

**Newcastle Alcohol Harm Reduction Strategy
Action Plan
Developing a Preventative Approach to Alcohol Misuse**

Status – A Achieved, B In hand, C Gap

Objective	To improve the quality, consistency and accessibility of information and education in a variety of settings including schools and the workplace so that everyone has the opportunity to develop sensible and safe drinking habits			
Why is this important?	Health, social and financial costs of the harm caused by alcohol as outlined in Newcastle.			
What's happening locally There is a permissive culture around excessive drinking. Some organisations have alcohol policies but no agreed framework for these policies or consistency around information or messages to staff. Training is available to staff in schools. Alcohol awareness is incorporated in some substance misuse training. A range of parenting support work is delivered across the city, some of which will include issues around alcohol.				
What needs to happen We need a competent and confident workforce which will be able to deliver consistent and appropriate messages on alcohol. Members of the community need to be well-informed. A change in the culture around drinking which encourages and normalises sensible drinking.				
How it will happen (Actions)	Who is responsible locally	Status	Funding	Timescale
Agree essential basic evidence-based information to be included in all alcohol awareness materials to be disseminated across all statutory and voluntary organisations in Newcastle.	Public Health	C	Existing funding	March 09

How it will happen (Actions)	Who is responsible locally	Status	Funding	Timescale
Agree and distribute guidelines for workplace alcohol policies for Newcastle (Alcohol Concern).	DSU	C	Existing funding	March 09
Ensure The City Council, local NHS services and grant aided organisations have alcohol workforce policies which raise awareness, reduce harmful and hazardous drinking, its impact on productivity and effectiveness.	HR leads	C	Existing funding	March 10
Ensure The City Council, local NHS organisations and grant aided organisations integrate alcohol into the workforce reform priorities.	Training and Workforce Reform leads	C	Existing funding	March 10
Ensure that all directorate and departments of the above organisations include alcohol awareness in their induction programmes.	Training and Workforce Reform leads	C	Existing and additional funding	March 10
Ensure that all school staff are well informed about alcohol and how to engage with pupils to raise awareness and reduce harmful and hazardous drinking and its impact on achievement.	Schools Drug and Alcohol Advisor	B	Existing and additional funding	Ongoing
Ensure that all young people attending secondary school have access to accurate information about alcohol, sensible drinking guidance and information on the negative impact of harmful and hazardous drinking.	Schools Drug and Alcohol Advisor	B	Existing and additional funding	Ongoing
Ensure that parents understand the harm caused by young people drinking alcohol and are supported to provide adequate support and supervision to their children around alcohol consumption (Awaiting Youth Alcohol Action Plan Guidance).	Schools Drug and Alcohol Advisor and Parenting Commissioner	C	Existing and additional funding	Ongoing

Ensure that parents are well informed about alcohol and the impact of their own drinking on pregnancy and the unborn child and their capacity to effectively parent with particular regard to the care of under-fives.	Parenting Commissioner	C	Existing and additional funding	Ongoing
Provide additional training and awareness-raising for all staff in the licensed trade. In particular due regard will be paid to any new developments that may come out of the Government's Consultation around "Safe, Sensible, Social" and the proposals to introduce a new retailing code of practice.	DSU/CSU and Licensing	C	Existing funding	March 10
Develop peer led promotion by young people, students and older people of alternative social activities and spaces to drinking, bars and pubs such as volunteering and activity based clubs, prioritising Friday and Saturday nights (E.g. CRUNK).	Safe Newcastle / C&YP Strategic Partnership	C	Additional Funding	March 10
To work with retail and leisure settings in the city to promote alternative social activities in the evenings (libraries, shops, galleries, cafes) and also the specific use of licensed premises for positive activities such as the young people's club at Legends.	Chief Executive's Office	C	Additional funding	March 10

Objective	1.b. To develop preventative measures which will target those most at risk of causing harm to themselves, their families and others through their drinking
Why is this important?	Some people are more at risk of developing alcohol related problems, for example those young people who regularly truant from school or those young people whose parents have alcohol problems.
What's happening locally	
There is no coordinated targeted response. There is a screening tool for young people and a range of screening and assessment processes being used with adults but there is a lack of clarity about who should be providing alcohol screening both for young people and adults and what the pathways into care are for adults. Targeted prevention work already taking place includes work around housing issues, with offenders and young	

offenders, with Looked After Children and those excluded from school.
A range of activities are available through Leisure Services including some free provision.

