

North West Children, Young People and Alcohol Programme

A Pledge to reduce the harm caused to children and young people by alcohol

To the children and young people of the North West....

We recognise alcohol as a significant cause of harm and collectively we are committed to safeguarding you against its impact. We acknowledge that we can't afford to wait so we will....

Pledge 1: Actively seek your views, work to better understand your needs and strive to deliver the services that we know you want to see

By November 2012 we will have:

- *Set up appropriate sustainable mechanisms for young people to participate in planning and decision making*
- *Taken steps to ensure that traditionally under-represented groups of young people are fully incorporated into participation arrangements*
- *Provided regular constructive feedback as to how your views have been incorporated into our policy and practice*

Pledge 2: Ensure that you have the opportunity to develop the skills, knowledge and confidence to keep yourself safe and reduce the potential harm you experience from your own and other's drinking

By November 2012 we will have:

- *Promoted ways of teaching in schools that reflect best practice and have a clear evidence base*
- *Ensured that there is the provision of informal education and development opportunities for young people outside of a school setting*
- *Ensured that advice and longer term support is available to those experiencing harm resulting from their own or other's alcohol use.*

Pledge 3: Ensure that all services do their best to protect you from alcohol related harm from your earliest years through to adulthood

By November 2012 we will have:

- *Developed a Children and Young People Alcohol Strategy that clearly identifies the need to intervene from birth to adulthood*
- *Ensured that our staff in all our services for young people have the most appropriate skills, and up to date knowledge and resources to fulfil their role in delivering our strategy*
- *Ensured that there is a named and visible champion for the Young People and*

Appendix C

Alcohol Strategy who has clear responsibilities and is accountable to the Health and Well-being Board

Pledge 4: Ensure that your parents are equipped with the skills, knowledge and confidence to protect you from alcohol related harm as you grow to adulthood.

By November 2012 we will have:

- *Worked with parents of children of all ages recognising their key role in protecting their children from alcohol related harm, with a particular focus on the impact of their own alcohol use*
- *Taken steps to ensure all parents have access to the latest information and evidence which enables them to support their children and intervene to prevent harm where necessary*
- *Ensured that all our staff that come into contact with parents are confident, knowledgeable and appropriately skilled in raising alcohol related concerns and providing brief information and advice*

Pledge 5: Do all we can to make sure you grow up in an environment where you are not put under pressure to drink by advertising, the availability of cheap alcohol or illegal sales.

By November 2012 we will have:

- *Worked with local and national partners actively to reduce the availability of cheap alcohol*
- *Ensured that there is no alcohol advertising on council controlled billboards and sites within a mile of any school*
- *Ensured that there are cheap and easily accessible positive alternatives to drinking for you*