

DRAFT

Reducing Alcohol-Related Harm in Cheshire East:
A Position Statement and Forward Plan

Implementation Plan

2017- 2019

OFFICIAL

The Reducing Alcohol-Related Harm Position Statement and Forward Plan has been drafted to support the actions of many organisations working to reduce levels of consumption and promote safe, sensible and social drinking. It brings together national policy and local aspiration and sets a direction for activity across Cheshire East over the next three years.

As a 'Residents First' Council, we are working with a wide range of partners to focus upon activity that will bring positive outcomes to the families, communities and businesses of Cheshire East. Reducing excess alcohol consumption is the overarching aim and our priority outcomes are:

- To reduce alcohol-related health harms
- To reduce alcohol-related hospital admissions
- To reduce alcohol-related crime, anti-social behaviour and domestic abuse
- To support a diverse, vibrant and safe night time economy
- To improve our co-ordination/partnership work to ensure that all the other priorities are achieved, efficiently and effectively.

Priority: G1	A coherent multi-agency approach with an effective action plan that covers all services
Lead for Delivery:	Director of Public Health

ACTIVITY

Ref	Action	Review date	Lead
G1.1	Undertake the Public Health England (PHE) Alcohol CLear self-assessment in Cheshire East.	October 2017	Charlotte Simpson
G1.2	Engage with NHS England Five Year Forward View Local Delivery System (across Wirral, Cheshire West and Chester and Cheshire East) to co-ordinate actions to reduce alcohol-related harm.	March 2018	Guy Kilminster
G1.3	Engage with the Champs Public Health Collaborative Reducing Alcohol Harm workstream to identify activity that can be delivered more effectively and efficiently across Cheshire and Merseyside, learning from best practice in the sub-region.	October 2017	Charlotte Simpson

Priority: G2	Minimum Unit Pricing
Lead for Delivery:	Director of Public Health

ACTIVITY

Ref	Action	Review date	Lead
G2.1	Engage with regional and local partners to explore consensus for supporting Minimum Unit Pricing	October 2017	Guy Kilminster
G2.2	Stay informed about progress of legal challenge to MUP in Scotland	July 2017	Guy Kilminster

Priority: G3	Improved Engagement With Local Retailers
Lead for Delivery:	Principal Manager: Regulatory Services and Health

ACTIVITY

Ref	Action	Review date	Lead
G3.1	Provide Business Advice packs to support businesses in complying with legislation	October 2017	TBC
G3.2	Explore the use of Local Voluntary Agreements to restrict the sales of high strength products (part of the Champs Public Health Collaborative Reducing Alcohol Harm through Licensing work-stream)	March 2018	Kim Evans/Guy Kilminster
G3.3	Support the 'Enforcement of current law' work-stream of the Champs Public Health Collaborative Reducing Alcohol Harm through Licensing work-stream, to work with alcohol retailers to reduce the numbers of already drunk people being served.	October 2017	Kim Evans

Priority: G4	Develop Hospital Alcohol Liaison services
Lead for Delivery:	Director of Commissioning

ACTIVITY

Ref	Action	Review date	Lead
G4.1	Review current provision and capacity as part of the recommissioning of substance misuse services	In line with re-commissioning timeline	Shelley Brough
G4.2	Undertake options appraisal for enhancement of Service considering resource implications.	In line with re-commissioning timeline	Shelley Brough

Ref	Action	Review date	Lead
G4.3	Prepare business case for Service enhancement	In line with re-commissioning timeline	Shelley Brough

Priority: G5	Develop a coherent brand and concise and clear messaging related to reducing alcohol harm
Lead for Delivery:	Director of Public Health/Head of Communications

ACTIVITY

Ref	Action	Review date	Lead
G5.1	Review current branding and messaging in use nationally through Public Health England, One You and Change 4 Life as well as by local partners and explore potential to adopt existing branding in a more coherent way.	October 2017	Guy Kilminster
G5.2	Develop (subject to G5.1) the branding/messaging for future use across partners.	December 2017	TBC
G5.3	Initiate roll out and use of new branding/messaging	March 2018	TBC

Priority: G6	Raise awareness amongst children and young people and their parents / carers of alcohol-related harms
Lead for Delivery:	Director of Children's Services

ACTIVITY

Ref	Action	Review date	Lead
G6.1	Develop the programme of education and awareness raising to ensure that parents are aware of the consequences and potential harms of alcohol use	March 2018	TBC

