

Select Committee on Health and Adult Social Care

Report of the Chief Executives Directorate

Dudley's Alcohol Strategy and Initiatives aimed at Reducing Alcohol Misuse in Dudley

Purpose of Report

1. The purpose of this report is to inform the Select Committee of delivery against the current alcohol strategy, to highlight initiatives that aim to reduce alcohol misuse and advise of the development of the new alcohol Strategy

Background

2. Existing Alcohol Strategy

The Safe and Sound Strategic Board approved the Dudley Borough Alcohol Strategy in October 2006. It was accepted that there were gaps in the Strategy including specific recommendations in respect of Children and Young People and Crime and Disorder

In order to address the gaps and undertaken work in respect of the Strategy an Action plan was drawn up. Apart from NRF monies subsequently secured via the Health and Well Being Partnership and DCP the Strategy and Action Plan have been implemented within existing resources.

The Action Plan focussed on five main themes: -

- Strategic Management/Overview
- Public Information
- Service Provision
- Performance (including Crime Reduction)
- Funding

The Action Plan has been reviewed on a regular basis through the Substance Misuse Implementation Group Advisory and Commissioning Meetings (SMIG) and the Young Person Substance Misuse Group. The Action Plan was updated during July and August 2007. (See appendix 1)

Particular successes include the development and implementation of Tier 1 and Tier 2 Drug and Alcohol Awareness Training and an agreed care pathway for access to drug and alcohol treatment services.

Whilst progress has been made against the Strategy and the Action Plan it is clear that further work needs to be done.

3. Initiatives Aimed At Reducing Alcohol Misuse In Dudley

Appendix 2 details initiatives that are known to the Drug and Alcohol Action Team to be in place or are about to come to fruition in Dudley to reduce alcohol misuse and where known their source and level of funding is identified. This includes initiatives in respect of treatment and young people.

As part of the development of the new Alcohol Strategy a Needs Assessment Exercise is currently being undertaken. This will give a fuller picture of existing provision and will identify and highlight any gaps.

4. Development of the New Alcohol Strategy

Following the publication of the new national Alcohol Strategy – “Safe.Sensible.Social” a report was submitted to the Safe and Sound Strategic Board in August 2007. (See appendix 3)

In October 2007 it was agreed by the Council and the PCT that a multi-agency Alcohol Strategy Group should be convened to develop a new strategy. This work was to be led by SMIG.

The Alcohol Strategy Group are clear that the strategy needs to provide a vision for the Borough in respect of alcohol and its impact on individuals, families and communities. The Strategy needs to make a difference and be owned at a strategic and operational level by all stakeholders.

The Alcohol Strategy Group has a comprehensive plan of work, which includes: -

- Needs Assessment exercise/gap analysis
- Identification of strategic and community priorities
- Identification and agreement of targets
- Stakeholder consultation
- Work around infrastructure and communication (to include work with the industry, workforce development and commissioning)
- Development of a performance management framework

5. Partnership Working

Delivery against the existing Alcohol Strategy and the development the new Strategy very much relies on Partnership working. This is largely achieved through working with members of the following groups: -

SMIG Commissioning Group and its Sub Groups
Crime Reduction Implementation Group
Children and Young Persons Substance Misuse Group
Alcohol Strategy Group

SMIG reports on a quarterly basis to Safe and Sound Strategic Board and to the Health Improvement Modernisation Team (HIMMT). Links are also being developed with Neighbourhood Renewal and with the Dudley PCT Health Promotions Advisor (Alcohol).

6. Impact of Alcohol Misuse

Alcohol misuse has an impact on the health and well being of individuals, families and communities.

There are further impacts of alcohol misuse which include economic and crime and disorder (including domestic abuse).

Finance

7. There are no immediate financial considerations in respect of this report.

Law

8. The Council has a range of powers that may be applicable to this report such as the National Assistance Act 1948 and the Crime and Disorder Act 1998. However under section 2 of the Local Government Act 2000 the Council may do anything, which it considers is likely to achieve the promotion or improvement of the economic, social and environmental well being of its area.

Equality Impact

9. In order to ensure that the new Alcohol Strategy is relevant to the communities of Dudley a stakeholder event has been suggested. Sources of funding are being explored to enable the Alcohol Strategy Group to hold a meaningful Stakeholder Event. Existing means of consultation will also be used.