What needs to happen

Increase the numbers of people from most at risk groups accessing information and support. Priority needs to be given to those adults and young people who are the most socially excluded.

Increase the number of staff across all service areas who are able to deliver brief interventions around alcohol.

Integrate targeted support on alcohol with other targeted youth support initiatives and with the Integrated Youth Strategy.

How will it happen (Actions)	Who is responsible locally	Status	Funding	Timescale
Integrate all Targeted Alcohol Prevention Activity to ensure coordinated working between sectors such as police, schools, SNAPS, FIP, IIP, YCAP, D'n'A, housing and specialist services to reduce duplication and ensure that communities receive the best possible provision.	DSU / CSU	C	Existing and additional funding	March 10
Ensure that targeted alcohol education is available in all secondary schools and through universal and targeted youth support.	Schools Drug and Alcohol Advisor	C	Existing and additional funding	Ongoing
Review existing screening and assessment tools being used in the city to ensure that alcohol is included wherever appropriate and that the Common Assessment Framework is embedded in all practice.	DSU	C	Existing and additional funding	March 10
Engage local communities in developing local targeted prevention strategies.	Community Coordinators / DSU / CSU	C	Additional funding	Ongoing
Ensure a multi agency approach to targeted initiatives in the city centre to reduce alcohol related ASB such as Taxi marshalling, Challenge 21, Street Pastors.	CSU	B	Existing funding	Ongoing

Train staff across Local Authority, NHS, Criminal Justice Sector and voluntary and community sectors to deliver alcohol screening and brief interventions.	DSU	B	Existing funding	Ongoing
Co-ordinate alcohol and alcohol related anti-social behaviour intervention to maximise the impact on the most challenging individuals and families.	Safe Newcastle	C	Existing and additional funding	March 10
Ensure that there are appropriate crisis intervention services and intensive support for families where there are alcohol related problems which are likely to cause harm to children and young people including reducing the risk of Children becoming Looked After.	HH Partnership	B	Existing and additional funding	Ongoing
Ensure there are a range of alternative activities targeted at those most at risk of developing problematic alcohol use both young people and adults such as Positive Futures, Building Futures through Sport, Brighter Futures, Crisis Skylight, Streetgames and Fairbridge.	Community Sport Partnership / DSU / C&YPSP Executive	B	Existing and additional funding	Ongoing
Ensure that any learning from the Alcohol Screening Research carried out at The YOT is taken forward.	YOT	C	Additional funding	March 10
To work with further and higher education providers to develop and review alcohol policies and to ensure that all students in the city receive information, support and guidance around alcohol, and associated harm including anti-social behaviour.	Higher Education Reps / DSU / CSU	C	Additional funding	March 10
To continue to support the Alcoholwatch scheme which consists of an individually numbered sticker applied by shops to bottles of cheap or popular alcohol. When these bottles are found, they can be traced back via the number to the shop that sold them. The scheme is now working in 7 of the 8 neighbourhood police team areas.	Safe Newcastle	A	Existing and additional funding	Ongoing

