

NEAR FINAL DRAFT

October 2009

DUDLEY COMMUNITY SAFETY PARTNERSHIP

(safe and sound)

ALCOHOL STRATEGY

DRAFT

EXECUTIVE SUMMARY

The partnership recognises the impact of the misuse of alcohol on individuals, families and communities living in the Dudley Borough and has set up an Alcohol Strategy Group.

Health

The alcohol issue is complex, partly because it is legal for adults and partly because alcohol, in small amounts, has been shown to be beneficial to health in reducing cardiovascular disease (i.e. a glass of red wine). It is also socially acceptable to drink alcohol and our celebrations, social occasions and relaxation are often accompanied by the consumption of alcohol. 90% of the adult population are known to drink alcohol occasionally or regularly and the vast majority of people do so safely and legally. However, excessive drinking can easily develop into an addiction that is hard to control. There are strong associations with violent crime and anti-social behaviour as well as the damage that alcohol dependency can have on individuals and their families.

In Dudley in 2007/08 there were 119 deaths that were specifically caused by alcohol and many more where alcohol was a contributory cause. Admissions to hospital, directly or indirectly caused by alcohol, are a significant cost to the local health economy. The rate of alcohol related admissions to hospital for Dudley PCT residents has been increasing by approximately 22% per year for the last three years, which is one of the largest increases in the West Midlands region. The latest figures for 2007/08 show that there were 6392 episodes of hospital care relating to alcohol (some of these would be repeat admissions for some patients due to their condition). 175 young people under the age of 18 were admitted to hospital for alcohol related reasons. The figures do not take into account the number of people attending Accident and Emergency for treatment relating to alcohol misuse.

It is estimated that 17.7% of over 16's in Dudley are binge drinking on a weekly basis with a further 23.6% drinking at harmful or hazardous levels regularly. Although these figures are only slightly above regional and national averages they do equate to a potentially serious threat to the long term health of many Dudley residents, with middle-aged males between 44 and 64 most at risk. There are also health inequalities in the way in which mortality and morbidity associated with alcohol is distributed. The more deprived areas of the borough show the largest numbers of hospital related admissions and use of alcohol treatment services, but there may be other sections of the population drinking at harmful levels that are not being identified.

Crime and Disorder

The safe & sound (Dudley's Community Safety Partnership) Dudley Borough Strategic Assessment identifies key findings in respect of alcohol related crime and disorder particularly in respect of: -

- Alcohol related violent crime is highly concentrated in the major town centres and entertainment districts linked to the night time economy
- Alcohol related Anti-social Behaviour is concentrated in town centres during the weekend evenings through to the early hours
- Domestic Abuse – alcohol is a major contributory factor to domestic abuse, accounting for 35% of offences detected

Vision for the Strategy

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. Stakeholders include individuals, families and communities and work will need to be undertaken to enable and ensure engagement.

Development of the Strategy

The Alcohol Strategy Group has been developed through a comprehensive plan of work, which included: -

- Needs Assessment exercise/gap analysis
- Identification of strategic and community priorities
- Identification and agreement of targets
- Stakeholder consultation
- Work around infrastructure and communication (to include work with the industry, workforce development and commissioning)
- Development of a performance management framework

The successful delivery of the strategy very much relies on commitment to and effective partnership working. This is largely achieved through working with members of the following groups: -

- SMIG Commissioning Group and its Sub Groups
- Crime Reduction Implementation Group
- Children and Young Persons Substance Misuse Group
- Alcohol Strategy Group

The Strategy has been developed “in the spirit” of the National Alcohol Strategy, Safe, Sensible, and Social (2007) and the Youth Alcohol Action Plan (2008)

The Strategy will be updated and reviewed on a regular basis with the first review scheduled for April 2011.

KEY AIM

The key aim of the Alcohol Strategy is to reduce the impact of alcohol misuse on individuals, families and communities enabling them to live healthy, prosperous and safe lives.

This will be achieved through the following objectives:

- Awareness raising and education
- Prevention
- Treatment
- Enforcement

Outcomes will include: -

- Health and Health Improvement
- Reduction of substance misuse (particularly alcohol) by young people
- Reduction in Crime and Disorder
- Economic Wellbeing

STRATEGIC FRAMEWORK

The delivery of the strategy will be overseen by the Alcohol Strategy Group, which includes the following key partners:

- Dudley PCT
- Dudley MBC
- West Midlands Police Service
- Public Health
- National Probation Service West Midlands
- West Midlands Fire and Rescue Service
- Industry – drinks and retail (yet to be explored)

The Alcohol Strategy Group will be accountable to the safe and sound Strategic Board. Members of the Alcohol Strategy Group are responsible for ensuring that all agreed actions are fed back to the organisations that they represent, that actions agreed are carried out and implemented and that any barriers are fed back to the Alcohol Strategy Group.

