

Public Health
Annual Report

2013-2014



DRINKING LESS
and
LIVING LONGER

ACKNOWLEDGMENTS

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The Annual Report Editorial Board would like to acknowledge and thank all of those who contributed to the production of this year's report.

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Foreword

It gives me great pleasure to welcome you to the first Public Health Annual Report written exclusively for the Borough of Halton. This year has proved a very dynamic and exciting time for Public Health to work with others and achieve improved health outcomes and a reduction in health inequalities. We transferred from the NHS to Halton Council in April 2013 and were warmly welcomed by local elected Members and well supported by the Council Leader, Rob Polhill and the portfolio holder for Health and Wellbeing, Cllr Marie Wright.

As Director of Public Health I have had the opportunity to build a new, strong, professional team that has integrated environmental health and trading standards as part of its core function. We are working with colleagues from Policy and Resources, Children's Services and Communities to provide earlier help and prevention so we do not just deal with the results of poor health but enable people to stay well. We are continuing to work closely with NHS commissioners especially Halton's Clinical Commissioning Group on their mission to provide a new model of health care. Wider partnerships with the voluntary and private sector have encouraged us to be innovative and commission cutting edge high tech solutions to work with schools. We are also working with local communities to build community participation and resilience so that people can look after their own health.

During our first year within the Council we have worked in partnership to produce Halton's Joint Health and Wellbeing Strategy, an ambitious plan to improve the health of Halton residents.

For the **individual**, drinking above recommended guidelines risks a future burdened by illnesses such as cancer, liver cirrhosis and heart disease, and a taste for alcohol can turn all too easily into dependence.

For local **families**, alcohol can lead to relationship breakdown, domestic violence, child neglect and poverty.

For our **communities**, alcohol can fuel crime and disorder, transform town centres into no-go areas and impact on our local economy.

I have chosen to highlight the work being undertaken in Halton to reduce alcohol-related harm in my annual report this year as it demonstrates the importance of working in partnership and what can be achieved when organisations work together across professional boundaries.

Halton has been chosen as one of only twenty areas in the country to be awarded the status of being a "Local Alcohol Action Area" (LAAA). This award provides us with support from the

Home Office and Public Health England during 2014 to address the harm from alcohol in Halton across three areas – promoting health, reducing alcohol-related crime and anti-social behaviour, and diversifying the night time economy. Halton's public health team are leading on this project working closely with colleagues from health, the community safety team and Cheshire Police.

In addition my public health team is currently leading on the development of a local alcohol harm reduction strategy for Halton.

This year's annual report describes how we are working in partnership to reduce alcohol-related harm in Halton, identifies areas where further progress is required and makes recommendations for future actions.

I hope you enjoy reading the report.

E O'Meara

Eileen O'Meara
Director of Public Health
Halton Borough Council



Cllr Rob Polhill
Halton Borough
Council Leader



"In Halton we have long recognised the important role local government plays in protecting and improving the health and wellbeing of our residents. I am delighted that public health is now an integral part of the council, and fully endorse this year's annual report and recommendations. Tackling alcohol-related harm is vital in order to promote the health and safety of our local residents".

What is the problem with alcohol?

Alcohol misuse damages health, drives crime and anti-social behaviour, harms children and families and creates huge costs for the NHS, Local Authority and the Police.

HOW ALCOHOL AFFECTS YOUR BODY (and how to avoid the side-effects)

It's worth being aware of some of the side effects your body experiences if you often have a few more drinks than you should. The effects are very similar for men and women and the solution is the same: drink in moderation, keep to the guidelines.

1 Brain

Alcohol is a depressant so it slows down the brain. Cutting down may help you feel less depressed and less anxious, and by not drinking over the guidelines, you'll avoid long-term damage to your memory.

2 Breasts (women)

Drinking alcohol increases your risk of developing breast cancer. One study showed that breast cancer increased by 6% for each 10 grams of alcohol you drink, that's slightly over a unit of alcohol a day. Staying within the guidelines when you drink will lessen that risk.

3 Heart

Frequently drinking too much can damage this very important pump and put you at risk of heart disease. Keep your drinking to within the guidelines and you're less likely to cause damage.

4 Blood pressure

One in three adults in the UK has high blood pressure - and regularly drinking too much is one of the most common reasons. Drink less to keep your blood pressure down and reduce your risk of having a stroke or heart attack.

5 Stomach

Your stomach will thank you for cutting back on the booze. In the short term, drinking over the guidelines can cause sickness and nausea and sometimes diarrhoea. In the long term, it's also associated with a higher risk of stomach cancer.

6 Pancreas

The pancreas produces digestive juices and hormones, like insulin, that are involved in digestion and blood sugar regulation. Regularly drinking too much can cause pancreatitis, which is a serious condition caused by your pancreas becoming inflamed. Damage caused by pancreatitis can also trigger the development of diabetes. Moderation is key.

7 Liver

Your liver converts food into energy and helps get rid of waste products. It also plays a vital role in fighting infections. When your liver is damaged, you normally won't know about it until things get serious. Regularly drinking over the unit guidelines can increase your risk of developing liver disease and cause irreparable damage.

8 Bowel

Bowel trouble and alcohol are closely linked. Alcohol can trigger symptoms of irritable bowel syndrome and studies have shown even small amounts of alcohol can increase the risk of bowel cancer.

9 Bladder

If you find yourself peeing the night away, it's because alcohol's a diuretic. It makes your kidneys empty out more than is going in. To save yourself some toilet trips, have a few less alcoholic drinks. If you are peeing lots, it will make you dehydrated so drink water.

What are the unit guidelines?

The government advises that men should not regularly drink more than 3-4 units of alcohol a day and women 2-3 units of alcohol a day. 'Regularly' means drinking every day or most days of the week.



