

Safer Gateshead

Safer People, Safer Communities

Gateshead Alcohol Harm Reduction Strategy 2009 - 2011



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Forward

Most of us enjoy alcohol with few, if any ill effects. But alcohol misuse by a small minority can cause real problems, for communities in relation to associated crime and disorder; in the home for families who have to deal with the effects of someone else's alcohol misuse; in the workplace as a result of loss productivity and alcohol related absenteeism; and harm to health of individuals as a result of binge and chronic drinking.

In the last three years the Safer Gateshead Partnership has worked hard to achieve the targets set out in the first Alcohol Harm Reduction Strategy. There has been a lot of work done to tackle the harms caused by alcohol misuse, to develop robust commissioning services and to agree referral pathways for those needing access to treatment services.

Partners have targeted under aged sales of alcohol and anti social behaviour among both young people and adult drinkers. This is a continuing area of work as Gateshead residents continue to raise the issue of alcohol related anti social behaviour as an issue in many ward areas.

The action plan for 2009-2011 includes work to take forward educational, treatment and enforcement messages, which will continue to support a theme of Balanced change with regard to alcohol consumption in Gateshead.

I am confident that by working in partnership we will be able to reduce the harm caused by alcohol misuse and to improve the quality of life of the people of Gateshead, making it an even safer place to live work and visit.

Executive summary

This strategy identifies key activities that will be undertaken by the Gateshead Strategic Partnership in order to achieve a reduction in the harms associated with alcohol.

Alcohol plays an important role in the local economy; for example, the alcohol industry creates jobs, particularly through the leisure and tourism sector, on the other hand the economic impact of absenteeism is significant. We are also aware that alcohol can be enjoyed when drunk in moderation and that many people who do drink, do so sensibly.

We also recognise that alcohol is clearly associated with a wide range of problems including anti-social behaviour, violence, domestic violence, risk taking behaviour linked with drugs and teenage pregnancy, physical health problems such as heart and liver disease and cancer; and mental health problems which co-exist with alcohol misuse and social problems such as homelessness.

Average deaths specifically from alcohol are 33 per year, based on data over a three year period from 2004 to 2006 (the latest available). Alcohol related deaths are much higher, including some aspects of circulatory disease and cancer.

20% of the inequalities in life expectancy between Gateshead and England are due to digestive causes, of which 53% are cirrhosis of the liver for men and 38% cirrhosis of the liver for women. Work to encourage safe drinking will therefore contribute to NI 120 All Age All Cause Mortality.

Alcohol-harm related hospital admissions are even higher, because they include accidents and violence and this is reflected in National Indicators NI39. This is a key health outcome for the PCT which will be monitored over the next 3 years, and is also in the Gateshead Agreement.

This strategy sets out new opportunities for partnerships to integrate plans, actions and resources effectively. In particular, we look forward to working ever more closely with local people, service users, their families and carers to ensure that our programmes of support match their aspirations and requirements.

By working in partnership we will be able to reduce the harm caused by alcohol misuse to improve the quality of life of the people of Gateshead.

Strategic Aim

The overarching aim of this strategy is to reduce alcohol related harm in Gateshead for people living, working and learning in the borough. The Strategy aims to address harms caused by alcohol misuse in terms of health, community safety, criminal justice and social exclusion.

This aim will be achieved by focussing on the four theme areas of the Gateshead Strategic Agreement targeting the reduction of alcohol related harms.

- Safer, Stronger Communities and Culture
- Children and Young People
- Healthier Communities & Adult Health and Well being
- Economy, Skills, Housing and Transport

The objectives and actions in this plan were developed and agreed through discussion with stakeholders and are informed by best practice.

National Strategic Context

Safe, Sensible, Social: The next steps in the National Alcohol Strategy is the Department of Health's response to a set of public health challenges related to alcohol misuse.¹

'Safe, Sensible, Social' identifies encouraging and supporting sensible drinking as a priority area due to the association between alcohol misuse and strokes, cancer, liver disease, injury and suicide and because of the role alcohol can play in absenteeism, domestic violence and violent crime.

A number of other national strategies impact upon and influence our priorities. These are detailed below:

The Licensing Act 2003 provides a single integrated scheme for licensing premises used for the supply of alcohol, the provision of regulated entertainment and late night refreshment. It allows for more democratic accountability in the system of licensing and enables local residents and businesses to have a say in licensing decisions.

