

Health and Adult Social Care Scrutiny Committee – 26th January 2012

Report of the Chief Executive

The Implementation of Dudley's Alcohol Strategy – 2010/11

Purpose of Report

1. The purpose of this report is to update Scrutiny Committee Members in respect of the implementation of Dudley's 2010 Alcohol Strategy

This report has been written in collaboration with the Public Health Department - NHS Dudley

Background

2. Addressing the harm caused by alcohol misuse to individuals, families and communities in Dudley is a priority for partners. The Alcohol Strategy Group was set up in February 2008 to begin to address the issue of alcohol misuse and develop a new Alcohol Strategy for the Borough.

The Alcohol Strategy Group is a multi-agency group coordinated by the Drug and Alcohol Action Team Manager in collaboration with the Public Health Manager from NHS Dudley. The Group has primarily reported to the Substance Misuse Implementation Group (a sub group of the community Safety Partnership), updating other groups as appropriate

3. The Alcohol Strategy was developed and following approval by Cabinet in February 2010; the Strategy began to be implemented from April 2010. The Health and Adult Social Care Scrutiny Committee received a Report in respect of the Strategy in July 2010 together with a copy of the Strategy itself.
4. **Aim of the Alcohol Strategy**
The key aim of the Alcohol Strategy is to reduce the impact of alcohol misuse on individuals, families and communities enabling them to live healthy, prosperous and safe lives.
5. In reducing alcohol related harm a further aim of the Strategy is the reduction of alcohol related hospital admissions, which is a challenge locally as well as nationally.
6. **Progress 2010/11**
The outturn report (appendix 1) demonstrates the considerable range of activities that have taken place to underpin the reduction of alcohol related harm within the Borough. These activities relate to actions identified within the 2010 Alcohol Strategy's Action Plan or the Strategy itself.

As well as the specific initiatives that are detailed in the outturn report treatment provision is commissioned for adults and children and young people.

7. Performance – 2010/11

At the time of writing the Alcohol Strategy locally there was an obligation to work towards and achieve targets set out in a suite of National Indicators.

Since the Alcohol Strategy was written a number of targets have now been withdrawn. However, the Alcohol Strategy Group have continued to monitor progress against targets that were set in respect of: -

- Reducing Alcohol Related Hospital Admissions
- Reducing Substance Misuse amongst Young People
- Reducing Crime and Disorder

8. Reducing Alcohol Related Hospital Admissions*

The alcohol related admissions target is derived from a number of hospital codes, some of which are alcohol specific and some of which are attributable to alcohol.

The target set by Government Office West Midlands and the Strategic Health Authority for 2010/11 was 1979 admissions per 100,000 persons. The final outturn rate was 2243 per 100,000. This is a 10% increase on 2009/10. However, between 2002/3 and 2007/8 the rate had been increasing at an average of 25% per annum. Since then the rate of increase has been reduced slightly to 8.7% increase in 2008/9, 9.1 % increase in 2009/10 and 10% increase in 2010/11.

A performance figure for quarter 1 of 2011/12 has just been released and for the first time shows a 0% increase over the same quarter for the previous year. It is too soon to say whether this will be maintained for the rest of the year

In the national context out of 326 Local Authorities Dudley is 266th out of 326 for alcohol related admissions. However, when a range of alcohol related harm indicators are compared, Dudley fares much better

9 Reducing Substance Misuse Amongst Young People

Results from Dudley Young Peoples Lifestyle Survey (sample size 12,817) show:

- A reduction from 19% in 2004 to 10% in 2010 of primary school pupils who had had a drink in the last week
- A reduction from 36% in 2004 to 20% in 2010 of secondary school pupils who reported drinking in the last week

The Tell Us 4 Survey highlights that: -

- 66% of Dudley pupils (49% nationally) reported never having had an alcoholic drink

Where young people have accessed specialist treatment performance has been good in respect of planned exits

- There are positive outcomes for young people leaving the Zone (Young Persons Specialist Substance Misuse Service). As at quarter 3 of 2010/11 86% of young people had exited the service in a planned way. This maintains Dudley as one of the best performing partnerships within the region and significantly above the national average performance of 73%
- In quarter 4, 85.1% exited the service in a planned way (unfortunately national comparisons are not available for quarter 4)

10 Reducing Crime and Disorder

At the time that the Alcohol Strategy was developed National Indicator 20 – Assault with less serious injury (reducing crime) was included within the Strategy for attention.