Women: Reproduction

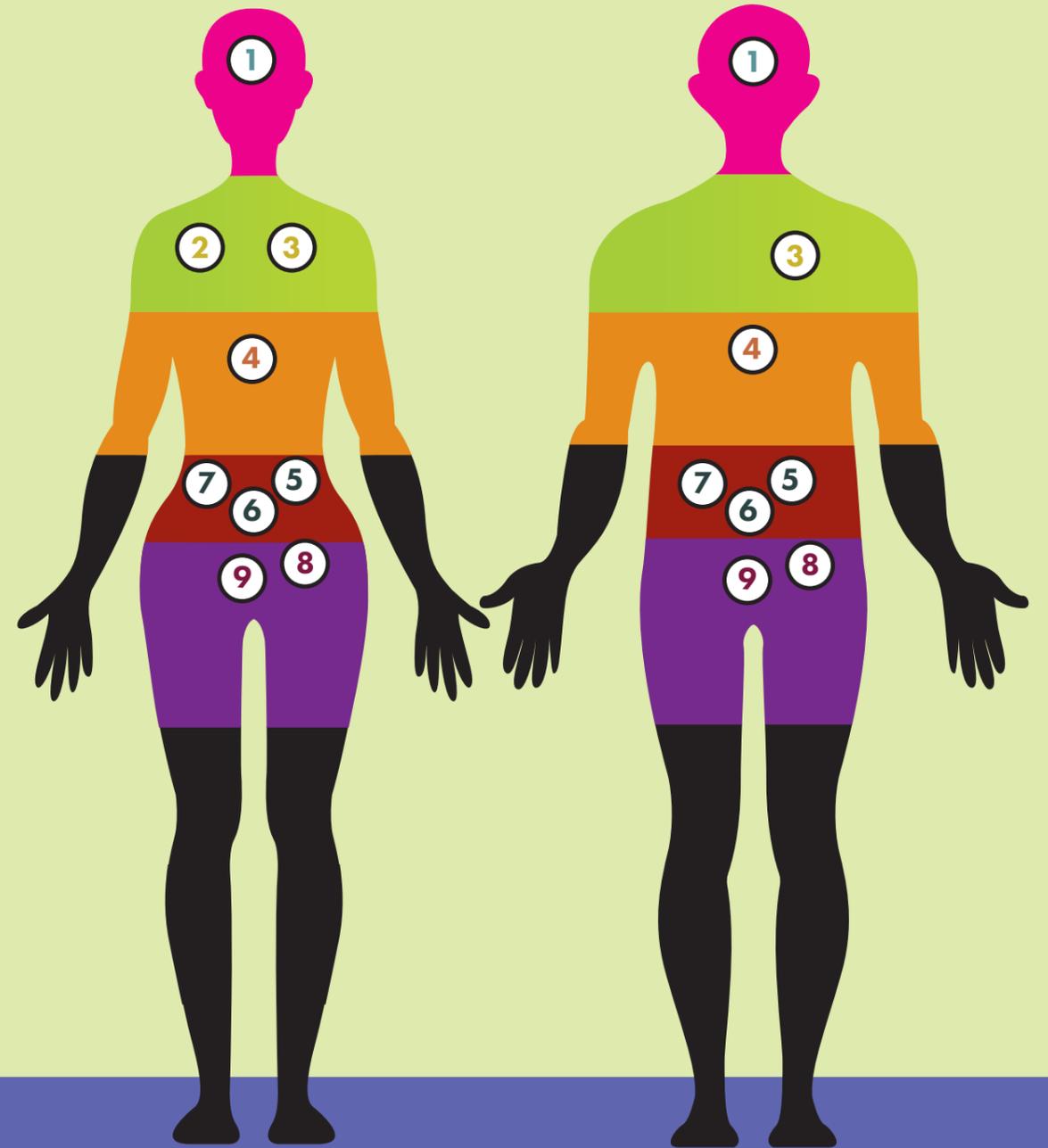
If you're trying for a baby, the government's advice is to avoid alcohol as it can affect your menstrual cycle and reduce the chance of conceiving. If you are tempted to have a drink to get you in the mood, maybe just try some Barry White instead.

Women: Pregnancy

If you're pregnant, congratulations! It's recommended that to keep your baby safe, you avoid alcohol altogether. If you do choose to drink, the government's advice is to not have more than one to two units of alcohol once or twice a week, and not to get drunk.

Men: Reproduction

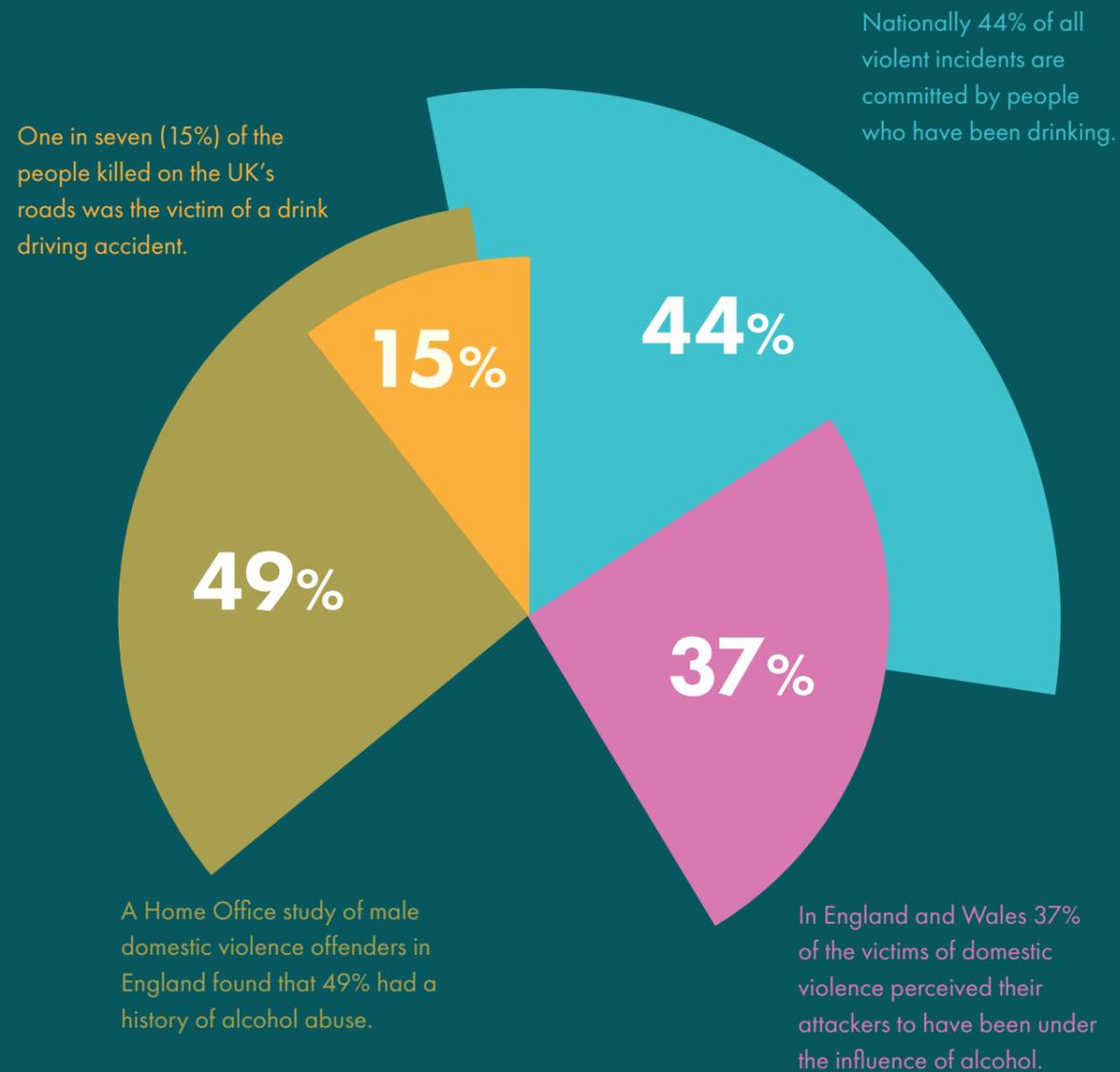
Feeling less amorous than you used to be? Alcohol reduces your testosterone levels. Your sperm can also take a dip in performance, losing quality, structure and movement. If you want to get those swimmers back to gold-standard, skip the extra drinks.