The National Community Safety Strategy sets out the Government's community safety priorities for 2006-2009. It outlines a new approach to community safety and aims to manage a coherent community safety programme across Government, providing people working in the field with a clear view of overall priorities. Within it there are clear priorities in relation to alcohol misuse.

The Governments' White Paper, Choosing Health, Making Healthy Choices Easier sets out how the Government will work to provide more of the opportunities, support and information people want to enable them to choose health. The paper identifies reducing harm and encouraging sensible drinking as a key priority for delivery based on more people making healthier choices.

The Anti Social Behaviour Act 2003 focuses on providing local authorities and the police with a wider, more flexible range of powers to meet their existing responsibilities and respond to the needs of our local communities. Within it there are a range of powers available to authorities in dealing with the problems associated with alcohol abuse.

The National Treatment Agency has produced Models of care for alcohol misusers (MoCAM), a national framework for the treatment of alcohol misusers.

¹ (Department of Health, 07, 'Safe, Sensible, Social: The next steps in the National Alcohol Strategy')

North East Regional Context

Alcohol is very much a part of the culture of the North East and has been highlighted as a serious issue. Research has shown that in the North East region, where alcohol consumption is high, provision of treatment services is often low. This has led to major treatment investments being made in some PCT areas and the development of a strong regional strategy.

Between 2002 and 2008 the strategy was developed by the North East Regional Alcohol Advisory Group (NERAAG), which consisted of agencies and individuals from across the region with an interest in the alcohol agenda. In its 2006 Statement of Priorities, NERAAG identified three overarching aims:

1. Developing a preventative approach towards alcohol misuse throughout the North East region.
2. Ensuring services are provided for harmful, hazardous and dependent drinkers and for their families and carers.
3. Promoting public protection through law and policy enforcement.

The Statement of Priorities also included an Action Plan containing a number of cross-cutting initiatives, aimed at driving down poor health, crime, disorder and social and economic harms associated with alcohol misuse.

These aims formed the core of the Gateshead Strategic response to reducing harms caused by alcohol between 2006 and now.

In 2007 the Regional Director of Public Health launched the North East Strategy for Health and Well-being; Better Health-Fairer Health. Alcohol is one of ten key themes in this strategy, which gives the vision for the theme as:

“The North East will enjoy a culture and environment conducive to safe drinking. Its services for problem drinkers will be the best and most effective available.”

As one of the key actions in support of this vision, Balance - the North East Regional Office for the Safe Consumption of Alcohol has been established, the first of its kind in the country. The office is based in Darlington and is steered by a Regional Advisory Group for Alcohol comprising senior representatives from Government Office, police, Public Health and local government.

Balance will run campaigns aimed at encouraging people to drink safely and responsibly, as well as ensuring people have equal access to improved services and treatment across the region. It will also engage in lobbying to ensure that national policies are supportive of local activity in support of the vision.

Our future action will be in support of this vision.

Gateshead Strategic Context

Gateshead Strategic Partnership has developed its Sustainable Community Strategy – Vision 2030. The strategy specifically places an emphasis on having an active and healthy population.

During 2008 a health inequalities review was carried out in Gateshead. This work was carried out by the Overview and Scrutiny committee (Healthier Communities) followed by a cross cutting area based review as part of Gateshead Council's Improvement Plan.

Alcohol was identified as a key area for concern, highlighted by the fact that hospital admissions for alcohol related harm in Gateshead is among the highest in the North East region. Other related service improvement plans include financial inclusion, lifestyle, tobacco, mental health, health impact assessment, health equity and community engagement. The Index of Multiple Deprivation (2007) shows that in the health domain Gateshead has 61.1% of Super Output Areas in the worst 20% nationally.

The Gateshead Strategic Partnership brings together four themed partnerships: Safer, Stronger Communities; Economy, Skills, Housing and Transport; Healthier Communities and Children & Young People. These partnerships are closely linked to the 5 area forums and to the GSP steering group.

Alcohol is an issue that has implications for all of these groups and their partners who include local council, NHS, Police, local business, voluntary and community organisations and government. The GSP sets

out a vision for the future of the borough and the main challenges that will need to be addressed along the way.

For the Safer Gateshead the vision and challenge is "local people who live and work in a safe, fear-free and tolerant community". In particular this means meeting the challenge of developing an Alcohol Strategy for Gateshead.

