

DRAFT Alcohol Strategy Activity Plan - 2014 – 2017.

Priority 1 – To ensure all sections of the alcohol trade promote responsible retailing that supports a reduction in alcohol-related harm.

<i>What we will do:</i>	<i>How will we do it:</i>	<i>How we will know if we have achieved it:</i>	<i>Who will lead it:</i>	<i>By when:</i>
Objective 1: Ensure there is commitment to address the very cheap and high alcohol content drink and ensure that availability is restricted in areas of most need.	Support and lobby for a Minimum Unit Price (MUP) for alcohol	Minimum Unit Price in place within Blackburn with Darwen	BWD BC – Public Health and Licensing	March 2016
	Engagement with the local population, stakeholders and staff to understand what MUP is, and what it is not.			
	Explore opportunities to reduce the availability of super-strength alcohol on sale in the borough	Reduced number of outlets that sell super strength alcohol in the Borough	Police	December 2014
	Increased number of under-age young people served alcohol		BWD BC	
	Reinforce 'Challenge 25' and proxy sales	Encourage voluntary code of conduct		
		Encourage licensed premises to visit www.agecheck.co.uk to access free age check training and due diligence resource.	BWD BC - licensing	December 2014
		To have a baseline of the number of licensed premises that have training and awareness of underage sales		
		Undertake comprehensive programme of alcohol test purchasing operations - both on and off licensed premises.	Public protection service (trading standards)/ Police/Licensing	March 2014

Objective 2: Ensure that we continue to develop and implement robust systems and have procedures in place to support a positive and responsible alcohol trade.	Support the use of 'Challenge 25' policies	Monitor the number of licensed premises intervention visits undertaken.	Public protection service (trading standards)/ Police/Licensing	March 2014
		Baseline number of premises actively supporting 'Challenge 25'	Police / BwD BC	Annual review
		To increase the number of premises supporting Challenge 25		
		Monitor and evaluate of impact		
	Support all alcohol retailers to engage in the community alcohol Network (CAN)	Monitor the number of premises signed up to support CAN by displaying campaign materials, briefing staff and ensuring due diligence systems are robust to prevent under age sales	Police	March 2015
		Evaluation on the impact of the awareness of the priorities		
		Local crime and health and social care data are used to map the extent of alcohol-related problems as part of the licensing policy, i.e. Trauma and Injury Intelligence Group data collated and utilised	Licensing	March 2015
		Ensure robust licensing procedures are in place, with a particular focus on health data to reduce the impact of health related harm for the public.	CCG / NHS	December 2014
		Monitor the TIIG data to understand local trends and areas of concern	BwD BC – PH	March 2015 and quarterly

		A 'cumulative impact' policy is developed, agreed and implemented.		BwD BC – PH and Licensing	March 2015
		Cumulative impact: if an area is saturated with premises informing the consideration and implementation of the range of measures and conditions available to the local licensing board			
		Optimal use is made of existing legislation to target the prevention of underage sales, sales to people who are intoxicated, proxy sales to minors, non-compliance with any other alcohol licence condition and illegal imports of alcohol			Ongoing
	Take part in the Trading Standards North West Young Peoples Alcohol Survey.	Completion of the survey with increased number of schools included in the survey Report produced. Data used to inform JSNA		BwD BC - Public protection service (trading standards)	Annual report
	Work with constabulary to maintain a structure where special constables are able to support a significant number of CAN operations.	Number of special constabulary hours recorded on CAN activities. Number of licensing visits undertaken.		Police	Regular review

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Priority 2 - Health and Wellbeing services				
<i>What we will do:</i>	<i>How will we do it:</i>	<i>How we will know if we have achieved it:</i>	<i>Who will lead it:</i>	<i>By when:</i>
Objective 1: Ensure that we have high quality services for individuals and families developed in partnership, including service user representatives and volunteer advocates.	Continue to develop the Recovery Orientated Integrated system including all key stakeholders to inform future commissioning and tendering.	Series of workshops delivered, with available feedback. Monitor and evaluate workshops and effects on practice.	BWD BC - PH	June 2014 then quarterly
		Review evidence of where there are gaps in service provision		
	Explore opportunities to make recovery visible in the community and specific settings such as HALS via Recovery Volunteers/Champions e.g. RAP and the Meet and Greet service.	Increased number of volunteers active in the community and specific settings Increased number of clients accessing the Recovery Orientated Integrated System	CCG BWD BC - Public Health	Quarterly reviews
Objective 2: Continued monitoring and development of the hospital alcohol liaison service (HALS) including ongoing opportunities to enhance service outcomes, including working collaboratively with the A and E Police Liaison Service.	Continue to develop the HALS service and model of delivery in line with the strategic objectives of the CCG and LA via the HALS steering group, to monitor and manage the activity and outcomes of the service.	Evaluate of HALS and other commissioned services Engagement with local communities to identify gaps in provision Reduction in hospital related alcohol admissions and attendances. Increase number of people using service Integrated pathways established and increasing number of patients engaging with the service Increased number of CAFs	CCG	Quarterly reviews