If you want to know more about any of these, there's plenty of information at drinkaware.co.uk

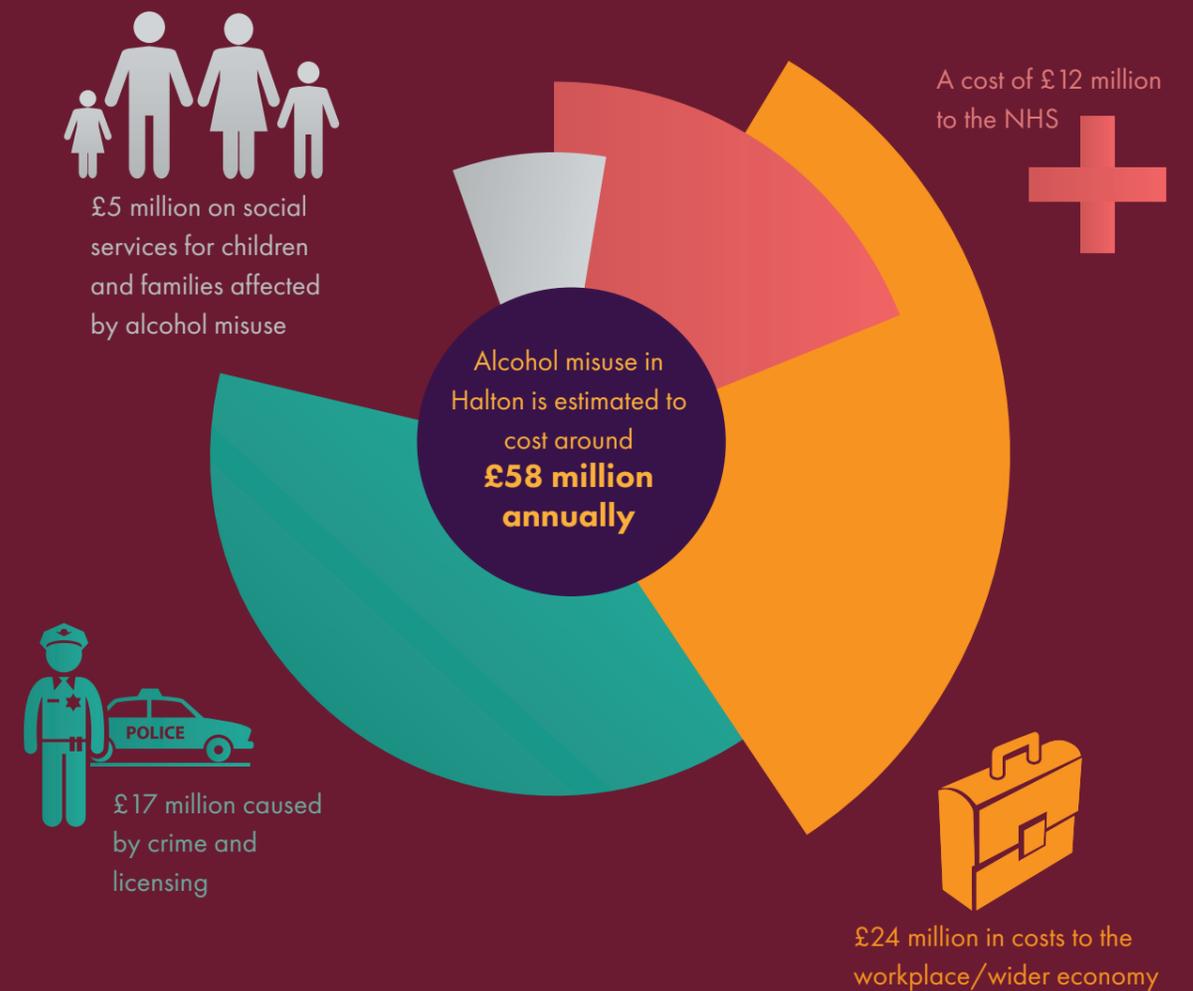
How alcohol affects crime and community safety

Although the number of violent crimes in England and Wales has fallen over the last 15 years, the proportion committed under the influence of alcohol has not.



The financial cost of alcohol misuse

Alcohol misuse in England is estimated to cost society around £21.3 billion annually. The cost of alcohol misuse in Halton is £58 million, or £461 per person. This is a large bill we simply cannot afford to keep paying when we need to be protecting our front line services.



Taking action across the life course in Halton

The harm caused by alcohol is not a problem of any particular sector of our community. It is a problem that cuts across all ages. That is why this year's annual report is written from a life course perspective. As outlined in the figure below alcohol-related harm can start before birth and affect us at each stage in life.