A number of other important plans, strategies and initiatives help the partnership to achieve this vision and challenge. These are described below.

The Local Policing Plan and Gateshead Area Command Plan identify the strategic aims and priorities of Northumbria Police Force and Northumbria Police Authority, which will be delivered regionally and within Gateshead, including tackling alcohol related crime and anti-social behaviour.

Challenging Anti-social Behaviour is a key element of the work of Safer Gateshead. The ASB Coordinator/Partnership Officer (Community Safety) has developed an intelligence led model which strongly identifies how staff from various agencies will work together to reduce alcohol-related behaviour.

Gateshead's Children and Young People's Plan 2006-09 sets out how key partners in the borough will work together to ensure Gateshead is a place where children and young people are empowered and supported to develop their full potential and are enabled to play an active part in society. The plan has five key outcomes including 'being healthy' that

focuses on a number of issues including alcohol and drug abuse.

The Safer Gateshead Partnership Plan 2008/9 – 2011/12 recognises the links between domestic violence and alcohol and substance misuse. The three key challenges of prevention, support for victims and protection and justice acknowledge this link.

The Health and Social Care Partnership works through the Public Health Partnership to act as a strategic group directing the health improvement and inequalities in health agendas across the four theme areas. There are a range of health improvement strategies for Gateshead with links to alcohol, these include Teenage Pregnancy and Parenting Strategy, Overweight and Obesity and Mental Health. These strategies set out a vision to improve health and reduce inequalities, and have specific programmes of activity and services.

A key priority for the National Probation Service will be to develop a service wide health strategy for offenders in the community and the National Probation Directorate is committed to the development of an alcohol strategy in 2005. Links with local Crime and Disorder Reduction Partnerships are a key feature of developing this work.

The Tyne & Wear Fire and Rescue Service Strategic Plan identifies the strategic aims and priorities of the service, which will be delivered sub regionally and within Gateshead, including raising awareness of the risk of fire when alcohol is involved in domestic settings. The service is also involved in activity to reduce anti-social behaviour among young people in Gateshead.

Key Priorities for Gateshead

Healthier communities

The Government has made improving education and communication one of its priorities in the Alcohol Harm Reduction Strategy for England. Services that support people with alcohol problems will be widely publicised and risks highlighted via targeted media and social marketing campaigns for all residents. Proactive educational work in schools and colleges will target future drinkers and raise awareness of alcohol harms.

The strategy highlights the need for early identification and treatment of alcohol problems. The Gateshead Alcohol Strategy will ensure that generic and specialist staff have the skills to address alcohol problems, that problems are identified at an early stage, and that effective and cost effective specialist treatment is available for people who have developed more serious problems.

Children and Young People

Children's and young people's services are being reshaped bringing a new collective focus on the prevention of poor outcomes. This presents an opportunity to ensure alcohol related issues are addressed in mainstream services providing early interventions and treatment for young people and support for parents.

Extensive community safety activity targets young people who are at risk of becoming involved in street drinking and anti social behaviour. Social and sporting activities on Friday and Saturday nights are used as a diversionary tactic, examples include the Phoenix Project, Birtley Boxing Club, Friends of Elizabethville, Game on.

There will also be a review of how young people are made aware of the harms of alcohol within an educational context. This will be supported by targeted communication and media work.

Safer Stronger Communities

Tackling alcohol-related violence, crime and disorder will remain a priority for Safer Gateshead. A strong problem solving approach has been adopted within the borough which brings all partners together to deal with intractable problems.

Street drinking has been identified as an issue in Gateshead in common with many urban areas. This strategy aims to ensure that partners work together to address the needs of vulnerable street drinkers, especially the youth, whilst clamping down on anti-social behaviour.

Economy, Skills, Housing and Transport

The Alcohol Harm Reduction Strategy for England gives the alcohol industry clear responsibility for helping to reduce alcohol-related harm. The Licensing Act 2003, which reformed the system of alcohol licensing in this country, also brings opportunities for the licensed trade, the council and other partners to work closely together to tackle problems such as public disorder and under-age sales. Local licensees have a key role to play, and actions within this theme will establish the mechanisms and forums needed for licensees to fulfil that role.

Local employers also have a key role through the adoption of effective policies to identify and support people with alcohol related problems in the workplace.

Operational development of the strategy

A steering group to oversee and guide the strategy development was formed in September 2008. This steering group will evolve to be responsible for the implementation and performance management of the strategy and action plan.