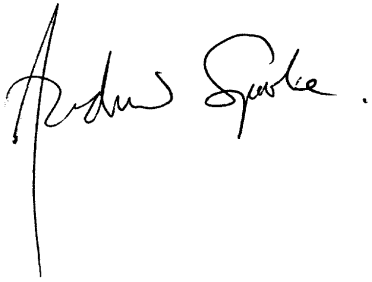
The new Alcohol Strategy will be impact assessed before it is finalised and implemented

Any new provision or redesign of existing provision should take into account the Commissioning Principles of the Dudley Health and Social Care Commissioning Framework and Strategy

Recommendation

10. It is recommended that:-

- Select Committee notes the progress which has been made with implementing the 2006 Alcohol Strategy and the work is now being undertaken on developing a new strategy.
- Select Committee is invited to comment on priorities, targets and service developments which should be included in the new strategy.
- Select Committee agrees to receive a further report on the Alcohol Strategy when it is complete, together with an action plan for implementation.



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ANDREW SPARKE
CHIEF EXECUTIVE

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List of Background Papers

www.homeoffice.gov.uk/documents/alcohol-strategy-2007?view=Binary

Other papers

- Appendix 1 - Alcohol Strategy Action Plan
- Appendix 2 - Initiatives within Dudley to reduce the misuse of alcohol
- Appendix 3 - Report to Strategy Board August 200

ALCOHOL STRATEGY ACTION PLAN
REPORT FOR STRATEGIC BOARD
REVIEW – JULY/AUGUST 2007

**DUDLEY COMMUNITY SAFETY TEAM – SAFE AND SOUND
SUBSTANCE MISUSE IMPLEMENTATION GROUP
DUDLEY ALCOHOL STRATEGY ACTION PLAN TO 31ST MARCH 2007**

	Main Actions Required	Specific Activities	Progress
Strategic Management/ Overview	<ul style="list-style-type: none"> • Strategic Commitment • Awareness of work that is taking place in the borough in around alcohol misuse in respect of individuals, families and communities • Review and revise Action Plan 31/3/07 	<ul style="list-style-type: none"> • Strategic Boards approval of Action Plan and partners engagement with activities identified • Embed tackling Alcohol Misuse in all blocks of the LAA • Revisit audit that was part of the Alcohol Strategy 	<ul style="list-style-type: none"> • Alcohol Strategy Action Plan agreed by Strategic Board October 2007 • Public Health reviewing their progress against strategy and their response to alcohol <p>Further Work</p> <ul style="list-style-type: none"> • LAA – Refresh/new targets 2008/09 • Revisit Audit – Further work to be undertaken 2007/08
Public Information	<ul style="list-style-type: none"> • Improve public awareness of the harm caused by alcohol misuse to individuals, families and communities • Work with the industry locally to tackle the harm caused by alcohol to individuals, families and communities 	<ul style="list-style-type: none"> • Public Information strategy • Representation of the industry on strategic groups • Pro-active preventative work with children, young people and their parents/carers in respect of alcohol related harm 	<ul style="list-style-type: none"> • Awaiting ideas for campaign – Planned Oct/Nov • Practitioners Meeting held July – Children and Young People. Scoped provision/gaps
Service Provision	<ul style="list-style-type: none"> • Review arrangements for service provision, including entry points • Agree priority groups to receive targeted interventions in respect of alcohol misuse • Implementation of Models of Care for Alcohol Misusers • Sustain Tier 1 training programme developed by the DAAT Training Co-ordinator in respect of front-line staff who come into contact with or work with those who misuse alcohol • Develop Tier 2 training programme 	<ul style="list-style-type: none"> • Opportunities for co-ordination and cooperation between agencies • Developing integrated care pathways • Increase in core capacity of voluntary sector • Agree use of “common” assessment tool • Training needs analysis • Mapping of services/staff and qualifications • Further training development 	<ul style="list-style-type: none"> • Service Provider Group re-established • Care pathway developed • Tier 1 and Tier 2 Training developed and programme in place • Database in place <p>Further Work</p> <ul style="list-style-type: none"> • Training needs analysis – Barrier – no training co-ordinator

