



Wiltshire Alcohol Strategy and Implementation Plan

2009-11



“Alcohol problems affect everyone in one way or another.
Alcohol problems are everyone’s business.”



“Alcohol related harm impacts on the quality of people’s lives, their health and well-being, and is a huge drain on the public purse.”

Strategic Assessment of Alcohol Harm in Wiltshire



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“80% of people think that more should be done to tackle the level of alcohol abuse in society.”

Safe. Sensible. Social. The Next Steps in the National Alcohol Strategy. HM Government

“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.”

Maggie Rae,

Director of Public Health, NHS Wiltshire and Wiltshire Council



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” 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, NHS Wiltshire and Wiltshire Council

Champion for Alcohol and Drugs for the Wiltshire Community Safety Partnership



The Wiltshire Community Safety Partnership includes representatives from the following organisations:

- NHS Wiltshire
- Wiltshire Council
- Wiltshire Fire and Rescue Service
- Wiltshire Police Authority
- Wiltshire Police
- Wiltshire and Swindon Probation Service
- Wiltshire Youth Offending Service



“Only 13% of adults say they keep track of how many units they drink.”

Strategic Assessment of Alcohol Harm in Wiltshire

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 behaviour to be a problem in their area
- To improve the management and planning of the night time economy

Priorities

A Strategic Assessment of Alcohol Harm in Wiltshire describes the impact of alcohol misuse across the County. It details current services and identifies gaps in provision. The Strategic Assessment has directly informed the identification of priorities for action by partner agencies in Wiltshire from 2009 to 2011 and these are focused on the four themes outlined below. The Strategic Assessment is available at www.wiltshire.gov.uk/communityandliving/communitysafety.htm

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.

“Almost 90% of 15 year olds have tried alcohol, while over a third drink once a week or more.”

Safe. Sensible. Social. The Next Steps in the National Alcohol Strategy. HM Government



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
- 2,653 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 3,180 under-18s arrested in 2006/7 indicated they would like to see an Arrest Referral Worker

To prevent alcohol related harm we will:

Adults

- A1. Develop a communication plan 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 so 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
- A9. Develop an action plan to address 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 Wiltshire 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 act as vehicles for the provision of information about alcohol related health harms and staying safe when drinking, where appropriate

“35% of all attendances at Accident & Emergency are alcohol-related – this can rise to 70% at peak times during the early hours of weekend mornings.”

Alcohol Harm Reduction Strategy, Department of Health



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 Misusers
- 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 a range of health settings
- B8. Develop an effective system to enable Accident and Emergency data on assaults 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



“13% of Wiltshire residents believe there has been an increase in people being drunk or rowdy in public places.”

Strategic Assessment of Alcohol Harm in Wiltshire

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
- 26% of the over 50s are affected by anti-social behaviour in their neighbourhood.
- 14% of over 50s do not feel safe after dark in their immediate 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 abuse 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 amongst partners of the potential role of licensing to address crime and disorder at neighbourhood level
- C2. Develop aligned licensing policies and protocols 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 data 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



“63% of 18 to 24 year old binge drinkers admit to committing criminal or disorderly behaviour before or after drinking.”

Safe. Sensible. Social. The Next Steps in the National Alcohol Strategy. HM Government

D. Rehabilitation

Local Profile

- 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
- 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

To ensure provision of support and reduce re-offending we will:

- D1. Review current availability and accessibility of support and treatment at all stages of the criminal justice system for offenders 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 the Department of Health's Models of Care for Alcohol Misusers
- D3. Ensure information about pathways to resources and services for offenders is promoted appropriately
- D4. Ensure that the alcohol specific needs identified in the annual 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 health settings

“The many people who drink regularly to excess cause damage far beyond their own bodies. Directly and indirectly they affect the well-being and way of life of millions of others.”

Chief Medical Officer's Annual Report 2008



Implementation Plan

Wiltshire's Alcohol Strategy will be delivered through an Implementation Plan which details the specific actions that will be taken to prevent and reduce the harm caused by alcohol in the County. The Implementation Plan specifies the leads within partner agencies in taking forward actions and it provides information about how progress will be measured and monitored.