The alcohol treatment system in Gateshead was reviewed by PCT commissioners. Stakeholders events were conducted to engage with the views of local service providers, service users and communities.

The PCT commissioned an extension of existing alcohol services (Oct - Nov 2008)

Development of Action Plan for 2008 – 2011, across all 4 thematic partnerships.

The progress of the activities highlighted in the action plan will be monitored by the DAT team and activity will be reported back to the steering group on a regular basis.

Measures/Targets

The action will contribute towards the following National Indicators:

- NI 39 Alcohol Harm related hospital admission rates (LAA)
- NI 20 Assault with injury crime rate (LAA)
- NI 120 All age, all cause mortality rate (LAA)
- NI 17 Perceptions of Anti Social Behaviour (LAA)
- NI 70 Reduce number of emergency hospital admissions

- NI 41 Perceptions of drunk or rowdy behaviour as a problem
- NI 49 Number of Primary Fires and related fatalities and non-fatal casualties
- NI47 Number of people Killed or Seriously injured in road traffic accidents.
- NI115 Reduce the proportion of young people frequently using illicit drugs, alcohol or volatile substances.

Other evidence

In addition local measures will be developed using data from partners working in the field.

References

- Department of Health (2004) Choosing Health, Making Healthy Choices Easier.
- Department of Health (2005) Alcohol misuse interventions: Guidance on developing a local programme of improvement.
- HM Government (2008) Safe, Sensible, Social: Alcohol Strategy local Implementation toolkit.
- Gateshead Council (2006) Alcohol Harm Reduction Strategy 2005-2008.
- North East Regional Advisory Group (2007) North East Alcohol Misuse: Statement of priorities.
- Government Office for the North East (2008) Better Health, Fairer Health. www.phine.org.uk

Appendix 1

Local priorities and indicators

Indicator Set	Ref	Indicator
PSA's	PSA23	Making Communities Safer
	PSA25	Reduce the harm caused by alcohol and drugs
	NI17 (APACS SPI 4.1)	Perceptions of anti-social behaviour
	NI20 (APACS SPI 5.3)	Assault with less serious injury crime rate (Actual bodily harm and other injury, racially or religiously aggravated actual bodily harm or other injury)
	NI120	All age, all cause mortality rate
	NI39 Related Harm	Rate of Hospital Admissions per 100,000 for Alcohol
LAA Reward element stretch targets 2006/07 - 2008/09 residents in	CBS36	Increase Treatment for People with Alcohol Misuse Problems
	CBS59b	Reduction in perception of the level of anti-social behaviour as measured through Gateshead Council's Residents survey by: Reduction in the prevalence of problems identified by their neighbourhood of: - damage to grass and areas by vehicles - Vandalism/graffiti/damage to property - Theft of cars/joyriding - Disturbances from other teenagers or youths
	NI21 (APACS SPI 2.2)	Dealing with local concerns about asb and crime by the local council and police
	NI27 (APACS SPI 2.1)	Understanding of local concerns about asb and crime issues by the local council and police
	NI32 (APACS SPI)	Repeat incidents of domestic violence
	NI36 (APACS SPI)	Protection against terrorism attack
	NI41 (APACS SPI)	Perceptions of drunk or rowdy behaviour as a problem
	NI47 (APACS SPI 9.1)	People killed or seriously injured in road traffic accidents

Alcohol Harm Reduction Strategy - Action Plan

Safer, Stronger Communities and Culture

Brief Description:

The purpose of this theme is to develop interventions to address the harm alcohol does within communities.

Officer: Ruth Gaul

Date: November 08

Impact:

There are many areas of Gateshead where local residents regularly report that they are having problems with people drinking in the street and causing problems through anti social behaviour. This generates a fear of crime and often results in incidences of criminal damage, assaults, harassment and general public order offences. The work of this theme will focus enforcement and prevention activity to ensure that Gateshead residents feel safer and that the incidence of alcohol related incidents is reduced.