The implementation of the Strategy will be monitored and performance managed through the Alcohol Strategy Action Plan

OUTLINE OF TARGETS AND TIMESCALES

Locally there is an obligation to work towards and achieve targets set out in the following national indicators: -

- PSA Delivery Agreement 14: Increase the number of children and young people on the path to success
- PSA Delivery Agreement 23: Make Communities Safer

- PSA Delivery Agreement 25: Reduce the harm caused by alcohol and drugs
- NI 17 Perceptions of Anti-Social Behaviour (To improve respect)
- NI 20 Assault with Less Serious Injury (Reducing Crime)
- NI 39/Vital Signs VSC20 Reducing Alcohol Related Hospital Admissions
- NI 115 Substance Misuse by Young People (Reduction of Substance Misuse amongst Young People in Dudley Borough – Particularly Alcohol)

Local targets

Local targets will be developed in respect of: -

- Reducing the number of alcohol related A and E attendances
- Night time economy – reducing the number of victims and perpetrators of alcohol related crime
- Domestic Abuse

BACKGROUND

Alcohol plays an important and positive role in many aspects of British life. 90% of the adult population drink alcohol and for most of us its use is associated positively with our personal and social lives. However for a minority of drinkers the misuse of alcohol produces significant harm, impacting the individual, the family and the community.

However more needs to be done to promote sensible drinking. Excessive alcohol consumption among some sections of the population is a cause for considerable concern – a concern that is shared by both Government and the general public.

Dudley's Alcohol Strategy will aim to mirror the eight "next steps" as outlined in "Safe, Sensible, Social"

- Sharpened criminal justice for drunken behaviour
- A review of NHS alcohol spending
- More help for people who want to drink less
- Toughened enforcement of underage sales
- Trusted guidance for parents and young people
- Public information campaigns to promote a new sensible drinking culture
- Public consultation on alcohol pricing and promotion
- Local Alcohol Strategies

And the objectives of the Youth Alcohol Action Plan

- Stopping young people drinking in public places
- Taking action with the industry on young people and alcohol
- Developing a national consensus on young people and drinking
- Establishing a new partnership with parents
- Supporting young people to make sensible decisions

ALCOHOL RELATED HARM: LOCAL PROFILE

A local profile will be built up using the findings from the safe & sound Strategic Assessment, Alcohol Strategy Needs Assessment,

The profile will include: -

- Alcohol related crime hotspots
- Alcohol Related Violent Crime
- Domestic Abuse where alcohol is a contributory factor
- Alcohol related Ambulance call-outs
- Morbidity rates for alcohol related conditions- including demographics
- Estimates of hazardous, harmful and dependent drinkers
- Numbers in treatment
- Perceptions of alcohol-related problems

Health

An alcohol health needs assessment was undertaken in 2006 and the epidemiology has been refreshed, incorporating more recent data for this strategy. This has been produced as a local alcohol health profile for Dudley and some of the key points are presented here. The alcohol service provision was mapped and updated but there needs to be a comprehensive service review of the tier two and tier three services using Models of Care for Alcohol Misuse as the standard.

Other work that has contributed to our understanding of the extent of the alcohol issue in Dudley have been a needs assessment of alcohol misuse in Halesowen, which was carried out at the request of the Halesowen cluster of GPs, and a commissioned piece of work using Social Marketing to help us identify the profile of the population that ends up being admitted to hospital as a result of alcohol related harm

For most of the indicators associated with alcohol related harm, Dudley is close to the regional and national averages or slightly higher. The exception to this is alcohol specific mortality in males and mortality from chronic liver disease, both of which are significantly worse than regional and national averages.

Alcohol has been chosen as a priority by the Community Partnership because of the higher rates of mortality and also an increasing trend of admissions to hospital for alcohol related causes. The rate of alcohol related admissions to hospital is higher than the regional average and has been increasing at a faster rate than our near neighbours. The rate of admissions was 773 per 100,000 in 2002/03 and this had more than doubled to 1739 per 100,000 by 2007/08. In addition to this the Partnership has recognised the impact alcohol misuse has on crime and disorder statistics and community safety. The target of reducing the increase in alcohol related admissions by 2% per annum over the next three years has been jointly agreed as a challenging target to achieve.

Estimates of drinking

Estimates of hazardous, harmful and binge drinking in adults show that Dudley is close to regional and national averages with males between 25 and 44 drinking the most in all three categories.

	Binge drinking		Hazardous drinking		Harmful Drinking	
	%	number	%	number	%	number
Dudley PCT	17.7 (15.7,20.0)	43,465	18.4 (16.9,19.9)	45,253	5.2 (4.7, 5.8)	12,840
West Midlands Region	17.3 (16.3,19.6)	763,430	16.5 (16.8, 19.8)	770,333	5.2 (4.4, 5.4)	206,962
England	18.0 (17.4,18.6)	7,278,674	20.1 (18.4, 21.8)	8,027,474	5.0 (4.5, 5.6)	2, 010,856

If this is further broken down into gender it shows that over all males drink more than females in all categories. However the age profile shows that binge drinking is more common in both genders under the age of 45 and that males aged 35-44 are more likely to be harmful drinkers.