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

No.	Actions	Cross Ref to Alcohol Strategy/ Other Strategies	Milestones	Outcomes	Milestones Delivery Dates	Lead Officer(s)
Prevention and Health Promotion						
1	Develop a communications plan (incorporating a media strategy) in order to provide straightforward, accessible information relating to alcohol use and to raise awareness of alcohol related harms	A1/ C5	Joint Partnership Communications Group established Budget identified for Group Annual strategy produced	Partnership communication plan and media strategy agreed for the whole population and for key target groups	Sep-09 Sep-09 Oct-09	Community Safety Partnership Manager, Wiltshire Council Supported by NHS Wiltshire, Wiltshire Police, Wiltshire Probation Service, Wiltshire Fire & Rescue, Wiltshire Addiction Support Project (WASP), Alcohol Service Providers
2	Develop evidence based campaigns to provide information about reducing alcohol related harms	A2 NI 39 Imp Plan	Key target groups identified through social marketing analysis Delivery of local drink-drive campaigns that reflect national Department for Transport campaigns Delivery of campaigns to key target groups	Information about units and sensible drinking limits available in the main community languages on Wiltshire Council and NHS Wiltshire websites, and in key healthcare and community settings	Dec-09 Dec-09 Apr-10	Alcohol and Drugs Delivery Manager, NHS Wiltshire Group Manager, Fire & Rescue Service

No.	Actions	Cross Ref to Alcohol Strategy/ Other Strategies	Milestones	Outcomes	Milestones Delivery Dates	Lead Officer(s)
3	Ensure the availability of appropriate diversionary activities for young people across the county	A11/ A12	<p>Map existing provision of activities against location and days/times of the week and against known patterns of underage drinking</p> <p>Survey young people about alternative activities</p> <p>Promote information about activities to young people</p> <p>Gaps in provision identified and work with the community to provide appropriate activities</p>	Establish a range of activities for young people across the county and ensure young people are aware of them	<p>Jan-10</p> <p>Feb-10</p> <p>Apr-10</p> <p>Dec-10</p>	Head of Youth Work, Wiltshire Council
4	Facilitate participation in prevention programmes for young people at risk including those at risk of school exclusion, those already excluded, young people in contact with Youth Offending Teams, and children looked after by Wiltshire Council	A10 Wiltshire Children and Young People's Plan	<p>Map existing provision of prevention programmes within Wiltshire and nationally</p> <p>Promote good practice and lessons from Home Office pilot run in 2008/09</p> <p>Agree target of number of young people to involve in prevention programmes</p> <p>Deliver targeted sessions in secondary schools to reduce alcohol-related exclusions</p>	Involve target number of young people in prevention programmes	<p>Jan-10</p> <p>Feb-10</p> <p>Feb-10</p> <p>Apr-10</p>	<p>Crime Prevention and Substance Misuse Manager for Children and Young People, Wiltshire Council</p> <p>Personal Development Education Team Manager, Wiltshire Council</p>

No.	Actions	Cross Ref to Alcohol Strategy/ Other Strategies	Milestones	Outcomes	Milestones Delivery Dates	Lead Officer(s)
5	Develop joint approaches with Wiltshire Community Health Services (WCHS) and Wiltshire Council Adult Social Care Teams to inform and support older people	A3/ B6 NI 39 Imp Plan	<p>Joint older people action plan with WCHS</p> <p>Joint older people action plan with Wiltshire Council</p> <p>Involve voluntary organisations engaged with older people</p> <p>Train Village Agents or equivalent to undertake alcohol-related work with isolated older people</p>	<p>Delivery of tailored approaches to 50 older people per year</p> <p>Referrals of 20 older people to specialist services per year</p>	<p>Mar-10</p> <p>Mar-10</p> <p>Mar-10</p> <p>Jul-11</p>	Alcohol and Drugs Delivery Manager, NHS Wiltshire
6	Ensure health promotion and prevention activities include alcohol where appropriate (eg stop smoking services, health trainers, obesity prevention, falls prevention)	A3/ B6 NI 39 Imp Plan	<p>Identify relevant teams across partnership agencies</p> <p>Develop joint approaches with relevant teams</p>	Relevant action plans address alcohol	<p>Dec-09</p> <p>Mar-10</p>	Alcohol and Drugs Delivery Manager, NHS Wiltshire
7	Review the alcohol and drug workplace policies of Community Safety Partnership member agencies in light of best practice	A3/ B6	<p>Reviews undertaken</p> <p>Revised policies in place and teams made aware of them</p>	Revised policies for Wiltshire Council, NHS Wiltshire, Wiltshire Police, Wiltshire Probation Area, Wiltshire Fire and Rescue	<p>Dec-09</p> <p>Mar-10</p>	Alcohol and Drugs Delivery Manager, NHS Wiltshire

