

Alcohol in Rotherham

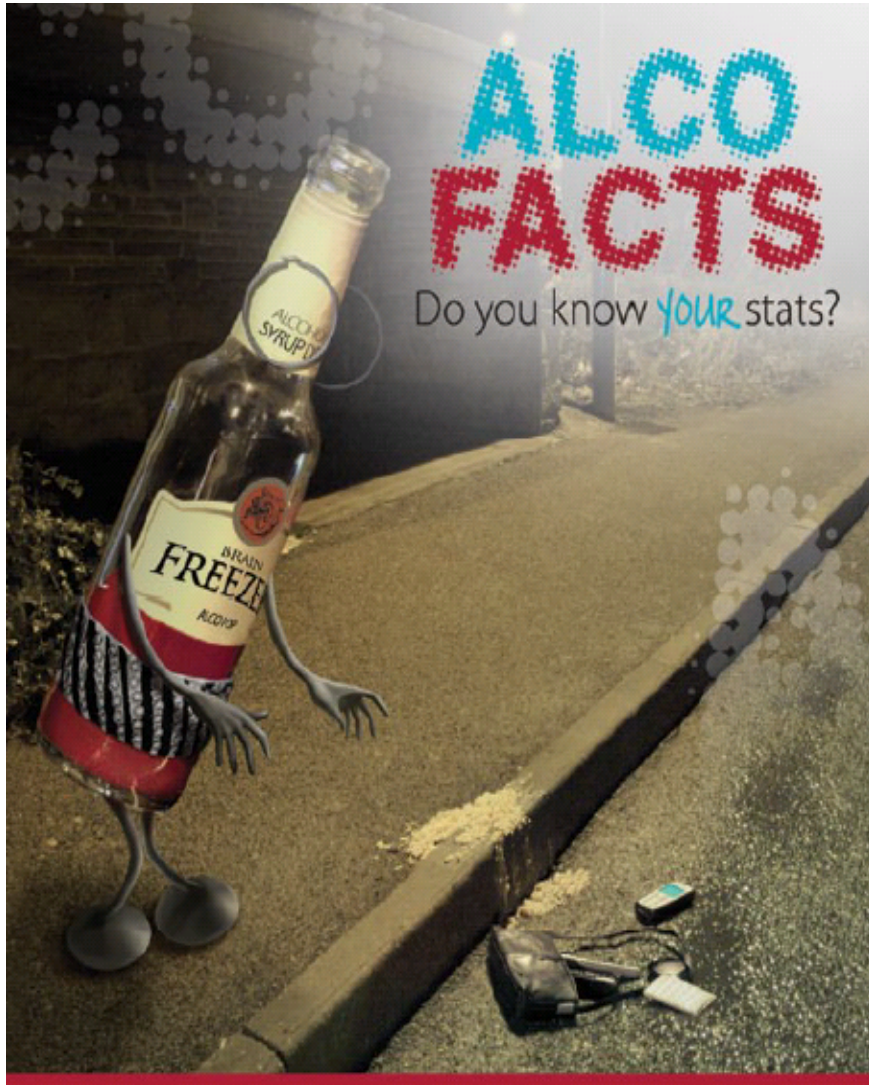


Anne Charlesworth
Partnership Lead, Public Health

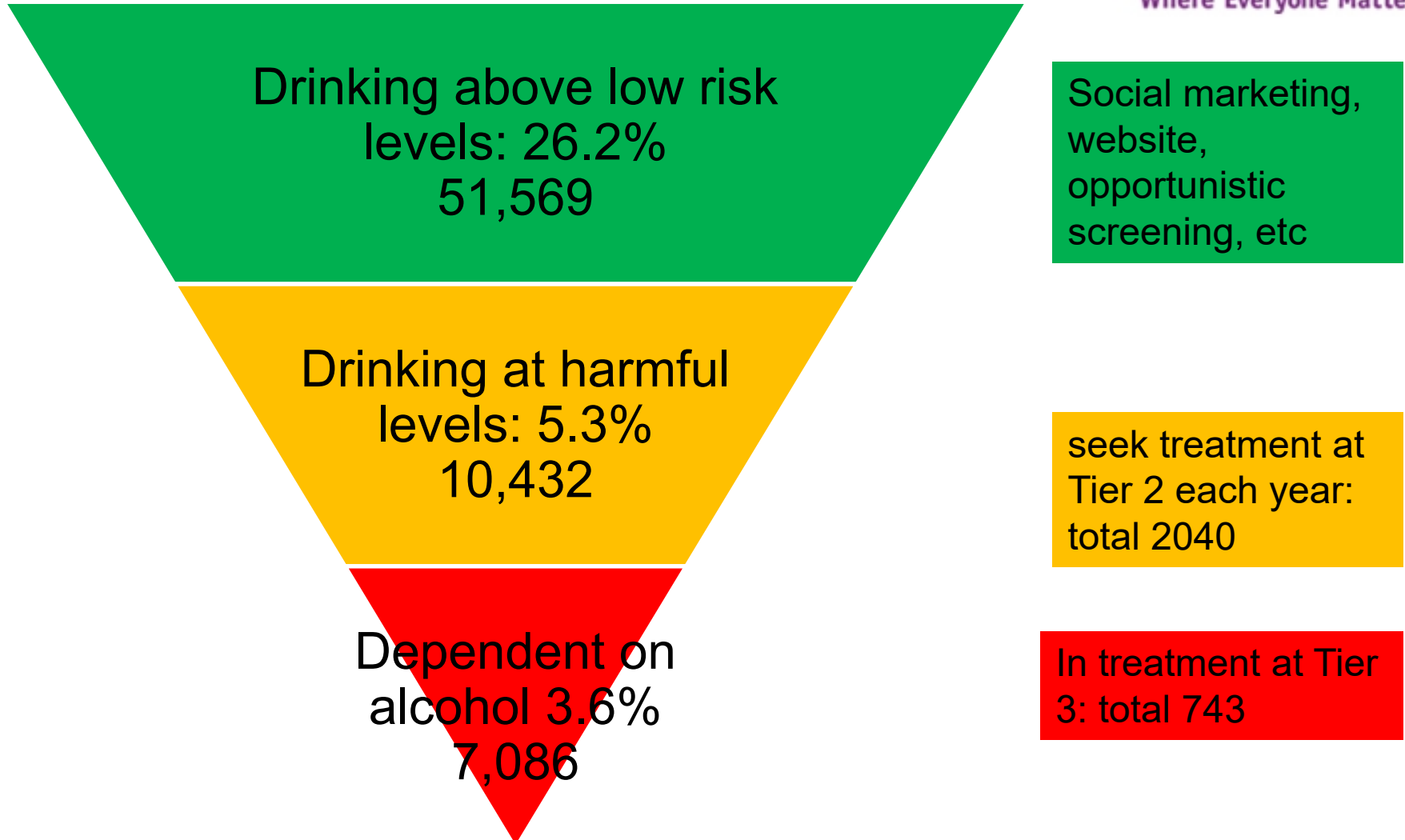
THE VISION

- One in 4 of Rotherham's adults drink above recommended safe levels
- To challenge the culture of binge drinking
- To deliver the messages about risks to those adults who drink at risky levels

BINGE DRINKING



ROTHERHAM ADULT POPULATION



NATIONAL STRATEGY

- change behaviour so people think it is not acceptable to drink in ways that cause themselves or others harm
- reduce alcohol-fuelled violent crime
- reduce the number of adults drinking above NHS guidelines
- reduce the number of people 'binge drinking'
- reduce the number of alcohol related deaths and
- sustain reduction in both the numbers of 11-15 years olds drinking and the amounts they consume

*The Government's
Alcohol Strategy*

Local Strategy, lead By South Yorkshire Police and Public Health, which also reports to Safer Rotherham Partnership

Programme of alcohol social marketing interventions, using the 'single message' including E learning packages and workplace interventions

Trialling Community Alcohol Partnerships

Identification of premises which cause problems and taking effective partnership action

Identifying individuals who cause repeated issues eg, using Fixed Penalty Notices to attend alcohol awareness

TREATMENT SYSTEM PRIORITIES

To increase numbers seen in primary and secondary care by

- Increased screening in GP practices – now also in health check
- Re-commission Tier 2 provision , and include more work on population awareness, screening and workplace initiatives
- Gaps in provision against NICE Guidance
- Keeping waiting times low
