

# Safer and Stronger Communities Overview and Scrutiny Committee

27 March 2017



## Alcohol Harm Reduction Strategy Update

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### Report of Gill O'Neill, Interim Director of Public Health

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#### Purpose of the Report

1. The purpose of this report is to provide Members of the Committee with an update on the Reframing Alcohol: County Durham Alcohol Harm Reduction Strategy 2015-2020 and the associated action plans.

#### Background

2. Reflecting the World Health Organisation: Global strategy to reduce harmful use of alcohol and World Health Organisation: European action plan to reduce the harmful use of alcohol 2012–2020, the vision for the County Durham Alcohol Harm Reduction Strategy is to:

*"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."*

3. This is to be undertaken by delivering 7 key objectives which have been agreed by all partners across County Durham these are:

- To reduce the harm caused to communities by tackling alcohol related crime and disorder and vulnerability;
- To improve health inequalities and reduce early deaths in County Durham by reducing alcohol consumption across the population;
- 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;
- 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;
- To reduce the negative impact that alcohol has on the physical environment in County Durham.

- 4 The strategy can be accessed from the following link

<http://www.durham.gov.uk/media/4073/Safe-Durham-Alcohol-Harm-Reduction-Strategy-2015-20/pdf/AlcoholHarmReductionStrategy.pdf>

5 The Public Health England Report: The Burden of Alcohol and the Effect and Cost Effectiveness of Alcohol control Policies. An Evidence Review (2016) provides further evidence to support the case for "...combining alcohol policies to create a critical mass effect, changing social norms around drinking to increase the impact on alcohol-related harm." *Burton, R et al, The Lancet* (2016). Key findings from the report can be integrated into the County Durham Alcohol Harm Reduction Strategy to support and deliver actions at a local level. These areas include:

- Reducing affordability – this has been highlighted as the most effective and cost-effective approach to prevention and health improvement
- Lobbying for the combination of tax increases and MUP most effective and raises money for Government
- Adhering to Robust marketing restrictions supported by evidence
- Supporting the reducing in the hours of sale
- Continuing to deliver IBA, treatment, drink-driving measures which are confirmed as all being effective.
- Campaigns build policy support and with labelling form important part in overall policy approach

### **County Durham AHR Strategy Update**

- 6 The Alcohol Harm Reduction Strategy originally had 5 associate Action Plans which were developed to reflect Durham County Council's key themes for delivery. The Altogether Better for Children and Young People's Plan was reviewed June 2016 and integrated into the other action plans to prevent duplication. Each action plan is reviewed for progress and outcomes on a quarterly basis. (Appendix 2)
- 7 To fulfil the corporate requirement to review all Council strategies and produce a Plan on a Page discussions have been initiated to explore opportunities for the merger of the Alcohol Harm Reduction Strategy (2017-20) and the County Durham Drugs Strategy (2014-17) to integrate a holistic approach to substance misuse. This action has been agreed "in principle" by the Safer Durham Partnership.

### **Communications Update**

- 8 The campaigns programme for the County Durham Alcohol Harm Reduction Strategy from March 2017 will comprise of activity undertaken in partnership with a number of organisation. These include:

**Table 2. Timetable of campaigns for AHR Strategy 2017/18.**

<b>Activity</b>	<b>Date</b>	<b>Lead organisation</b>
# Dead Drunk The campaign aims to	Saturday 8 <sup>th</sup> April 2017 in	Durham Constabulary working in partnership with Casualty

highlight the issues of drunken pedestrians over the Easter period and the danger they put themselves in when they attempt to walk home drunk.	Millennium Square, Durham.	Reduction, Harm Reduction Unit, Best Bar None, Neighbourhood Policing Team, DCC and Fire & Rescue
Drink and Drug Driving Christmas and summer campaign – promoting reduction in the drink driving limit (including breath tests)	June 2017	Durham Constabulary (PCVC Office) and Road Safety GB and SpeedWatch
Freshers Week – working with Durham University to promote harm reduction messages around alcohol, safety and sexual health	September 2017	Durham University, Durham Constabulary, Drug and Alcohol Service provider.
WiseDrive – training for 1500 young people on safe driving, including drink driving	September 2017	Durham Constabulary
One Punch – campaign to highlight the dangers of alcohol link to violence in schools	Ongoing throughout the year 2017	Durham University, Durham Constabulary, Drug and Alcohol Service provider.
Alcohol Awareness Week – general awareness raising about safe levels for alcohol intake and a precursor for Dry January sign-ups	November 2017	Public Health, Durham Constabulary, Drug and Alcohol provider
Best Bar None – aimed at promoting responsible management and operation of alcohol licensed premises.	Annual programme with awards in November 2017	Durham County Council and Durham Constabulary
Dry January – promoting behaviour change in drinking patterns with a focus on abstinence for the month of January	January 2018	Public Health, Durham Constabulary, Drug and Alcohol provider
Alcohol and cancer campaign	Ongoing throughout the year	Balance and all local partners.

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Balance NE Alcohol Office is currently reviewing their own communications time table for 2017/18. County Durham will engage with any campaigns identified, linking with regional priorities, managed through the Alcohol Harm Reduction Strategy Group.

- 10 The County Durham Safer City Group may undertake further campaigns, including that for Water Safety, this timetable will be updated as required.

**Overview and Scrutiny Working Group Report: Alcohol and its Demand on Emergency Services**

- 11 Overview and Scrutiny Working Group Report: Alcohol and its Demand on Emergency Services was published in December 2016 to gain an understanding of the impact of alcohol related incidents on levels of demand for emergency services within County Durham and to contribute evidence to support delivery of the Alcohol Harm Reduction Strategy.
- 13 The Committee's report was presented to the Safe Durham Partnership Board in January 2017 and a report on implementation of recommendations is scheduled to be presented to the Committee's meeting in June 2017.

**Recommendations**

Members of the Committee are asked to note information contained within this report and presentation and comment accordingly.

**Background papers:**

None

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## **Appendix 1: Implications**

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### **Finance and Governance**

Drug and Alcohol budget needs to contribute savings to the Public Health budget reduction programme for 2017/18; this may reduce capacity in some area of delivery indicated by any new local Alcohol Harm Reduction Strategy.

### **Staffing**

N/A

### **Risk**

There may be a reduction in performance in any provider capacity as a direct result of budget reductions. This may have direct implications for the achievement of annual targets if set at current levels of activity.

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

N/A

### **Accommodation**

N/A

### **Crime and Disorder**

A reducing numbers of clients accessing support in the area in which services have been reconfigured may have a direct impact on increased rates of crime and disorder in that area.

### **Human Rights**

None

### **Consultation**

Any requirement for a new merged drug and alcohol strategy will require a full consultation with the Drug Strategy Group.

### **Procurement**

N/A

### **Disability Issues**

None

### **Legal Implications**

N/A