The overall aim is to “reduce the health harms, violence and anti social behaviour associated with alcohol while ensuring that people are able to enjoy alcohol safely and responsibly”
(National Alcohol Strategy)

Ref	Action/Milestone	Expected Impact	Timescale and Lead Officer
I.1	Extension of Designated areas within the borough	<p>Identification of alcohol hotspot areas using evidenced based criteria. This mapping exercise will then be used to define Designated areas</p> <p>Police and warden enforcement activity to reduce incidences of street drinking in zone areas Enforcement will progress when areas in place.</p> <p>Proactive promotion of Pub watch in areas not currently engaging with the scheme</p>	<p>DAT Co-ordinator</p> <p>Service Manager LES</p> <p>CBS Analyst</p>
I.2	Development of Pub Watch schemes	Licensees and trade engaged in best practice awareness training	<p>Police Licensing Officer</p> <p>Fire and Rescue (Station Manager Protection Technical)</p> <p>Police/DAT Co-ordinator/Trading standards</p>

Ref	Action/Milestone	Expected Impact	Timescale and Lead Officer
I.3	Development of Off Watch	Proactive promotion of Off watch in Off licences identified as having issues with under age and proxy sales	Police Licensing Officer & EHTS Manager
I.4	Target Proxy sales of alcohol – adults buying alcohol for young people	Targeted enforcement activity involving covert and overt methods to reduce sales	Police / Trading standards
I.5	Local enforcement of Drink Driving legislation	Increase alcohol screening by patrol officers to Increase awareness of drink drive Reduce KSI associated with drink drivers Increase number of drink drivers attending rehabilitation courses	Police Annual reporting Annual Police / Fire Service – Group Manager LA reporting Police annual reporting
I.6	Engage area forums to take forward alcohol as an issue in their area	Link local area focus to wider strategy, promoting local ownership of longer term alcohol strategy	Area Forum leads, CBS
I.7	Problem solving approach to neighbourhood issues	Each area will use problem solving methodology to target intractable issues relating to - Anti social behaviour, Youth related drinking complaints Alcohol related litter Noise issues	Problem Solving Co-ordinator
I.8	Measure public perception of alcohol related crime	Use specific survey methods to establish public perceptions	Community Safety Policy & Performance Coordinator
I.9	Raise awareness about the links between alcohol and domestic abuse	Partnership working with the Embrace Project (NECA) All education and outreach work on alcohol should promote safe relationships (Comms strategy)	DV Co-ordinator
I.10	Local work linking the danger of Alcohol Abuse to the likelihood of being involved in a Domestic Fire.	Reduction in the number of Domestic Fires Reduction in fire related injuries Increased smoke alarm ownership	Group Manager Gateshead District-Fire Service
I.11	Ensure appropriate support for parents with alcohol problems in line with 'Think Family'	Ensure all services consider the needs of children of alcohol using parents.	Learning and Children

Children and Young People

Brief Description:

The purpose of this theme is to develop interventions to address alcohol misuse in young people.

Officer: Caroline Saxon

Date: November 08

Impact:

Actions and interventions within this plan are aimed at addressing alcohol misuse in young people, which will have an impact in a number of areas. It is envisaged that there will be an increased awareness of alcohol misuse and the risks associated with it.

The overall aim of all of these actions and interventions is to reduce the impact of alcohol misuse on young people; to raise awareness of the risks associated with alcohol misuse this will have a number of impacts on such things as young people's health and wellbeing; communities perception of young people and the links between alcohol and anti-social behaviour;

The number of children and young people supported through any alcohol problems or issues will increase; overall aim to reduce the numbers misusing alcohol into childhood and into adulthood.

NB- actions have been separated into health, communities, licensing and education, recognising the multifaceted impact of young peoples' alcohol misuse.

Ref	Action/Milestone	Expected Impact	Timescale and Lead Officer
2.1	Education/Awareness raising programme starting at a young age to try and reduce the attractiveness of binge drinking to children and young people	To reduce appeal of binge drinking; to reduce numbers of young people drinking to excess; to improve health and wellbeing of young people	Public Health
2.2	Develop a screening tool to be used alongside the Common Assessment Framework (CAF) to identify young peoples alcohol misuse <ul style="list-style-type: none"> ● Review of screening tools used in other areas. ● Development of a Gateshead screening tool 	Young Peoples problematic substance misuse is identified as part of the CAF An increase in the number of referrals to the SMART team from Children and Young Peoples services	SMART Manager Change for Children Development Officer Nov 2008
2.3	Ensure schools are appropriately screening and referring young people with alcohol misuse problems Examine current screening and referral mechanisms within schools.	Young people's substance misuse needs are identified within schools An increase in the number of referrals to the SMART team from schools	Young People's Substance Misuse Commissioning Manager
2.4	Develop alcohol treatment services for young people	Utilise the Young Peoples Substance Misuse Needs Assessment and Annual Planning processes to identify areas for treatment service development across the four tiers Seek agreement from the commissioning body responsible for young peoples substance misuse to commission alcohol treatment services	Young People's Substance Misuse Commissioner