It is clear that the impact of drinking alcohol on public health and community safety in Halton is so great that radical steps are needed to change our relationship with alcohol. The chapters below outline the actions being taken locally to reduce alcohol-related harm across the life course and make recommendations for the future. We have also included a communities chapter to cover issues that affect people of all ages e.g. crime and community safety, alcohol availability and price. The emphasis of this report is on preventing the harm from alcohol by intervening as early as possible in order to reduce alcohol-related harm.



Starting well

- Each year in Halton around 1,600 women become pregnant.
- Of these women around 1,300 (80%) were drinking before pregnancy.
- Around 500 women (40% continue to drink during pregnancy, potentially putting the health of their baby at risk.

Growing well

- Around 2,500 (just over 40%) of 14 to 17 year olds in Halton drink at least once a month.
- 62 under 18 year olds living in Halton were admitted to hospital due to alcohol between 2010 and 2013.
- Around 200 children in Halton have a parent who is in treatment due to an alcohol or drug misuse problem.

Living well

- Two in three adults in Halton drink alcohol. This is higher than both the average rate for the whole of Merseyside and England.
- In 2013/14 there were over 1,000 hospital admissions among Halton residents aged 18 to 64 due to alcohol (all admissions with some people admitted multiple times).
- Between 2009 to 2013 there were 60 alcohol-related deaths in Halton.

Ageing well

- Around 3500 (18%) people aged 65 and over drank alcohol on 5 or more days in the last week; more than any other age group.
- During 2013/14 there were over 200 hospital admissions among Halton residents aged 65 and over due to alcohol (all admissions with some people admitted multiple times).
- Between 2009 and 2013 there were 17 deaths due to alcohol among people aged 65 and over in Halton.

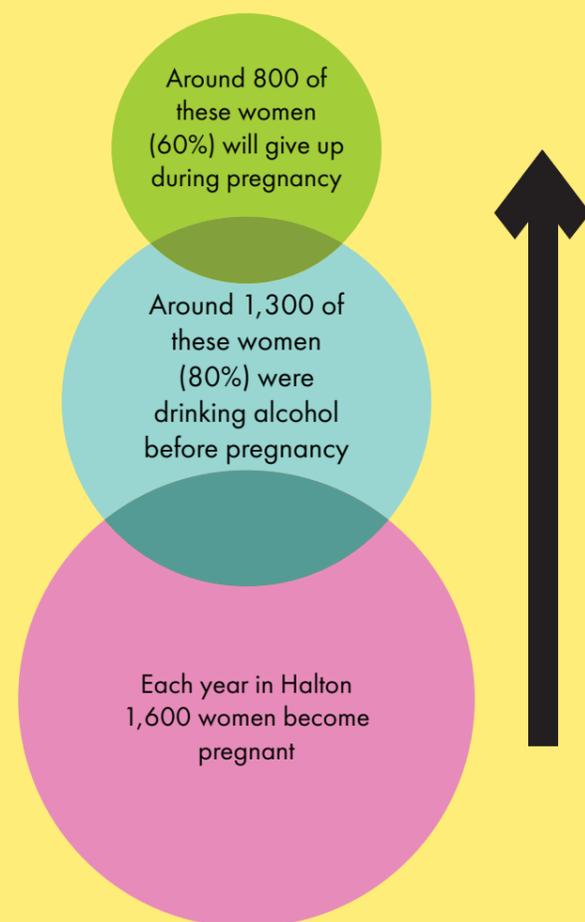


Promoting An Alcohol Free Pregnancy

chapter **1**

The Halton picture

There is no local data showing the number of women who drink in pregnancy or the quantity they consume. To estimate the drinking during pregnancy we can apply national rates to our local population. It is clear there is still work more work required to ensure local Halton women do not drink during pregnancy.



We don't know how much alcohol is safe to drink in pregnancy. The healthiest and safest option is therefore for women not to drink when trying for a baby or when pregnant. Reducing or stopping drinking alcohol at any point during pregnancy can make a positive difference to the health of your baby.

Foetal alcohol spectrum disorder (FASD)

Foetal alcohol spectrum disorder is the umbrella term for a range of preventable alcohol-related birth defects. Risk factors for foetal alcohol spectrum disorder include:

- Drinking in very early and late pregnancy. The highest risk period for damage is the first 3 weeks before many women may know they are pregnant.
- Binge drinking (drinking more than double the lower risk guidelines for alcohol in one session. Binge drinking for women, is drinking more than 6 units of alcohol, equivalent to two large glasses of wine).

The effects of foetal alcohol spectrum disorder can be mild or severe, ranging from reduced intellectual ability and attention deficit disorder to heart problems and even death. Many children experience serious behavioural and social difficulties that last a lifetime.

Experts estimate that in western countries, one child in 100 is born with foetal alcohol spectrum disorder as a result of their mother's drinking alcohol while pregnant.

For more information about foetal alcohol spectrum disorder please visit:

- The National Organisation for Foetal Alcohol Syndrome UK: www.nofas-uk.org
- The Foetal Alcohol Spectrum Disorder Trust: <http://www.fasdtrust.co.uk/>



Halton survey on drinking alcohol during pregnancy

In order to investigate local knowledge and attitudes related to drinking during pregnancy and the risk of foetal alcohol spectrum disorder the Halton health improvement team conducted a survey with members of the public in Halton. Over 250 surveys were completed, key findings include:

- People were unsure about alcohol units
- People found information and advice related to safe levels of drinking in pregnancy confusing
- Although a lot of people had not heard of the term foetal alcohol spectrum disorder there was awareness that drinking during pregnancy could lead to the symptoms of foetal alcohol spectrum disorder e.g. facial abnormalities, intellectual delay.

The information collected from this local survey is being used to inform an alcohol awareness campaign around safe drinking during pregnancy in Halton. The aim of the campaign is to ensure that local women and their families know that the healthiest and safest option is not to drink alcohol when trying for a baby or when pregnant.

What are we doing in Halton to promote an alcohol free pregnancy?

All Halton midwives and health visitors have been trained in the early identification and support of pregnant women who misuse alcohol. This includes when and how to refer to local treatment services.

A dedicated midwifery service exists for Halton women identified as having an alcohol problem during pregnancy.

What more could we be doing?