No.	Actions	Cross Ref to Alcohol Strategy/ Other Strategies	Milestones	Outcomes	Milestones Delivery Dates	Lead Officer(s)
8	Implement prevention strategies that target people at high risk of accidental fire as a result of alcohol use through the Fire Stop Service	A4	Identify agencies that require training Deliver awareness sessions to Alcohol Service Providers and other relevant agencies Refer vulnerable drinkers to Fire Stop for appropriate support (case conferences and/or home fire safety checks)	Awareness sessions delivered to 6 agencies per year 30 referrals of vulnerable drinkers to Fire Stop Service per year	Dec-09 Jun-10 Jun-10	Community Safety Manager, Fire & Rescue Service Alcohol and Drugs Delivery Manager, NHS Wiltshire
9	Incorporate approaches to keeping vulnerable people safe from alcohol related harm into safeguarding adults protocols and training	B1/ B2	Partnership agencies agree protocol and implementation plan Partnership staff trained Identify others who need the training	Protocol developed Training delivered to a minimum of 2 staff per agency per year	Jun-10 Sep-10 Dec-10	Programme Lead - Safeguarding, Wiltshire Council

Education and Information

10	Provide guidance, advice, training and support for all schools to deliver effective alcohol education to all young people	A7 Wiltshire Children and Young People's Plan	New schemes of work developed and disseminated Training delivered National Healthy School Status achieved	Schemes of work in place Training delivered to 60 (25%) schools National Healthy School Status achieved by 60% of schools	Sep-10 Sep-10 Sep-10	Personal Development Education Team Manager, Wiltshire Council
11	Provide training, guidance and support to school staff and partners to develop and implement effective drug (including alcohol) policies (to incorporate safeguarding issues)	Wiltshire Children and Young People's Plan	New schemes of work developed and disseminated Training delivered National Healthy School Status achieved	Schemes of work in place Training delivered to 60 (25%) schools National Healthy School Status achieved by 60% of schools	Sep-10 Sep-10 Sep-10	Personal Development Education Team Manager, Wiltshire Council

No.	Actions	Cross Ref to Alcohol Strategy/ Other Strategies	Milestones	Outcomes	Milestones Delivery Dates	Lead Officer(s)
12	Ensure that activities for young people across the county act as vehicles for providing information about alcohol related health harms and staying safe when drinking	A12 Wiltshire Children and Young People's Plan	Map existing activities Survey young people about current availability of information Action plan to address gaps in information availability	Action plan in place	Jan-10 Feb-10 Sep-10	Head of Youth Work, Wiltshire Council
13	Promote accessible information on staying safe for young people across websites, other media and information venues	A7 Wiltshire Children and Young People's Plan	Appropriate information identified Link to communications strategy (action 1) Promotion plan written	Promotion plan in place	Oct-09 Oct-09 Dec-09	Head of Youth Work, Wiltshire Council
Training						
14	Train frontline staff to recognise the signs of alcohol harm or parental alcohol misuse, use validated screening tools, offer brief intervention and/ or signpost to appropriate support. To include staff working in youth development, youth offending, Connexions, Children & Adolescent Mental Health Services, education, social work, housing, prison, community health, hospital, and domestic abuse	A3/ B6/ B7 NI 39 Imp Plan	Training courses delivered Front line staff trained	180 staff trained per year	Mar-10 May-10	Adult Joint Commissioning Manager, Wiltshire Council Crime Prevention and Substance Misuse Manager for Children and Young People, Wiltshire Council
15	Train prison healthcare staff to undertake screening and deliver brief interventions	A3/ B6/ B7 NI 39 Imp Plan HMP Erlestoke Prison Health Delivery Plan	Deliver training to staff Monitor delivery of screening and brief interventions	8 staff trained Annual report of activity	May-09 Oct-09	Prison Healthcare Manager, HMP Erlestoke

