

Sunderland Health and Wellbeing Board Priority - Addressing Alcohol Harms –

Draft Alcohol Partnership Action Plan

Addressing alcohol harms is one of the seven priorities of the Sunderland Health and Wellbeing Board (HWBB).

A Sunderland Alcohol Partnership has been established, sponsored and Chaired by a HWBB Board Member, the Partnership will provide the leadership, as well as engaging partners to address alcohol harms across the city.

A detailed action plan has been developed using the Public Health England evidence review, the findings from the CLear self-assessment and local data from both the Adult Lifestyle Survey and the Health-Related Behaviour Survey. The plan sets out the priority actions which are necessary to deliver on to prevent and minimise alcohol-related harms among individuals, families and communities.

The plan has the following six key themes:

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| Theme One | Develop an infrastructure and provide leadership and advocacy for addressing alcohol harms |
| Theme Two | Increase knowledge and understanding of alcohol and its related harms, to enable individuals to make informed choices about their alcohol consumption |
| Theme Three | Promote responsible alcohol retailing and support a safe, vibrant and diverse night time economy, working in partnership with local businesses to address alcohol harm |
| Theme Four | Provision of brief intervention, early help and effective alcohol recovery services for those that need them |
| Theme Five | Protect children, young people and families from alcohol related harm |
| Theme Six | Reduce alcohol related crime, disorder and anti-social behaviour by tackling alcohol related offending by individuals and irresponsible alcohol retailing |

Through the HWBB governance arrangements, the Alcohol Partnership will provide the monitoring and performance management for the agreed outcomes and targets and report to the HWBB on a regular basis.

* Action currently being reviewed by the accountable lead(s)

** Dates currently being reviewed by the accountable lead(s)

Theme One: Develop an infrastructure and provide leadership and advocacy for addressing alcohol harms

Key areas include supporting local strategic plans, leadership and advocacy of the partnership.

Priority actions	By	Accountable Lead
We will sign up to the Alcohol Declaration which commits the HWBB to drive evidence-based actions and protect the community from harm.	January 19	Health and Wellbeing Board Executive Lead
We will follow the evidence base working with Balance set out in Public Health England's Alcohol Evidence Review and the policy asks in Health First.	December 19	Health and Wellbeing Board Executive Lead
We will ensure the Alcohol Partnership reflects the strategic plans locally for example the City Plan, HWBB priorities, Clinical Commissioning Group and update the relevant boards on an annual basis.	December 19 Annually	Health and Wellbeing Board Executive Lead
We will ensure an evidence-based approach for alcohol harms is in place locally through the Alcohol Partnership Action Plan and continue to review the Alcohol Partnership in line with the CLear self-assessment tool.	May 19 On going	Public Health (SCC)
We will continue to advocate and contribute to alcohol harm policies/ consultations as they arise by working closely with Balance and our local partners around key areas such as advocating the use of minimum unit price and raise awareness of the academic research and the evidence from Scotland.	On going	Public Health (SCC)

Theme Two: Increase knowledge and understanding of alcohol and its related harms, to enable individuals to make informed choices about their alcohol consumption

Key areas include the use of data and intelligence to assess local alcohol needs, developing skills and capacity, workplace alcohol policies, deliver communication and social marketing campaigns, improve the capacity of the educational workforce and alcohol education for children, young people in schools, community programmes and parents.

Priority actions	By	Accountable Lead
We will use data and intelligence to assess local need and integrate strategies and programmes around the hotspot areas in relation to alcohol related harm and keep Joint Strategic Needs Assessment up to date.	December 19	Public Health (SCC)