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What we will do:	How will we do it:	How we will know if we have achieved it:	Who will lead it:	By when:	
	Develop an integrated monitoring framework to include TILG with ELHT, GMW and CRI to inform wider planning.	Local intelligence used to inform JSNA and service development	CCG Public Health	June 2014	
Objective 3: Improve opportunities to deliver training packages which include identification and brief advice (IBA) across communities in line with assets based community development system of support.	Utilise our voluntary and recovery assets to raise awareness of alcohol related issues and the support available.	Quantify the number of volunteers operational in the community setting and involved in raising awareness Increased number of staff and volunteers trained to deliver IBA and other alcohol related training programmes	Public Health	March 2015	
	Raise awareness of alcohol support for Young People and adults within the hospital setting building on the work of the YP Alcohol Pledges.	Training delivered and services signposted and accessed in the hospital setting Engage with the local community to understand what assets and resilience CYP have to manage alcohol consumption	Multi agency Group: Alcohol Pledges VCFS	September 2014	
	Increase opportunity for training of relevant service staff, voluntary and community members to raise awareness of alcohol related harm and enable cascade of IBA in communities, e.g. Community Pharmacy, family and community support services, police, probation etc.	Monitor numbers accessing training Monitor numbers delivering IBA Monitor quality of the IBA training	ADEPT/ All IBA trained personnel BWD BC - PH	Quarterly review	
	Increase the uptake of health checks in primary care and community settings	Monitoring of health checks	BWD BC - PH	Annual	

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What we will do:	How will we do it:	How we will know if we have achieved it:	Who will lead it:	By when:
Objective 4: Support the development of knowledgeable recovery based Health and Wellbeing services that promote and deliver prevention, sensible drinking and abstinence as their core business as appropriate.	Work more closely with the Wellbeing Service, and other providers, to ensure delivery of alcohol screening on a wider, whole population basis.	Process related monitoring to track awareness raising sessions and initiatives	BWD BC – PH BWD BC – Leisure VCFS	September 2014
	Consider opportunities to develop links with MEAM workstream including, for example, improving links between the Health and Wellbeing Outreach team (LCFT who provide services for people living in a hostel environment).	Developed an approach to provision via MEAM	VCFS	March 2014
	Continuation and development of Education, Training and Employment (ETE), to ensure the workforce and volunteers are fit for purpose and have improved employment opportunities	IBA training included in the ETE strategy. Numbers accessing training recorded. ETE workforce development group will evidence what has been achieved on a regular basis.	BWD BC - Regeneration	Regular review
	Work specifically with key partners to address the needs of the most complex hazardous and harmful drinkers to improve outcomes.	Achieve successful engagement and successful discharges from specialist treatment and support Local engagement with different population groups	DAAT Partnership Performance Group	Ongoing

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Priority 3 - Ensure that a coordinated 'whole family' approach is taken for initiatives that work with children, young people, families and communities, protecting those most affected by alcohol.				
What we will do:	How will we do it:	How we will know if we have achieved it:	Who will lead it:	By when:
Objective 1: Implement the Pledges for CYP.	1. To ensure that the focus of policy and practice recognises that CYP need to be safeguarded from the harms caused by alcohol.	That the recognition of the harm associated from alcohol to CYP is included in various policies and procedures	CCG BwD BC	March 2015
	2. To encourage all services that come into contact with CYP to recognise their role in safeguarding them from the harm caused by alcohol.	That services recognise signs of the harm related from alcohol to CYP. There's an increase in number of front line staff trained in IBA	CCG BwD BC	March 2015
	3. To provide a mandate and expectation that all staff that are in contact with children, young people and parents will do all that they can to address alcohol related harm.	Increase awareness of alcohol consumption in CYP to front line staff and also to CYP	CCG BwD BC Police	March 2015
	4. To provide consistency, structure and a basis to monitor local performance.	To implement a monitoring system that captures the impact of alcohol consumption, attitudes towards alcohol consumption	CCG BwD BC VCFS	March 2015
Objective 2. A whole population approach will address the needs and issues relating to older people and alcohol misuse. Vulnerable individuals and groups will be offered help and support through a targeted approach by.	1. Focusing on older people living in isolation.	To understand the levels of alcohol consumption for older people.	CCG BwD BC	March 2015
	2. Supporting local people to understand the true long term health.	To undertake a number of engagement events with the local population about alcohol and mental wellbeing.	VCFS	Six monthly events

	3. Empowering local people to understand the impact of alcohol towards mental health and wellbeing.	To undertake a number of engagement events with the local population about alcohol and mental wellbeing.		March 2015
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Priority 4 - To mitigate the role of alcohol in fuelling crime, anti-social behaviour, violence and domestic abuse				
What we will do:	How will we do it:	How we will know if we have achieved it:	Who will lead it:	By when:
Objective 1: Intervene early with individuals who are at risk of causing harm fuelled by alcohol, including harm within the home, families seeking support and within our neighbourhoods where alcohol is a particular risk factor for anti-social behaviour and violence.	Delivery of street drinking programme	Reduction in complaints from residents, visitors and businesses. Increase in engagement for hard to reach individuals with support services.	Community Safety Partnership (CSP)	March 2014
	Continuation of test purchasing scheme	See Licensing plan	BwD BC – Trading Standards	
	Delivery of education programme	Number of schools/pupils receiving input on dangers of alcohol and its impact on behaviour and consequences.	CSP	
	Continued support and involvement in the delivery of the YP Alcohol Pledges Action Plan.	See Alcohol Pledges Action Plan	CSP	
	Improve offenders understanding of the effect on victims	Restorative justice approach applied in circumstances where victim supports it.	CSP/YJS/Police	
Objective 2: Implement a robust approach, combining assertive outreach with bespoke innovative long term support options and, where necessary, enforcement to our known hazardous drinkers.	Continued delivery of Staysafe and CANSafe	Number of those identified as those who are at risk or causing harm and returned to a place of safety. Monitoring of alcohol confiscated.	CSP/YJS/Police	
	Application of the borough's Designated Public Places Order	ASB Police and Crime Act (2013) incorporated into policy and practice.	CSP	

END OF DRAFT ACTION PLAN