

Title:	Director of Public Health Annual Report Alcohol and Us
Date:	5 September 2019
Report of:	Director of Public Health Dr. Jane O'Grady
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Purpose of this report:

This report presents the Director of Public Health Annual Report and asks the Health and Wellbeing Board and its member organisations to identify the actions they will take in response to the recommendations in the report.

Summary of main issues:

It is a statutory duty for the Director of Public Health to produce an annual report on the health of their population. The report is an independent report for all partners in Buckinghamshire.

The theme of this year's annual report is the impact of alcohol on the health and wellbeing of our residents. This is particularly relevant at a time when it is estimated that more than 1 in 4 adults in Buckinghamshire drink at levels above the Chief Medical Officer for England guidelines. This equates to more than 100,000 adults in Buckinghamshire who are at risk of damaging their health. Most of these people are not dependent on alcohol and may not realise they have a problem.

The focus of this report is closely aligned to the following priorities in the Buckinghamshire Health and Wellbeing Strategy:

- Priority 1: Give every child the best start in life.
- Priority 2: keep people healthier for longer and reduce the impact of long term conditions.
- Priority 4: Protect residents from harm.
- Priority 5: Support communities to enable people to achieve their potential and ensure Buckinghamshire is a great place to live.

Alcohol is widely consumed, legal and widely available and has been part of the social fabric of life for many years in England. However it also contributes to a wide range of physical and mental health problems including breast and bowel cancer, heart disease, stroke, liver disease, depression and dementia. From a health perspective there is no "safe" level of alcohol consumption only lower risk drinking. The more people drink, the higher the risk of developing problems. Alcohol is the third leading risk factor for death and disability after smoking and obesity.

Alcohol misuse doesn't just affect the individual who is drinking too much but impacts on the people around them including their children and families and the wider community. Alcohol misuse contributes to domestic violence and child abuse, violent crime and road traffic accidents and deaths. The total national annual cost of alcohol to society is £21 billion, including £11bn on alcohol related crime, £7.3 billion due to lost productivity and £3.5 billion to the NHS.

Addressing the harms from alcohol requires national and local action. The report sets out an overview of alcohol in Buckinghamshire and the harms it can cause and includes stories from Buckinghamshire residents about the impact alcohol has had on their lives as well as stories from frontline staff about the issues they see due to alcohol in Buckinghamshire.

The report includes information about what services are available in Buckinghamshire and links to useful resources.

It aims to stimulate conversation and action across partners and communities in Buckinghamshire to increase awareness of safer drinking levels and what we can do to help reduce the harms from alcohol. There is a role for all partners in this, but particularly for frontline staff in health and social care to routinely ask the simple questions that might result in someone getting the help they need and changing their life for the better.

The recommendations in the Director of Public Health Annual report are:

1. Continue to develop multi-agency communications campaigns to:
 - Promote current advice on safer drinking.
Raise awareness of the particular risks of drinking in groups at greater risk of harm (pregnant women, adults aged over 65 and young people).
 - Promote the benefits of a completely alcohol free childhood.
 - Promote the full range of services available.
2. Ensure that schools are prepared for the implementation of the statutory Health Education element (which includes education on alcohol) of the Personal, Social Health and Economic education, (PSHE curriculum).
3. Increase the knowledge and provide training for key frontline staff on the health risks and wider risks of alcohol and the importance of assessing alcohol intake.
4. Roll out training on identification and brief advice (IBA) across the health and social care integrated care system (ICS) and ensure all ICS partners have processes for assessing and recording alcohol intake through the use of the Audit C tool and increase early referral to appropriate services.
5. Undertake engagement work with target groups to increase uptake of alcohol treatment and support services for under-represented groups.

6. Continue to develop and improve services for those with co-existing substance misuse and mental health problems.
7. Implement shared care for alcohol misuse between primary care and specialist services across Buckinghamshire.
8. Work with partners to promote safe drinking in their employees.

Recommendation for the Health and Wellbeing Board:

- The Health and Wellbeing Board is requested to note the Director of Public Health Annual Report and endorse the recommendations.
- Members of the Health and Wellbeing Board are requested to identify how their organisations can contribute to reducing the harms of alcohol and the actions they can take to help deliver the recommendations.
- Members of the Health and Wellbeing Board are asked to ensure that appropriate individuals from their organisations contribute to the development of an action plan on alcohol through the Buckinghamshire Substance Misuse Strategy group and the refresh of the Buckinghamshire Substance Misuse Strategy and action plan.
- Ensure representatives from their organisations participate in the workshop on 17 October 2019 to explore how to increase referrals to specialist substance misuse services.
- The health and wellbeing board monitor the implementation of the recommendations of this report and receive regular updates from partners on progress.
- Note that tackling alcohol misuse will be a key part of the Buckinghamshire Integrated Care Partnership prevention plan.

Background documents:

Report Links:

DPHAR Full Report:

<http://www.healthandwellbeingbucks.org/resources/Councils/Buckinghamshire/public-health/DPHAR/DPHAR-v13-2019.pdf>

Key Messages Report:

<http://www.healthandwellbeingbucks.org/resources/Councils/Buckinghamshire/public-health/DPHAR/DPHAR-key-messages-v5-2019.pdf>