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**Abstract/Description**

This book combines the analysis of UK alcohol policy from historical, contemporary and comparative perspectives. It highlights recent evidence produced by the authors which has revealed an unprecedented rise in heavy drinking amongst young women. It reviews the role of alcohol in Britain examining why our drinking culture is maintained, including the power of the alcohol industry and development of recent policy.

**Additional Information:** Informed by the authors' international studies of drinking habits. This book was 'fast tracked' for publication by OUP because of the high profile of the subject matter which was confirmed by the massive press and media coverage on its launch. Highly commended in the Mental Health category of the 2007 BMA Book awards. Contribution 50%.

**Uncontrolled Keywords:** binge drinking, alcohol-related problems

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This book by two of our national experts on alcohol misuse provides a thoroughly good read that can be tackled cover to cover or dipped into for its wealth of data and references. It is certainly timely, as binge drinking is rarely out of the media spotlight. (Clinical Medicine, Vol 7, No 1). ...a valuable resource for anyone intending to work in the [alcohol field]. (The Psychologist). The harm caused to individuals and to society by binge drinking is forcefully laid out in Binge Britain: Alcohol and the National Response. Moira and Martin Plant are clear about the way forward: health education Our Adult drinking habits series describes alcohol consumption data for adults aged 16 years and over in Great Britain from the Opinions and Lifestyle Survey (OPN). This monthly omnibus survey, run by the Office for National Statistics (ONS), conducts face-to-face interviews and concerns self-reported alcohol consumption. In this bulletin, our definition of binge drinking is based on that detailed in the government's Alcohol strategy. Specifically, this concerns males who exceeded eight units on their heaviest drinking day (around four pints of normal strength beer or three-quarters of a bottle of wine) and females who exceeded six units on their heaviest drinking day (around three pints of normal strength beer or two large glasses of wine). Binge Britain: Alcohol and the national response. Authors: Plant, M.A. & Plant, M.L. About ESPAD. The main purpose of ESPAD is to collect comparable data on substance use in Europe among 16 year old students, in order to monitor trends within as well as between countries.