Objective	To develop strategies which focus on reducing binge drinking and long term dependency			
Why is this important?	Newcastle has been identified as one of the cities with the worst binge drinking habits which results in health problems but is also closely linked to anti social behaviour, violent crime and domestic abuse.			
What's happening locally				
<p>Schools provide information about the harm caused by binge drinking. A number of initiatives managed through the anti social behaviour unit will address binge drinking as part of their remit.</p> <p>The Street Pastors Project works with binge drinkers in the city centre. Issues based work delivered by youth services and voluntary sector youth projects addresses binge drinking.</p> <p>Services for dependent drinkers are currently provided by Northumberland, Tyne and Wear Mental Health Trust, NECA, Tyneside Cyrenians and others.</p>				
What needs to happen				
<p>There needs to be a clear understanding of what constitutes binge drinking and the damage it causes. There need to be clear messages and information disseminated widely to the general public and those most at risk including young people, young adults and young women.</p> <p>There need to be services available at A&E which will identify binge drinkers and support them to access services.</p> <p>Licensing RAs need to be informed about the impact of binge drinking and long term dependency on crime and children and young people so that this is factored in to decisions about all new agreements issued.</p> <p>Pathways into treatment for binge drinkers and those with long term dependency problems need to be clearer and services need to be able to respond flexibly to the needs of these groups.</p>				
How will it happen (Actions)	Who is responsible locally	Status	Funding	Timescale
Set up multi agency group to address long term strategies for reducing the harm caused by binge drinking.	Drug & Alcohol Services Manager	C	Existing funding	March 09
Develop (possibly from existing resources) and distribute information for parents, young people and young adults specifically on the definition of binge drinking and the harm it causes. This should include a process for providing information and advice to weekend visitors to the City.	Schools Drug and Alcohol Advisor / Parenting Commissioner / DSU / Public Health	B	Additional funding	March 10

Increase capacity and provide additional services through School Health Advisors such as drop-ins, links to sexual health services and an over 16s service.	Liz Wiley, PCT	C	Additional funding	March 10
To include regularly on Pubwatch and Licensing Forum meeting agendas to discuss with potential strategies for encouraging safe, sensible and social drinking.	Police Licensing Team	C	Existing funding	March 09
Establish comprehensive peer mentoring services for people with long term alcohol dependency.	DSU	C	Additional funding	March 10
Explore the further development of brief interventions for offenders and develop additional support for those with alcohol dependency problems leaving custody.	Geoff Pooley	B	Additional funding	March 10
Support Mutual Aid Societies and recovery communities such as AA.	DSU	B	Existing funding	Ongoing
Ensure that there is adequate housing provision and housing support for those with alcohol dependency problems and for vulnerable 16-18 year-olds with alcohol related problems.	Neil Munslow	B	Existing and additional funding	Ongoing
Ensure that there is a coordinated response to supporting those with long term alcohol problems to access training and employment opportunities.	Gillian Hewitson, Newcastle Futures	B	Existing and additional funding	Ongoing

Objective	To improve the evidence and information base so as to understand the true nature of the problem and respond appropriately
Why is this important?	To ensure that resources are targeted appropriately and that those most in need receive the best possible advice, information and support.
What's happening locally	Alcohol treatment data is collected via the National Drug Treatment Monitoring Service. Alcohol related crime and anti-social behaviour data is collected by the CSU. Health collect information on alcohol related hospital admissions and illnesses.
What needs to happen	Increased analysis of data and information we have to enable prioritising of resources.

How will it happen (Actions)	Who is responsible locally	Status	Funding	Timescale
Set up multi agency group including data analysts from the different partnerships, including universities, to address long term information needs and robust sources of data.	LA / PCT / Police/Probation	C	Existing and additional	March 09
Ensure there are mechanisms and a data collection and sharing framework in place to enable effective monitoring of outcomes for people with identified alcohol problems.	LA / PCT / Police/Probation	C	Existing and additional	March 10
Collect and monitor numbers presenting at services where alcohol is a contributory factor.	DSU	C	Existing and additional	March 10
Continue audit of available information, data and sources.	LA / PCT / Police/Probation	C	Existing and additional	March 10