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2.1	Education/Awareness raising programme starting at a young age to try and reduce the attractiveness of binge drinking to children and young people	To reduce appeal of binge drinking; to reduce numbers of young people drinking to excess; to improve health and wellbeing of young people	Public Health
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2.5	Ensure the use of parenting and family programmes for young people and their families where a young person's alcohol misuse is causing concern. Develop a referral process from SMART into parenting and family programmes	Young people and their families will be better supported to deal with substance misuse problems and the impacts on family life. Number of families attending the Strengthening Families Programme. The number of referrals into family and parenting projects from the SMART	Gateshead Parenting SMART Manager
2.6	Explore the use of Brief Interventions for children and young people	Alcohol misuse issue is tackled with young people	Public Health
2.7	Carry out targeted work with children in the Looked After system	All young people entering the looked after system to receive an appointment with the targeted prevention worker Young people in the looked after system will be receive advice and treatment for substance misuse	SMART Manager SMART Targeted Prevention worker

Ref	Action/Milestone	Expected Impact	Timescale and Lead Officer
2.8	Develop a response to the issues of children and young people, alcohol and sexual exploitation and domestic abuse	To reduce numbers of young people sexually exploited and being abused relating to alcohol misuse	Teenage Pregnancy Coordinator DAT Community Development Worker DV Partnership Support Officer (MARAC)
2.9	Expand the social norms approach in relation to young people and alcohol misuse Explore the possibility of joint working with TP/SRE programme	Information could inform future commissioning of services; targeting of resources; however will help reinforce true picture of substance misuse within school(s) which participate	Young people's Substance Misuse Commissioning Manager Public health Fire & Rescue Service Group Manager
2.10	Promote alcohol treatment and prevention services available via the SMART team to professionals, young people and parents and carers Develop a marketing strategy for the SMART team. Marketing material to be produced to co-incide with office move	Professionals, young people and their families living and working in Gateshead are more aware of the SMART team. The number of referrals to SMART increase	SMART Manager DAT
2.11	Develop referral routes into the Substance Misuse Awareness Raising and Treatment (SMART) team from Accident and Emergency. Develop a referral mechanism into the SMART team	Young peoples whose alcohol misuse has resulted in attendance at Accident and Emergency or been admitted to hospital will be offered advice and treatment by SMART staff. May stimulate referrals to SMART team from QE, increasing number of referrals from health. SMART Manager	Hospital / A & E link worker 08/09 - in development
2.12	Utilise parenting contracts for the parents of young people whose alcohol misuse is causing them to behave anti-socially. Leaflet/info regarding SMART to be included in letters to parents (part of graded response)	Number of self/family referrals to SMART increase	SMART Manager Anti-social Behaviour Coordinator Feb 2009
2.13	Explore the use of Positive Activities for Young People as an alternative to alcohol consumption	Reduce number of young people consuming excess alcohol; reduced levels of ASB; increased uptake of positive activities	Anti-social Behaviour Coordinator Children and Young Peoples Area Manager – prevention Lead Fire & Rescue Services Group Manager

Ref	Action/Milestone	Expected Impact	Timescale and Lead Officer
2.14	<p>Develop the involvement of the SMART team in the graded response to anti-social behaviour.</p> <p>Identify appropriate points and interventions for SMART in the Gateshead Graded Response to anti-social behaviour.</p>	<p>Young peoples with problematic alcohol misuse who drink in public places will be offered advice and treatment by SMART staff.</p> <p>Number of anti-social behaviour meetings attended by SMART staff.</p> <p>Increased number of referrals into the SMART team.</p> <p>A reduction in the public perception of anti-social behaviour.</p>	<p>SMART Manager Anti-Social Behaviour Coordinator Jan 2009</p>
2.15	<p>Review alcohol education provided in schools.</p>	<p>Consistent alcohol education will be provided in schools; however sufficient resources will need to be available to target schools which require more support with this issue</p>	<p>Young people's Substance Misuse Commissioning Manager</p>
2.16	<p>Develop a training programme for staff and the children and young peoples workforce on young people and alcohol and domestic misuse</p>	<p>The Gateshead Children and Young Peoples workforce will be better skilled to identify and respond to young peoples alcohol misuse problems and links to issues related to alcohol and domestic abuse.</p> <p>The training programme is incorporated into the training offered by the children and young peoples workforce.</p> <p>An increase in referrals to the SMART team.</p>	<p>SMART Manager Change for children Development Officer DV Co-ordinator</p>
2.17	<p>Explore possibility of carrying out a campaign for parents and other adults in relation to alcohol, the law and young people- to understand the problems associated with supplying alcohol to young people</p> <p>To include the offence of buying alcohol for young people.</p> <p>To include the offence of being drunk whilst caring for a child under the age of 7.</p>	<p>Increased awareness amongst the public of alcohol related offences.</p>	<p>Young People's Substance Misuse Commissioning Manager / Trading standards / police licensing Officer / DAT Co-ordinator</p>