Ref	Action	Review date	Lead
	among young people. Parents must also be aware of the possible impact of their alcohol use on their children. This includes ensuring that parents are aware of the risks of supplying young people with alcohol.		
G6.2	Review existing activity to raise awareness of children and young people about the consequences and potential harms of alcohol use and use the results to better co-ordinate and enhance interventions promoting safe drinking.	December 2017	Lesley Seal
G6.3	Take action to improve access for families to engage with Childrens Centres and ensure that Parenting Programmes have capacity to work with families where alcohol misuse is a key issue.	December 2017	Jonathan Potter/Jo Sutton/Shelley Brough
G6.4	Take action to improve access and engagement of parents requiring treatment for alcohol misuse including those where there are child protection concerns.	December 2017	Jonathan Potter/Jo Sutton/Shelley Brough
G6.5	Develop the Parent Journey through integrated working between Children's Early Help Services and Public Health commissioned 0-19 services. This to include systematic assessment of 0-5s and their parents with the assessment including the AUDIT C. It will also include systematic promotion of healthy lifestyles including appropriate alcohol consumption.	March 2018	Jonathan Potter/Jo Sutton
G6.6	All key services working with parents and their children need to be equipped to identify parental alcohol abuse. A training programme for social care teams will be developed and delivered by the Cheshire East Substance Misuse Service.	March 2018	Shelley Brough
G6.7	Monitor the implementation and use of the Multi-Agency Guidance on Tackling the Toxic Trio (domestic abuse, mental ill-health and substance misuse)	October 2017	Judith Gibson
G6.8	A programme for test purchasing, guided by intelligence gathered from multiple reputable sources, will be instigated with the help of underage volunteers. This form of test purchasing plays an integral role in our area's ability to protect young people from the harm caused by excessive alcohol consumption.	October 2017	Tracey Bettany

Priority: G7	Better Understand capacity and demand for treatment services
Lead for Delivery:	Director of Commissioning / Director of Public Health

ACTIVITY

Ref	Action	Review date	Lead
G7.1	Actions to be determined as part of re-commissioning programme		Shelley Brough
G7.2			
G7.3			

Priority: G8	Develop the wider use of identification and brief advice across the borough
Lead for Delivery:	Director of Public Health

ACTIVITY

Ref	Action	Review date	Lead
G8.1	Develop wider use of identification and brief advice across the borough by non-specialist universal services and within other commissioning areas including Healthchecks, and the 'One You Cheshire East' Integrated Lifestyle and Wellness Support System.	March 2018	Sheila Woolstencroft
G8.2	Seek opportunities to embed identification and brief advice wherever possible in healthcare services.	December 2017	PH Commissioners
G8.3	Support Providers in their work towards the national CQUINS (in Community Services 2017 – 18 and Acute Services 2018 – 19) related to IBA, the training of frontline staff and evidencing of delivery.	March 2018	TBC

Priority: G9	Embed 'Recovery' in communities
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Lead for Delivery:	Director of Commissioning / Director of Public Health
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ACTIVITY

Ref	Action	Review date	Lead
G9.1	Review current 'Recovery' assets and opportunity to develop further	October 2017	Shelley Brough
G9.2	Build 'Community Recovery' into service specification for re-commissioning of Substance Misuse Services	In line with re-commissioning timeline	Shelley Brough

Priority: G10	Develop Recovery Accommodation in Cheshire East
Lead for Delivery:	Director of Commissioning / Director of Public Health

ACTIVITY

Ref	Action	Review date	Lead
G10.1	Review Recovery Accommodation Pilot and use learning to influence thinking for future commissioning	December 2017	Shelley Brough / Karen Carsberg
G10.2	Work with the Registered Providers to ensure a co-ordinated approach to supporting individuals at risk of losing their accommodation because of alcohol related causes and we need to respond to the needs of people who continue to use alcohol despite losing access to rented accommodation, for example through Housing Options.	March 2018	Shelley Brough / Karen Carsberg

Priority: G11	Initiate a shift from long term treatment to prevention and recovery within the Specialist Substance Misuse Service
Lead for Delivery:	Director of Commissioning / Director of Public Health

ACTIVITY

Ref	Action	Review date	Lead
G11.1	The development of an effective alcohol treatment and referral pathway between GPs and the specialist substance misuse service	March 2018	Shelley Brough
G11.2	The principles of prevention and recovery need to be embedded within our treatment workforce	December 2017	TBC
G11.3	Establish clear, visible pathways between treatment and recovery that will enable individuals, families and communities to engage and to provide the recovery networks that are needed to achieve the benefits of recovery in communities.	March 2018	Shelley Brough

Priority: G12	Reduce alcohol harm through licensing
Lead for Delivery:	Director of Public Health / Head of Communities

ACTIVITY

Ref	Action	Review date	Lead
G12.1	Engage with the Champs Public Health Collaborative Reducing Alcohol Harm through Licensing work-stream to identify activity that can be delivered more effectively and efficiently across Cheshire and Merseyside, learning from best practice in the sub-region. (see G1.3)	October 2017	Guy Kilminster/Charlotte Simpson
G12.2	Consider use of Cumulative Impact Policies in certain areas of Cheshire East	March 2018	Kim Evans

Ref	Action	Review date	Lead
G12.3	Through the use of Mandatory Licensing Conditions we will be able to utilise a variety of measures that act as a strong deterrent to breaching the conditions; warnings, cautions and prosecutions can be utilised against premises that breach their licensing conditions.	October 2017	Kim Evans
G12.4	Regular visits to licensed premises will be included to ensure that they are being operated in accordance with the terms of their respective licenses. There will also be intelligence led late night visits and regular monitoring of problem premises to ensure that the area is constantly providing a thriving but safe night time economy.	October 2017	Kim Evans

IMPACT (To be drafted)

Performance Measure	What does it show?	Thresholds		
		Requires Improvement	Good	Outstanding