No.	Actions	Cross Ref to Alcohol Strategy/ Other Strategies	Milestones	Outcomes	Milestones Delivery Dates	Lead Officer(s)
16	Include alcohol misuse issues in planned domestic abuse awareness training for health workers	A3/ B6 Wiltshire Domestic Abuse Strategy	Relevant issues for training identified Training material incorporated into training courses	Training content developed and included in planned training	Sep-10 Mar-11	Domestic Abuse Reduction Coordinator, Wiltshire Community Safety Partnership Health Promotion Specialist, NHS Wiltshire
17	Provide training on alcohol and domestic abuse to police, probation, housing, social services and health staff	A3/ B6 Wiltshire Domestic Abuse Strategy	Identify appropriate training package Deliver bespoke training programmes to targeted groups	Deliver 5 training programmes to targeted groups per year	Feb-10 Mar-11	Domestic Abuse Reduction Coordinator, Wiltshire Community Safety Partnership Health Promotion Specialist, NHS Wiltshire
18	Deliver specific training for police, councillors, town centre managers, and other relevant groups on the Licensing Act, Anti-Social Behaviour Act and Violent Crime Reduction Act 2006	C1/ C2	Training programme developed Training delivered	Deliver training to 50 staff per year	Mar-10 May-10	Head of Environmental Protection and Licensing, Wiltshire Council
19	Incorporate information on the Licensing Act, Anti-Social Behaviour Act and Violent Crime Reduction Act into the planned police training programme	C1/ C2	Training material written and incorporated into training programme Training delivered	Delivered in 100% of relevant planned police training	Dec-09 Apr-10	Chief Superintendent, County Division, Wiltshire Police

No.	Actions	Cross Ref to Alcohol Strategy/ Other Strategies	Milestones	Outcomes	Milestones Delivery Dates	Lead Officer(s)
Early Identification and Brief Advice						
20	Encourage General Practices to deliver an Alcohol Directed Enhanced Service (DES)	A3/ B6/ B7 NI 39 Imp Plan	Evaluate current delivery by those General Practices delivering a DES, including advantages and barriers Write a report for circulation to all General Practices	50% of General Practices with DES in place	Apr-10 Jun-10	Head of Primary Care, NHS Wiltshire Alcohol and Drugs Delivery Manager, NHS Wiltshire
21	Ensure General Practices delivering an Alcohol Directed Enhanced Service (DES) have received Alcohol Learning Centre online training as a minimum	A3/ B6/ B7	Publicity to DES General Practices about training available	100% of DES practices have received training	Apr-10	Head of Primary Care, NHS Wiltshire Alcohol and Drugs Delivery Manager, NHS Wiltshire
22	Deliver brief intervention services across the community	B7 NI 39 Imp Plan	Business case for alcohol liaison service within hospital settings Business case to expand brief interventions in primary care, community health, pharmacies, social care and probation	Funding secured and services in place Referral of 100 individuals to specialist services per year	Nov-09 Apr-10	Adult Joint Commissioning Manager, Wiltshire Council Alcohol and Drugs Delivery Manager, NHS Wiltshire
23	Integrate alcohol screening and brief interventions into approaches to prevent and treat heart disease	A3/ B6 NI 39 Imp Plan	Explore inclusion of alcohol screening in programme of vascular checks Joint programmes developed and implemented Review numbers referred	Referral of 50 individuals to specialist services per year from 2011	Apr-10 Dec-10 Mar-11	Alcohol and Drugs Delivery Manager, NHS Wiltshire