- From April 2009 to March 2010 there were 1841 incidents of assaults with less serious injury reported
- From April 2010 to March 2011 there were 1575 incidents of assaults with less serious injury reported. This was a reduction of 266 reported incidents

Northwest Public Health Observatory data (2010) indicates that Dudley performs significantly better in respect of alcohol related crimes and alcohol-recorded crimes compared to the England average.

11 Summary

Appendix 1 demonstrates a considerable level of activity that took place to reduce alcohol related harm within the Borough during 2010/11. In some cases the benefit and impact of the initiatives and interventions that have been put in place will take time to be realised.

12 Looking Ahead

The Alcohol Strategy was refreshed in May 2011 and a further action plan was developed. This is currently being implemented and monitored. There continues to be a strong partnership approach to reducing alcohol related harm across the Borough.

A new national Alcohol Strategy is awaited and the Alcohol Strategy Group will take a steer from this as well as local need to direct its future work.

- 13 Other factors that will need to be taken into account are those arising from changes effecting Public Health and Community Safety Partnerships and any changes in requirements/outcomes falling out of these.

Finance

There are no immediate financial implications arising from this report.

However, in 2010/11 and 2011/12 there has been a reduction in the budget available to Children's Services Directorate. This has had an impact on the delivery of activities and interventions available for children and young people. However, by and large through partnership working other resources have been levered in to minimise the impact of this reduction.

Law

Section 2 of the Local Government Act 2000 enables the Council to do anything, which it considers likely to achieve the promotion or improvement of the economic, social or environmental well being of the borough.

The Crime and Disorder Act 1998 and subsequent amendments are also relevant to this report.

Equality Impact

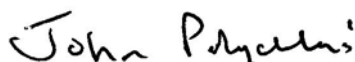
When the 2010 Alcohol Strategy was developed a Stakeholder Event was held to ensure that the Strategy was relevant to the communities of Dudley. Other means of consultation were also used.

Young people were part of the Stakeholder Event.

The Alcohol Strategy was Equality Impact Assessed and actions arising from the Equality Impact Assessment Action Plan have been reviewed through the Alcohol Strategy Group.

Recommendation

It is recommended that the content of this Report and progress made to date in implementing the Alcohol Strategy be noted.



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List of Background Papers

*Reducing Alcohol Related Admissions to Hospital in Dudley – Progress Report for 2010/11 – Report Author – Diane McNulty, Public Health Manager (Used for section 8 of this report)

Appendix 1 Alcohol Strategy 2010 – Outturn Report – 2010/11

Health and Health Improvement

Activity	Outputs and outcomes achieved	Lead Partner
<p>Alcohol Awareness Campaigns – e.g. Cocaethylene ‘Drop Dead Gorgeous’ campaign planned and delivered with Safe & Sound (Dudley’s Community Safety Partnership).</p> <p>Events</p> <p>Families – ‘passive drinking’ campaign</p>	<ul style="list-style-type: none"> • Campaign primarily aimed at 18-24 year old binge drinkers. Ran from 15th – 21st December 2010 on air and online with Kerrang radio and in bars and clubs in Stourbridge and Sedgley. 2,269 hits received on the website and 155 people entered the competition. • Attended 4 health events targeting young people to raise awareness of sensible drinking, risks associated with dangerous drinking and to signpost to further support / services. • Working adults / older people – attended workplace events and community events • Events held in 2 Children’s Centres. Focus on raising awareness of the impact of parental drinking on young children, and ways to keep alcohol away from a child. 	<p>Public Health and Community Safety Partnership</p> <p>Public Health</p> <p>Public Health</p>
<p>Ascertained what information about units and sensible drinking limits is available in main community languages on the Council and Health websites, and in key healthcare and community settings</p>	<ul style="list-style-type: none"> • Existing material reviewed • Work undertaken with the Chinese Community • Further work to be done 	<p>Public Health</p>
<p>Introduce regular alcohol health promotion sessions with employers and community groups</p>	<ul style="list-style-type: none"> • Basic Alcohol Awareness training delivered to 9 health trainers, 16 public health volunteers and 30 pharmacists 	<p>Public Health</p>

