



Sandwell's Vision for Reducing Alcohol Related Harm

2011-12

The Mission:

We will work in partnership to prevent the physical and social harms caused by alcohol misuse in Sandwell around the following key themes:

Alcohol-related ill health, accidents and injuries.

Anti-social and criminal behaviour associated with alcohol.

Young people, their families and the communities they live in.

Developing improved information systems and sharing of information across the partnership





What is the problem?

It is becoming clear that there is a problem with some people drinking too much alcohol in the United Kingdom. The government produced a National Alcohol Strategy in 2004 and followed that in 2007 with 'Safe Sensible and Social – the next steps' which reinforced the need for local solutions to problems caused by alcohol. Community Safety Partnerships (CSPs) were given the responsibility to create and monitor steps taken to tackle problems through local strategies and Primary Care Trusts who have taken steps to reduce the ill health burdens caused by alcohol.

We know we have a real problem in Sandwell. We have high numbers of people admitted to hospital with alcohol related problems and it kills too many people in our borough: it is the third biggest killer behind smoking and high blood pressure (hypertension).

We also know that the real cost of alcohol misuse can be measured in the damage caused to communities, to children and families, in the incidence of domestic violence and by the chronic ill-health of the Sandwell population.

It places a burden on all of our local services be they health services, emergency services, criminal justice services or social services. This document aims to bring together all the good practices and initiatives across the Sandwell Partnership that will help reduce and prevent the problems caused by alcohol misuse. Where possible we will follow national guidance and best practices: because of this we expect to renew and refresh this document as best practices develop.

The Primary Care Trust produces a 'Joint Strategic Needs Assessment' (JSNA) which has a great deal of statistical information and a recent version has a chapter specifically about alcohol.

The information and data from the JSNA is analysed to help us create the plan to tackle the problems caused by alcohol. This helps us to formulate a commissioning strategy.



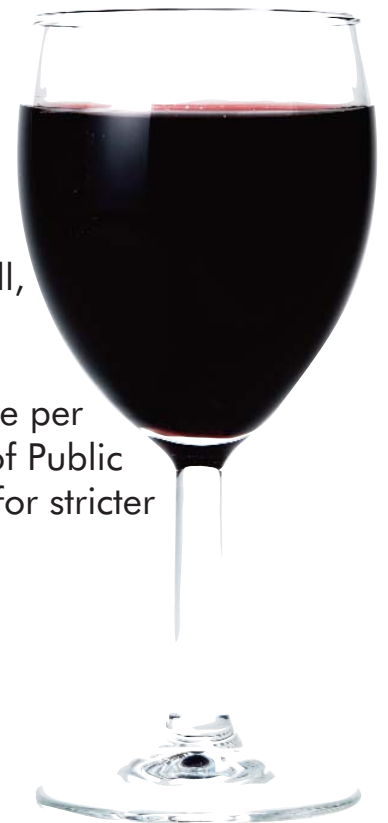
The proportion of teenagers who drink regularly is falling. But those who do drink are drinking a lot more – and many young people start drinking from a very young age. Young people who drink too much not only put their own health at risk, but are more likely to get involved in anti-social behaviour and contribute to insecurity on our streets.

These issues are not just about young people illegally buying alcohol – though that is an important dimension – but more broadly about access to alcohol and its use by young people. We therefore need to take determined action to tackle these problems, working closely with parents, schools, health services and the police.

Source: Youth Alcohol Plan
Oct 2009 DCFS

Key things we would like to achieve:

- 1 Reduce the rate of hospital admissions for alcohol related harm.
- 2 Ensure alcohol education is delivered to all ages and groups in Sandwell. To include children, families, older people, as well as those identified as being at risk.
- 3 Ensure licensed premises are regulated through multi-agency action.
- 4 Promote good working relationships between police and licensees.
- 5 Encourage alcohol affected offenders to receive advice and help from alcohol services.
- 6 Positive policing of licensed premises identified as posing a threat to public safety through alcohol fueled violence and disorder.
- 7 The regulation of off-license premises.
- 8 Regulation and control of the sale and consumption of alcohol in licensed premises.
- 9 Control drinking in public areas of Sandwell, including drinking by young people.
- 10 Support the introduction of a minimum price per unit of alcohol and the Regional Directors of Public Health efforts to lobby central government for stricter control over alcohol pricing.



- 11** Maximise the use of and compliance with a range of accredited programmes to meet local and national targets and improve the alcohol related outcomes for offenders, i.e. reduced alcohol use, reduced reoffending and reduced harm through:
 - Drink Impaired Drivers groups (DID)
 - Offender Substance Abuse Programme (OSAP)
 - Low Intensity Alcohol Programmes (LIAP)
 - Alcohol Treatment Requirements (ATRs)
- 12** Ensure needs of children & young people are met in all actions contained within alcohol plan.
- 13** Capture local data which clearly evidences the links between levels of alcohol consumption and domestic abuse.
- 14** Develop effective and clearly defined referral pathways between partners of Sandwell Organisation Against Domestic Abuse and Aquarius for domestic abuse and sexual violence clients.
- 15** Raise awareness through public information about the links between alcohol abuse / misuse and domestic abuse and sexual violence.
- 16** Ensure compliance with National Alcohol Treatment Monitoring System data requirements (National Treatment Agency).
- 17** Use alcohol related hospital admissions data to identify re-admissions and 'frequent attenders' to inform targeted initiatives.
- 18** Ensure commissioner access to National Alcohol Treatment Monitoring Service data.
- 19** Ensure development of treatment pathways for alcohol misusers via Alcohol Services Development Group.
- 20** Continue to communicate progresses and initiatives through available communications strategies.
- 21** Ensure treatment pathways are followed for clients with other substance misuse needs.