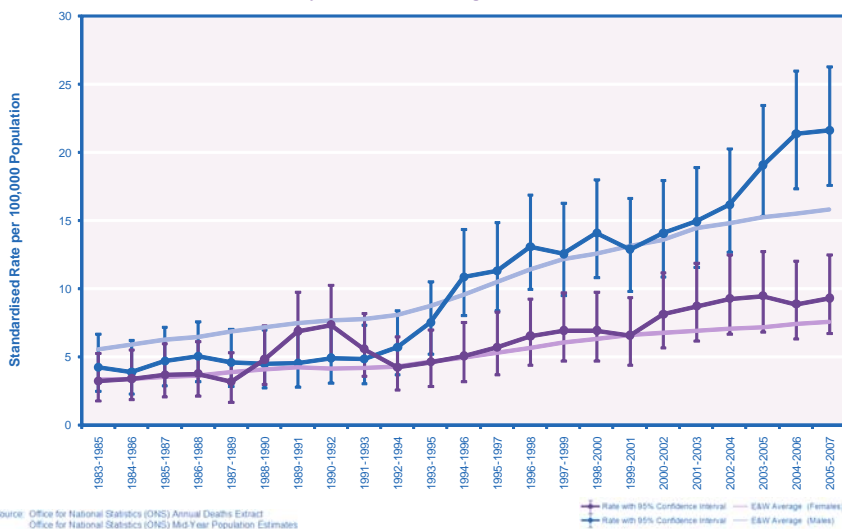
Lye and Wollescote are estimated to have the highest percentage of harmful drinkers with 5% drinking regularly at harmful levels. Norton has the highest percentage of hazardous drinkers at 15.7% and 25.1% of the local populations of both Castle and Priory and Wollaston and Stourbridge are estimated to be binge drinkers.

Alcohol mortality

<u>Dudley 2007</u>	<u>Males</u>	<u>Females</u>
Alcohol specific mortality per 100,000	17.23	7.44
Number of deaths	84	35

More males died as a direct result of alcohol in 2007 than females. The mortality rate for alcohol attributable causes was also higher in males in 2007 with rates of 47.6 per 100,000 compared to 16.5 per 100,000 for females.

Directly Standardised Mortality Rates from Alcohol-Related Diseases by Year
3-Year Rates, Dudley, Males & Females Aged Under 75, 1983-1985 to 2005-2007



the best of health

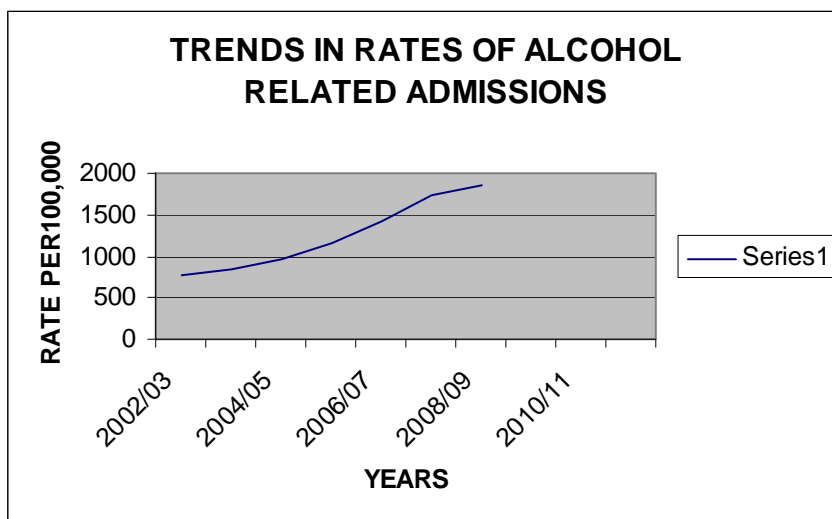
The mortality rates from alcohol have been increasing steadily over the last ten years and the gap between the genders is now very pronounced. The mortality rate for males is now higher than regional and national averages and is a real cause for concern.

Alcohol related admissions to hospital

This is a complex target and is made up of both alcohol specific and alcohol attributable conditions that result in an episode of inpatient care. It has been chosen as an LAA target and is also one of the PCT's targets, reflecting the importance that the partnership places on reducing alcohol related harm in the borough.

Rates of alcohol related admissions per 100,000 population.

YEAR	RATE	% CHANGE
2002/03	773	-
2003/04	853	10.4%
2004/05	957	12.2%
2005/06	1164	21.6%
2006/07	1427	22.6%
2007/08	1742	22.1%
2008/09	1857	6.6%



The rates of admissions to hospital have been showing a steady rise over the last six years with the years 2005 to 2008 showing annual increases of over 20%. The most recent provisional figures for 2008 show a smaller increase in the rate of admissions of just 6.6%, but this has yet to be confirmed and there have been recent changes to the way the data has been collected which makes direct comparisons unreliable. However, the fact that alcohol related admissions are still increasing and alcohol mortality rates are above average for the population combine to make alcohol a key issue to address.

CRIME AND DISORDER (To be completed – 28/8/09)

The safe & sound (Dudley’s Community Safety Partnership) – Dudley Borough Strategic Assessment April 2009 provides comprehensive data and information in respect of crime, disorder and substance misuse.

Extracts from the Dudley Borough Strategic Assessment have been included in the Crime and Disorder Section of the Alcohol Strategy to give an overview of the harm caused by alcohol to individuals, families and communities in the context of crime and disorder.

Alcohol Related Violence (non domestic)

Assault with less serious injury is a National Indicator (NI20) and has been adopted by Dudley as a NGLAA target. It is regarded as a proxy measure for alcohol related violence although it is acknowledged that it will include some offences with no alcohol element¹.