Healthier Communities and Adult Health and Well Being

Brief Description:

The purpose of this theme is to develop interventions to address the reductions in alcohol-harm related hospital admission rates and contribute to improved mortality rates for Gateshead, including our poorest communities

Officer: Christine Jordann

Date: November 08

Impact:

- Reduction in alcohol-harm related hospital admission rates (NI 039 Gateshead Agreement Indicator and PCT Health Outcome)
- Contribute to improved mortality rates for Gateshead, including our poorest communities (NI 120 All Age All Cause Mortality Gateshead Agreement Indicator and PCT Health Outcome)

Ref	Action/Milestone	Expected Impact	Timescale and Lead Officer
3.1	<p>Increase the availability of screening and brief interventions.</p> <p>Training for a range of tier 1 workers across partner agencies, in screening and brief intervention and provide interventions for 20% of the population – 6236 hazardous drinkers.</p> <p>More opportunities for tier 2 screening and brief interventions to be made available in A&E and in Criminal Justice settings.</p>	<p>Increase in numbers of hazardous drinkers screened and given brief interventions and increase in dependent drinkers referred to Tier 3 services.</p> <p>Reduction in re-attendance for alcohol-related conditions.</p> <p>Reduction in alcohol related re-offending rate.</p> <p>X number of tier 1 staff trained in brief interventions.</p> <p>Increase in staff skills and confidence.</p>	Public Health 2009
3.2	<p>Providing incentives for GPs, pharmacists and other independent contractors to carry out opportunistic screening and brief intervention to clients.</p>	<p>Number of GP practices delivering brief interventions.</p>	GP Commissioning Lead by March 2009
3.3	<p>Review commissioning arrangements for alcohol interventions and appoint alcohol commissioning officer. interventions agreed.</p>	<p>Commissioning arrangements for all tiers of alcohol</p>	Adult Alcohol Commissioner Dec 2008
3.4	<p>Increase capacity and investment for providing treatment at tier 3 (community based interventions) to provide treatment for 20% of the population in need – 1,722 harmful and moderately dependent drinkers.</p>	<p>Number of tier 3 treatment places available, ability to meet waiting times of 3 weeks (from April 2009).</p>	Acting Head of Substance Misuse Commissioning and Reform, NHS SoTW, March 2009

Ref	Action/Milestone	Expected Impact	Timescale and Lead Officer
3.5	Develop a 3 year communications and marketing strategy to promote sensible drinking limits and the new treatment services across Gateshead.	Increase in awareness. Increase places/services carrying alcohol information. Support wider CDRP activity to reduce problem alcohol sales. Reduce drink driving incidence.	Public Health / Young People's Substance Misuse Commissioning Manager/ DAT Co-ordinator / EHTS Manager
3.6	Develop performance monitoring systems to evaluate alcohol treatment services to support commissioning systems and ensure information sharing protocols are in place with all key partner agencies (Cardiff model)	Data systems and report mechanisms established	DAT Analyst Nov 2008 Public Health, March 2009
3.7	Roll out Alcohol Treatment Requirements in Gateshead to provide alcohol treatment and structured day care for people on community orders linked to violent crime.	ATR targets to be agreed. Staff to be recruited.	Alcohol Commissioning Officer, March 2009
3.8	Expand the Hospital Project to target alcohol related hospital admissions, provide screening and brief interventions as well as improve links into specialist wards.	Reduce the rate of alcohol related hospital admissions. Provide training for hospital staff in identifying and screening people with alcohol issues.	Alcohol Commissioning Officer, March 2009
3.9	Increase the availability of peer support for people with alcohol problems, including 1 to 1 peer mentoring and support groups.	More wraparound support for people in treatment and increase service user choice.	Alcohol Commissioning Officer, March 2009
3.10	Carry out an options appraisal of support available for carers of people with alcohol problems and develop a strategy for future carers services.	Current services to be reviewed. Carers strategy to be developed.	Joint Commissioning Manager
3.11	Develop services for people with dual diagnosis in partnership with Mental Health Trust, including a comprehensive dual diagnosis strategy.	Improved services for people with dual diagnosis develop stronger links between substance misuse and mental health services.	Dual Diagnosis Commissioning Manager, March 2009

