

## Cabinet

16 October 2015

### Alcohol Harm Reduction Strategy 2015 - 2020



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### Report of Corporate Management Team Report of Anna Lynch, Director of Public Health, County Durham Councillor Joy Allen, Cabinet Portfolio Holder for Safer Communities Councillor Lucy Hovvels, Cabinet Portfolio Holder for Adults and Health Services

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#### Purpose of the Report

- 1 To seek endorsement for the Alcohol Harm Reduction Strategy 2015-20.

#### Background

- 2 The Alcohol Harm Reduction Strategy 2015-20 has been developed by Durham County Council Public Health team on behalf of the Safe Durham Partnership. The draft strategy has been through extensive consultation (appendix 2) since the end of March 2015. Amendments have been made to incorporate feedback from stakeholders and are included in the final document. The strategy also includes the recommendations from the County Durham Cumulative Impact assessment (2015).

#### Alcohol Harm Reduction Strategy 2015-20

- 3 The vision remains unchanged:

*To change the drinking culture in County Durham to reduce the harm caused by alcohol to individuals, families and communities while ensuring that adults who choose to drink alcohol are able to enjoy it responsibly.*

- 4 There are seven key objectives underpinning the strategic vision aligned to the Altogether themes of County Durham Partnership:

##### Altogether Safer

- To reduce the harm caused to communities by tackling alcohol related crime and disorder and vulnerability;

##### Altogether Healthier

- To improve health inequalities and reduce early deaths in County Durham by reducing alcohol consumption across the population;

### Altogether Better for Children and Young People

- To support young people to manage their risk taking behaviours by building resilience and creating a culture that encourages young people to choose not to drink;
- To reduce the negative impact alcohol has on the lives of children, young people and their families through parental alcohol use;

### Altogether Wealthier

- To increase the number of competitive and successful people in the County Durham workforce by reducing the negative impact that alcohol has on work attendance and productivity;
- To expand the night time economy offer through the promotion of responsible drinking practices and through the development and promotion of alcohol free alternatives;

### Altogether Greener

- To reduce the negative impact that alcohol has on the physical environment in County Durham.

5 Implementation plans will be developed and regularly monitored by the Alcohol Harm Reduction Group.

### **Recommendations and reasons**

6 Cabinet are recommended to:

- endorse the Alcohol Harm Reduction Strategy 2015-20.

### **Background papers**

Reframing Alcohol: Alcohol Harm Reduction Strategy 2015-2020

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## **Appendix 1: Implications**

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### **Finance**

Existing resources will be used to implement the strategy. External funding opportunities will be sought where the opportunity arises.

### **Staffing**

No additional staffing implications

### **Risk**

None

### **Equality and Diversity / Public Sector Equality Duty**

A full Equality Impact Assessment has been completed.

### **Accommodation**

No adverse implications

### **Crime and Disorder**

Implementation of the strategy will have a positive impact on alcohol related crime and disorder.

### **Human Rights**

No adverse impacts

### **Consultation**

The strategy has been consulted upon extensively, including with the public through AAPs and DCC website. The full consultation is available to view at appendix 2.

### **Procurement**

No adverse implications

### **Disability Issues**

No adverse implications

### **Legal Implications**

None

## **Appendix 2: Consultation on the Strategy**

DCC Improvement Planning Group  
DCC Children and Adult Service Management Team  
DCC Regeneration and Economic Development Management Team  
DCC Neighbourhood Services Management Team  
DCC Corporate Management Team  
Safer and Stronger Overview and Scrutiny Committee  
Adults and Health Overview and Scrutiny Committee  
Children and Families Overview and Scrutiny Committee  
North Durham CCG – Management Executive Committee  
North Durham CCG – QRI  
DDES – Management Executive Committee  
Safe Durham Partnership  
Health and Wellbeing Board  
Children and Families Executive Board  
Environment Partnership  
Economic Partnership  
DCC Website – 6 weeks consultation  
AAPs  
Durham Constabulary  
County Durham and Darlington Fire & Rescue Service  
Durham Tees Valley Probation Service  
Alcohol Harm Reduction Group