This indicator encompasses the majority of recorded violent crime in Dudley, including Actual Bodily Harm. Temporal analysis for NI20 was examined and a clear link to night-time hours was observed with 64% of offences committed

¹ www.countingrules.homeoffice.gov.uk

between **18:00hrs and 06:00hrs**. As a result of these early findings, it was decided that examining violence between these times would better reflect alcohol related violence in Dudley.

Geographical profiling

The geographical profile of Alcohol Related Violence mirrors that of ABH identified last year. The dominant hotspot was Stourbridge Town Centre. This was followed by Merry Hill / Brierley Hill Town Centre and Dudley Town Centre. 30% of total 'Alcohol Related Violence' was concentrated in these 3 hotspots. *12% of offences alone were concentrated in the small area within the Stourbridge Ring Road.*

Key Findings – Alcohol Related Violent Crime

- Alcohol related violence remains highly concentrated in the major town centres and entertainment district linked to the night time economy in the Borough, notably Stourbridge Town Centre.
- Each town centre has its own individual temporal profile of ARV depending on the structure of the night time economy and the closing time of bars and clubs in the area (see Appendix 2.1)

Where the location of the offence was recorded, around half of ARV in Dudley took place on the street. After this, the most common location was in or outside a licensed premise (pubs, clubs and social clubs), accounting for 20% of offences. 14% occurred within a dwelling, and 4% in or outside a takeaway or fast food outlet.

Domestic Abuse

The Strategic Assessment highlights that alcohol is a contributory factor to domestic abuse accounting for 35% of detected offences.

(To be completed)

Youth Related Anti-Social Behaviour and Alcohol Misuse

It is difficult to assess strategically the link between youth related ASB and alcohol. This is due to data recording, notably the significant under use of the WMP 'alcohol' qualifier. Of all youth related ASB, just 8% was flagged as being alcohol related (621). A dip sample of logs indicates that this considerably under-estimates the true scale of the problem.

Where it is alcohol driven, Youth Related ASB refers to rowdy, drunken and disruptive behaviour, often by large groups of young people. This can escalate into violence and criminal damage. It may deter other community members from using public spaces and leaves a mark on the environment through damage and littering. It often occurs in parks/open spaces, car parks and outside local facilities such as off licences, youth clubs and community centres.

ASB outside off licences is often linked to underage sales. Whilst it is difficult for under 18s to buy alcohol in Dudley, sales do take place. In 2008, 13% of boys aged 14-15, and 14% of girls claimed to have bought alcohol from an off licence².

CURRENT RESPONSES TO TACKLE ALOCHOL RELATED HARM

Some of the current responses to tackling alcohol related harm within the Borough are detailed in this section of the Strategy. Further and fuller details can be found with in the Service Mapping Document

Health and Health Improvement

Primary Care Trust- Health Improvement Team

Prevention activities for alcohol misuse have been an underdeveloped area of work until 2008. A new community health improvement team was formed and an alcohol health improvement adviser was appointed as part of the new team. Key activities have been:

- A planned programme of alcohol awareness campaigns throughout the year, linking in with the government's Know Your Limits campaign and the West Midlands Big Drink Debate.

² Schools Health Education Unit (SHEU) Lifestyle Survey with 12,796 Dudley School Pupils.

- Partnership working with police and trading standards on raising awareness of alcohol issues, underage sales and providing information to parents whose children have been involved in anti-social behaviour related to alcohol misuse
- A social marketing scoping exercise to understand the nature of alcohol misuse in Dudley. The recommendations of the report will form the basis of targeted interventions for 2009/10
- Development of an accredited training programme for community members to enable them to become skilled in delivering alcohol awareness training in their local communities.
- Introduction of a small grants scheme to enable users and carers to form self help groups and support networks and have access to small amounts of money to enable them to carry out their own activities.

Additional funding was made available to enhance existing services:

- Secure the alcohol arrest referral scheme which is seen as an example of good practice and has now been introduced in other areas
- Appoint an additional alcohol nurse specialist to provide brief interventions in A&E
- Support the rollout of brief interventions in Primary Care
- Training the healthcare workforce in early detection of problem drinking

PRIORITIES

- Alcohol awareness campaigns
- Information about units and sensible drinking limits are available in the main community languages on the council and PCT websites, and in key healthcare and community settings
- Increase awareness of alcohol in the workplace and ensure businesses are supported to develop alcohol policies
- Implement routine workplace screening and brief interventions for targeted organisations (beginning with PCT DGOH and LA)
- Introduce regular alcohol health promotion sessions with employers and community groups
- Targeted interventions to reduce alcohol related admissions to hospital
- Small grants scheme to support user and carer groups
- Implementation of accredited community training course

- Implement routine identification in A&E and provide brief advice to those identified
- Routine identification and brief advice in Primary Care
- Routine identification and brief advice when people are arrested and in custody

Primary Care

- Directed Enhanced Services under G.P. contract

PRIORITIES

Specialist treatment – Adults and Families

Dudley & Walsall Mental Health NHS Partnership Trust

Currently in Dudley treatment services are delivered by both the Statutory and Voluntary sector providing a wide range of interventions that span the four tiers as set out in Models of Care for Alcohol Misuse.

The statutory service provider is Dudley & Walsall Mental Health NHS Partnership Trust and provide interventions that fall within tier three and four of Models of Care for Alcohol Misuse.