A recent local survey revealed that many Halton residents are confused about the guidance around drinking alcohol during pregnancy. More work is required to ensure that local women and their families know that the healthiest and safest option is not to drink alcohol when trying for a baby or when pregnant..

In order to promote an alcohol free pregnancy we will

Develop a local education campaign to increase the awareness of the harm of drinking alcohol when pregnant or trying to conceive.

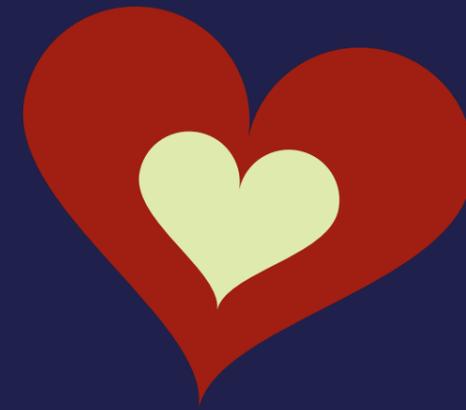
Ensure staff in Halton who come into contact with women planning for a baby or pregnant consistently give the advice that the healthiest and safest option is not to drink alcohol when trying for a baby or when pregnant.

Review alcohol treatment pathways for pregnant women identified as misusing alcohol

How Halton midwives support women who drink: Michelle's story

Michelle was very excited to learn she was pregnant. When she had her booking visit with her midwife, the midwife asked Michelle about how much alcohol she drank. Michelle was initially reluctant to talk about her alcohol intake as she felt guilty about the fact she was still drinking alcohol, she had heard that it was best to cut down when you are pregnant. The midwife sensed Michelle was apprehensive and explained to Michelle the risks associated with drinking during pregnancy, the benefits of cutting down her drinking to her baby and the support she could offer her to do this. This offer of support helped Michelle realise she needed help related to her drinking. Michelle had started drinking regularly when she was a teenager; initially this had just been at weekends and nights out but recently due to stress with her job and in her relationship with her partner this had been gradually increasing. Michelle stated she was now drinking on a daily basis, she had been trying to cut down as she had heard drinking could be harmful for her baby but had been struggling to do this on her own.

Michelle was referred to the Alcohol and Substance Misuse Liaison Midwife. The midwife provided Michelle and her family with information and support which helped her to make informed choices and enabled Michelle to cut down the amount of alcohol she was drinking to reduce the impact of alcohol on her own health and that of her baby. An individual package of care was developed for Michelle and the midwife ensured she was able to access all her antenatal appointments. Michelle also attended one to one parent craft sessions which helped her feel more confident about becoming a mum for the first time. The Drugs and Alcohol Misuse Liaison Midwife made sure that everyone involved in caring for Michelle knew and understood her needs and offered appropriate help and support. With the support provided Michelle was able to successfully reduce her drinking during pregnancy.



Protecting babies and toddlers from alcohol-related harm

The Halton Picture

The preschool years are a time of rapid child development. Parental alcohol consumption during this period can have a harmful impact on a baby or toddler's health, safety and development.

Parenting pre-school children is a tiring and demanding job and some parents may turn to alcohol in order to cope with the stresses of the new role. There is no local data showing the number of parents of pre-school children who drink in Halton or the quantity they consume. A recent national survey into the drinking behaviour of new parents found that, after the birth of their first child:

- Around one quarter of parents continued to drink as much as before their baby was born
- Around one in six increased the amount they consumed.
- Overall, around three in ten new parents drank more than the recommended units of alcohol per week.

Rather than helping parents to cope alcohol misuse may cause harm. At its most extreme, alcohol use can increase the likelihood of child maltreatment and child death. These extreme cases are rare but only the tip of an iceberg of alcohol-related harm. Drinking above recommended guidelines can impact upon parenting skills and may lead to children's social, physical and educational development being delayed. Alcohol use may also cause relationships to suffer, break down or become abusive which may have negative impacts on the development of young children.

What are we doing in Halton to protect our babies and toddlers from alcohol-related harm?

Halton early years and children centre staff have been trained in the early identification and support of parents who misuse alcohol. This includes when and how to refer to local treatment services.

What more could we be doing?

Halton staff who work with families locally report there is a lack of awareness among parents with young children of the harm that drinking alcohol to excess can do to their families.

In order to protect Halton babies and toddlers from alcohol-related harm we will:

1. Ensure local parenting programmes include messages of the harms of parental drinking may have upon young children.

2. Develop an information resource for new parents which includes key messages around safe drinking guidelines, safe sleeping and reducing the risk of accidents.

3. Develop referral pathways between alcohol services and children and family services (to include the early identification, assessment and referral of children who need to be safeguarded). Safe.



How Halton health visitors support parents who drink: Emma's story

“Emma lives in Runcorn with her partner Paul and their 18 month old son called Leo”

Emma found that since having Leo she had become very isolated and had lost contact with a lot of her friends from before becoming a mum. A lot of days Emma and Leo didn't leave the house. Emma found she often felt very lonely and down and had begun drinking to help her cope. It had started with a glass of wine when Leo had gone to bed to relax but more recently the time she started drinking had become earlier and the amount of alcohol she was drinking had increased.

Emma's drinking had led to rows with her partner Paul. Emma knew she shouldn't be drinking so much but didn't know where to turn for help or support. She was concerned that her drinking was impacting on Leo who was quiet and didn't seem to be speaking as much as other children his age.

Everything came to a head one night when Emma and Paul had a row when drunk and the police were called to the house. The police officer talked to Emma about her drinking and asked if she needed any help and support to reduce her drinking but she didn't want to at that time. However, the next morning Emma saw her health visitor who again asked her about her drinking habits and explained the support she could be offered to reduce her alcohol intake. The health visitor explained to Emma that no one would judge her and that the service was there to support and help her.

Emma's health visitor referred Emma to the local drug and alcohol service. She made sure that everyone involved in caring for Emma and her family knew and understood their needs and offered appropriate help and support. Leo was referred for an assessment of his development and offered a subsidised placement at a local nursery. Leo also attended speech and language therapy and play therapy sessions. Emma and Paul attended relationship counselling.