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We will engage with our frontline staff offering brief intervention training to change behaviour and attitudes in relation to alcohol use and making every contact count.	March 21	South Tyneside and Sunderland NHS Foundation Trust
We will deliver communication and marketing campaigns with messages which are consistent and aligned to the Chief Medical Office, Public Health England and Balance.	November 19 (Alcohol awareness week) January 20 (Dry January) On going	Public Health (SCC) In new adult substance misuse service from June 20
We will promote and support the development and delivery of workplace alcohol policies and interventions through the Sunderland Workplace Alliance and the Better Health at Work Award.	December 19 Annually	Public Health (SCC)
We will continue to develop good quality information about alcohol free childhood so that schools can offer consistent alcohol education messages, backed up by access to the dedicated school post commissioned in the YDAP service.	January 20	YDAP (Together for children)
We will build capacity through the delivery of training to the educational and community workforce to ensure consistent messages around alcohol and improve awareness.	January 20	YDAP (Together for children)
We will develop and deliver the universal offer around alcohol education for young people building on the alcohol-free childhood vision, so that consistent messages are communicated and delivered by all.	December 19 In line with academic year	Growing Healthy Sunderland (Harrogate and District Foundation Trust) Public Health (SCC)
We will continue to deliver alcohol brief intervention training via the Sunderland Health Champion Programme.	December 19	Public Health (SCC)
We will develop an approach to embedding alcohol brief intervention within workplaces through the Better Health at Work Award and the Workplace Health Alliance so that alcohol	March 21	Public Health (SCC)

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brief intervention training is in corporate processes including induction and core training programme.		
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Theme Three: Promote responsible alcohol retailing and support a safe, vibrant and diverse night time economy, working in partnership with local businesses to address alcohol harm

Key areas include reducing the availability and supply of alcohol, promoting a responsible alcohol trade through engagement with night time economy staff, licensing condition requirements and reviews, promotion of responsible retailing schemes, stopping illegal and illicit alcohol, and addressing the supply of alcohol to children.

Priority actions	By	Accountable Lead
We will have better partnership working within the Responsible Authorities and develop a joined-up approach. Responsible authorities within the Licensing Act 2003 include police, fire authorities, health and safety authorities, local planning authorities, environmental health, bodies responsible for protecting children from harm and any licensing authorities (other than the relevant licensing authority) in whose area a premise is situated.	**	Licensing (SCC)
We will ensure that we contribute to future updates of the Sunderland Statement of Licencing Policy (SLOP) which will be closely integrated with the City Plan and follow the evidence base set out in Public Health England's Alcohol Evidence Review.	**	Licensing (SCC)
We will develop a local responsible retailing scheme which facilitates legal compliance and promotes best practice.	**	Trading Standards (SCC)
We will develop strategies to reduce and control the availability of cheap, high risk alcohol products at retail premises across the city.	**	Trading Standards (SCC)
* <i>We will work with front line partners such as the Street Pastors who offer a presence in Sunderland City Centre on a weekend to offer targeted support to vulnerable groups.</i>	**	Harm Reduction Unit (Northumbria Police)
	**	Salvation Army
We will offer vulnerability training to a wide range of night time economy staff such as door supervisors, bar staff and Street Pastors	**	Harm Reduction Unit (Northumbria Police)
* <i>We will introduce a Best Bar None scheme for licensed premises in Sunderland City Centre.</i>	**	Sunderland BID

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Theme Four: Provision of brief intervention, early help and effective alcohol recovery services for those that need them

Key areas include primary prevention, secondary prevention, embedding alcohol brief intervention in to our workforce strategy, consistent approach to identification and brief advice (IBA) across a wide range of settings. helping people to reduce their alcohol intake and ensuring our commissioned services are evidence based and meeting the needs of the users.

