

Wiltshire Alcohol Strategy

2009-2012

FOREWORD

Alcohol problems are all around us. From the young woman who can't quite remember what happened the night before or how she got home, to the man who is always late for work after "one or two" of drinks in front of the TV the night before. From the couples who avoid being in town after a certain time on Friday and Saturday evenings due to other people's drinking, to the teenager who has been in a fight yet again, but this time he has ended up in Accident and Emergency or in custody.

Yes, most of us drink with no problem. But most of us drink. And most of us drink more than we think we do – thanks to bigger glasses, stronger drinks, generous home measures - with little idea of the impact on our health and well-being over time.

Alcohol problems affect everyone in one way or another. Alcohol problems are everyone's business.

This Alcohol Strategy represents a commitment by all Wiltshire partnership agencies to do something about these problems. It is a big challenge that requires the input and effort of a large number of individuals and organisations working together towards the common goal of reducing the negative impact of alcohol in Wiltshire.

Much work is already underway but much more can be done. The biggest challenge will be changing our attitudes to alcohol so that it is no longer acceptable to cause others problems through our drinking, and so that everyone understands that the health risks of drinking don't just happen to other people.

Working in partnership to implement this strategy, we can make a difference to the people of Wiltshire by reducing the harm caused by alcohol.

Maggie Rae

Director of Public Health and Wiltshire Champion for Alcohol and Drugs
Wiltshire PCT and Wiltshire County Council

Diana Fulbrook

Chief Probation Officer and Wiltshire Champion for Offending and Re-offending
Wiltshire and Swindon Probation Service

Mark Gaskarth

Divisional Commander and Wiltshire Champion for Fire and Road Casualties
Wiltshire Fire and Rescue

Julian Kirby

Chief Superintendent, Wiltshire Police and Wiltshire Champion for Violent Crime
Wiltshire Police

Ian Langley

Youth Offending Service and Champion for Public Reassurance
Wiltshire Youth Offending Service

Sue Redmond

Director of Adult Social Care and Wiltshire Champion for Anti-Social Behaviour
Wiltshire County Council

AIMS AND OBJECTIVES

The Wiltshire Alcohol Strategy aims to minimise the health and other hidden harms, violence and anti-social behaviour associated with alcohol, while ensuring that people are able to enjoy alcohol safely and responsibly.

The key objectives are:

- To reduce the level of alcohol related harm to children and young people
- To reduce the levels of chronic and acute ill health caused by alcohol, resulting in fewer alcohol related accidents and hospital admissions
- To raise awareness of sensible drinking
- To reduce alcohol related crime, particularly violent crime and anti-social behaviour
- To reduce the percentage of people who perceive drunk and rowdy people to be a problem in their area
- To improve the management and planning of the night time economy

THEMES

The Wiltshire Alcohol Strategy will:

- **Prevent** adults and young people from harming themselves and others by improving knowledge about the risks of hazardous drinking.
- **Intervene** by providing better services to help people who have problems as a result of alcohol misuse, as well as their families or carers.
- Take **enforcement** action against those committing alcohol related crime and anti-social behaviour.
- Provide effective **rehabilitation** programmes for those within the criminal justice system.

PRIORITIES

The Strategic Assessment of Alcohol Harm in Wiltshire describes the current impact of alcohol misuse across the County. It details current services and identifies gaps in provision. The assessment has directly informed the identification of priorities for action by service providers in Wiltshire from 2008 to 2011, focused on the four themes identified above.

IMPLEMENTATION PLAN

An Implementation Plan will detail what actions will be taken by partner agencies. It will identify resources available to deliver activities, specify the lead and secondary agencies in taking forward actions and provide information about how progress will be measured and monitored.

The Joint Commissioning Group for Drugs and Alcohol will monitor progress against the Implementation Plan on a quarterly basis and report to the Wiltshire Community Safety Partnership as the delegated Thematic Delivery Partnership of the Wiltshire Assembly.

A. PREVENTION

Local Profile

- Around 20% of adults across Wiltshire engage in hazardous drinking with approximately 15% engaging in binge drinking
- 11% of primary school children aged 9 -11years and 32% of secondary school children have at least one alcoholic drink a week
- 2653 young people aged between 15 and 16 binge drink three times or more a month
- 43% of students at further education colleges in Wiltshire have got into a fight or been aggressive when drinking and 27% of students say they, or a close friend, have got into trouble with the police as a result of drinking
- 46% of students are concerned about having unprotected sex as a result of drinking
- 51% of permanent excludees from school used alcohol in the last month in comparison with 43% of the general school population
- Only 56 out of the 3180 of under 18s arrested in Policing Division A and C in 2006/7 indicated they would like to see an Arrest Referral Worker

To prevent alcohol related harm we will:

Adults

- A1. Develop a coherent **communication plan** in order to provide the Wiltshire population, including key target audiences, with straightforward, accessible information relating to alcohol use
- A2. Develop **evidence based campaigns** to provide information about alcohol related harms
- A3. **Train front line staff** to recognise the signs of alcohol harm in order that they can offer brief intervention and/ or signpost to appropriate support
- A4. Encourage greater participation by licensees in **responsible retailing** schemes
- A5. Ensure that licensees **comply with all aspects of the Licensing Act 2003**
- A6. Ensure that licensees employ **trained and accredited door staff**

