

North Tyneside Health & Wellbeing Board Report Date: 28 April 2016

ITEM 12

Title: North Tyneside
Alcohol Action Plan

Report from : North Tyneside Council.

Report Author: Wendy Burke, Acting Director of Public Health (Tel: 0191 643 2104)

1. Purpose:

The report provides the Board with the latest information on the progress to date following the North Tyneside Health and Wellbeing Board action day on alcohol on 3rd September 2015.

2. Recommendation(s):

The Board is recommended to note the information contained in the report.

3. Policy Framework

This item relates to the following priorities of the Joint Health and Wellbeing Strategy 2013-23 and the Alcohol Strategy 2014-2019:

- Promote a change in behaviours so people think it is not acceptable to drink in ways which would cause harm to themselves and others
- Increase the healthy life expectancy and reduce difference in life and healthy life expectancy between communities
- Reduce alcohol related crime and disorder and perception of alcohol related crime and disorder
- Reduce the adverse impact of alcohol on families and the wider community

4. Information:

The Health and Wellbeing Board held an action day on alcohol during September 2015 for board members and key partners. The purpose was to develop a deep understanding of the impact of alcohol misuse across the borough, to identify the services available to residents and to agree where collective action was required.

Following the action day a multi-agency Alcohol Strategic Partnership was established under the leadership of the acting Director of Public Health and chaired by Councillor Alison Waggott-Fairley, Deputy Chair of the Health and Wellbeing Board. The purpose of the group is to provide strategic leadership and to ensure key actions are implemented in order to reduce the impact from alcohol misuse in North Tyneside

The partnership agreed terms of reference (Appendix 1) and the membership includes representatives from Public Health, Children services, Commissioning, Licensing, Domestic Violence, Housing, Employment, Probation, North Tyneside Recovery Treatment Partnership, PROPS Service, Alcohol Liaison Team, and Northumbria Health Care NHS Foundation Trust, Meadow Well Connected, Balance, Public Health England, Northumbria Police and North Tyneside CCG.

The partnership developed an action plan in response to the key issues identified by the action day (Appendix 2). The action plan identifies priorities across the key areas of prevention children, young people and families and adults and older people.

During 2016/17 the partnership have agreed to specifically focus on support for treatment resistant drinkers in North Tyneside, working closely with Adfam and Alcohol Concern on the Blue Light Project. This national initiative aims to develop alternative approaches and care pathways for treatment resistant drinkers who place a significant burden on a range of public services. The project challenges traditional approaches demonstrating that there are positive strategies that can be used with this client group. This work will:

- begin a debate about caring for and supporting this client group
- work with local providers and families/carers to identify need
- work with specialist alcohol services, family services and carer representatives in each partner area to review the current and potential pathways for supporting the carers and family members of change resistant drinkers in each area
- involve key partnerships, domestic violence services, mental health services, substance misuse and treatment services, safeguarding children and adults.
- highlight gaps and opportunities for improving the pathway for this client group locally;
- develop and disseminate a toolkit of approaches that families can use in dealing with and supporting their loved one
- provide training in using the toolkits for front line staff to enhance their interventions

5. Decision options:

The report is for information only.

6. Reasons for recommended option:

Not applicable.

7. Appendices:

None

8. Contact officers:

Wendy Burke, Acting Director of Public Health, 0191 643 2104
Christine Jordan, Senior Manager Public Health and Wellbeing, 0191 643 2880

9. Background information:

The following background documents have been used in the compilation of this report and are available from the author:-

North Tyneside Health and Wellbeing Strategy 2013-2023
North Tyneside Alcohol Strategy 2014-19

COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

10 Finance and other resources

Alcohol misuse has an impact on the whole community through crime, health and well being, affecting families and well being of children, placing a strain on key health services and draining council resources.

A reduction in the number of alcohol specific admissions to hospital will deliver some cost savings.

11 Legal

There are no legal implications arising directly from this report.

12 Consultation/community engagement

The information has been shared with statutory partners and key stakeholders who attended the event.

13 Human rights

There are no human right implications arising directly from this report.

14 Equalities and diversity

Alcohol abuse is particularly harmful for communities and can impact upon their health, wellbeing, education and safety.

15 Risk management

There are no risk management implications directly arising from this report.

16 Crime and disorder

Excessive alcohol consumption can be an underlying factor in a range of crimes e.g drunk and disorderly, violent crime and anti-social behaviour. Preventative work to reduce hospital admissions may also reduce incidences of alcohol related crime.

SIGN OFF

Director of Public Health

X

Chair/Deputy Chair of the Board

X

Chief Finance Officer

X

Head of Law & Governance

X

North Tyneside Alcohol Strategic Partnership Group

2016

Terms of Reference

1. Background

The North Tyneside Alcohol Strategy was developed in 2014. The Health and Well being Board in September 2015, held an action day on alcohol for the board members and key partners. The Board met and looked at how they can make closer contact and gain a deeper understanding of alcohol services and agreed a number of next steps. One of the key recommendations was to establish a multi-agency Alcohol Strategic Partnership to oversee the alcohol action plan.