- Payment by Results – Rotherham is one of only 4 national pilots

ALCOHOL RELATED HOSPITAL ADMISSIONS

53,689 alcohol related hospital admissions

Significantly higher than the England average

Between 2010-11 and 2011-12 Rotherham's rate has increased

28,827 A&E

The relative position in terms of all 326 local authorities has remained the same (in the highest 25% of rates)

6,587 in-patients

Mortality from chronic liver disease – Rotherham's rate is similar to England (not statistically different)

18,257 out-patients

In 2010-11 Rotherham's rate was lower than England but increased in 2011-12 and is now higher than England (but still similar). Rotherham ranks in the highest 50-75% of all local authorities (quartile 3)

HOSPITAL

Hospital based services – one of the DH ‘hi impact changes’

Already have an A and E pathway targeting young people.

One specialist nurse working on admissions

Work with Ambulance service and RFT on ‘frequent flyers’ and high volume users of hospital front line services. Some are already known to services but not all.

Protocol which allows those detoxing to be discharged early to their GP

CCG proposing to invest in a new service . Business case for potential investment to be produced for CCG by mid February, for a new service to offer interventions at the point of admission for all patients

OPPORTUNITIES

Every Organisation has to recognise the costs of Alcohol and Contribute to prevention

The Public Health Budget may offer opportunities to increase prevention , there has been no budget for this in the past

How is each organisation addressing the issue through the themes

Prevention and Early Intervention

Expectations and Aspirations

Dependence to Independence

Healthy Lifestyles

Long Term Conditions

Poverty