Implementation of Small Grants Scheme to support user and carer groups	<ul style="list-style-type: none"> Grants awarded – evaluations and feedback awaited 	Public Health and partners
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Children and Young People (including activities and education in schools and colleges)

Activity	Outputs and outcomes achieved	Lead Partner
Theatre in Education/Other Interactive Learning <ul style="list-style-type: none"> Drugs and Alcohol and Teenage Pregnancy and Alcohol Survive Alive (Alcohol Challenge – Year 6 Pupils) 	<ul style="list-style-type: none"> Young people more aware of the consequences of substance misuse Teaching Staff aware of services that are available to support professionals and young people 	Health Promoting Schools
Parents Evenings (20-25 sessions delivered)	<ul style="list-style-type: none"> Parents and carers more aware of health and personal safety issues for young people as a result of drinking alcohol Parents and carers more aware of how their behaviour impacts on their child's choices (hidden harm) 	Health Promoting Schools
"In Class Support" – Primary, Secondary and Special Schools, Pupil Referral Units and Alternative Providers	<ul style="list-style-type: none"> One to one support for children and young people where alcohol use is an issue. (Early Intervention to help prevent problematic use) 	Health Promoting Schools
Community Based Awareness Raising Sessions (Also see Health and Health Improvement Section)	<ul style="list-style-type: none"> Community aware of the impact of alcohol misuse on individuals, families and communities Community know how and where to access services 	Public Health
Development of Healthy College Agenda	<ul style="list-style-type: none"> Healthy College Guidance published in September 2010 Each College has an action plan for their priorities. Substance misuse to 	Public Health

Peer Education	<ul style="list-style-type: none"> • Peer education was delivered through Respect Yourself in respect of reducing teenage pregnancy. • Capacity to be reviewed in 2011/12 in respect of broadening Peer Education out around alcohol misuse 	Respect Yourself
Positive Activities	<ul style="list-style-type: none"> • Increase self confidence, self esteem and build resilience of children and young people 	Connexions
Workforce Development (Please see training and conferences)	<ul style="list-style-type: none"> • Increased knowledge base of staff and clarity in respect of service provision/referral pathways. Increase in referrals to the Zone • Workforce development requirement in respect of core competencies – Children and Young Persons Workforce Development 	Drug and Alcohol Action Team and Partners
Campaigns linked to the Department for Children School and Families and other national campaigns <ul style="list-style-type: none"> • Alcohol Awareness Week – Campaign and questionnaire 	<ul style="list-style-type: none"> • Raise Awareness of the impact of alcohol misuse on individuals families and communities • Delay the age at which children and young people start to drink and reduce the amount of alcohol consumed if they are already drinking 	Drug and Alcohol Action Team
Theatre and film company commissioned to work with 13 to 19 year olds	<ul style="list-style-type: none"> • Raise awareness of female binge drinking • DVD/"Mash up" produced using local young people to deliver key messages to their peers 	Public Health

Other Events and Activities		
<ul style="list-style-type: none"> Open Day at Young Persons Substance Misuse Service (The Zone) 	<ul style="list-style-type: none"> Raise awareness of service provision available within the Borough 	The Zone

