



NENC Stigma Kills Campaign

Sarah Hulse

NENC Alcohol Strategic Manager

Part of:

**North East North Cumbria
Health & Care Partnership**



Alcohol harm in North East & North Cumbria

- **Alcohol is a toxic** and addictive drug
- Alcohol causes many **long term health conditions**
- **Cost to the NHS** approx. £4.9 billion per year in England
- Alcohol consumption above CMO guidelines (14 units per week) is significantly **higher in NENC**
- Approximately 16,500 alcohol specific admissions per year in NENC
- Direct causal links to **7 types of cancer**
 - 8-10% breast cancers
 - 22-38% mouth and throat cancers
 - 6% bowel cancers
- Increased risk of **stroke & heart disease**
- Increased risk of **type 2 diabetes**
- Risk to **unborn child**

- Between 2016/17 and 2020/21, there was a **47% increase in alcohol deaths** within NENC
- There were 14 times more deaths for people from the most **disadvantaged communities** than the least
- **Alcohol harm paradox:** people of low socioeconomic status (SES) tend to experience greater alcohol-related harm than those of high SES, even when the amount of alcohol consumption is the same or less

NENC Alcohol Programme

Aim:

Reduce alcohol related harm across NENC population

- People are aware of the health harms associated with alcohol and evidence-based alcohol policies are in place to address the key drivers of alcohol harm
- People at risk of harms due to alcohol are identified, given advice and referred for support where needed
- People who experience alcohol related harm and/or dependence are given the support they need to recover
- Focus on reducing health inequalities, partnership working, using data and engaging with people with lived experience

Integrated Care Partnership...

Our plan aligns with our 'Better Health And Wellbeing For All' strategy, created together by the NHS, local councils, and VCSE organisations. We have four goals:



Longer and healthier lives



Fairer outcomes for all



Better health and care services



Giving children and young people the best start in life

Stigma

noun

1. a mark of disgrace associated with a particular circumstance, quality, or person.

- Well established that people with alcohol addiction experience stigma
- Stigma can stop people from accessing medical assistance
- Stigma can affect the experience of care people receive
- Stigma can have serious consequences

APA Stigma Kills

- Lived experience co-produced campaign
- Range of assets available www.stigmakills.org.uk
- Recognising alcohol addiction is a complex condition and one that has a strong link to adverse experiences



Stigma Kills in NENC

- Launched 3 month digital campaign in July 2024
- Combined existing assets with NENC focus and content
 - Target health and social care workforce
 - NENC specific assets: video of people with experience
 - Strengthen calls to action:
 - STOP using words that hurt and isolate people: examples of language
 - START thinking about why someone might be ill: training e.g. trauma informed care
 - ASK if they need any help or support: referral to local services
- Enable partner uplift (NHS providers, LAs, VCSE etc)
 - Communications plan and toolkit
 - Customisable assets

start
thinking about why someone might be ill

NHS apa
North East and North Cumbria

To learn more, visit www.stigmakills.org.uk

stop
using words that hurt and isolate people

NHS apa
North East and North Cumbria

To learn more, visit www.stigmakills.org.uk

ask
if they need any help or support

NHS apa
North East and North Cumbria

To learn more, visit www.stigmakills.org.uk

Stigma
noun
1. a mark of disgrace associated with a particular circumstance, quality, or person.

THEY ARE ILL AND NEED SUPPORT AND MEDICAL HELP TO GET BETTER



[Stigma kills \(youtube.com\)](https://www.youtube.com/watch?v=StigmaKills)

[NHS Addictions Provider Alliance: Stigma Kills \(youtube.com\)](https://www.youtube.com/watch?v=NHSAddictions)

stop start ask
using words that hurt and isolate people thinking about why someone might be ill if they need any help or support

To learn more, visit stigmakills.org.uk

NHS apa
North East and North Cumbria

#StigmaKills
Everyone knows someone who experiences addiction. See the person, hear their story.



NHS apa
North East and North Cumbria

#SeeThePersonHearTheirStory
Proud supporters of the **NHS apa** #StigmaKills campaign



NHS apa
North East and North Cumbria

We all know someone who experiences addiction
#StigmaKills

stop → **start** → **ask**

using words that hurt and isolate people thinking about why someone might be ill if they need any help or support

NHS apa
North East and North Cumbria

North East North Cumbria Health & Care Partnership



Next steps

- Currently undertaking evaluation
- Good uptake across NHS, LAs, VCSE
- Re-run campaign during 25/26

Thanks for listening

Any questions?