Ref	Action/Milestone	Expected Impact	Timescale and Lead Officer
3.12	To continue to develop links with alcohol services at the MARAC	To ensure an effective multi agency response to domestic abuse cases	DV Co-ordinator
3.13	Adopt SoTW Routine Enquiry on domestic abuse	Ongoing work across SoTW to engage all services and mental health teams	DV Co-ordinator.
3.14	Carry out review of service provision for older people	Age Concern to manage a tendering process for research into older peoples needs and perceptions	Adult Alcohol Commissioner 2009

Economy, Skills, Housing and Transport:

Brief Description:

The purpose of this theme is to address the impact of the local alcohol industry on alcohol harm, to work with businesses selling alcohol to the public to minimise the negative effects on health and to help all businesses deal with alcohol related absenteeism which affects their viability.

Officer: EHTS Manager

Date: November 08

Impact:

- Reduce incidence of under age drinking and in doing so reduce cases of anti social behaviour in the community.
- Raise awareness among the business community of alcohol related harm
- Develop a more insightful licensing community in which alcohol can be drunk safely

Ref	Action/Milestone	Expected Impact	Timescale and Lead Officer
4.1	Increase multi agency training to licensees	Licensees gain insight into the wider alcohol harm agenda	EHTS Manager December 2009
4.2	Work with Off-Licences and Supermarkets to introduce sensible pricing strategies.	Reduction in availability of very cheap alcohol	EHTS Manager December 2009
4.3	Assist businesses in introducing workplace alcohol policies. Developing training and resources to develop skills for business managers in dealing with alcohol as a work issue	Businesses are less impacted by lost time due to staff alcohol problems Staff are made aware of alcohol issues in the community supported by NECA outreach team.	EHTS Manager December 2009 Adult Alcohol Commissioning Manager
4.4	Test purchasing for underage sales – targets and success indicators	Reduction in availability to younger people	EHTS Manager December 2009
4.5	Investigate the existing coverage of Challenge 21 and re-promote if its use has fallen since launch in 2007.	Reduction in availability to younger people	EHTS Manager May 2009
4.6	Lobbying for minimum price/unit	National law requiring minimum price and reduction in harmful drinking	EHTS Manager Ongoing
4.7	Pub is the hub in rural areas / Community Premises database and website everywhere	Increased viability of supervised drinking venues	EHTS Manager April 2009
4.8	Support a bid for European Funding around the idea of an environment that promotes safe drinking (cultural, physical, transport and commercial)	Partnership work to take a whole system positive approach to alcohol use in the urban environment, developing new models of regeneration.	May 2009
4.9	Investigate saturation policy for off-licences where evidence suggests this may be appropriate	Reduction in crime and disorder	Police/EHTS Manager December 2009
4.10	Campaign to promote discounted soft drinks	Reduction in harmful drinking	EHTS Manager November 2009

Measures/Targets

The action will contribute towards the following National Indicators:

NI 39	Alcohol Harm related hospital admission rates (LAA)
NI 20	Assault with injury crime rate (LAA)
NI 120	All age, all cause mortality rate (LAA)
NI 17	Perceptions of Anti Social Behaviour (LAA)
NI 70	Reduce number of emergency hospital admissions
NI 41	Perceptions of drunk or rowdy behaviour as a problem
NI47	Number of people Killed or Seriously injured in road traffic accidents.
NI 115	Reduce the proportion of young people frequently using illicit drugs, alcohol or volatile substances.
NI 49	Number of Primary Fires and related fatalities and non-fatal casualties

Other evidence

- Health Trainer's referrals to alcohol services
- In addition local measures will be developed as part of the Alcohol Harm Reduction Strategy.

Safer Gateshead

Safer People, Safer Communities