No.	Actions	Cross Ref to Alcohol Strategy/ Other Strategies	Milestones	Outcomes	Milestones Delivery Dates	Lead Officer(s)
Interventions						
24	Review current availability, accessibility and levels of support and treatment for adults and young people with alcohol related problems, and their families, against Models of Care for Alcohol Misusers (MOCAM) and address any gaps identified	B1/ B2	Review current availability Action plan to address identified gaps	Investment plan for consideration by funders	Oct-09 Dec-09	Adult Joint Commissioning Manager, Wiltshire Council
25	Ensure that individual assessment and support is available to all children and young people who are at risk of misusing alcohol	B10 Wiltshire Children and Young People's Plan	Evaluate current access and provision Address any gaps in assessment and support	Annual Health Needs Assessment and Treatment Plan in place	Sep-09 Nov-09	Crime Prevention and Substance Misuse Manager for Children and Young People, Wiltshire Council
26	Develop transition services to ensure continuity of support for young people as they become eligible for adult services	A10 Wiltshire Children and Young People's Plan	Transition protocol developed and implemented	Relevant service users retained in treatment between young people and adult services per year	Dec-10	Crime Prevention and Substance Misuse Manager for Children and Young People, Wiltshire Council
27	Target prevention and early intervention at young people at risk of alcohol related teenage pregnancy or sexually transmitted infections (STIs)	A10 Wiltshire Children and Young People's Plan	Joint planning with Teenage Pregnancy and STI services, including agreeing targets Deliver targeted sessions in secondary schools to reduce alcohol related exclusions	Relevant young people receiving an alcohol related intervention	Jan-10 Apr-10	Teenage Pregnancy Co-ordinator, Wiltshire Council Public Health Manager, NHS Wiltshire

No.	Actions	Cross Ref to Alcohol Strategy/ Other Strategies	Milestones	Outcomes	Milestones Delivery Dates	Lead Officer(s)
28	Develop an intervention action plan to provide effective alcohol support and treatment services for young people not in mainstream education who are using alcohol	A9 Wiltshire Children and Young People's Plan	Identify patterns of alcohol use Action plan written	Action plan in place	Dec-09 Feb-10	Crime Prevention and Substance Misuse Manager for Children and Young People, Wiltshire Council
29	Develop initiatives to prevent and address the hidden harm caused by parental alcohol misuse	B4 Wiltshire Children and Young People's Plan	Develop joint work with the Think Family programme	10 families supported per year	Apr-10	Crime Prevention and Substance Misuse Manager for Children and Young People, Wiltshire Council
30	Ensure alcohol, drugs and mental health services are able to meet the needs of individuals with dual or multiple diagnosis of alcohol, drug and/or mental health problems	B3 Wiltshire Dual Diagnosis Strategy	Review current delivery Agree cross-agency protocols and pathways Identify and address training needs	Protocols in place Pathways agreed and operational Training delivered to staff from 8 agencies	Feb-10 Apr-10 Sep-10	Mental Health Lead, NHS Wiltshire Adult Joint Commissioning Manager, Wiltshire Council
31	Deliver alcohol interventions through Primary Care Mental Health Services including the Improving Access to Psychological Therapies (IAPT) programme	B2	Develop appropriate interventions Deliver training to enable interventions to be delivered	Training on interventions delivered to 30 staff per year	Apr-10 Sep-10	Mental Health Lead, NHS Wiltshire Adult Joint Commissioning Manager, Wiltshire Council
32	Identify and address housing needs of people with alcohol problems (as part of wider substance misuse needs assessment)	B2 Wiltshire Drug Treatment Plan	Completed needs assessment Action plan to address gaps	Support the housing needs of 20 individuals per year	Feb-10 Apr-10	Adult Joint Commissioning Manager, Wiltshire Council