The service comprises of teams, which are, Acute Hospital Drug and Alcohol Liaison, Dual Diagnosis, Community Team, Home Detox Team (seconded to the voluntary sector provider) and Medical Team and deliver the following interventions:

- Medical interventions that include substitute prescribing
- Inpatient detoxification
- Home Detoxification
- Auricular acupuncture for outpatients
- Alcohol maintenance support group
- Yoga
- Referral and assessment for residential rehabilitation
- Behavioural family therapy
- Relapse prevention
- Cognitive behavioural therapy
- Service user group
- Production of Changing Times Magazine
- RCN Accredited Training delivered at Russells Hall Hospital
- Assessment and joint work with Community Mental Health Team's in respect of patients with dual diagnosis

Aquarius

Aquarius is a Midlands based alcohol and drugs charity. The aim of the service is to reduce alcohol and drug related harm and to promote informed and responsible choices about the use of alcohol and other potentially addictive substances (Gambling) and behaviour.

As part of the local treatment system Aquarius provide a range of brief interventions and a range of services which seek to achieve a reduction in alcohol related harm and improvements in health and social functioning for people residing within the Dudley Borough appropriate to agreed tier/service delivery – stepped care

Provision includes: -

- Counselling
- Home Detox
- Acupuncture
- Psycho-social interventions
- Group work
- Work with families
- Tenancy Support
- Homelessness – Work with homeless individuals to reduce their drinking and improve access to appropriate services
- Work with Primary Care
- Alcohol Arrest Referral Scheme

Priorities

- Review current specialist alcohol treatment services in light of MoCAM and the Review of the Effectiveness of Treatment for Alcohol Problems
- Reconfigure treatment provision where appropriate to ensure that an accessible integrated system of effective interventions is provided across the four tiers to meet local needs
- Review commissioning and performance management systems for all levels of alcohol intervention
- Involve service users in the planning and delivery of alcohol services

Training Activity/Workforce Development

The Drug and Alcohol Action Team currently provides:-

- Basic Drug and Alcohol Awareness Training (Tier 1)
- Drug and Alcohol Intervention Programme (Tier 2)
- Parental Substance Misuse (in conjunction with the Safeguarding Children's Board)
- Sorted Programme

This training meets the Drug and Alcohol National Occupational Standards (DANOS). The DANOS competences are relevant to everyone who is working to improve the quality of life for individuals and communities by minimising the harm associated with substance misuse.

Priorities

- Training needs assessment to assess number of all staff requiring training and number of programmes to be offered
- Training of healthcare workforce in early identification and provide brief advice

Reduction of Substance Misuse (Particularly Alcohol) by Young People

Children and Young People

To address the needs and issues that arise for children and young people living in Dudley there are a number of "initiatives" that are taking place. These are detailed in the Young Persons Substance Misuse Plan and the Delivery Plan in respect of NI 115

Universal

Activities in schools are co-ordinated and delivered by Health Promoting Schools through school curriculum and after school activities these include:

- Personal social and health education to promote healthy lifestyles
- Alcohol Challenge (Year 6 pupils – part of Survive Alive)
- Various publications including YAP and GUMO
- Increasing parental knowledge in respect of alcohol and its effects on health and personal safety
- Development of the healthy college agenda

Targeted

- Theatre in Education – Drugs and Alcohol and Teenage Pregnancy and Alcohol
- Schools Drug Adviser provides support to Alternative provision e.g. Pupil Referral Units
- Time for Me Project

Substance Use is a golden thread throughout the 5 priority areas of the Targeted Youth Support Programme (Teenage Parents, Young Offenders, NEET, LAC, Disabilities)

Young Persons Specialist Substance Misuse Treatment

- Harm Reduction
- Health
- Psychosocial Interventions
- Relapse Prevention
- Alternative Therapies
- Family work

Reducing Crime and Disorder

Activity to tackle alcohol related crime including the nighttime economy (NTE)

A number of enforcement powers and initiatives have been implemented to address and tackle alcohol related crime including the following:

- Legislative powers including the Violent Crime Reduction 2006 Act and the Licensing Act 2003 (Alcohol Free Zones, Alcohol Banning Orders)
- Proof of Age e.g. Citizen Card

West Midlands Police Service

West Midlands Police Service undertakes specific initiatives that contribute to reducing the harm caused by alcohol Misuse to individuals families and communities. Some of these initiatives include

- Bottle Watch
- Operation Imbibe
- Drink Drive Campaigns e.g. Traffic Police summer and Christmas campaigns with breathalyser testing
- Regular visits to licensed premises
- Introduction of Street Pastor Scheme

DMBC Licensing Section

Licensing Section contributes to reducing the harm caused by alcohol misuse to individuals, families and communities in Dudley Borough by: -

