

East Sussex Alcohol Strategy 2014-19: For a healthier and safer East Sussex

Delivery Plan 14/15

This plan seeks to deliver on the aims and objectives identified in the ‘East Sussex Alcohol Strategy 2014-2019 – for a healthier and safer East Sussex’. Some of the objectives given here will serve future years of the strategy also, although activities to delivery against these will commence during 14/15, and actions will be refreshed annually. Additionally, some of the objectives relate and read across to the Substance Misuse Commissioning Strategy 14/15 – which is available at www.safeineastsussex.org.uk

The East Sussex Alcohol Strategy delivery plan is divided into three priority areas.

Priority 1 **Develop individual and collective knowledge, skills and attitudes towards alcohol**

Priority 2 **Provide early help, interventions and support for people affected by harmful drinking**

Priority 3 **Create better and safer socialising**

The actions listed are cross-cutting to deliver against a number of the objectives and outcomes. The action plan will be monitored by the partnership Alcohol Steering Group on a quarterly basis and it will be reviewed annually. The Alcohol Steering Group reports to the DAAT Board.

Priority 1 Develop individual and collective knowledge, skills and attitudes towards alcohol	
OBJECTIVE	1.1 Increase knowledge, understanding and awareness of healthy drinking limits
	1.2 Reduce acceptability of risky and harmful drinking
	1.3 Influence workplace alcohol policies and cultures
	1.4 Develop alcohol champions amongst key public, organisational and community roles – such as chief officers, councillors and school governors
	1.5 Increase staff information and training on alcohol awareness and harms
	1.6 Ensure services and partnerships keep informed and up-to-date, and benchmark against available evidence and NICE guidance

OUTCOMES		MEASURES	
<ul style="list-style-type: none"> • Increased knowledge and health awareness around alcohol consumption • Reduced number of young people and adults drinking above safe limits • Increased workers confidence and ability to respond to alcohol issues • Improved community discussion about alcohol influences, behaviour and policy 		<ul style="list-style-type: none"> • 'Local Alcohol Profiles for England' drinking estimates for East Sussex • East Sussex alcohol-related hospital admissions (Public Health Outcome) • East Sussex Accident and Emergency attendance rates • Record of communications campaigns delivered • Evaluation linked to objectives of specific intervention or programmes in East Sussex 	
Actions	Detail	Lead and Partners	Timescale
1) Use social marketing tools to: a) target messages about alcohol units and safer drinking and; b) Develop targeted interventions that support behavior change for increasing and higher risk drinkers Amplify national campaigns in East Sussex	Targeted health awareness message	Public Health, Health Improvement Specialist	On-going to March 2015
	Targeted campaigns around alcohol linked to sexual offences and domestic abuse (link to 16)	Safer East Sussex Team	On-going to March 2015
	Targeted at Parents to advise on alcohol consumption and supply	Safer East Sussex Team, Public Health, Health Improvement Specialist	On-going to March 2015
2) Undertake community engagement campaigns using the 'East Sussex Drink Debate' to increase the level of informed discussions about alcohol	Use of surveys, focus groups and public stands to engage and inform a range of communities	Safer East Sussex Team, Strategy and Partnerships Officer	On-going to March 2015
3) Shape alcohol policies and workplace advice for largest public sector groups	Partnership sponsored survey of key public sector workplace alcohol policies	Public Health, Health Improvement Specialist	March 2015
	Support development of effective public sector alcohol policies	Public Health, Health Improvement Specialist	March 2015
4) Secure high level commitment to alcohol awareness in community and workplace settings	Establish alcohol champions amongst Sx Pol, ESCC, NHS to drive forward awareness and information	Sussex Police Div Ch/Supt /Safer East Sussex Team	March 2015

Priority 2 - Provide early help, interventions and support for people affected by harmful drinking				
OBJECTIVE	2.1 Targeted delivery of the alcohol Identification and Brief Advice model (IBA) to increasing and higher risk drinkers			
	2.2 Secure commitment of using the alcohol Identification and Brief Advice model in health and non-health settings			
	2.3 Increase availability of alcohol Identification and Brief Advice in Children, Family and Young persons settings			
	2.4 Increase alcohol awareness across Family Key-working networks			
	2.5 Promote effective alcohol education in schools			
	2.6 Ensure the Drug and Alcohol Service meets local demand			
	2.7 Increase the utilisation of specialist treatment for adults and young people			
OUTCOMES			MEASURES	
<ul style="list-style-type: none"> Greater use of Alcohol IBA in health and non-health settings Increased identification and onward referrals of increasing and higher risk drinkers Reduced alcohol-related hospital admissions Improved awareness and access to support for children and families affected by alcohol misuse <p>Local people who need help for alcohol misuse can quickly access treatment</p>			<ul style="list-style-type: none"> Number of IBA practitioners trained in 14/15 (800) Alcohol-related hospital admissions (Public Health Outcome) % Take up of NHS Health-Checks (aim 50%) Treatment services Client satisfaction rate (%) % of the in-treatment population being 60+ (aim 12.9%) % of the in treatment population being from rural areas 	
Actions	Detail/progress	Lead and Partners	Timescale	
5) Primary prevention in community: Plan, develop and begin implementation of a pilot community based approach to empowering an identified community, in East Sussex, (comprised of increasing and higher risk drinkers) to improve their relationship with alcohol.	Detail of progress/activity to follow	Public Health, Health Improvement Specialist	March 2015	
6) Train practitioners from a range of organisations across East Sussex in Alcohol IBA (TP 14/15)	Detail of progress/activity to follow	Public Health, Health Improvement Specialist	March 2015	