No.	Actions	Cross Ref to Alcohol Strategy/ Other Strategies	Milestones	Outcomes	Milestones Delivery Dates	Lead Officer(s)
33	Develop alcohol treatment pathways between primary care, secondary care and specialist treatment services to reduce hospital admissions	B2/ B5 NI 39 Imp Plan	Agree referral criteria and pathways Agree information sharing protocols	30 individuals referred to specialist treatment services per year	Apr-10 Apr-10	Alcohol and Drugs Delivery Manager, NHS Wiltshire Adult Joint Commissioning Manager, Wiltshire Council
34	Provide information on access to support and treatment services to individuals attended by the Great Western Ambulance Service (GWAS) as a result of an alcohol overdose	B5	Develop information pack Agree process with GWAS Monitor number of packs issued	Information pack available to ambulance crews to issue as required	Sep-09 Sep-09 Dec-10	Chair, Wiltshire Addiction Support Project (WASP)
Interventions for Offenders						
35	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	D1	Review completed Action plan developed to address gaps	25% increase in numbers of offenders receiving support and treatment	Apr-10 Jun-10	Alcohol and Drugs Delivery Manager, NHS Wiltshire Adult Joint Commissioning Manager, Wiltshire Council
36	Ensure information about pathways to resources and services for offenders is promoted appropriately	D3	Flowchart of referral pathways Pathways communicated to all relevant partners	25% increase in numbers of offenders receiving support and treatment	Apr-10 Jun-10	Alcohol and Drugs Delivery Manager, NHS Wiltshire Adult Joint Commissioning Manager, Wiltshire Council
37	Develop use of Parenting Orders that require alcohol education for parents of young offenders with alcohol problems	D1	Train relevant staff in use of Parenting Orders	20% increase in numbers of Parenting Orders issued	Apr-10	Crime Prevention and Substance Misuse Manager for Children and Young People, Wiltshire Council

No.	Actions	Cross Ref to Alcohol Strategy/ Other Strategies	Milestones	Outcomes	Milestones Delivery Dates	Lead Officer(s)
38	Provide alcohol interventions to young offenders whose offending behaviour is linked to alcohol use	B1	Identify relevant young offenders and offer appropriate intervention	100% of relevant young offenders offered interventions 80% attend 70% complete	Apr-10	Manager, Youth Offending Service, Wiltshire Council
39	Provide brief interventions within the criminal justice system through the Alcohol Referral Programme for Offenders and Victims (ARPOV) arrest referral scheme	D5	Reduction in alcohol consumption for all those given brief advice in custody, at 3 month follow-up Reduction in re-arrest rate for alcohol-related offences	330 offenders to complete programme per year 30 victims supported per year 15% reduction in alcohol-related re-offending rate	Mar-11 Mar-11	Community Safety Partnership Manager, Wiltshire Police Adult Joint Commissioning Manager, Wiltshire Council
40	Ensure that the alcohol specific needs identified in the annual prison health needs assessment are met through commissioning appropriate prison services	D4 HMP Erlestoke Prison Health Delivery Plan	Alcohol interventions commissioned and in place	50 prisoners receiving alcohol interventions per year Annual report to Prison Health Partnership Board	Apr-10	Alcohol and Drugs Delivery Manager, NHS Wiltshire Adult Joint Commissioning Manager, Wiltshire Council Head of Interventions, HMP Erlestoke
41	Explore opportunities for streamlining criminal justice system drug and alcohol work, in particular where the Alcohol Referral Programme for Offenders and Victims (ARPOV), Drug Intervention Programme (DIP), Drug Rehabilitation Requirements (DRR) and Priority Prolific Offenders (PPO) overlap	D1	Task and Finish Group to identify opportunities available Review commissioning of relevant services	Service delivery streamlined through review of commissioning	Jan-10 Apr-10	Adult Joint Commissioning Manager, Wiltshire Council

