

HOSC Alcohol Misuse Report –Final update on recommendations implementation (May 2014)

Review Title: Drink Aware? Reducing Alcohol Misuse in Buckinghamshire

T&F Group Chairman:

Date reported to Cabinet:

Date of 6 month interim update: 14th November 2013

Lead Cabinet Member: Patricia Birchley, Cabinet Member for Health and Wellbeing

Lead Officer: April Brett

Recommendation	Agreed Yes/No	Cabinet Response including proposed action	Responsible Cabinet Member	Responsible Officer	Action by date	Update and further proposals Interim 6 month report	Update Final 12month report
1: The Cabinet Member for Health & Wellbeing should ensure opportunities to highlight the risks of excessive alcohol consumption in the home are taken, champion new healthy workplace initiatives, and ensure alcohol awareness raising work is included in any existing or new workplace health initiatives	Yes	<ul style="list-style-type: none"> • The Buckinghamshire County Council Public Health lead chairs and is an active member of the multi-agency alcohol strategy group, which as part of its action plan coordinates a Buckinghamshire alcohol awareness programme. • The cabinet lead will champion alcohol awareness through a range of channels, including with the council and the Health and Wellbeing Board, the BCC newsletter in September (focus older people) and campaign activity in November for alcohol awareness week. • Alcohol awareness promotion in the workplace and alcohol policy guidance will be 	Cabinet member for Health and Wellbeing	A Brett	April 2013	The multi-agency alcohol strategy group has continued to meet regularly. The annual alcohol action plan covers single and multiagency activity on treatment, prevention, community safety and vulnerable groups.	As previously.
				A Brett	Nov 2013	Alcohol is one of the priority 4 lifestyle issues identified in the JSNA and Public Health work programme.	As previously
				A Brett	Feb 2014	A key multi agency action is that of raising public awareness of the risks of alcohol planned for November 2013. This campaign is aimed at adults and with a focus on middle aged professionals. The key messages will be promoted via a number of means including using coffee cup sleeves Several coffee shops (both independent and chain) in Bucks have agreed to	The alcohol campaign was run throughout November with a range of partners and the theme for 2013 'Conversations about alcohol'. Innovative work was carried out with private sector coffee shops to promote three key, thought provoking alcohol messages to help start conversations. All materials for the campaign linked people to the BCC alcohol webpage and there was a significant increase

		produced by the Public Health team with the alcohol strategy group and will be disseminated to relevant partners.				<p>join in. The article on alcohol for the older people focused newsletter (Inform magazine) will be included in a later edition – dependent on feedback. (the September edition was the first Older People focus).</p> <p>Alcohol awareness raising through the November campaign will entail some workplace dissemination. Articles will be going in the Buck CC internal magazine, Bucks Fizz and promoted internally through Swan vision, desktops, etc The production of an alcohol workplace and policy guidance pack is not scheduled for completion until February 2014.</p>	<p>in usage during that period. Alcohol Concern are now themselves interested in using coffee cup sleeves for their Dry January Campaign approach.</p> <p>An article for the June newsletter is planned.</p> <p>Articles were placed in all of the stated channels and widely across partners agencies.</p> <p>The Healthy Workplace alcohol pack is an electronic guide and will be a resource on the alcohol webpage and linked to the BCC wellbeing page. Alcohol IBA has been made available to Occupational Health.</p>
2: Buckinghamshire County Council's Employee Wellbeing Strategy should include a comprehensive approach to promoting sensible drinking.	Yes	Aligned with the Public Health and Wellbeing Strategy, the Buckinghamshire County Council's Employee Wellbeing Strategy will, among its other aims, address the 'big four lifestyles' – physical inactivity, alcohol misuse, unhealthy eating and smoking. With regards to alcohol consumption, the strategy seeks a comprehensive approach to raise awareness of the risks and implications of	Cabinet Member for Finance and Resources	Isobel Ellison	Dec 2013	<p>The Free alcohol IBA training organised by Public health has been promoted to the workplace wellbeing lead at BCC for People Asset Management (PAM). PAM Assist widely promoted through internal communications and the intranet. PAM Assist's Account Manager held a successful promotional event in County Hall on 20th September. PAM's first drop-in 'Know Your Numbers' Clinics which will check blood pressure, cholesterol and weight as well</p>	<p>A drop-in 'Know Your Numbers' Clinics is currently being promoted. This will be run with PAM, to check blood pressure, cholesterol and weight as well as address the 'big four lifestyle' factors: alcohol consumption, diet, exercise and smoking planned to take place on 15 May 2014 in Aylesbury. A PAM nutritionist will be on attendance at the event to give employees guidance and advice.</p> <p>Aim to run a similar event in</p>