7) Monitor take up of Health Checks: aim for 50% take-up of total eligible health checks offered per year	Detail of progress/activity to follow	Public Health, Health Improvement Specialist	March 2015
8) Identify ways to work with schools to promote alcohol harms awareness messages	Detail of progress/activity to follow	Safer East Sussex Team	Dec 2015
9) Proactively identify children and families impacted by alcohol harms through increased awareness and information sharing	Monitor take up/implementation of LSCB Parental Substance misuse training programme	Public Health, Health Improvement Specialist, Children's Services Practice Manager,	
10) Test the accessibility of the new Drug and Alcohol Recovery Service in terms of those with additional needs or who are potentially under-represented (TP 14/15)	Review a range of information available about the DARS including revision of online resources, care pathway information and communication products	Substance Misuse Commissioner and CRI Deputy Director	March 2015
11) Increase the number of older people (60+) in treatment by 12.9%		Substance Misuse Commissioner and CRI Deputy Director	March 2015
12) Increase the number of people in treatment being from rural areas: Lewes: 5.4% Rother: 8.5% Wealden: 3.9% (TP 14/15)	Develop services in rural areas and development of new 'hub' and introduce a new 'wellbeing bus' to provide and outreach service	Substance Misuse Commissioner and CRI Deputy Director	March 2015
13) Review the impact of the Drug and Alcohol Recovery Service, 12 months after introduction TP 14/15)	6 month light touch review and a full review after a year	CRI – Deputy Director South	March 2015
14) Develop a mutual aid strategy that draws on Public Health England guidance to consider the current situation, identify gaps and recommend action to increase the number of people engaged in recovery activities (TP 14/15)	Detail of progress/activity to follow	Safer East Sussex Team (reporting)	

Priority 3 - Create better and safer socialising				
OBJECTIVE	3.1 Tackle alcohol-related anti-social behaviour and crime, including sexual offences; and ensure that domestic abuse issues are addressed, as appropriate, across all services.			
	3.2 Enhance existing work to control where and how alcohol is available			
	3.3 Improve the management of night-time socialising environments through use of partnership schemes			
	3.4 Develop partnership schemes with retailers and licensees to promote responsible sales			
	3.5 Reduce under-age sales, including proxy sales, and sales to those who are intoxicated			
	3.6 Reduce alcohol-related road traffic incidents and casualties			
	3.7 Improve data sharing on accident and emergency attendances and alcohol suspected ambulance call-outs			
OUTCOMES	<ul style="list-style-type: none"> • Develop safer drinking environments • Reduced demand on emergency services • Reduced individual community impact from alcohol-related crimes and anti-social behaviour • Increased community engagement on licensing issues • Increased confidence to report sexual offences 		MEASURES	
			<ul style="list-style-type: none"> • Number of attendances at Accident and Emergency during night-time economy hours • Reduced alcohol-related violent crime • Number of alcohol-related anti-social behaviour incidents • Number of domestic abuse incidents and serious sexual offences reported where alcohol is identified as a contributory factor • Number of recorded under-age and proxy sales prosecutions • Reduce the number of people killed or seriously injured in alcohol-related traffic incidents and the number of driver recorded as 'over the limit' 	
Actions	Detail	Lead and Partners	Timescale	
15) Targeted campaigns to reduce risky behaviours linked with drinking	See activity at Action No.1			
16) Manage issues associated with problematic adult street drinkers	Apply learning from the evaluation of the Street Communities projects	Community Safety Partnership areas	March 15	

17) Take action against public place drunkenness	Ensure the effectiveness of 'Op Marble' and 'Op Blitz' to deal with alcohol-related ASB and public-place violence	Sussex Police	March 15
	Develop the Alcohol Diversion Scheme	East Sussex Divisional Police licensing	September 2015
	Support Outreach recovery workers will accompany Street Pastors during evening and weekend shifts in Hastings, Eastbourne, Heathfield and Seaford	CRI/Street Pastors	Oct 2015
18) Promote processes for reporting concerns about problem premises and sales (on/off sales)	Develop and deliver briefing programme to elected members	Safer East Sussex Team	November 2015
	Promote how intelligence is used through sharing successful stories	Safer East Sussex Team	
19) Planned and targeted activities against shops involved in under-age and proxy sales	Police licensing led with trading standards	East Sussex Divisional Police licensing East Sussex County Council	March 15
	Promote how intelligence is used through sharing successful stories	Safer East Sussex Team	
20) Undertake activities to promote responsible sales	Support independent retailers to challenge suspected u/age or proxy sales – explore work with 'association of convenience stores'	Police Licensing/SEST	March 15
21) Extend Community Alcohol Partnerships and 'Reducing the Strength' campaigns	Identify learning from the evaluation of Hastings CAP and assess feasibility of extending to other areas	Hastings Community Safety Partnership/Safer East Sussex Team	August 2015
	Support the introduction and use of 'reducing the strength campaigns' through best practice	District and Borough Licensing teams particularly from Eastbourne, Hastings and Rother/Wealden	August 2015
22) Support and share learning from the Hastings Local Alcohol Action Area work	Identify learning from the work undertaken through the Hastings Alcohol LAA work	Hastings Community Safety Partnership/Safer East Sussex Team	March 2015
23) Review A+E and ambulance data to identify problematic premises and locations	Work with the East Sussex Healthcare Trust to review data collection, staff training and information sharing	Police, Licensing lead / Public Health and ESHT	September 2015