Early intervention and treatment

Activity	Outputs and outcomes achieved	Lead Partner
Implementation of routine identification in Accident and Emergency settings (A and E) and provide brief advice to those identified	<ul style="list-style-type: none"> Additional A and E Liaison Worker has been appointed and joined the Alcohol Liaison Team at Russells Hall Hospital Dudley Group of Hospitals agreed to implement a joint alcohol and tobacco Identification and Brief Advice initiative in a phased way. 	Public Health
Routine identification and brief advice offered in Primary Care	<ul style="list-style-type: none"> A Locally Enhanced Service was introduced in July 2010 to offer Identification and Brief Advice in primary care settings 	Public Health – Diane McNulty
Routine identification and brief advice when people are arrested and in custody	<ul style="list-style-type: none"> Reduction in offending rate Increase numbers into treatment 	Drug and Alcohol Action Team and Public Health Delivered by Cranstoun Drug Services and Aquarius
Training needs analysis to assess number of staff requiring training and number of programmes to be offered. Training needs analysis spanned across health professionals and wider workforce	<ul style="list-style-type: none"> Training Needs Analysis commissioned Training Needs Analysis carried out Training commissioned from Alcohol Concern 11 courses provided – 192 people trained Further courses to follow 	Public Health and Drug and Alcohol Action Team

Referral pathways and treatment provision reviewed	<ul style="list-style-type: none"> • Refreshed pathways to be rolled out 2011/12 • Review of provision to inform future commissioning decisions 	Public Health and Drug and Alcohol Action Team
Review of commissioning and performance management systems for all levels of alcohol intervention	<ul style="list-style-type: none"> • Performance management and reporting systems in place including reporting to National Alcohol Treatment Monitoring System • As more detailed information becomes available processes will be reviewed 	Public Health and Drug and Alcohol Action Team
Involve service users and carers in the planning and delivery of alcohol services	<ul style="list-style-type: none"> • Service user and carer involvement is a stipulation of Aquarius's Service Level Agreement • Service users are demonstrably involved in the development of the treatment system 	Public Health and Drug and Alcohol Action Team
Improving the identification of alcohol misuse issues in respect of tenancy sustainment referrals and homelessness presentations	<ul style="list-style-type: none"> • Through training staff are better equipped to respond appropriately in respect of homelessness/tenancy sustainment and alcohol misuse • 40 frontline housing staff have taken part in the training commissioned from Alcohol Concern 	Directorate of Adult Community and Housing Services (Tenancy Sustainment)
Building Links with the Healthy Town agenda (Also links to Health and Health Improvement Section)	<ul style="list-style-type: none"> • Park Rangers have attended basic drug and alcohol awareness training • Appropriate information and advice to be available in "hubs" in respect of alcohol • Public Health and service providers have taken part in healthy hub events 	Department of Urban Environment/ Public Health and Drug and Alcohol Action Team

Reducing crime and disorder, including domestic abuse

Activity	Outputs and outcomes achieved	Lead Partner
Alcohol Arrest Referral Scheme	<ul style="list-style-type: none"> Reduce alcohol related offending and improve health outcomes 	Aquarius And Drug and Alcohol Action Team
Taxi Marshalling Scheme	<ul style="list-style-type: none"> Sustained funding for scheme to continue 	DMBC -Licensing (Subsequently Public Health)
Pub Watch	<ul style="list-style-type: none"> Ongoing development of effective links with the “pub trade” 	West Midlands Police Service and DMBC - Licensing
Cumulative Impact Policy	<ul style="list-style-type: none"> Cumulative Impact for Stourbridge was reviewed and retained 	West Midlands Police Service
Test Purchasing	<ul style="list-style-type: none"> During 2010-11 there were more test purchase exercises and more retailer advice visits than in 2009-10. Visits also took place at weekends when retailers did not expect them On going test purchasing activity informed by intelligence led to 74 outlets being subject to test purchasing in 2010-11 6 out of the 74 premises tested sold alcohol to an underage person. All 6 retailers received an £80 fixed penalty notice while two of the premises were taken to licence review and had stricter operating conditions placed on their licences 	DMBC – Trading Standards – Lead Officer and Public Health
Activities arising from the Joint Activity Group (A sub-group of the Community Safety Partnership)	<ul style="list-style-type: none"> Implement activities led by Intelligence for example multi agency Christmas Alcohol and Cocaine Campaign 	DMBC – Community safety Team

