
Alcohol Harm Reduction Partnership Update

Committee considering report: Health and Wellbeing Board
Date of Committee: 28th September 2017
Portfolio Member: Councillor James Fredrickson
Report Author: Denise Sayles

1. Purpose of the Report

- 1.1 To inform the Health and Wellbeing Board of what has been achieved so far by the Alcohol Harm Reduction Partnership in support of the Health and Wellbeing Strategy priority for 2017 to 'reduce alcohol related harm for all age groups'.

2. Recommendation

- 2.1 The Health and Wellbeing Board note the progress that have been achieved and support the next steps that have been identified.

3. Implications

- 3.1 **Financial:** The cost of the AHRP's two projects will be met from within the existing budget of the Public Health Team.
Community Alcohol Partnership Officer is shared with Reading, the cost will be met by Public Health England.
- 3.2 **Policy:** None
- 3.3 **Personnel:** Community Alcohol Partnership Officer is shared with Reading, the cost will be met by Public Health England.
- 3.4 **Legal:** None
- 3.5 **Risk Management:** None
- 3.6 **Property:** None
- 3.7 **Other:** None

4. How the Health and Wellbeing Board can help

- 4.1 Commit to attending Identification and Brief Advice training and ask managers in their organisations to encourage staff to attend the IBA training upon completion of the commissioning process.
- 4.2 Support the launch of the Community Alcohol Partnership once the date is known.
- 4.3 Support the launch of the Blue light Project Multi Agency Workshop

Will the recommendation require the matter to be referred to the Executive for final determination?	Yes: <input type="checkbox"/>	No: <input checked="" type="checkbox"/>
--	-------------------------------	---

5. Introduction / Background

- The Health and Wellbeing Board identified that one of its priorities for 2017 would be to 'reduce alcohol related harm for all age groups. The purpose of this report is to provide an update on what has been achieved so far.

6. Proposal

- That the Health and Wellbeing Board note that the following 'quick wins' have been achieved since the Alcohol Hot Focus Session in October 2016:
 - There is now a strategic approach to reducing alcohol related harm in West Berkshire through the establishment of a multi-agency Alcohol Harm Reduction Partnership (AHRP).
 - Analysis of young people's concerns on cannabis rather than alcohol has led to the establishment of a sub-group to the AHRP to develop and implement a combined drug and alcohol strategy, with support from the Children's Delivery Group.
 - Data analysis has demonstrated that West Berkshire is the 3rd best performing local authority area for alcohol-related admissions.
 - Secondary prevention and communication have been identified as key areas of improvement following the completion of the Alcohol CLear tool to 'stock take' West Berkshire services. West Berkshire's rating on the CLear tool benefitted significantly from the establishment of a partnership group.
 - Two projects (Identification and Brief Advice and the Blue Light Project) have been identified for implementation in 2017. The Public Health team's budget had been realigned to commission these projects.
 - The Blue Light Project contract has been awarded and a preliminary meeting has been held with Mike Ward from Alcohol concern. The first stage of the project is to hold a Multi agency session to launch the project and raise awareness. This meeting is due to take place on Tuesday 17th October 9.30am-12.30pm in the Council Chamber at Market Street. Mike Ward will be sending invitations to stakeholders and partner services to advertise this event.
 - Identification and Brief Advice (IBA)
- At the last meeting it was reported that WBC's Public Health substance misuse treatment oriented budget had been refocused to encompass prevention, following the identification through the CLear tool that West Berkshire needed to strengthen its prevention services around alcohol. This enabled funding of the Identification and Brief Advice (IBA) training project to a range of partners, an initiative currently confined to GP practices. Large-scale delivery of brief advice and early interventions can help people to become aware of the harm they may be doing to their health.

- A Programmes Officer has been seconded one day per week to support the running of the IBA training project, including writing the service specification. In researching for the service specification, the Programmes Officer has tested the target figure to train 1000 staff and volunteers to deliver IBA. They have concluded that 450 would be a more reasonable figure based on actual numbers of front line staff across partner organisations who could benefit from and effectively use the training. The target has therefore been amended to 450, however it should be noted that this is in addition to the 100 GPs that Swanswell are currently commissioned to train in IBA.
- The tender was put onto the portal at the end of August. A provider is expected to be appointed by mid-September 2017.
- The AHRP will monitor training uptake and IBA delivery by a range of partners and IBA recipients who are found to be drinking at levels harmful to health will be signposted to a range of sources of support including self help via apps and websites. People who wish to discuss their alcohol will be directed to Drink line who triage people to the appropriate service. This is an attempt to ensure that local services are not overwhelmed.
- Methods for outcome monitoring are also being explored as the ultimate aim of IBA is to reduce the number of adults in West Berkshire who are at increasing risk of alcohol related harm, due to their alcohol consumption. Sovereign Housing and the Crime Reduction Company have agreed to complete follow-up IBAs in order to gather evidence to identify whether delivery of IBA is in fact reducing that person's alcohol consumption.
- The principle aim of the IBA project is that, by the end of September 2018, 450 people from a range of organisations will have received training on alcohol awareness and IBA techniques.
- The AHRP decided to establish West Berkshire as a Community Alcohol Partnership (CAP) area and are funding a shared Community Alcohol Partnership Officer with Reading Borough Council, funded by Public Health England. Tessa Brunsden will run the Community Alcohol Partnership (CAP) one day per week. She already runs the Reading CAP. Her task is to prevent underage drinking in high harm areas concentrating on education and enforcement by working in partnership with retailers and other organisations such as the police and coordinate joined-up working. She will have some well defined CAP performance indicators to work on. Her role is diverse including working in schools, doing test purchasing, talking to retailers highlighting about difficulties they have adhering to their licensing objectives. The licensing passport is a way of logging 10 minute weekly training to go over licensing procedures with staff and new staff. Retailers don't always perceive the harm of selling alcohol to young people. It is likely that Tessa will be working in the Calcot, Theale and Tilehurst areas as they have been identified as the areas in most need of CAP .

- That the Health and Wellbeing Board note that the following next steps have been identified for the remainder of 2017:
 - Data sharing between partners to identify wards/ areas with greatest need (Summer 2017).
 - Publication and implementation of the Children and Young People's Drug and Alcohol Strategy - It is anticipated that a draft copy of the strategy will be ready for September to take to the Children's Delivery group for comment and wider consultation.
 - It has been agreed a Community Conversation will take place in Hungerford that will focus on alcohol. This will build on the success of the Community Conversation work that has already taken place in Hungerford.

Conclusion

- Considering that in October 2016 there was no strategic oversight of alcohol related harm and services in West Berkshire, the Alcohol Harm Reduction Partnership have made considerable progress in implementing a framework to build on West Berkshire's good performance around alcohol.
- The next step is to demonstrate the improved outcomes for West Berkshire residents that the Alcohol Harm Reduction Partnership can achieve by working together.