	for front-line staff who work with those who misuse alcohol		
Performance (Including Crime Reduction)	<ul style="list-style-type: none"> • Agree targets in respect of:- <ul style="list-style-type: none"> (a) Reducing public perception of alcohol misuse (b) Increasing the number of alcohol misusers in contact with services including those engaged with the Criminal Justice System (c) Reduction in alcohol-related crime <ul style="list-style-type: none"> • To ensure regular and accurate data collection, analysis and dissemination 	<ul style="list-style-type: none"> • More effective enforcement strategy • Extend existing schemes e.g. ‘proof of age’ card; pub watch; responsible licensee scheme • Development of appropriate interventions • Clarification of LPSA reward grant • Through monitoring of SLAs • Agree common core data sets • Establish other sources of data 	<ul style="list-style-type: none"> • Agreed to cross reference enforcement activity to Strategic Assessment
Funding	<ul style="list-style-type: none"> • Identify and review funding alcohol from partner agencies for alcohol treatment services • Consider the feasibility of a pooled budget for alcohol treatment services • Agree funding in respect of communication and information to individuals, families and communities 	<ul style="list-style-type: none"> • Explore opportunities for funding from ‘Choosing Health’ • Explore other Government funding initiatives/sources • Explore other “external funding” opportunities 	<ul style="list-style-type: none"> • Some bids – Health and Well Being Partnership NRF Pump Priming LAA • Investigating mainstreaming of A.A.R.S. <p>Further Work</p> <ul style="list-style-type: none"> • 2007/08 in respect of new strategy

National Alcohol Board Harm Reduction Strategy for England sets out the Government’s four aims for reducing alcohol-related harm:-

- Improved and better targeted education and communication
- Better identification and treatment of alcohol problems
- Better co-ordination and enforcement of existing powers against crime
- Encouraging the industry to continue promoting responsible drinking

Abbreviations

C and YP SMG = Children and Young Persons Substance Misuse Group
CM-SM = Commissioning Manager Substance Misuse

Richard Carter
Assistant Director - DACHs
Chair of the SMIG

Initiatives Aimed at Reducing Alcohol Misuse in Dudley

Initiatives include: -

Aquarius Action Projects (Dudley Community Alcohol Team)

Service Level Agreement largely, but not solely funded by Dudley PCT and DMBC. The SLA includes Counselling Provision, Advice and Information with specific provision in respect of Family Support, Homelessness, the Alcohol Arrest Referral Scheme and a service for dual diagnosis clients (drugs and alcohol)

The total funding through this SLA for 2007/8 was £354,913

Provision through the Young Persons Substance Misuse Plan

Funded through the Young Person Substance Misuse Partnership Grant together with resources levered in through partnership working provision includes: -

- The Zone Young Persons Substance Misuse Service (Drugs and Alcohol)
- GLUG
- Peer Education
- Barnardos – Time For Me Project
- Next Steps Pilot (Aquarius/The Zone/Barnardos)

The Young Persons Harm Reduction Strategy supports this work

Provision through Neighbourhood Renewal Funding

Successful bids via the Health and Well Being Partnership have included: -

Homeless Support Worker - £18,110

Provision to be developed by the PCT to benefit those who face social exclusion due to being homeless, having problematic alcohol misuse and mental health issues

Domestic Abuse Perpetrator Programme – Walsall Domestic Violence Forum £25,000

Substance misuse and particularly alcohol misuse is linked to perpetrator behaviour. Walsall Domestic Abuse Forum has been commissioned to deliver a programme for those perpetrators who have not been convicted but who want to change their attitudes and behaviours towards women.

Health Promoting Schools – GLUG £6,600 (Additional Presentations)

GLUG is a life skills approach to alcohol and drug education. Work in respect of the multi-media action work book and teaching road show has been planned and commissioned but is yet to be delivered. The funding secured through NRF will allow additional road shows to take place and the parents of young people to be involved.

Teenage Pregnancy Contribution Towards Peer Education - £2,500

A residential weekend to train 4 peer educators to deliver effective alcohol education to other young people has been planned. The weekend to deliver the training had been booked but has had to be cancelled. I am waiting to be advised of the new date from the Teenage Pregnancy Coordinator

Other

Neighbour Management were also successful in securing funding to work with Aquarius in the Castle and Priory and Upper Gornal Neighbourhoods. This includes the appointment of a Family Support Worker.

