together, our mission is to work to reduce alcohol harm across the UK. This is delivered through:

- Public-facing campaigns and digital services, information and guidance
- Evidence-led advice to governments and industry
- Independent research, consumer insight and evaluation

Our 2023-2025 Strategy sets five goals for the organisation:

- Working together to reduce alcohol harm** through partnering with governments, industry and others to move towards systemic and sustainable change at scale and to improve society's relationship with alcohol.
- To be a leading voice** around alcohol and use our voice to stand up for people who experience alcohol harm.
- Becoming the trusted experts** in our field through the quality of our research and our expertise, generating and sharing knowledge and insight.
- Ensuring the public** can make conscious, informed choices about alcohol and can find help if they need it.
- Being a great place to work** with simple, effective systems and a sustainable income.



# PERSON SPECIFICATION

## KEY ATTRIBUTES

- Deep expertise within a relevant medical discipline, behavioural sciences, public health or anti-social behaviour/social disorder fields.
- Gravitas with a demonstrable track record of influence at the most senior levels.
- Able to build awareness of the need for change at a societal level.
- Able to identify and develop compelling evidence in support of Drinkaware's strategic objectives.
- Able to present complex issues in a compelling and readily understandable manner, both in writing and verbally.
- Able to build relationships and confidence with stakeholders.
- Able to work well with equally accomplished individuals from other fields.
- Capacity for sound judgement
- Able and willing to offer their opinion on big issues.
- Comfortable lending their name to the work of Drinkaware
- A strong commitment to Drinkaware's values and its purpose of reducing alcohol harm in the UK, as well as a demonstrable commitment to diversity and inclusion.



# INDEPENDENT ADVISORY PANEL - TERMS OF REFERENCE

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## PURPOSE

The Independent Advisory Panel is made up of expert professionals, engaged on an independent and non-employed basis by the Drinkaware Trust. Its role is to help ensure our independence by offering support and challenge.

As experts in their respective fields, panel members will help to ensure that Drinkaware provides the public with the most up-to-date, accurate and sound information on alcohol and alcohol related harm. They will also work together with Drinkaware in seeking to bring about significant societal change in people's perception of and approach to alcohol use.

## MEMBERSHIP AND RESPONSIBILITIES

The panel is led by a Chair of the Independent Advisory board, who is a medical professional.

The panel is made up of 4-6 members at any one time. Additional members may be co-opted on a fixed duration basis as required by the charity.

The role and responsibilities of panel members and Chair will be to:

- Advise the Drinkaware CEO, Senior Leadership Team and Board on issues relating to emerging evidence relating to alcohol and alcohol harm.
- Provide expert advice on relevant health and social issues relating to alcohol harm and how this relates to Drinkaware activities.
- Support Drinkaware by reviewing relevant medical alcohol content and broader advice to ensure it reflects the evidence base as appropriate.
- Act as an expert in their own professional field and assist Drinkaware in dealing with relevant health and social issues requiring a rapid response.
- Contribute to promoting dialogue and active collaboration between Drinkaware and the medical, academic and social care professions.
- Support Drinkaware with specific projects or steering groups as agreed.

## DURATION OF TENURE

Membership terms will be for three years in the first term, for up to three terms, subject to reappointment via the CEO and Chair of the Independent Advisory Panel.

## MEETINGS

The Panel holds two meetings a year which are held in London.

## HONORARIUM & EXPENSES

- Panel members are entitled to a honorarium of £2,500 per annum.
- All reasonable expenses for accommodation, transport and food will be met.



## HOW TO EXPRESS AN INTEREST IN THE ROLE

We hope you will consider making an application to join the Independent Advisory Panel. We welcome applications from across Scotland, Wales, Northern Ireland and England. To make an application, please go to <https://starfishsearch.com/jobs/da-ind-adv-pm/> and click on the apply now button, with the following prepared:

- a CV (no more than three sides) or equivalent biographical information
- a short covering letter that explains your motivation, suitability, availability and confirms that you would not be subject to any conflict of interest
- please tell us if there are any dates during the selection process (outlined below) when you would not be available to participate.
- If you have a disability and identify any barriers in the job description or person specification, please tell us.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

The closing date for receipt of applications is **Monday 22th Jan 2024**.

Stakeholder engagement and final interviews to be scheduled for **29th or 30th January 2024, date to be confirmed**.

Should you have any questions or wish to discuss the role, please contact Rod Lyons at Starfish Search.

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