The MCA 2014 symposium will focus on Alcohol and Ageing. Alcohol consumption by older people is an essential area for health policy and practice. Drinking patterns change as people get older. Whilst those over 65 drink less alcohol than their younger counterparts, they consume more frequently [1]. More older people are admitted to hospital with alcohol-related conditions than younger age groups. From 2002 to 2010 the number of alcohol related admissions in those over 65 in England doubled to reach 500,000 [2]. The trend in admissions for mental health and behavioral problems related to alcohol is even more striking, showing a 150% increase from 2002 to 2012 [3]. Alcohol related deaths in the UK in those over 75 increased by 58% between 1991 to 2001[2]. There are particular psychosocial factors contributing to higher rates of alcohol use in this age group and many reasons why alcohol has a more detrimental effect, including co-morbidities, physical changes and drug interactions [4]. This symposium will focus on these issues across the board – from epidemiology to physical and psychiatric aspects to effective treatment. It will be of interest to health professionals across the range of specialties and disciplines for whom improving health care for older people and reducing alcohol-related harm are imperatives.

1 Alcohol and older people; Older people’s drinking habits, Institute of Alcohol Studies, 2013.
2 Alcohol and older people; Health impacts: Hospital admissions, Institute of Alcohol Studies, 2013.
PROGRAMME

09.00 Registration & Coffee (MCA Members)

09.30 Annual General Meeting Commences (MCA members only)

10.00 MCA Legacy Essay Competition & NAAD Competition - Winners Presentation

10.10 Annual General Meeting Close

*10.00 – 10.30 Registration & Coffee (Non MCA Members)

10.15 Session Break Tea & Coffee

Max Glatt Lecture and Medal Presentation

10.35 Welcome and an Introduction to Max Glatt, Professor Colin Drummond, MCA Chairman

10.50 Dr Allan Thomson, From Men to Molecules: The evolving story of the Wernicke-Korsakoff Syndrome

11.50 Max Glatt Memorial Medal Presentations

12.00 Session Break Lunch

13.00 REGIONAL ADVISORS MEETING (MCA REGIONAL ADVISERS ONLY)

Alcohol & Older People Seminar

13.30 Welcome and an Introduction to Alcohol & Older People, Dr Iain Smith

13.45 Dr Annie Britton, Senior Lecturer in Epidemiology, UCL, ‘Alcohol consumption across the life-course: What can we learn from cohort studies?’

14.15 Dr Karim Dar, Consultant Addiction Psychiatrist, ‘RCPsych Report on Alcohol and the Elderly: Implications for Policy’

14.45 Session Break Tea & Coffee

15.00 Professor Simon Coulton, Professor of Health Services Research, University Kent, ‘Stepped care for older alcohol users: Results of a randomised controlled trial’

15.30 Professor Ilana Crome, Professor Emeritus, Keele University, ‘Update on treatment effectiveness in older alcohol misusers’

16.00 Professor Peter Crome, Professor Emeritus, Keele University of Geriatric Medicine, ‘Physical Effects of Alcohol in Older People’

16.30 Closing Remarks

16.45 Session Close Meeting Summary and Close
**Booking Form**

To book your place, fill in the form below and send a cheque made payable to ‘The Medical Council on Alcohol’ to MCA, 5 St Andrews Place, London, NW1 4LB or contact Sapphire Ellison directly on 020 7487 4445 or Sapphire.Ellison@m-c-a.org.uk You can also book directly online at http://www.m-c-a.org.uk/calendar/

**CANCELLATION POLICY**
Receipt of this form constitutes a firm booking which cannot be cancelled without penalty.

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**BOOKING FORM**

Please return this booking form to: Medical Council on Alcohol, 5 St Andrew’s Place, London, NW1 4LB  
*All delegates will receive luncheon and refreshments*

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<tr>
<th>Title</th>
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**Special needs (including dietary requirements)**

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**Type of Booking: (please tick as appropriate)**

1. Non Member Symposium attendance £90 [ ]
2. Non Member Symposium attendance (Nurse) £80 [ ]
3. Non Member Symposium attendance (Student\Retired) £40 [ ]
4. MCA Member Symposium attendance £45 [ ]
5. MCA Member Student\Retired Symposium attendance £25 [ ]
6. MCA Regional Advisors attendance Free [ ]
7. Join & attend as a NEW MCA Member*

*If you would like to join as a new MCA Member and receive a reduced rate to the symposium please contact us for more information on 020 7487 4445 or Sapphire.Ellison@m-c-a.org.uk

Signed ___________________________ Date ___________________

*There is a 10% discount for all bookings made before the 1st July 2014*
# Sponsorship information

## Exhibition Package

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<th>Cost</th>
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<td>Manned Stand: (2m x 2m space, listing &amp; logo in the delegate pack &amp; lunch &amp;</td>
<td>£750</td>
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<td>refreshments for stand personnel)</td>
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<td>Unmanned Stand: (2m x 2m space, listing &amp; logo in the delegate pack)</td>
<td>£400</td>
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<td>Charity Manned Stand Rate: (2m x 2m space, listing &amp; logo in the delegate</td>
<td>£350</td>
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<td>pack &amp; lunch &amp; refreshments for stand personnel)</td>
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<td>Charity Unmanned Stand: (2m x 2m space, listing &amp; logo in the delegate pack)</td>
<td>£200</td>
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## Other Opportunities

- Small display on main delegate registration desk | £250
- Sponsoring delegate places | £100 per place
- Notepads & Pens EXCLUSIVE | £200
  - (supply your branded stationary/pens to be handed out at the registration desk)
- Delegate Pack Inserts | £150
  - (you must supply your inserts at least 3 weeks prior to the event)
- Advert in delegate pack (range from £100 to £275 depending on size)

## Advertisement only

- Logo on delegate pack | £75
- Logo on directional signage at the event | £75
- Corporate banners sponsoring lunch | £250

## Package/Sponsorship

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<td>Logo on delegate pack</td>
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<tr>
<td>Logo on directional signage at the event</td>
<td>£75</td>
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<tr>
<td>Corporate banners sponsoring lunch</td>
<td>£250</td>
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## Contact Information

**Medical Council on Alcohol, 5 St Andrew's Place, London, NW1 4LB**

**Tel**

**Fax**

**E-mail**

**Organisation Name**

**Company Registration No**

**VAT Reg No:**

**Dietary requirements**

**Special needs**

**PO Number (if applicable)**

**Accounts Payable Contact Name**

**Accounts payable Email**

**Signed**

**Date**

Once booking is received you will be sent written confirmation.

All prices are + VAT

For more information please contact Sapphire Ellison on 020 7487 4445 or email Sapphire.Ellison@m-c-a.org.uk or go to the MCA website www.m-c-a.org.uk