With support Emma was able to reduce the amount of alcohol she drank and is currently not drinking. Emma found that since she had stopped drinking she had started feeling better about herself and her self-confidence had improved. Leo has really benefited from attending nursery and much to Emma's relief Leo's speech improved and he has now caught up with the other children. Emma and Paul's relationship has also improved and they are enjoying spending time together as a family again.



Reducing under age drinking

The Halton picture: Good progress but more work to do!

Children and their parents and carers are advised that an alcohol-free childhood is the healthiest and best option. However, if children drink alcohol, it should not be until at least the age of 15 years.

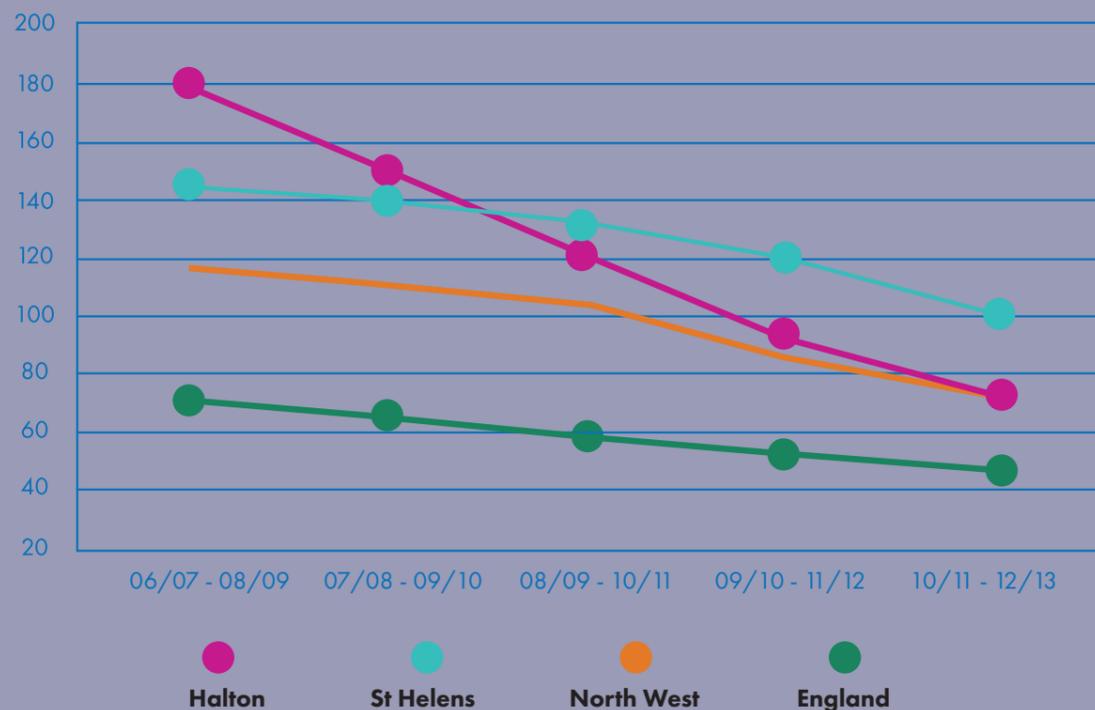
Chief Medical Officer, 2009

Childhood is a period of change and transition. At the beginning of childhood young people's health and lifestyle choices are largely determined by their parents. By the end of adolescence they need to be equipped to understand the impact of the choices they make, and have the self-esteem, resilience, and knowledge to make healthy choices.

Alcohol misuse has negative consequences on the health and well-being of school age children in Halton. This effect may occur directly through the young person drinking alcohol or indirectly through excessive alcohol consumption among parents and carers.

The number of our young people admitted to hospital due to alcohol has decreased year on year. Halton has seen the biggest decrease within Merseyside, and also a greater decrease compared to the England and North West average. The number of young people admitted to hospital due to alcohol is now similar to the North West figure.

Under 18s admitted to hospital with alcohol-specific conditions.
Crude Rate per 100,000 population
Source: LAPE 2014