Offender Management

Activity	Outputs and outcomes achieved	Lead Partner
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Drink Impaired Drivers Programme	<ul style="list-style-type: none"> • Reduce drink drive offences/increase offender awareness as to the implications and dangers of drink driving • 15 offenders commenced a programme of which 14 offenders completed a programme 	Probation – Delivered by Aquarius Staff
Low Intensity Alcohol Programme	<ul style="list-style-type: none"> • Increase awareness as to the effects of alcohol misuse and understand the links between alcohol misuse and offending • Reduce Alcohol related offences • 14 offenders commenced a programme of which 8 offenders completed a programme 	Probation – Delivered by Aquarius Staff
Offender Substance Abuse Programme	<ul style="list-style-type: none"> • Work with offenders where alcohol has contributed to their offending. Reduce offending and alcohol misuse (groupwork) • Reduce offending and alcohol misuse • 20 offenders commenced a programme of which 7 completed a programme 	Probation – Delivered by Aquarius Staff
Alcohol Treatment Requirement	<ul style="list-style-type: none"> • 1 to 1 work with drink dependant offenders who may require detox or other medical treatment – length of intervention to span up to six months 	Probation – Delivered by Aquarius staff
Ensuring robust links between Drug and Alcohol Treatment Services	<ul style="list-style-type: none"> • Workforce development – Drug Intervention Programme workers have been trained and are skilled and able to deliver a brief intervention or signpost to specialist treatment those drug misusing offenders for whom alcohol is also a “problem” 	Drug and Alcohol Action Team and Cranstoun Drug Services

Other

Use of Alcohol Use Disorders Identification Test AUDIT

- Staffordshire and West Midlands Probation Trust have introduced the use of AUDIT by report authors to inform recommendations to the Courts and interventions for offenders
- Adult Drug Services have introduced the use of AUDIT as part of their work with drug misusing clients. Key workers deliver IBA. Where there is an AUDIT score of 15 or more then a referral to Aquarius is considered. A referral pathway as been developed and implemented in 2010/11 and referrals via the pathway will be monitored in 2011/12

Training provided via the Drug and Alcohol Action Team

- 276 delegates have been trained between 1st April 2010 and 31st March 2011. 165 individuals took part in the tier 1 basic drug and alcohol awareness training, 69 people attended tier 2 drug and alcohol intervention training and 42 people have refreshed their Basic Drug and Alcohol Awareness knowledge through the refresher course.
- In 2010/11 we continued to work in partnership with the Safeguarding Children's Board and a number of course were deliver in respect of parental substance misuse

Conferences and Workshops

- The harm Reduction Conference in September 2010 featured keynote address in respect of alcohol misuse and there were a number of workshops around this issue.
- A workshop was organised by the Children and Young Peoples Substance Misuse Group in March 2011 in respect of Foetal Alcohol Spectrum Disorders. This was a well-attended workshop with positive feedback. Two further workshop will be held in 2011/12

Outcomes – Young People

- There have been positive outcomes for young people leaving the Zone (Young Persons Specialist Substance Misuse Service) in 2010/11. In 2011/12 performance management information will become more outcome focussed and ensure that those who leave treatment in a planned way and required on going support receive this through other universal and targeted services

Key Contacts - Providers

- Aquarius (Alcohol Service for Adults)
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- The Zone (Young Persons Specialist Substance Misuse Service)
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- Substance Misuse Service Team - Dudley and Walsall Mental Health Partnership Trust (Dual Diagnosis – Mental Health and Substance Misuse)
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