Children and Young People

- A7. Ensure that relevant and accessible **information** about staying safe when drinking is available to all young people in Wiltshire
- A8. Develop **local, evidence based campaigns** to provide information about alcohol related harms in specific towns across Wiltshire
- A9. Develop an action plan to take account of **patterns of alcohol use** by young people not in mainstream education
- A10. Facilitate participation in **prevention programmes for young people at risk** including those at risk of exclusion, school excludees, young people in contact with Youth Offending Teams, and children looked after by County Council

- A.11 Ensure the availability of appropriate **diversionary activities** for young people across the County
- A12. Ensure that activities being delivered for young people across the County act as vehicles for the provision of **information about alcohol related health harms and staying safe** when drinking, where appropriate

B. INTERVENTION

Local profile

- There are 202 alcohol specific deaths in Wiltshire each year
- There are 253 deaths in Wiltshire each year due to chronic liver disease – in particular, North Wiltshire exceeds the regional and England average for deaths from chronic liver disease among women
- West Wiltshire exceeds the regional and England average for alcohol-specific hospital admissions for women (where alcohol is directly linked to the admission)
- Salisbury exceeds the regional and England average for alcohol attributable hospital admissions for males (where alcohol is a factor in the admission)
- Salisbury, Kennet, and West Wiltshire all exceed the regional and England average for alcohol specific hospital admissions for under 18s (where alcohol is directly linked to the admission)
- In Wiltshire, there are an estimated 74,690 people aged 16 and over with an alcohol misuse disorder, including 64,280 who drink in a hazardous way and 10,410 who are dependent on alcohol
- Between 7,921 and 12,874 under 18 year olds in Wiltshire are affected by parental problem drinking

To ensure provision of support and resources we will:

- B1. Review current **availability and accessibility of support and treatment** for adults and young people with alcohol related problems and their families, and address any gaps identified
- B2. Deliver an **appropriate level and range of service provision** across Wiltshire in line with the Department of Health's *Models of Care for Alcohol Misuse (MOCAM)*
- B3. Ensure services are able to meet the needs of individuals with **dual or multiple diagnosis** of alcohol, drug and/ or mental health problems
- B4. Develop initiatives to prevent and address the **hidden harm** caused by parental alcohol misuse
- B5. Ensure **information about pathways to resources and services** for those affected by alcohol harm and their families is promoted appropriately
- B6. Provide **training for frontline staff** to enable them to recognise the signs of alcohol misuse, use appropriate screening tools and signpost to appropriate support
- B7. Explore the way that **brief interventions** can be delivered by front line agencies to address alcohol related problems earlier, including within **Accident and Emergency** departments
- B8. Develop an effective system to enable **Accident and Emergency data** to be collected, collated, monitored and used to inform priorities

- B9. Ensure the **Common Assessment Framework** (CAF) is an integral part of the intervention process for young people
- B10. Ensure that **individual assessment and support** is available to all children and young people who are at risk of misusing alcohol

C. ENFORCEMENT

Local profile

- 13.1% of Wiltshire residents believe there has been an increase in people being drunk or rowdy in public places.
- 20% of Wiltshire residents worry frequently about anti-social behaviour
- 14% of over 50s do not feel safe after dark in their immediate neighbourhood
- 26% of the over 50s are affected by anti-social behaviour in their neighbourhood
- There were 21,081 incidents of alcohol related disorder in Wiltshire between January to December 2007
- In 2006/07 there were an estimated 2,617 alcohol related domestic violence incidents in Wiltshire
- There were 524 positive breath tests for drink-driving in Wiltshire between April to December 2006 – this figure fell to 375 in the same period in 2007

To address alcohol related crime and disorder we will:

- C1. Raise awareness of the **potential role of licensing** to address crime and disorder amongst partners at neighbourhood level
- C2. Develop **aligned licensing policies** across all agencies to use all the powers and tools available within the Licensing Act 2003
- C3. Develop **co-ordinated action** across partner organisations to prevent and address alcohol related violent crime using the **National Intelligence Model** to analyse and focus activity on communities being affected by licensed premises and alcohol related incidents
- C4. Take **consistent action against licensees** who do not comply with all aspects of the Licensing Act 2003, including **publicising actions** against irresponsible traders
- C5. Develop a Wiltshire-wide and multi-agency **media strategy** to promote positive news stories and manage negative headlines

D. REHABILITATION

Local profile

- At 40%, alcohol related re-offending levels in Wiltshire reflect the national rate
- The proportion of offenders with an alcohol related problem is higher in the South West than nationally.
- About three quarters of offenders aged 16-19 years have an alcohol related problem
- Around 30% (650 to 700) of the 2,250 male prisoners released from South West prisons into the community annually without post custody supervision are alcohol dependent.

To ensure provision of support and resources we will:

- D1. Review current **availability and accessibility of support and treatment** for offenders at all stages of the criminal justice system with alcohol related problems, and address any gaps identified
- D2. Contribute to the region-wide development of systematic and stepped approaches to **alcohol treatment service provision for offenders** in line with *Models of Care for Alcohol Misuse (MOCAM)*
- D3. Ensure **information about pathways to resources and services** for offenders is promoted appropriately
- D4. Ensure that the alcohol specific needs identified in the prison health needs assessment are met through **commissioning appropriate prison services**.
- D5. Build on the successes of the **ARPOV (Alcohol Referral Programme Offenders and Victims) scheme** by embedding it in policy custody suite processes and linking it to brief intervention schemes within Accident & Emergency departments