- Enforcing conditions on Premises Licences, which have been attached to ensure the Licensing Objectives of the prevention of crime and disorder, public safety, the prevention of public nuisance and the protection of children from harm are met.
- Working in partnership with other responsible agencies to ensure that licensed premises are operating correctly within the law
- Working with partner agencies have introduced a Cumulative Impact Policy in Stourbridge Town Centre where there was evidence of alcohol related crime, which affected families and individuals and communities within the vicinity.
- Have worked with partner agencies to introduce a taxi marshal scheme in Stourbridge Town Centre to ensure that there is an efficient and swift dispersal of the public at the end of the evening.
- Working proactively on intelligence with partner agencies to prevent offences linked to licensed premises.
- Facilitating applications for reviews of Premises Licences
- Attending JAG meetings and taking an active role for example in the annual Christmas Alcohol Campaigns and the Beat Sweep initiatives.
- Working with the taxi trade to promote the advertising on taxis of 'Don't Drink and Drive' Campaigns and a recent campaign in relation to the consequences of excessive drinking.
- Attending Halesowen College Safety week with the police to advise young people of the dangers of the misuse of alcohol
- Issuing posters in relation to the dangers of drink driving and informing the public of local taxi firms.
- Alcohol Banning Orders in town centers throughout the Borough

Management of offenders subject to Community Orders and those on Licence

There are several ways at present that the Probation Service is addressing alcohol misuse in respect of individuals, families and communities in Dudley:

- Staff can set offenders exercises and goals around their alcohol use.
- Supervise offenders subject to a Community Order with the Low Intervention Alcohol Programme
- Supervise offenders whose offending is linked to alcohol misuse who have been sentenced to a Community Order with the Offender Substance Abuse Programmes. This Programme helps offenders to explore what behaviours related to alcohol misuse they are prepared to change with the view that a change in their thinking will result in a change to their offending behaviour.
- Supervise dependent drinkers sentenced to a Community Order with an Alcohol Treatment Requirement. This Requirement is delivered by Aquarius who provide medical and detoxification treatment, whilst the Probation Officers deliver offence-focused work.
- Drink Drivers sentenced to a Community Order with the Drink Impaired Drivers Programme. This Programme seeks to educate individuals about how alcohol impairs driving, how they pose a risk of injuring themselves and others and how to get their licences back.
- The Dudley Probation District is currently piloting an Alcohol Programme with Telford Training Consortium. An alcohol tutor attends Probation Offices one day a week to deliver alcohol awareness sessions on a flexible basis, based upon each individual's level of need. The Programme also offers alcohol awareness training for Probation staff working with offenders. Some offenders may be referred to educate them and their families about alcohol units to promote a healthy lifestyle, even though their offence may not be linked to alcohol misuse. TTC can be viewed proactively as prevention being better than cure to keep individuals out of the Criminal Justice System

West Midlands Fire Service

West Midlands Fire Service contribute to reducing the harm caused by alcohol misuse to individuals, families and communities through a number of initiatives in respect of the preventative agenda and the crime and disorder agenda.

- Contact with local communities e.g. through Home Fire Safety Checks (HFSC). HFSC allows the Fire Service access into individual's homes at which point advice is given on the dangers associated with excess alcohol consumption and personal/home safety

- Programmes delivered to young people have a healthy lifestyle and healthy eating emphasis. These support partnership aims of reducing drug and alcohol related harm. Specific programmes include Calamity Cottage, Safeside, ANR Obesity and Your Choice
- Packages are also delivered that address behaviours and their consequences. A key component of these packages is in respect of alcohol misuse. These packages are targeted at groups of people who are more likely to be involved in Road Traffic Accidents and Anti-Social Behaviour

Trading Standards

- **Education and Advice-** To schools, retailers and trade bodies. The Service promotes Citizen Card (an accredited proof of age scheme) in schools and colleges, the No ID No Sale and Challenge 25 initiatives.
- **Social Responsibility Scheme-** The Service in partnership with the Police, Primary Care Trust and Local Authority Neighbourhood Management teams have set up a scheme to promote and encourage 'ownership' of local problems associated with anti-social behaviour especially attributed to children and alcohol misuse. DPS's who join the scheme are given help and advice regarding legal obligations, training of staff and support from Neighbourhood Policing teams.
- **Test Purchasing** - The Service responds to all complaints relating to the illegal sale of alcohol to persons under the age of eighteen. Where appropriate evidence will be obtained by covert test purchase using underage volunteers.
- **Proxy Sales** - Complaints regarding Proxy sales (where an adult purchases alcohol for distribution to those underage) are becoming a cause for concern. Enforcement action is being taken in partnership with Police with funding from the Home Office.
- **Prosecution/Licence Review-** The Service has a duty to enforce the Licensing act 2003. In this role it acts as a responsible authority in the licence application process. Traders who persistently breach the law will be reported for prosecution. Alternatively where there is an admission of the offence a simple caution may be issued. Action may also be taken via the Licensing Committee to review the conditions of a traders licence to sell alcohol.
- **Safe and Sound Partnership Attending** Joint Activities Group meetings and taking an active role in Beat Sweep initiatives.