Priority actions	By	Accountable Lead
We will engage with local people and partners when re-commissioning the Sunderland integrated substance misuse service to develop an approach to address alcohol harms from within the new service.	September 19	Public Health (SCC)
We will work jointly with partners to develop a consistent approach to identification and brief advice (IBA) across a wide range of settings for individuals with alcohol misuse issues including primary care, community pharmacies, acute hospital trusts, sexual health clinics, maternity services, mental health services, work places and community venues.	March 21	Public Health (SCC)
We will ensure that we have an integrated approach to delivery of alcohol interventions with other related areas, such as mental health, maternity, family services, criminal justice services and education establishments to ensure access to the appropriate health care and treatment	June 20	In new adult substance misuse service from June 20
We will continue to implement the NHS Long Term Plan and support the development of the alcohol care teams.	**	South Tyneside and Sunderland NHS Foundation Trust

Theme Five: Protect children, young people and families from alcohol related harm

Key areas includes reducing exposure to alcohol, services working with children and young people can identify alcohol misuse, provide early help / brief interventions or referral to treatment services, improve awareness and identification of parental alcohol misuse and its impact on children, safeguarding, develop effective partnership intelligence sharing in relation to reducing the supply of alcohol to young people and reducing alcohol promotion.

Priority actions	By	Accountable Lead
We will advocate and contribute to local and national alcohol harm policies/ consultations that aim to reduce children's exposure to alcohol marketing.	On going	Health and Wellbeing Board Executive Lead

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We will take a coordinated approach to the access and delivery of the young people's treatment service with improved and clear pathways into treatment.	March 20	Public Health (SCC)
We will take a coordinated approach to training, advice and guidance that will be provided to partners agencies regarding Identification and Brief Advice (IBA) for young people and alcohol to support staff to identify when a referral to YDAP is required.	March 20	YDAP (Together for Children) Public Health (SCC)
We will ensure more robust and standardised assessment and recording of levels of alcohol consumption in pregnant women through the utilisation of the Local Maternity Systems (LMS) regional tool which will be monitored through the Best Start in Life HWB Working Group.	August 20	South Tyneside and Sunderland NHS Foundation Trust
We will raise awareness of the impact of alcohol use on unborn babies during pregnancy via an evidence-based campaign which promotes the Chief Medical Officers Guidance around alcohol during pregnancy.	November 20	Public Health (SCC)
We will continue to support the regional approach to the alcohol free childhood vision and raise awareness within our population around the role of parents/ carers of their alcohol use and the impact this may have on children.	November 20 On going June 20	Public Health (SCC) Growing Healthy Sunderland (HDFT) In new adult substance misuse service from June 20
We will improve awareness and identification of parental alcohol misuse and its impact on children, working within established protocols.	**	South Tyneside and Sunderland NHS Foundation Trust
<i>* We will ensure that safeguarding issues for children are identified and responded to by both the young people and adult alcohol treatment services, and that safeguarding services / stronger families refer parents who are using substances to the adult treatment service as way of protecting the child/ young person.</i>	**	Wear Recovery (CNTW)
<i>* We will develop a coordinated response to alcohol where it features within situations of domestic abuse, Child Sexual Exploitation (CSE), children missing from home, care or education, violent crime committed against or by young people.</i>	**	*

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We will be proactive in the identification of new and emerging trends in harmful alcohol misuse through our children's and young people service.	**	Together for Children (YDAP)
We will develop effective partnerships that seek to share intelligence and use this to reduce the supply of alcohol to young people under the age of 18 years.	**	Trading Standard (SCC)
<i>* We will ensure that Safeguarding Services and Public Health are strongly represented on the Responsible Authority Group around the four licensing objectives; crime and disorder, public safety, the prevention of public nuisance and the protection of children from harm.</i>	**	Sunderland Safeguarding and Public Health (SCC)
We will continue to deliver young people health champions programme which includes the alcohol-free childhood vision and consistent messages around alcohol within secondary schools.	July 20 In line with academic year	Public Health (SCC)
We will work in partnership with Balance to develop and implement an alcohol free childhood pledge for education settings to reduce children and young peoples to exposure alcohol.	July 20 In line with academic year	Public Health (SCC)
We will work with young people to educate and inform them about illegal and illicit substances so they can deliver messages to their peers and increase the local intelligence around this area which will inform Trading Standards and Northumbria Police.	July 20 In line with academic year.	Public Health (SCC) Trading Standards (SCC)

