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## Monitoring and Evaluating Scotland's Alcohol Strategy (MESAS)

Monitoring and Evaluating Scotland's Alcohol Strategy (MESAS) is a portfolio of evaluation studies led by NHS Health Scotland on behalf of the Scottish Government (2010-2015).

With the implementation of the Licensing (Scotland) Act 2005, the new Alcohol Etc (Scotland) Bill, and the development of a new strategic approach to addressing alcohol-related harms, outlined in 'Changing Scotland's Relationship with Alcohol: A Framework for Action' ([external link](#)), the Scottish Government has asked NHS Health Scotland to lead on monitoring and evaluating the implementation and impact of current alcohol strategy in Scotland, via a portfolio of studies that asks not just, 'did it work', but 'how is it working, who for and how might it work better?'

The evaluation comprises of a portfolio of seven studies. The studies started at the beginning of 2010 and will run through to 2015, with the monitoring of routine data continuing beyond. Further information on the study portfolio can be found in the [MESAS Briefing Paper \(December 2009\)](#)

### Reporting

There will be an annual report pulling together all the studies. The final reports of any commissioned studies will also be published.

In March 2011, the [first annual \(baseline\) report](#) was published. This report sets the scene for the evaluation by describing the current alcohol strategy, its Theory of Change and the plan for evaluation. It then describes the baseline trends for alcohol consumption, affordability and alcohol-related harms. Future annual reports will update these trends and describe the trends for other outcomes.

### Portfolio

#### Study 1: Implementation of the Licensing Act (Scotland) 2005

This study is being carried out by [ScotCen](#). The study started in January 2010 and is due to finish in March 2013.

[Summary of the Research Brief: Licensing Act \(Scotland\) 2005](#)

[Summary Proposal: Scotcen](#)

#### Study 2: Implementation of NHS-delivered Alcohol Brief Interventions

This study is being carried out by the University of Stirling in conjunction with the Universities of Dundee and Glasgow. The study started in April 2010 and is due to report in June 2011.

[Summary Research Brief: NHS-delivered Alcohol Brief Interventions](#)

[Summary Evaluation Proposal \(April 2010\): NHS-delivered Alcohol Brief Interventions](#)

#### Study 3: Capacity of Treatment and Core Services

To be commissioned.

#### Study 4: Changes in Knowledge and Attitudes

This study is being undertaken in house by NHS Health Scotland. It will report through the annual reports.

#### Study 5: Changes in Affordability and Consumption

This study is being undertaken in house by NHS Health Scotland. It will report through the annual reports. The sales data in the March 2011 report replaces [all previously published sales](#). In addition to the sales data in the sales data, there is

[A descriptive analysis of price band data for alcohol sold through the off-trade, Scotland 2009.](#)

#### Study 6: Scoping Study of Economic Impact on the Alcohol Industry of pricing and non-price policies to regulate the affordability and availability of Alcohol in Scotland.

[Summary Research Brief: Economic Impact](#)

[Scoping Study of the Economic Impact on the Alcohol Industry of pricing and non-price policies.](#)

[Economic Impact on the Alcohol Industry Final Report.](#)

#### Study 7: Consumption and Alcohol-Related Harm

This study is being undertaken by the Information Services Division. It will report through the annual reports.

For further details on the MESAS portfolio of studies please contact:

#### Contact us

[Fiona Myers](#), Public Health Advisor

NHS Health Scotland.

Reviewed 19th April 2011

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#### News

##### **17 March 2011**

A [report which sets the scene for the evaluation](#) is now available. This details the Theory of Change, the evaluation plan and describes the baseline trends for, alcohol consumption, alcohol affordability and alcohol-related harms against which future progress will be measured.

For further information please contact Clare Beeston 0141 354 2966

##### **24 February 2011**

The [final report of a scoping study](#) assessing the feasibility of measuring the economic impact on the alcohol industry of policies addressing the affordability and availability of alcohol is now available.

For further information please contact Neil Craig 0131 313 7555.