Activity to Tackle Anti Social Behaviour

- ASB Case Conferences identify problematic individuals and through a multi-agency approach develop appropriate interventions to address these
- Case Work – through working with individuals provide support and sign posting e.g. those with alcohol problems are sign posted to Aquarius or the Zone
- Acceptable Behaviour Contracts – using a holistic approach to presenting ASB problems, ABCs are drawn up in respect of individuals to help address some of the underlying causes of anti-social behaviour. There are close working relationships with Youth Offending Service, the Zone (Young Persons Substance Misuse Service) and Dudley and Walsall Mental Health Partnership NHS Trust
- Members of the DMBC Anti-Social Behaviour Unit are members of the Positive Activities for Young People Steering Group. Part of the role of this group is to identify hot spot areas for a range of activities to take place to divert young people away from Anti-Social Behaviour and address underlying issues
- Development and co-ordination of activities e.g. Operation Stay Safe
- NI 17 Local Problem Solving groups – Links with Community Renewal and Trading Standards

Safe and Sound Partnership Approach

- Intelligence led activities to respond to a particular problem
- Deployment of partnership resources e.g. Sherpa Cameras
- Monitoring of alcohol related crime and planned responses

Priorities – Crime and Disorder

Working with Communities

Community Renewal Team (To be completed)

The Community Renewal Team helps to facilitate better service delivery in those communities and neighbourhoods where services are not joined up.

The Community Renewal Team will look at how the Alcohol Strategy meets the needs of neighbourhoods and communities and inform the Alcohol Strategy Group of any improvements that the Team feels can be made to ensure effective services are delivered on the ground.

The Community Renewal Team work with partners to deliver specific initiatives e.g. the Social Responsibility Scheme

Citizens Advice Bureaux - Information to follow

Healthy Towns – Information to be added

Commissioning and Infrastructure

- **To include review of provision in line with Models of Care**
- **Assessment of capacity of the current treatment system**
- **Awareness of where provision is being commissioned, by who, and resources used**

DRAFT

IMPLEMENTATION OF THE STRATEGY

Strategic Framework for implementing the strategy

Whilst the Alcohol Strategy Group will oversee the implementation of the Strategy there should be recognition that alcohol misuse is a crosscutting issue that impacts on a number of agendas and should therefore be adopted by the themed partnerships of the Dudley Community Partnership.

- Children's Trust
- Economic Development and Regeneration Partnership Board
- Health and Wellbeing Partnership Board
- Heritage culture and Leisure Partnership Board
- Strategic Housing and Environment Partnership Board

Safe and Sound is the themed partnership of Dudley Community Partnership, to which the Alcohol Strategic Group will be accountable to through the Substance Misuse Implementation Group

The Alcohol Strategy links to and supports other partnership strategies and plans, including:

- Community Strategy
- Community Safety Plan
- Health Improvement strategy
- Health Inequalities Strategy
- Primary Care Strategy
- Domestic Abuse Strategy
- Children's Plan
- Children and Young People's Substance Misuse plan
- Adult Drug Treatment Plan
- Improving Client Engagement Action Plan
- NGLAA – Delivery Plans

The Alcohol Strategy will be implemented through the Action Plan, which forms part of this Strategy and has been developed using the template from Safe.Sensible.Social

ACTION PLAN FOR IMPLEMENTATION OF THE STRATEGY (refer to MOC)

Health and Health Improvement

Activity	Outputs and outcomes to be achieved	Lead Partner	Deliverable Date	Progress Check
Alcohol awareness campaigns	Three general awareness campaigns to improve knowledge of units and health risks of drinking to excess of the general population Targeted campaign for under 25s on the health risks of binge drinking	PCT (Public Health) + all partners	March 2010	
Information about units and sensible drinking limits are available in the main community languages on the council and PCT websites, and in key healthcare and community settings	Increase in awareness as measured by baseline lifestyle survey Increase in number of hits on alcohol web pages Increase in number of places/services where alcohol information is available	PCT (Public Health) + all partners		
Increase awareness of alcohol in the workplace and ensure businesses are supported to develop alcohol policies	Ensure PCT, NHS Trust and Local Authority have up to date policies on alcohol in the workplace and monitor implementation Increase in number of local businesses with alcohol policies Reduced alcohol related absenteeism	PCT (Public Health) + all partners		
Implement routine workplace screening and brief	Increase in number of employees screened Increase in number of employees receiving brief advice	PCT (Public Health) + all partners		

interventions for targeted organisations (beginning with PCT DGOH and LA)	Increased referrals to specialist services			
Introduce regular alcohol health promotion sessions with employers and community groups	Increase in number of sessions held Raised awareness measured by evaluation of sessions	PCT (Public Health) + all partners		
Targeted interventions to reduce alcohol related admissions to hospital	Awaiting outcome of social marketing study. The interventions may be campaigns or specific interventions e.g. access to brief interventions, community liver function testing etc.	PCT (Public Health) + all partners		
Small grants scheme to support user and carer groups	A minimum of five groups to be supported	PCT (Public Health) + all partners		
Implementation of accredited community training course	A minimum of 10 people trained and accredited to deliver alcohol awareness training to community groups	PCT (Public Health) + all partners		

Children and Young People (include in activities education in schools and colleges)