Theme Six: Reduce alcohol related crime, disorder and anti-social behaviour by tackling alcohol related offending by individuals and irresponsible alcohol retailing

Key areas include use tools and powers effectively to identify and address the needs of communities and the night-time economy in relation to alcohol-related crime and antisocial behaviour, cumulative Impact Policy areas to control the density of off and on licences in areas of the town with high levels of crime and disorder and alcohol related health harms, ensure that the criminal justice system has integrated support and services for offenders with alcohol misuse issues, identify community needs in relation to alcohol-related crime and disorder, ensure that Licensing Act powers and tools are used effectively to tackle problems of alcohol related harm and enforcement activity which is intelligence-led.

Priority actions	By	Accountable Lead
We will ensure that Responsible Authorities work together to deal with Licensing Act matters maximise the powers available to them to ensure alcohol is sold responsibly.	**	Licensing (SCC)

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We will use tools and powers available to effectively to identify and address the needs of communities and the night-time economy in relation to alcohol-related crime and antisocial behaviour.	**	Harm Reduction Unit (Northumbria Police)
We will ensure that the criminal justice system has integrated support and services for offenders with alcohol misuse issues to reduce reoffending.	**	Harm Reduction Unit (Northumbria Police)
	**	National Probation Service
	**	Northumbria Community Rehabilitation Company
	On going	Wear Recovery (CNTW)
We will carry out a wide range of intelligence-led enforcement activity that seeks to address all elements of alcohol related offending.	**	Harm Reduction Unit (Northumbria Police)
	**	Trading Standards (SCC)
We will ensure that young people involved in crime, disorder or antisocial behaviour are able to access early interventions and treatment.	**	Harm Reduction Unit (Northumbria Police)
	**	YDAP (Together for Children)
We will ensure that Licensing Act powers and tools are used effectively to tackle problems of alcohol related harm and the illegal and irresponsible sale of alcohol by licensed premises.	**	Licensing (SCC)
	**	Harm Reduction Unit (Northumbria Police)
	**	Trading Standards (SCC)

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We will develop an approach to carry out targeted enforcement activity which is intelligence-led and based on a wide range of information sources.	**	Harm Reduction Unit (Northumbria Police)
	**	Trading Standards, (SCC)
We will develop and implement a campaign aimed at licence holders to not serve alcohol to people who are already drunk.	**	Trading Standards (SCC)
* <i>We will ensure that all relevant partners with regards to offenders who have identified alcohol misuse issues causing their offending, utilising the widest range of tactics and enforcement powers to reduce offenders alcohol misuse.</i>	** ** ** November 19	Harm Reduction Unit (Northumbria Police) National Probation Service Northumbria Community Rehabilitation Company Wear Recovery (CNTW)
* <i>We will develop a protocol to identify repeat presenters at Accident and Emergency who whilst under the influence of alcohol cause issues for hospital staff, patients and their families.</i>	**	Harm Reduction Unit (Northumbria Police) and South Tyneside and Sunderland NHS Foundation Trust

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*** Appendix One - How will we measure the impact of the Alcohol Action Plan**

Key performance indicators including Government outcomes and may include:

- Alcohol related violent crime
- Percentage of children becoming the subject of an Initial Child Protection Conference (ICPC) as a result of parental alcohol misuse
- Alcohol related admissions to hospital per 100,000 (narrow measure/PHOF)
- Number of people in treatment where alcohol is identified as a primary substance
- Number of people in recovery services where alcohol was identified as their primary substance
- Alcohol related under 18 hospital admissions
- Alcohol related mortalities in under 25s
- Alcohol related accident and emergency attendances
- A change in behaviour so that people think it is not acceptable to drink in ways that could cause harm to themselves or others
- A reduction in the amount of alcohol-fuelled violent crime
- A reduction in the number of adults drinking above the NHS guidelines
- A reduction in the number of people “binge drinking”
- A reduction in the number of alcohol-related deaths
- A sustained reduction in both the numbers of 11-15 year olds drinking alcohol and the amounts consumed

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