

**Cabinet**

**6 February 2013**

**Alcohol Harm Reduction Strategy 2012-15**



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**Report of Corporate Management Team**

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**Purpose of the Report**

1. This report provides an update on the County Durham Alcohol Harm Reduction Strategy 2012-15.

**Background**

2. The Government's Drug Strategy *Reducing Demand, Restricting Supply, building Recovery: Supporting people to live a drug free life* was published in 2010. One of the key themes was to increase the number of people recovering from dependence of all drugs including alcohol.
3. The *Government's Alcohol Strategy* which was published in March 2012, it aims to:
  - tackle the availability of cheap alcohol
  - work with the alcohol industry and regulators on advertising standards
  - give a range of tools and powers to enable local agencies to work more effectively with the licensed trade
  - secure the alcohol industry's support to change individual drinking behaviour by building on the Responsibility Deal
  - support individuals to make informed choices

The partnership approach to tackling alcohol related harm in County Durham was identified as a model of good practice following the publication of the Government's Alcohol Strategy and is available on the Alcohol Learning Centre website.

4. The Safe Durham Partnership launched its initial three-year Alcohol Harm Reduction Plan in July 2009 and established a multi-agency Strategic Alcohol Group to drive forward its implementation. The group is accountable to the Safe Durham Partnership, but also reports to the Health and Wellbeing Partnership. The Alcohol Harm Reduction Strategy was underpinned by an action plan which has been reviewed annually. Progress against actions is monitored at the three subgroups - Alcohol Prevention, Alcohol Control and Alcohol Treatment.
5. In 2010/11 the total annual investment secured across the partnership was £4.6million. The local work has been informed by a comprehensive health needs assessment which has been used to inform the Joint Strategic Needs Assessment.
6. Examples of Achievements from 2009-12 are presented in Section 8 of the draft strategy and include:

**Prevention** - chaired by Durham County Council

- investment into Balance - the regional alcohol office who lead on integrated marketing campaigns, work with the media to highlight the impact of alcohol, provide analysis of key issues such as the impact of alcohol on ambulance call-outs, coordinate and deliver learning across the North East.
- implementation of the national segmentation work to inform a local social marketing plan to work with priority groups e.g. wine lovers campaign, calories and alcohol, alcohol in the night-time economy, alcohol awareness amongst the public sector workforce
- training of over 3,900 frontline practitioners in alcohol awareness and Identification and Brief Advice including GPs, pharmacists, children's workers, fire service personnel, police officers and housing officers.
- Implementation of a social norms programmes in schools within high impact localities

**Treatment** – chaired by County Durham PCT

- an enhanced alcohol service was implemented in 2009/10 with GP practices across County Durham; 88% of GP practices participated and since its implementation 14,365 patients have been screened.
- alcohol screening within pharmacies has also been commissioned to target those accessing for a range of conditions as well as for those accessing for emergency contraception.
- the County Durham Community Alcohol Service (CAS) is delivered by a range of providers including the NHS, Social Care, Probation, voluntary sector, independent providers and a local co-operative. The service is made up of integrated teams and includes a dedicated hospital based team to reduce alcohol admissions. There is a dedicated service to support families. CAS was reviewed in 2011/12 to ensure it was working effectively, meeting the needs identified within the Alcohol Health Needs Assessment and able to respond to the national recovery agenda. Since the launch of the last strategy in 2009, 1478 adults have successfully completed treatment.

- the criminal justice team within the Community Alcohol Service lead on the link with the courts to deliver alcohol treatment requirement orders (ATRs) and provide alcohol programmes within HMP Durham prison. An alcohol arrest referral scheme is also being piloted.
- the Durham Recovery and Wellbeing Centre was launched in 2010/11 to provide support for those leaving alcohol services who are abstinent. The centre provides a community drop in facility, promotes mutual aid and provides opportunity for education and training. Peer mentors are key to the success of the centre.
- the Alcohol Education team in HMP Durham and HMP Low Newton offers alcohol specific information on risks to health, offending and family issues.
- the Young Peoples' Substance Misuse Service in County Durham is called the 4Real Service. Within the 4Real Service there are Alcohol Brief Intervention Workers which are used for early intervention with young people where they are at risk of harm due to alcohol. A review of the 4Real service has just been completed and a new model of operation is being implemented.