2. Purpose of the group

- To provide strategic leadership to ensure key actions are implemented in order to achieve a reduction in alcohol misuse in North Tyneside
- To develop a multiagency approach for alcohol in North Tyneside that will minimise its harmful effects through prevention and control measures and support for those who have alcohol related problems
- To oversee the implementation and performance management of the action plan across partner agencies within North Tyneside
- To ensure expert advice is provided on the risks and likely impact of existing and proposed policies and plans in relation to alcohol harm
- To maximise and utilise current resources to the best effect across the system
- To influence the commissioning of a range of evidence-based alcohol services.

3. Subgroups

The Alcohol Strategic Partnership Group will require task and finish groups on key areas such as treatment resistant drinkers and they will be developed as and when.

4. Chair of the Group

The chair of the group will be Councillor Alison Waggott-Fairley Deputy Chair of the Health and Wellbeing Board. Wendy Burke, Acting Director of Public Health will be the vice-chair. This will be reviewed in January 2017.

5. Membership

Cabinet member – Health and Wellbeing Board

Local Authority:

- Public Health

- Children's
- Commissioning
- Licensing
- Domestic Violence Lead
- Housing
- Employment
- Probation
- Recovery Treatment Partnership
- Props Service
- Alcohol Liaison Team, Northumbria Health Care
- Meadowell connected
- Balance
- PHE
- Northumbria Police
- North Tyneside CCG

If partnership members are unable to attend then they should send a representative on their behalf.

6. Accountability of the Group

The Alcohol Strategic Partnership Group will report to the Health and Wellbeing Board in terms of health (prevention, treatment and control) outcomes and to the Safer North Tyneside Board in terms of crime and anti social behaviour related issues.

Democratic overview and scrutiny of the work of the Alcohol Strategic Partnership Group will be achieved via the Health and Well being Sub Committee.

7. Frequency of Meetings

It is proposed that the group will meet bi-monthly initially and then on a quarterly basis.

Alcohol Strategic Partnership Action Plan, 2016/17

1. Prevention- key actions	Lead	Progress to date, January 2016.
<ul style="list-style-type: none"> • To work with licensees to utilise and enforce the legislation. • To contribute to work with Balance/ANEC in developing an approach to MUP and link to devolution. 	<p>Joanne Lee</p> <p>Balance</p>	<ul style="list-style-type: none"> • The Licensing Team work with licensees to ensure that they are aware of the North Tyneside Statement of Licensing Policy and associated legislation. Attendance at all pub watch meetings and one to one meetings. Training in relation to the licensing objections, alcohol related harm and safeguarding children is proposed for the new Licensing Committee members in May. • Balance has provided regular updates and briefings for local authorities around MUP. Further evidence is expected as part of the PHE review of evidence scheduled to be published in April
<ul style="list-style-type: none"> • To support social marketing campaigns. • To identify mechanisms for targeting parents of young people on the dangers of drinking above recommended drinking limits. 	<p>Colin Shevills</p>	<ul style="list-style-type: none"> • Balance has attended meetings of the North West 'Tackling Cheap Alcohol Group' and reported back to colleagues in the North East. Talks continue on whether devolved powers could be used to address the price of alcohol • Balance also took part in a conference call with PHE officials across the 'North', looking at potential areas for future collaboration in relation to alcohol, including around pricing. • Balance has attended meetings of the national Alcohol Health Alliance Steering group and Executive, to influence the national approach to advocacy, linked to pricing and fed back to NE colleagues. • In 2016/17 Balance will be repeating a price survey to highlight the widespread availability of cheap alcohol • Balance has delivered two waves of its hard-hitting alcohol and cancer campaign in June and November 2015. • Evaluation to date has been very positive, with 6 in 10 of and 2/3s judging it as good or excellent. • Evaluation suggested that the campaign was successful in raising awareness of the links between alcohol and cancer and in building support for Balance's key advocacy measures (such as MUP).

		<ul style="list-style-type: none"> The campaign reached 102,409 residents in North Tyneside for approximately £18,072 of local budget. Balance is planning to develop a youth advocacy programme in 2015-16, part of which will potentially involve insight driven research amongst young people and their parents.
<ul style="list-style-type: none"> To develop workplace policies on alcohol use, within NTC, NHCHT, NTW and 3rd sector. To offer alcohol brief interventions training and educate workforces 	CJ All	<p>This will be developed as part of the Health at Work programme and through the steering group</p> <p>A training calendar is currently being developed.</p>
2. Adults and Older people- key actions	Lead	
<ul style="list-style-type: none"> Ensure there is an integrated pathway for high risk groups Develop clear pathways across commissioned providers 	Sheila Watson Anya Paradis	
<ul style="list-style-type: none"> To develop a systematic approach in NT for Treatment Resistant Drinkers and focus on the family and domestic violence. 	Christine Jordan Lesley Pyle	<ul style="list-style-type: none"> Steering group established consisting of key partners to oversee the project. Action plan developed and implemented.
3.Children, Young People and Families- key actions	Lead	
<ul style="list-style-type: none"> To develop an approach to tackling the use of NPS (legal highs) in young people in the borough in partnership with the Safer NT Board. 	Safer NT Partnership, Paula McCorrick	
<ul style="list-style-type: none"> To develop an early intervention and prevention service for young people which includes a focus upon tackling substance misuse. 	Wendy Burke/Jill Baker/Lesley Davies	