No.	Actions	Cross Ref to Alcohol Strategy/ Other Strategies	Milestones	Outcomes	Milestones Delivery Dates	Lead Officer(s)
42	Plan for the withdrawal of National Offender Management System (NOMS) funding that supports Alcohol Treatment Requirements so that treatment for offenders is mainstreamed (from 2010/11)	D1	Briefing paper for Community Safety Partnership Executive Action plan for transition of Alcohol Treatment Requirements in place Action plan implemented	Funding and delivery of Alcohol Treatment Requirements mainstreamed	Jan-10 Feb-10 Apr-10	Assistant Chief Officer, Wiltshire Probation Area
43	Implement conditional cautioning for alcohol related offences	D1	Implementation plan developed and in place Confirmation that conditional cautioning is in place	Conditional cautioning in place	Mar-10 May-10	Community Safety Partnership Manager, Wiltshire Police
Enforcement and Managing the Night Time Economy						
44	Use the National Intelligence Model to develop co-ordinated action across partner organisations for communities affected by licensed premises and alcohol related incidents	C3 Wiltshire Anti-Social Behaviour Strategy Wiltshire Violent Crime Strategy	Analysis undertaken Action plan in place	Reduction in alcohol related incidents	Oct-09 Dec-09	Chief Superintendent, County Division, Wiltshire Police Service Director Community Safety, Wiltshire Council
45	Develop a dataset and joint practices for addressing alcohol related crime and anti-social behaviour (ASB) to inform the Community Safety Partnership and Community Area Boards, working with enforcement agencies, licensed trade and other operators within the night time economy	C3 Wiltshire Anti-Social Behaviour Strategy Wiltshire Violent Crime Strategy	Information-sharing agreement for monitoring alcohol related crime agreed by partners and stakeholders Collate and review dataset Development of joint practices to address identified issues	Reduction in alcohol related crime and anti-social behaviour	Oct-09 Jan-10 Mar-10	Head of Anti-Social Behaviour Reduction, Wiltshire Council

No.	Actions	Cross Ref to Alcohol Strategy/ Other Strategies	Milestones	Outcomes	Milestones Delivery Dates	Lead Officer(s)
46	Develop joint tasking processes to manage problems associated with licensed premises	C2 Wiltshire Violent Crime Strategy	Review of good practice locally and nationally Agreed joint tasking processes	Reduction in problems associated with licensed premises	Oct-09 Dec-09	Chief Superintendent, County Division, Wiltshire Police
47	Develop data-sharing on alcohol related violence between NHS Accident and Emergency departments/ Minor Injury Units and Wiltshire Police to inform police activity	C3 Wiltshire Violent Crime Strategy	Data sharing protocols in place Monthly collation and sharing of dataset Regular review of police activity	Monthly review and refocus of deployment of police resources	Aug-09 Aug-09 Aug-09	Chief Superintendent, County Division, Wiltshire Police Alcohol and Drugs Delivery Manager, NHS Wiltshire
48	Agree a county-wide Licensing Strategy and enforcement protocols for tools and powers within the Licensing Act and Violent Crime Reduction Act 2006 and the Policing and Crime Bill (when it passes into law)	C1/ C2	Agreed protocols in place Process of routine monitoring of enforcement activity established	Quarterly review of enforcement activity	Dec-09 Apr-10	Service Director Public Protection, Wiltshire Council Chief Superintendent, County Division, Wiltshire Police
49	Review the need for an accreditation scheme for licensed premises	A7	Review undertaken Action plan written	Action plan implemented, if appropriate	Apr-10 Jun-10	Head of Environmental Protection and Licensing, Wiltshire Council
50	Implement joint council and police inspections of door staff	A7	Agree target number of inspections per year Programme of inspections developed	Undertake agreed number of inspections per year	Dec-10 Apr-10	Community Safety Partnership Manager, Wiltshire Police Head of Environmental Protection and Licensing, Wiltshire Council
51	Implement a programme of test purchasing in problem premises	C4 Wiltshire Children and Young People's Plan	Agree target number of test purchases per year Programme of test purchases established	Undertake agreed number of test purchases	Dec-10 Apr-10	Head of Commercial and Consumer Protection, Wiltshire Council

