

**SELECT COMMITTEE ON HEALTH AND ADULT SOCIAL CARE – 20<sup>TH</sup> NOVEMBER 2008**

**REPORT OF THE INTERIM CHIEF EXECUTIVE**

**DEVELOPMENT OF DUDLEY'S ALCOHOL STRATEGY**

**PURPOSE OF REPORT**

1. The purpose of this report is to inform the Select Committee of progress in respect of development of the new Alcohol Strategy

**BACKGROUND**

**2. DEVELOPMENT OF THE NEW STRATEGY**

Since the report to the Select Committee on Health and Adult Social Care in March 2008 the development of the new Alcohol Strategy for Dudley Borough has continued through the Alcohol Strategy Group.

Two key pieces of work that have been undertaken are a mapping exercise and a stakeholder event

**3. MAPPING EXERCISE**

- Existing Provision Mapped
- Gaps identified

**4. STAKEHOLDER EVENT**

The Alcohol Strategy Group held a stakeholder event on Friday 18th July 2008.

Presentations included: -

- Context Setting
- National and Local Priorities
- Public Health Priorities

Delegates attended two workshops in order to contribute to the shaping and development of the new Alcohol Strategy. Workshops focussed on: -

- Provision and Priorities - to inform the needs assessment and gap analysis
- Implementation of the new Strategy – organisational and individual contributions (what, why, where, how and who)

There was a real enthusiasm and commitment from delegates present to work together to address issues in respect of alcohol that affect individuals, families and communities in Dudley.

Attendance at the event included Service Providers, Safe and Sound Partners and Service Users (adults and young people)

5. The Alcohol Strategy Group met in September to consider feedback from the Workshops. Emerging themes include: -

- Health and Health Improvement
- Education (to include schools and colleges)
- Diversionary Activities
- Early Intervention and Treatment
- Crime and Disorder including enforcement
- Infrastructure and Communication (to include workforce development and training)

6. Further work is being undertaken to analyse the workshop feedback for the November meeting of the Alcohol Strategy Group. The November meeting will also be used to complete a “circle of inquiry” to inform the writing of the strategy this will clarify: -

- The Purpose
- Objectives
- Method – what needs to be in place, implementation
- Risks

7. Work will begin on writing the new Strategy following this meeting. It is likely to mirror much of the Delivery Plans that have been produced in respect of the Next Generation Local Area Agreement for National Indicators 39 and 115. (See Appendix 1 for summary of Delivery Plans)

8. The Strategy will need to reflect Safe.Sensible.Social - The Next Steps in the National Alcohol Strategy and the Youth Alcohol Action Plan.

## **9. TARGETS**

The targets that will need to be taken into account: include: -

- PSA 14 – Increase the number of children and young people on the path to success
- PSA 23 – Make Communities Safer
- PSA 25 – Reduce the harm caused by Alcohol and Drugs

Local Drivers through the Next Generation Local Area Agreement: -

- NI 17                      Perceptions of Anti-Social Behaviour (to improve respect)
- NI 20                      Assault with less serious injury (reducing crime)
- NI 115                     Substance Misuse by Young People
- NI 39/VSC26             Reducing Alcohol Related Hospital Admissions

Other partnership targets will also have to be considered.

## **10. WAY FORWARD**

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.

Membership of the Alcohol Strategy Group is currently being reviewed.

Contributions towards the formation of the Strategy are being sought from Directorates within DMBC and from Partners and providers.

The aim is to have a draft Strategy for consultation in place by mid January 2009 for implementation on 1<sup>st</sup> April 2009.

## **11. 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).

## **12. FINANCE**

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

## **13. LAW**

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.

## **14. EQUALITY IMPACT**

In order to ensure that the new Alcohol Strategy is relevant to the communities of Dudley a stakeholder has been held. Also, existing means of consultation will also be used.

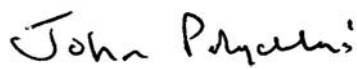
The new Alcohol Strategy will be impact assessed before it is finalised and implemented

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

## **15. RECOMMENDATIONS**

It is recommended that: -

- The Health and Adult Social Care Select Committee notes the progress, which has been made in respect of the development of the new strategy.
- The Select Committee is invited to comment on priorities, targets and service developments, which should be included in the new strategy.
- The 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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## Appendix 1

### “Snap shot” of Activity - Proposed Delivery Plans – NI 39 and NI 115

<b>NI 39 - Alcohol Related Hospital Admissions</b>	<b>NI 115 – Substance Misuse by Young People</b>
Workforce Development	Extend the number of theatre in education presentations (GLUG) to enable parents and carers to be present
Brief Interventions in Primary Care Settings	Health Promotion – to increase the provision of Peer Education and bespoke Drug and Alcohol Awareness Sessions for Community Groups
Brief Interventions in A and E	Workforce Development
User Involvement and support for users and families	Tackling the availability of alcohol
Health Promotion – Community Awareness Programme	Work with substance misusing parents and carers
Enforcement – Trading Standards, Taxi Marshalling Scheme	Work with children and young people of substance misusing parents and carers
Alcohol Arrest Referral Scheme	Family Interventions
Development of new Alcohol Strategy	Work with Vulnerable young women

### Other

Dudley PCT and Safe and Sound (Dudley’s Community Safety Partnership) have contributed to “Safe, Sensible, Social – Consultation on further action”. The crux of this national consultation is to put in place a policy, which will enable more people to drink sensibly and prevent irresponsible practices, which encourage people to drink more, or in ways they would not choose if left to themselves