Provided by the Drug and Alcohol Action Team (Funded through Safer, Stronger Communities Fund)

Tier 1 and Tier 2 Training Provision – Drugs and Alcohol

Provided free of charge to “generic professionals” from statutory and non-statutory organisations

Training is available at two levels; both courses are mapped to DANOS Competencies. Tier 1 which is a one day course and covers recognising signs of substance misuse, raising awareness about substances and their use and effects, carrying out screening and assessment and signposting clients to appropriate services. Tier 2 is a two-day course that covers policy and practice, and looks more in depth at the different types of drugs and their misuse. The tier 2 courses also cover more in depth alcohol misuse, drugs and legislation, and child protection issues. Practitioners are equipped to deliver interventions such as harm reduction.

Other training is provided to community groups on request.

The Drug and Alcohol Action Team are working with the BME Task Group (a sub-group of the Children and Young Persons Substance Misuse Group) to further explore the needs of the community.

The above is not an exhaustive list of provision within the borough. Other provision will include services directly commissioned by the PCT.

Strategic Board Meeting – 20 August 2007**Briefing Note - Alcohol Strategy****Background**

The National Alcohol Strategy for England 2004 set out the Government's four main aims for reducing alcohol related harm as follows:-

- Improved and better targeted education and communication
- Better identification and treatment of alcohol problems
- Better co-ordination and enforcement of existing powers against crime
- Encouraging the industry to continue promoting responsible drinking

The new strategy – “Safe.Sensible.Social. The next steps in the National Alcohol Strategy” was published on 05 June 2007 and builds on the foundations laid and the lessons learnt since 2004. Out of 41 actions in the original strategy, 26 have been delivered and a further 14 are underway.

Comprehensive annexes to the Next Steps Strategy detail the expectations, priority actions and summary of recommendations from review of NAHRSE 2004.

Safe.Sensible.Social – The next steps in the National Alcohol Strategy – 3 Things it will deliver!

1. Ensuring that the laws and licensing powers that have been introduced to tackle alcohol – fuelled crime and disorder, protect young people and bear down on irresponsibility managed premises are being used widely and effectively.
2. Sharpened focus on the minority of drinkers who cause or experience the most harm to themselves, their communities and families. These are –
 - Young people under 18 who drink alcohol
 - 18-24 year old binge drinkers
 - Harmful drinkers
3. The shaping of an environment that actively promotes sensible drinking.

A programme of action is required to meet the long-term goal: -

‘To minimise the health harms, violence and anti-social behaviour associated with alcohol, while ensuring that people are able to enjoy alcohol safely and responsibly.’

Next Steps, a call for action

- Sharpened criminal justice for drunken behaviour
- A review of NHS alcohol spending
- More help for people who want to drink less
- Toughened enforcement of underage sales
- Trusted guidance for parents and young people
- Public information campaigns to promote a new sensible drinking culture
- Public consultation on alcohol pricing and promotion
- Local alcohol strategies

By April 2008 all CDRPs will be required by law to have a strategy to tackle crime, disorder and substance misuse (including alcohol – related disorder and misuse) in their area.

Dudley Borough Alcohol Strategy – Current Position

A borough wide Alcohol Strategy is in place. This highlighted gaps in 'provision', however, there were also omissions from the strategy, which have previously reported to Strategic Board.

There has been some progress against the Alcohol Strategy Implementation Plan. This plan has now expired and there will be a stock take of progress made against the plan at the August SMIG Advisory Group Meeting.

Public Health are looking at what their response to alcohol should be and their progress against the strategy.

Some Next Steps for Dudley

- Mapping of current activities/provision
- Identification of gaps
- Cross referencing of policies/strategies/'law' e.g. Violent Crime Act, Strategic Assessment, Domestic Abuse Strategy
- Partnership approach to moving agenda forward
- Updating of the present strategy – Fit for purpose or consideration given to producing a new one?

I am conscious that we need ensure a joined up approach to address the issues around alcohol misuse and harm, including crime and disorder.

Sue Haywood
DAAT Manager
9th August 2007