No.	Actions	Cross Ref to Alcohol Strategy/ Other Strategies	Milestones	Outcomes	Milestones Delivery Dates	Lead Officer(s)
52	Run pilot of touch2id scheme (biometric identity card for young people aged 18 to 29) in the Trowbridge area and, following evaluation, roll-out county wide as appropriate	C4 Wiltshire Children and Young People's Plan	Agree project outcomes Pilot in Trowbridge area completed Evaluation completed Decision taken on roll-out based on evaluation Incorporate into Wiltshire Council's Licensing Policy	75% of 18 to 19 year olds, 55% of 20 to 24 year olds and 2% of 25 to 29 year olds on scheme Evaluation report Funding identified for roll-out if appropriate	Oct-09 Jun-10 Sep-10 Dec-10 Dec-10	Chief Superintendent, County Division, Wiltshire Police

Alcohol Strategy Implementation Plan Review and Monitoring

53	Develop a dataset of indicators and reporting mechanisms using data from all agencies involved in implementing the Alcohol Strategy in order to review progress and impact		Dataset produced Dataset monitored by the Alcohol Strategy Implementation Group (subgroup of the Joint Strategy and Commissioning Group for Alcohol and Drugs)	Dataset and reporting mechanisms used to develop quarterly progress report (action 55)	Jan-10 and ongoing to Mar-11	Alcohol and Drugs Delivery Manager, NHS Wiltshire
54	Review content of Alcohol Strategy Implementation Plan		Plan reviewed on quarterly basis by the Alcohol Strategy Implementation Group (subgroup of the Joint Strategy and Commissioning Group for Alcohol and Drugs)	Revision of plan as appropriate	Oct-09 and ongoing to Mar-11	Alcohol and Drugs Delivery Manager, NHS Wiltshire
55	Report on progress and impact of implementing the Alcohol Strategy on regular basis		Quarterly progress report produced with status of each action	Quarterly progress report to the Joint Strategy and Commissioning Group for Alcohol and Drugs	Oct-09 and ongoing to Mar-11	Alcohol and Drugs Delivery Manager, NHS Wiltshire

“In Wiltshire, at least 8,000 young people under-18, and possibly as many as 13,000, are affected by parental problem drinking.”

Strategic Assessment of Alcohol Harm in Wiltshire



Useful Contacts:

Locally in Wiltshire

- **Alcoholics Anonymous Wiltshire**
24 hour helpline
01380 729064
- **Safer Schools Website**
Information, advice and support on a range of issues, including worries about alcohol, for students, parents, carers, teachers and the school community
www.wiltshire.gov.uk/safer-schools
- **WASP (Wiltshire Addiction Support Project)**
Support for those with alcohol and drug problems
12a Duke Street, Trowbridge,
Wiltshire BA14 8EA
07515 851225 or 07525 730586
- **Wiltshire Single Point of Entry**
Referral route (including self-referral) for alcohol specialist support and treatment
0845 603 6993
www.badaservices.org.uk

Nationally

- **Adfam**
For families and friends of alcohol and drug users
0207 553 7640
www.adfam.org.uk
- **Al-Anon**
Self-help groups offering support to families/friends of drinkers
Alateen
For 12 to 17 year olds affected by another's drinking
Helpline open 10am to 10pm every day
0207 403 0888
www.al-anonuk.org.uk
- **Alcoholics Anonymous**
24 hour helpline
0845 769 7555
www.alcoholics-anonymous.org.uk
- **Down Your Drink**
Online programme for people who are worried about their drinking
www.downyourdrink.org.uk
- **Drinkline**
24 hour helpline
0800 917 8282
- **National Association for Children of Alcoholics (NACOA)**
Helpline for children of alcoholics and those concerned with their welfare
Open Mon and Friday 10am to 7pm,
Tues/ Weds/ Thurs 10am to 9pm, and
Sat 10am to 3pm
0800 358 3456
www.nacoa.org.uk
- **NHS Alcohol Know Your Limits**
Website providing alcohol information, advice and guidance
www.units.nhs.uk



Wiltshire Alcohol Strategy and Implementation Plan

2009-11



An electronic version of this document can be found at www.wiltshire.gov.uk/communityandliving/communitysafety.htm