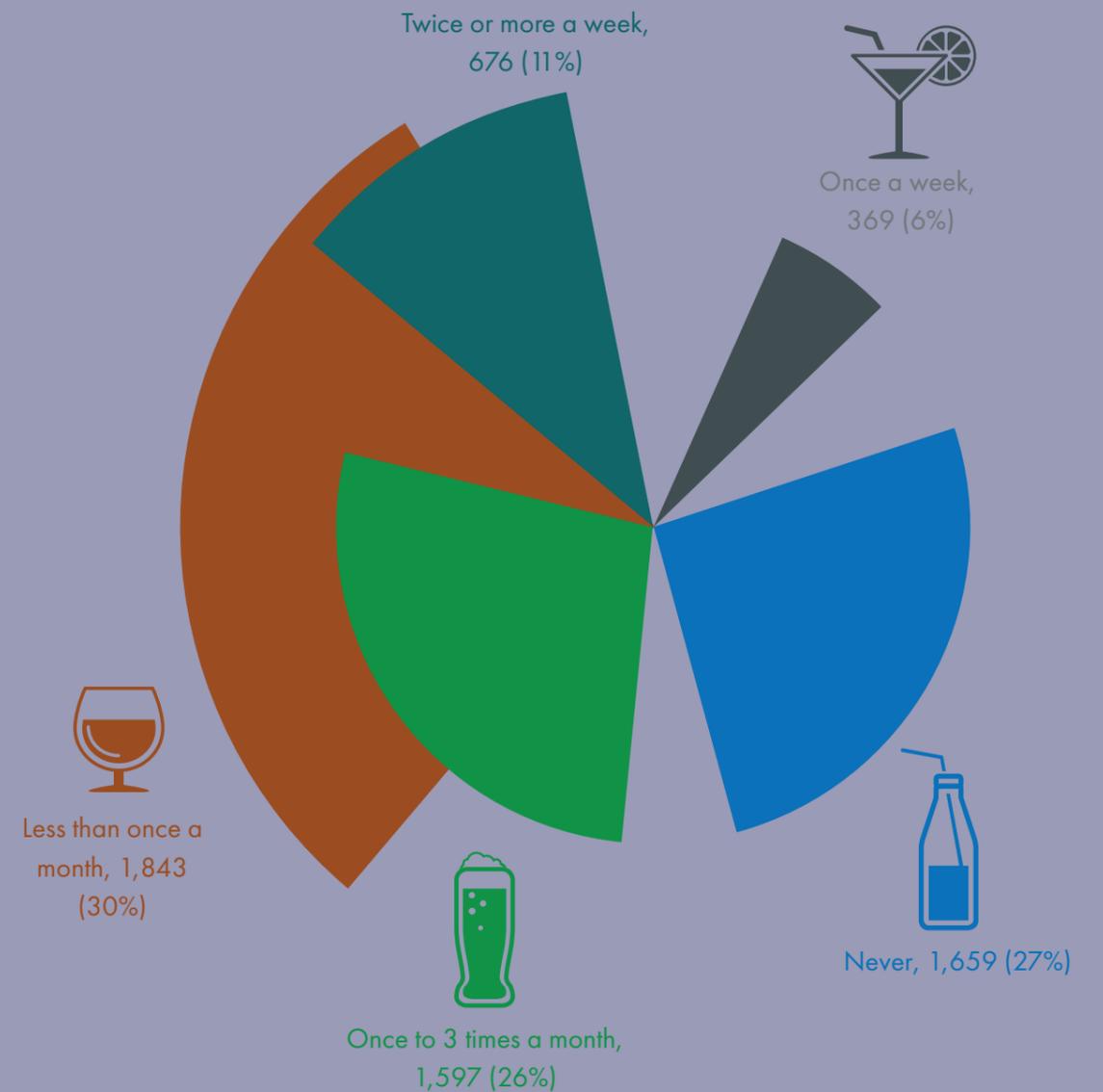


Local trends in under age drinking

Although the proportion of young people in the UK who drink alcohol regularly is falling, levels of drinking are still significantly higher than the European average.

Local estimates of drinking among Halton young people show there has been a reduction in the number of young people drinking alcohol on a regular basis. The number of young people in the 2013 survey who stated they never drink alcohol had increased to 27% compared to only 14% in the 2011 survey.

Alcohol consumption among 14 - 17 year olds in Halton



The effects of parental drinking on children and young people in Halton

Children are especially vulnerable to violence and the wider effects of excessive alcohol consumption among parents and carers in the home. We also know that children whose parents misuse alcohol are at greater risk of themselves developing an alcohol problem.

- Nationally in 2008/09, a fifth (21%) of all young callers to Childline were worried about drinking by a parent or other significant person. They described experiences of neglect, violence, isolation and fear.
- Around 200 children in Halton have a parent who is in treatment due to alcohol or drug misuse. A larger number of children locally will live with parents who drink above the recommended guidelines.

It is against the law:

- To sell alcohol to someone under 18
- For someone under 18 to buy alcohol, attempt to buy alcohol or to be sold alcohol in any circumstances
- For someone under 18 to consume alcohol in any part of licensed premises with one exception – 16 and 17 year olds accompanied by an adult may consume, but not buy beer, wine and cider with a table meal in licensed premises.
- For an adult to buy or attempt to buy alcohol on behalf of someone under 18.

What are we doing in Halton to reduce underage drinking?

School based education programmes

Alcohol awareness training is available for pupils and teachers in all schools

All Halton schools participate in the local Healthy Schools programme which provides health information and support around alcohol.

The Halton Healthitude programme is a school based health education programme that works with teachers and students in Halton to raise awareness of the harms related to alcohol.

R U Different? a social norms campaign is being run in secondary schools from September 2014.

Holistic health drop ins, are provided in 3 High Schools and offer young people one to one support on reducing alcohol use and harm reduction.

Community based alcohol awareness campaigns

Resources are widely available in local communities giving important alcohol messages

The VRMZ mobile outreach bus and street based teams engage young people in hotspot areas 6 days a week and provide information, advice and guidance on alcohol to children and young people.

Support for children and young people affected by parental/sibling alcohol misuse

Children and young people affected by parental/sibling alcohol misuse are able to access one to one support in community settings.

The Amy Winehouse Foundation offer schools and community groups, a programme of 6 targeted sessions to children and young people affected by parental /sibling alcohol misuse. Sessions aim to build resilience, self-esteem, ensure young people are safeguarded and prevent them from becoming problematic alcohol users in the future.

Alcohol misuse has been chosen as a local priority, for Halton's Inspiring families (nationally known as Troubled Families) initiative.

Early identification and treatment

Key staff members working with children and young people have been trained in the early identification and support of young people who misuse alcohol. This includes when and how to refer to local treatment services.

Cheshire police and street based teams work in partnership to run Operation Stay Safe; which aims to reduce alcohol related youth anti-social behaviour. Police and health staff jointly patrol the public areas of Halton on key nights to identify drunken youths who are placing themselves at risk. These are taken to a place of safety and parents are requested to collect their children. Meanwhile youth workers give advice to the child and parents and may arrange follow up appointments.

Young Addaction provide a specialist substance misuse service in Halton which offers one to one treatment and harm reduction interventions to young people misusing alcohol and drugs. Interventions include motivational interviewing, CBT, and recovery focused care plans.

Young people can access one to one support at drop in clinics in local hostels for homeless young people e.g. YMCA and Belvedere.

Reducing underage sales

Perform test purchases at bars, clubs and off-licenses to check for staff selling alcohol to people under 18.

Issuing fixed penalty notices where we find licensees selling alcohol to under 18s in licensed premises.

Seize alcohol from under 18s who are caught drinking in public places.

Licensed premises operate Think 21 / Think 25 policies.

Operation Iced – is an initiative taken with the door staff in Halton to identify underage drinkers attempting entry with false or borrowed ID cards / passports. These documents are seized and handed to police for follow up and when possible the offenders details taken. The individual then attends an alcohol awareness course.

What more could we be doing?

Not all local schools currently engage with alcohol education programmes.

We need to ensure that young people in Halton affected by parental alcohol misuse are well supported.

We need to ensure that young people who misuse alcohol are identified early and able to access appropriate support.

In order to reduce underage drinking in Halton we will:

1 Work to ensure all local school take up the offer of alcohol education programmes

2 Promote a family approach to alcohol treatment to ensure that young people affected by family alcohol misuse are well supported.

3 Review alcohol treatment pathways for young people who misuse alcohol in Halton (to include pathways for vulnerable young people including truants and school exclusives, young offenders, looked after children)



The Halton Healthitude programme

Healthitude is a school based health education programme that works with teachers and students in Halton to raise awareness of the harms related to alcohol. Information covered includes, what do you know about alcohol? The harm alcohol causes, the recovery position, alcohol and the law.