Activity	Outputs and outcomes to be achieved	Lead Partner	Deliverable Date	Progress Check
Theatre in Education	<ul style="list-style-type: none"> • Young People aware of the consequences of substance misuse 	Health Promoting Schools	On-going	Through Young Persons Substance Misuse Plan
Parents Evenings	<ul style="list-style-type: none"> • Parents and carers being aware of health issues for young people as a result of drinking alcohol • Parents and carers being aware of how their behaviour impacts on their child's choices (hidden harm) 	Health Promoting Schools	On-going	Trough Young Persons Substance Misuse Plan
Community Based Awareness Raising Sessions	<ul style="list-style-type: none"> • Community aware of the impact of alcohol misuse on individuals, families and communities • Community know how and where to access services 	DAAT	On-going subject to funding	Course evaluation 6 monthly
Work outside of the Box	<ul style="list-style-type: none"> • Development of a Curriculum to ensure that consistent and on going messages are delivered to children and young people outside of the school setting 	Health Promoting Schools		
Development of Healthy College agenda	<ul style="list-style-type: none"> • Healthy Colleges will follow a similar model to Healthy Schools. There will be an expectation of participants to address smoking, substance misuse, and sexual health amongst other health issues 			
Peer Education	<ul style="list-style-type: none"> • Peer education has a recognised evidence base for delivering educational messages to young people. 			
Workforce Development	<ul style="list-style-type: none"> • Increased knowledge base of staff and clarity in respect of service 			

	provision/referral pathways. Increase in referrals to the Zone <ul style="list-style-type: none">• Workforce development requirement in respect of core competencies			
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Early intervention and treatment

Activity	Outputs and outcomes to be achieved	Lead Partner	Deliverable Date	Progress Check
Implement routine identification in A&E and provide brief advice to those identified	Reduction in repeat attendances at A&E (baseline to be set) Reduction in alcohol consumption for patients given brief advice measured at 3 month follow-up	PCT (Commissioning)		
Routine identification and brief advice in Primary Care	Alcohol register to be set up to establish baseline Alcohol DES to be offered to interested GPs Increase in referrals to alcohol services Reduction in alcohol consumption for patients given brief advice measured at 3 month follow-up	PCT (Primary Care Commissioning)		
Routine identification and brief advice when people are arrested and in custody	Reduction in alcohol consumption for patients given brief advice measured at 3 month follow-up Reduction in offending rate	Arrest Referral Scheme		
Training needs assessment to assess number of all staff requiring training and number of programmes to be offered	Increase in number of staff trained	PCT – Commissioning /DAAT		
Training of healthcare workforce in early identification and provide brief	Increase in skills and confidence of staff Increase in numbers of harmful and hazardous drinkers identified and given brief advice	PCT (Primary Care Commissioning)		

advice				
Review current specialist alcohol treatment services in light of MoCAM and the Review of the Effectiveness of Treatment for Alcohol Problems	Identify gaps strengths and weaknesses in current provision Outcome of review to determine future levels of service required to reduce waiting times and address unmet needs	PCT (Commissioning)/ DAAT		
Reconfigure treatment provision where appropriate to ensure that an accessible integrated system of effective interventions is provided across the four tiers to meet local needs	A treatment strategy and action plan is in place and implemented	PCT (Commissioning)/ DAAT		
Review commissioning and performance management systems for all levels of alcohol intervention	Performance management and reporting systems in place	PCT (Commissioning)/ DAAT		
Involve service users in the planning and delivery of alcohol services	Service and user involvement strategy developed Service users are demonstrably involved	PCT (Commissioning)/ DAAT		

Reducing crime and disorder, including domestic abuse

Activity	Outputs and outcomes to be achieved	Lead Partner	Deliverable Date	Progress Check
Alcohol Arrest Referral Scheme	Reduce alcohol related offending and improve health	Aquarius		
Street Pastor Scheme		Police		
Taxi Marshalling Scheme		DMBC Licensing		
Pub Watch		Police		
Social Responsibility Scheme		DMBC Trading Standards/ Community Renewal Team		
Cumulative Impact Policy		Police		
Proxy Sales Initiative		DMBC – Trading Standards		

Offender Management

Activity	Outputs and outcomes to be achieved	Lead Partner	Deliverable Date	Progress Check
Drink Impaired Drivers Programme	<ul style="list-style-type: none"> • Reduce drink drive offences (groupwork) 	Probation – Delivered by Aquarius Staff	Throughout the calendar year	Monthly – Probation District Management Team Meeting (DMT)
Low Intensity Alcohol Programme	<ul style="list-style-type: none"> • Reduce Alcohol related offences (groupwork) 	Probation – Delivered by Aquarius Staff	Throughout the calendar year	Monthly – Probation DMT
Offender Substance Abuse Programme	<ul style="list-style-type: none"> • Work with offenders where alcohol has contributed to their offending. Reduce offending and alcohol misuse (groupwork) 	Probation – Delivered by Aquarius Staff	Throughout the calendar year	Monthly – Probation DMT
Telford Training Consortium 2000	<ul style="list-style-type: none"> • 1 to 1 work with offenders who may disclose problems with alcohol pre or post sentence. Input may be tailored to safer drinking/healthier lifestyles and/drink driving. • Training sessions are also arranged for probation staff to acquire expertise in addressing alcohol use with offenders and also to educate them in leading healthier lifestyles themselves 	Probation – Delivered by TTC staff		Monthly – Probation DMT
Alcohol Treatment Requirement	<ul style="list-style-type: none"> • 1 to 1 work with drink dependant offenders who may require detox or other medical treatment over 4 sessions 	Probation – Delivered by Aquarius staff	Throughout the calendar year	Monthly Probation DMT Meetings

Sections to be added in include: -

- 1) Key Contact Details – Strategic and Service Providers**
- 2) Abbreviations and Glossary**
- 3) Bibliography/Related Documents**

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