		<p>regularly/repeatedly drinking over the recommended guidelines and will actively promote sensible drinking.</p> <p>Actions include: working with our Occupational Health Provider (HML) to organise awareness campaigns; health checks carried out by the HML nurse which address levels of alcohol consumption; the opportunity to access Identification and Brief Advice (IBA) through HML; advice and signposting being accessible on the staff intranet and the Employee Assistance Programme to be more widely promoted.</p>				<p>as address the 'big four lifestyle' factors: alcohol consumption, diet, exercise and smoking will take place in January 2014 in Aylesbury and High Wycombe.</p> <p>UPDATE (May 2014): <i>note these did not happen because of other pressures regarding bedding in the new occupational health contract with PAM.</i></p>	<p>Wycombe Offices depending popularity of the Aylesbury event.</p> <p>BCC Wellbeing Champions (self-nominated) have been identified for each Service area. The first induction and training session took place on 24 March 2014. They have a role in encouraging employee engagement across all of the Wellbeing objectives. They will have a role in cascading Wellbeing messages out and promoting/encouraging attendance at other local initiatives, including alcohol awareness and information on campaigns.</p> <p>Wellbeing met with Public Health in March as part of the Wellbeing strategy. They are offering free places on a 2 ¾ hour training for the BCC Occupational Health Adviser (PAM) as an initiative signed off by our members. The intention is that they are made better aware of the warning signs of alcohol. This should greatly increase opportunities for early identification at the point of employee referrals.</p> <p>In addition it had been agreed that wellbeing would help / support as and when needed on national public health campaigns such as Dry</p>
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							January and Alcohol Awareness Week in Nov 2014.
3: That the Alcohol Strategy Group with the strategic support of the Healthy Communities Partnership works with hospital trusts and South Central Ambulance Services to improve the availability of data on alcohol related presentations, and consider the provision of an alcohol liaison nurse at A&E.	Yes	<ul style="list-style-type: none"> The Public Health Team will work with South Central Ambulance Service and with Buckinghamshire Healthcare Trust – which is already sharing some information with the Safer and Stronger Bucks Partnership- to explore the potential to make progress on the recommendations in the College of Emergency Medicine Guidelines on information sharing in relation to community violence. Exploration of the need for a designated role for an alcohol liaison nurse will be taken forward by public health with relevant partners and commissioners. 	Cabinet member for Health and Wellbeing	Tracey Ironmonger/ A Brett	Oct 2013	<p>Public Health have liaised with South Central Ambulance service in the provision of quarterly information aligned with the required nationally recommended (DH) community violence shared information.</p> <p>Public health have liaised with BHT so that A&E attendance data is now collated and supplied on a regular basis both to Public health and directly to Thames Valley Police HQ for relevant dissemination. This information covers the required recommended community violence information and it also includes where alcohol has been involved. Public health will collate and produce an annual summary report for the Safer and Stronger Partnership.</p> <p>Public health have liaised with relevant partner commissioners to ensure the inclusion of a Specialist Alcohol and Drugs Link Nurse (SADLN) in the psychiatric in reach liaison service (PIRLS) based at A&E, The role is to provide liaison and coordination between the patient, the acute hospital and specialist addiction treatment services.</p>	<p>The next update of data is awaited from BHT.</p> <p>Public health is preparing a summary report highlighting key data for sharing with the Safer and Stronger Partnership.</p> <p>A nurse has been recruited to this post.</p>

<p>4: That the Healthy Communities Partnership collaborates with district councils to identify how collection of licensing data can be improved and how it can be used and shared by partners of the Alcohol Strategy Group</p>	<p>Yes</p>	<ul style="list-style-type: none"> • The Public Health Team, with the Healthy Communities Partnership, will discuss with other responsible authorities the alcohol related data that is currently available and agree how it could be best shared. • Given the current constraints in relation to the data, and the limitations this places on making a representation against any license request, the Public Health Team will agree with the licensing authorities which - if any license applications - the licensing authorities would like the Public Health Team to give specific attention to. 	<p>Cabinet member for Health and Wellbeing</p>	<p>Tracey Ironmonger/ A Brett</p>	<p>July 2013</p>	<p>A meeting was held between public health and Licensing officers to discuss how to best share information and the public health role with regards to licensing applications. It was agreed that given the continued focus on public safety and nuisance with regards to the 4 main licensing objectives intelligence will be shared as and when relevant and available.</p>	<p>There is liaison between Public Health and licensing leads.</p> <p>Where feasible general alcohol information will be shared.</p>
<p>5: Following any changes to licensing legislation, particularly concerning any public health objectives, the Alcohol Strategy Group should work in partnership with district licensing departments to agree an action</p>	<p>Yes</p>	<p>Following any changes to licensing legislation, particularly concerning any public health objectives, the Public Health team will work with the alcohol strategy group and district licensing departments to agree an action plan on how the changes are applied locally.</p>	<p>Cabinet member for Health and Wellbeing</p>	<p>Tracey Ironmonger/ A Brett</p>	<p>Depends on outcome from recent national consultation</p>	<p>There have been no changes to licensing legislation with regards to the inclusion of a health objective.</p>	

plan on how the changes are applied locally.							
6: That the Alcohol Strategy Group includes in its action plan for 2013/14 the exploration of options to increase engagement and partnership working with off-trade premises (off licenses and supermarkets), and strengthen their contribution to the local alcohol strategy and campaign work.	Yes	The Public Health team and the Alcohol Strategy Group will explore the feasibility of increasing the contribution of off-trade premises in the local alcohol strategy action plan and in relation to campaign work.	Cabinet member for Health and Wellbeing	A Brett	June 2013	The strengthening of work with off trade premises was and continues to be explored by alcohol strategy partners. For example Trading Standards in their role and Licensing officers continue to work with them. We are building on working with supermarkets in alcohol awareness raising, starting with one in Aylesbury in conjunction with the campaign planned for November.	With the refresh of the alcohol strategy in preparation for 2015/16 further exploration of work with the off trade and licensing and public health will be continued.
7: The County Council and Health and Wellbeing Board should lobby Government to introduce public health as a fifth licensing objective, permitting health to be a consideration in all premises licensing decisions.	Yes	The County Council will take appropriate opportunities to lobby government when they arise.	Cabinet member for Health and Wellbeing	April Brett	On-going	Opportunities will be explored when feasible/ as they arise	