



## Theory of change

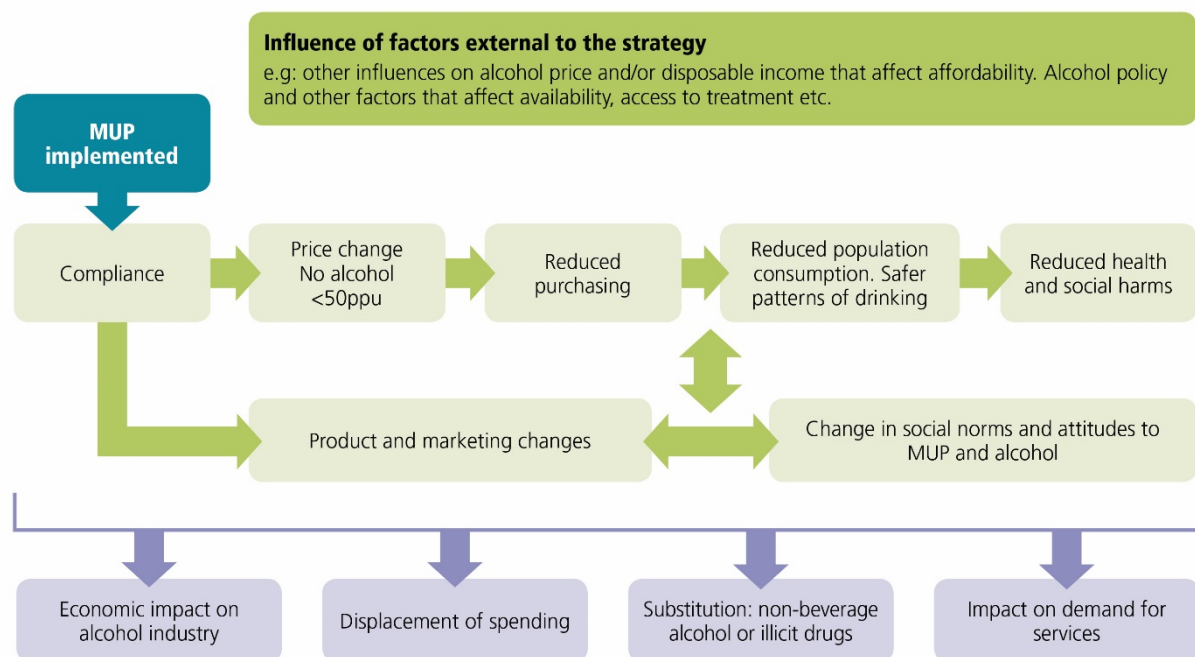
Evaluating policy (such as MUP) is difficult. There is no ability to control exposure, potential impacts are numerous and various external factors may interact with the policy and/or other external factors to influence both delivery and outcomes. Having a good understanding of how the intervention is expected to cause change is important if impact is to be assessed. We are therefore using a theory-based approach to the evaluation of MUP.

There is evidence that MUP is impacting on outcomes if there is:

- a theory of change – which explains how MUP may result in a series of outcomes
- implementation of MUP in a way likely to change outcomes
- evidence gathered that shows the sequence of expected results is being realised
- assessment of other factors influencing the outcomes, and these have been accounted for where possible.

Within a theory-based approach, various appropriate study designs are used to collect evidence on outcomes.

The evaluation of MUP will include a number of studies, introduced within this briefing, which will each contribute to our assessment of the impact of MUP in Scotland.



A theory of change has been developed for MUP.

The light-green boxes show how MUP implementation is likely to contribute to reduced alcohol harm via a series of linked outcomes. In order to have an impact on harms, the legislation must first be implemented and complied with by licence holders (retailers). This would then lead to a change in the price of alcohol currently sold under 50ppu in licensed premises, resulting in no alcohol below 50ppu in licensed premises. It is expected that this price change will reduce purchasing of alcohol sold through shops and supermarkets. Reducing alcohol sales will in turn reduce alcohol consumption, which will reduce alcohol-related harms in health, crime, disorder, public safety and children and young people.

There may be a change to alcohol products and marketing (e.g. reduced strength), which in turn may impact on consumption.



The theory of change also shows how these changes may impact on attitudes to MUP and social norms around drinking, and vice versa.

The purple boxes below also capture some of the other outcomes resulting from implementation of MUP and the subsequent changes in price. The alcohol industry may be affected. Some drinkers may turn to non-beverage alcohol or other drugs, or they may have reduced disposable income for essentials like housing, fuel and food. Service demand may change, if more or fewer drinkers seek support from treatment and care services following MUP.

Outcomes may be affected by factors other than MUP (external factors) and the theory of change also accounts for this in the dark-green box. These include factors which may affect the price of alcohol, such as potential changes to duty or price rises to currency exchange rate changes. It also includes factors which affect disposable income such as wage or benefit change and/or inflation. There may be other relevant external factors such as changes to alcohol policy, changes in social norms around drinking, or wider socioeconomic factors.