#### **Control** - chaired by Durham Constabulary

- Operation StaySafe has operated across the County by Neighbourhood Policing Teams together with Partners. These operations are used to target young people who may be vulnerable due to taking alcohol / drugs. A young person is taken to a place of safety and their parent/carer is contacted to collect them, they also receive brief intervention advice from 4Real- the Young Persons' Drug and Alcohol Service.
  - Community Alcohol Partnership (CAP) is currently being piloted in the Stanley area. It aims to tackle harm caused by alcohol through co-operation between alcohol retailers and local stakeholders, such as trading standards, police, local authority licensing teams, schools and health networks.
  - there is a new co-located licensing team (Trading Standards, Council and Police Licensing and Environmental Health) established to focus on reducing the harms caused by alcohol.
  - Best Bar None continues to develop across the main night-time economy areas of the County.
  - the implementation of the 'Cardiff model' to identify violence and alcohol related A&E attendances. The anonymous data is shared with police to inform licensing decisions for pubs and clubs.
7. The Alcohol Harm Reduction Strategy needed to be refreshed in light of the new Government Strategy, findings from the Alcohol Health Needs Assessment as well as progress from the previous three years.

8. A stakeholder event was held in May 2012 with professionals, council members and officers, service users and carers to refresh the local strategy. The day included a presentation on the alcohol profile in County Durham and a showcase of the achievements to date. Stakeholders provided feedback on the current objectives and identified areas for action for the forthcoming years. These are highlighted in section 10 of the draft strategy.
9. The aim of the Strategy is *to reduce the harm caused by alcohol to individuals, families and communities in County Durham while ensuring that people are able to enjoy alcohol responsibly.*
10. The refreshed Strategy has 8 strategic objectives under the three themes of the Strategy:

### **Prevention**

- To raise **public awareness** in County Durham of the harm caused by alcohol by promoting consistent messages about drinking.
- Provide specific targeted **training and education** to support individuals, professionals, communities and local businesses to address the harm caused by alcohol.
- Engage with **children and young people** to develop age and gender specific information, activities, services and education to prevent alcohol related harm.

### **Control**

- Increase the gathering, sharing and use of **intelligence** to reduce the number of alcohol related incidents impacting upon communities.
- Engage with licensees and target licensed premises where necessary to ensure that **licensed premises** are managed responsibly.
- Ensure a coordinated approach to policy development, planning and **adoption of legislation**.

### **Treatment**

- Commission and deliver effective **treatment and recovery services** in line with national guidance and undertake work to identify the needs of particular groups where the data is limited e.g. pregnant women.
  - Involve and **support young people, families and carers** (including young carers) living with alcohol related issues in order to break the cycle of alcohol misuse.
11. The Strategy is also underpinned by some key performance indicators (Appendix 2 of the draft Strategy) which are monitored by the Alcohol Harm Reduction Group on a quarterly basis and reported to the Safe Durham Partnership.

12. The draft strategy has been presented to the Alcohol Harm Reduction Group and Safe Durham Partnership. It has been circulated for comment amongst stakeholders.
13. The strategy was approved formally by the Safe Durham Partnership and was publicly launched in the week commencing 19<sup>th</sup> November 2012 to coincide with Alcohol Awareness Week.

### **Recommendations**

14. Cabinet is asked to:
  - Approve the County Durham Alcohol Harm Strategy 2012-15
  - Note the progress made since the launch of the County Durham Alcohol Harm Strategy 2009-12
  - Note the three themes and eight strategic objectives of the new strategy.

### **Background papers**

Draft Alcohol Harm Reduction Strategy 2012-15: October 2012

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## **Appendix 1: Implications**

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### **Finance**

An Action Plan has been developed to support the delivery of the Alcohol Harm Reduction Strategy. Funding of a dedicated alcohol prevention budget will end in April 2013 as this was non-recurrent investment from the Health & Wellbeing Partnership. The commissioning of alcohol treatment services will become the responsibility of Durham County Council from April 2013 and recurring commitments will be funded from the Council public health allocation. A dedicated Alcohol Unit is now established led by Durham Constabulary to implement the Control elements of the action plan.

### **Staffing**

The Plan will be implemented using existing resources. Durham County Council will contribute to the delivery of the strategy in partnership with other responsible authorities. A dedicated alcohol coordinator is in post jointly funded between Durham County Council and County Durham PCT and a dedicated Alcohol lead within Durham Constabulary has also been identified.

### **Risk**

No adverse implications.

### **Equality and Diversity**

An impact assessment has been undertaken on the Alcohol Harm Reduction Strategy 2012-15.

### **Accommodation**

No adverse implications.

### **Crime and disorder**

The Alcohol Harm Reduction Strategy 2012-15 objectives outline the priorities for tackling alcohol related crime and disorder in County Durham.

### **Human rights**

No adverse implications.

### **Consultation**

Consultation with the community and stakeholders has been undertaken as part of the plan's refresh.

### **Procurement**

No adverse implications.

### **Disability Discrimination Act**

No direct adverse implications.

### **Legal Implications**

No adverse implications.

**Appendix 2: Draft Alcohol Harm Reduction Strategy 2012-15**

**See attached document**