

**Newcastle Alcohol Harm Reduction Strategy
Action Plan
Prioritising addressing alcohol misuse through working in partnership**

Status – A Achieved, B In hand, C Gap

Objective	To ensure a co-ordinated and coherent approach across organisations to reduce alcohol related harm and improve service delivery in Newcastle				
Why is this important?	We need to adopt an holistic approach to this cross cutting issue and not work in silos				
What's happening locally What needs to happen How will it happen (actions)	Who is responsible locally	status	funding	Timescale	
Ensure commitment and leadership from all relevant agencies through an effective governance structure which ensures effective delivery and implementation of the strategy	Newcastle Partnership/ Health and Wellbeing Delivery Partnership	B	N/A	Jan 09	
Establish and develop terms of reference for an Alcohol Strategy Delivery Board, whose role is to oversee the existing framework, use of resources and oversee cross cutting commissioning work	Alcohol Strategy Delivery board	B	N/+ A	Dec 2008	
Develop strong and positive working relationship with the OSCA and the North East Regional Alcohol Advisory Group	Alcohol Strategy Delivery Board	B	£82,000 annual contribution from Newcastle PCT	OSCA to be established Autumn 2008	
Engage with and work with communities including service users, listen and respond to their views and build stronger communities that are able to challenge the drinking culture in Newcastle Action will include regular consultation and work with users forum					

Develop a local communication and media strategy which makes use of relevant techniques to promote safe, sensible and social drinking such as social marketing	Alcohol Strategy Delivery Board	B	TBC	April 2009
Participate in and promote regional and national alcohol harm reduction campaigns	Alcohol Strategy Delivery Board	B	TBC	Ongoing
Establish a sound, shared information and intelligence base in order to obtain critical information and intelligence to lead the strategy and its actions	Health and Wellbeing Board /Alcohol Strategy Delivery Board	C	TBC	
Develop and expand the work of the Information Group	Alcohol Strategy Delivery Board	B	TBC	Ongoing
Establish and review the key process and impact indicators that will be used to assess the impact of the strategy	Alcohol Strategy Delivery Board	B	NA	Jan 09
Establish monitoring and review processes and produce an annual report on the delivery of the strategy and its impact	Alcohol Strategy Delivery Board	B	TBC	April 2010