Preventing harm to children and young people from alcohol consumption

Inputs

Stakeholders:

- Alcohol outlets
- Ambulance Service
- Fire Service
- GPs
- Hospital
- NAS
- Neighbourhood teams
- Police
- Public Health
- Schools
- Trading standards
- Youth Service
- Etc..

Activities

Community mobilisation:

- Community Alcohol Partnerships
- Making every contact count
- Think Family
- Call it a night

Counter marketing:

- Staff having contact with children trained in alcohol education
- Single message
- Call it a night
- National alcohol awareness week

School based prevention:

- Reduce pupil absence
- PSHE
- Teachers trained in alcohol education (including young person's screening tool)

Policy and regulatory action:

- Responsible retailer scheme
- Section 106 agreements

Treatment Services

- Test purchasing
- LicenseWatch
- Op Conquer
- Use of AUDIT-C in Family CAF

Outputs

Completed activities to reduce and counteract harmful drinking messages

Completed activities to delay onset of alcohol use and disseminate sensible drinking messages

Completed activities to restrict sales of alcohol to under-18s, including proxy sales and supply of alcohol by parents.

Completed activities to increase education in schools about the single message – to include screening tool

Completed activities to influence policy and regulatory landscape

Targeted first at the 11 deprived

areas

Outcomes

Short-term

Increased knowledge of, sensible drinking message and improved attitude towards alcohol use. Increased support for policies to prevent harm to children and young people from alcohol consumption

Increased proportion of workforces- trained in every contact counts.

Increased enforcement of restrictions of sales of alcohol for consumption by under 18s

Increased alcohol policies and programs in schools including awareness raising via school parents evenings

Reduced alcohol industry influences

Complete borough-wide participation in "Responsible Retailer schemes

Increased number of established Community Alcohol Partnerships

Intermediate

Reduced susceptibility to harmful experimentation with alcohol – reduction in child A&E attendances due to intoxication

Reduction in the alcohol consumption profile of parents of children receiving any social care intervention

Increased numbers of problem drinkers entering and successfully completing treatment

Decreased anti-social behaviour associated with alcohol consumption

Decreased access to underage sales

Ease of access for frontline workers to specialist advice about problem drinking in children and young people

Shift of focus towards prevention and early intervention

Long-term

Young people lead healthier lifestyles

Positive perception of night economy

Reduced drink driving

Increased perception of safe community

Reduction in domestic violence

Reduced alcohol related mortality – liver and heart disease, accidental death

Not measurable

Narrative

Measurable

Reducing harm to adults from alcohol consumption

Inputs

Stakeholders:

- Alcohol outlets
- Ambulance Service
- Fire Service
- GPs
- Hospital
- Neighbourhoods and Adult Services
- Police
- Public Health
- Trading standards
- •

Activities

Community mobilisation:

- Community Alcohol Partnerships
- Making every contact count

Counter marketing:

- Call it a night
- Single message pack

Workplace and community based prevention:

• Making every contact count

Policy and regulatory action:

- Responsible retailer scheme
- Section 106 agreements
- Test purchasing
- LicenseWatch
- Best Bar None
- Treatment Services
- Minimum alcohol pricing
- Op Conquer
- Use of AUDIT-C in Family CAF
- Making every contact count

Outputs

Completed activities to reduce and counteract harmful drinking messages

Completed activities to disseminate sensible drinking and pro-health messages

Completed activities to train workforce in making every contact count

Completed activities to lobby for minimum alcohol pricing and loss-leading promotions

Targeted first at the 11 deprived areas

Outcomes

Short-term

Increased knowledge of, sensible drinking message and improved attitude towards alcohol use. Increased support for policies to reduce harm to adults from alcohol consumption

Increased proportion of workforces- trained in every contact counts.

Complete borough-wide participation in "Responsible Retailer" and "Best Bar None" schemes

Communication plan developed and implemented

Increased numbers of brief interventions in primary care and other settings

Increased number of established CAPs

Intermediate

Reduced admissions to hospital related to alcohol

Prevention and Early intervention of problem drinking

Increased numbers of problem drinkers entering and successfully completing treatment

Reduced alcohol consumption profile of patient entering specialist treatment services

Reduced numbers of people carried drunk by Ambulances

Increased unit price of alcohol

Reduced hospitalisation and complications of people with LTCs related to alcohol

Increased compliance with section 27 FPNs and attendance at binge drinking course

Long-term

Adults lead healthier lifestyles as a result of a change in behaviour to think that it is not acceptable to drink in ways that could cause harm to themselves or others

Positive perception of night economy

Reduced drink driving

Increased perception of safe community

Reduction in domestic violence

Reduced alcohol related mortality – liver and heart disease, accidental death

Not measurable

Narrative

Measurable