Healthitude also covers topics including Healthy Eating, Tobacco Education, Mental Wellbeing, Healthy Relationships and Sexual Health and Cyber Bullying Prevention.

- 720 children and young people across Halton have been engaged on the Healthitude programme during the period of April 2013 to March 2014.
- 78% of children who took part in the sessions have shown an increase in knowledge in at least two areas.

Pupils and teachers say:

They were good lessons. It was really fun. I learnt things I didn't know before. Miss was very helpful

Great credit must go to you and your team on the successful delivery of the Healthitude programme. Our students really enjoyed the sessions and got a lot from them. In light of the positive feedback from our students, we would like to roll the programme out to some more year 9 classes. Thank you for all your hard work in the planning and delivery of the sessions



Social norms refer to our perceptions of what is 'normal' behaviour in the people around us. It has long been established that these beliefs are very influential on our own behaviour, especially amongst young people - so for example how much alcohol a person drinks will be strongly determined by how heavily they think their friends drink.

Individuals have a tendency to follow the herd (or what they perceive the herd to be doing). Therefore, we may indulge in a 'risky behaviour' because we (incorrectly) assume everyone else is doing it.

Data gathered in Halton shows that young people often overestimate the number of their peers who drink alcohol and the frequency and amount they drink. R U Different? is a nationwide school based intervention that uncovers the real attitudes and perceptions of young people – and tackles these views in a positive, efficient and measurable way.

The R U Different? campaign will be delivered in local secondary schools from September 2014.

Courtney's story

"My name is Courtney I am 15 and I live in Runcorn"

I was referred into the young Addaction service by the local hospital. I had gone around to my friend's house one evening where we had been listening to music and drinking vodka. My friends called my parents when I became drunk. When my parents arrived at the house they rang for an ambulance, because I had passed out. Following an assessment by the paramedics I was taken to hospital for further treatment.

I was seen in A&E by the triage nurses and following assessment and treatment was referred to talk to the Young Addaction advisor about alcohol use and staying safe. My parents had been very shaken up by finding me drunk and spoke to me about their fears and the dangers and risks I had taken by drinking so much alcohol.

I was very sorry about the incident. The Young Addaction worker was very supportive and not judgemental or lecturing, after a chat she let me go home. I was provided with information and support related to the short and long term risks of alcohol both to my health and safety, and also information about how to be assertive and say no to drink. I realised I had made my parents and friends very worried when I became unwell due to drinking alcohol. We also talked about managing and coping mechanisms in regards to anxieties and worries. I was also told about activities for young people locally that didn't involve alcohol.

I realised that I had been drinking as I was worried about what to do with my life after my school exams were over. The Young Addaction advisor provided me with the number of the local Connexions service for career advice and support. My parents were also given phone numbers in case they needed further support in the future.



Promoting safe and sensible drinking among adults

chapter **4**

The Halton picture

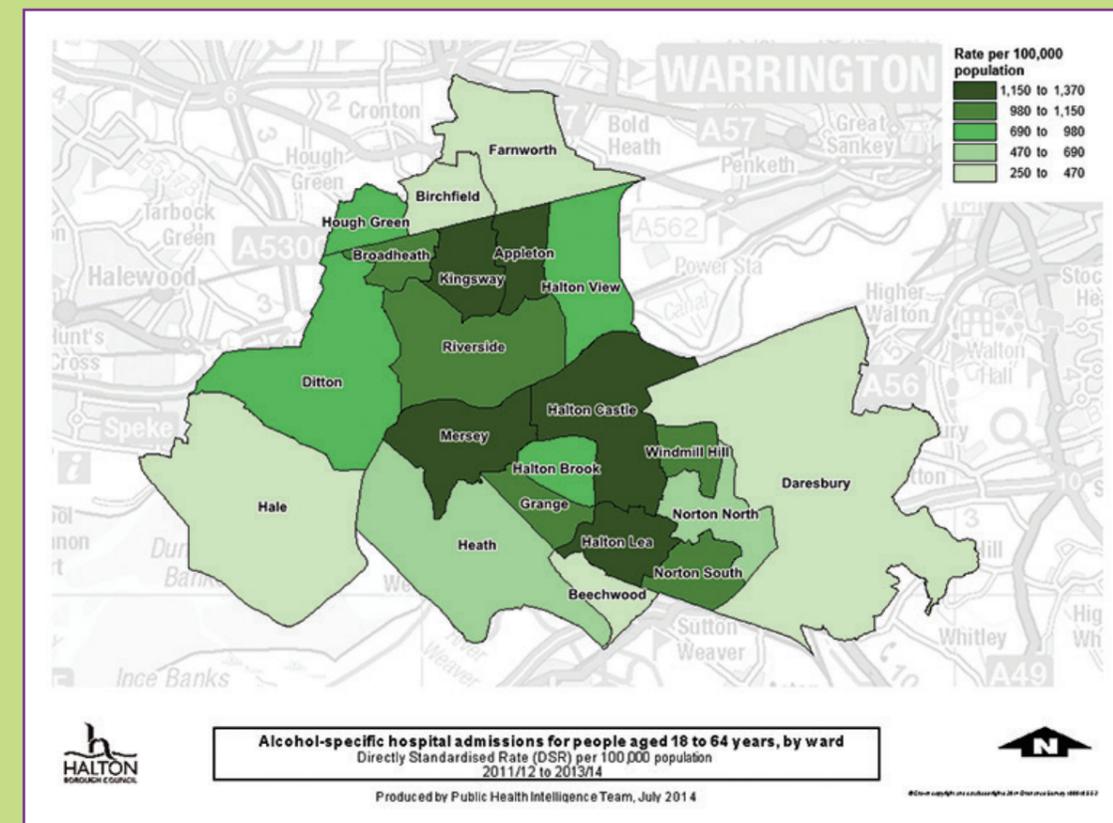
Alcohol plays a big part in society today and the majority of adults who choose to drink do so without any ill effect. However, for some adults, their families and the wider community in Halton the impact of alcohol misuse on their health, safety and wellbeing is very serious.

In Halton:

- Two in three working age adults drink alcohol (68%). This is higher than both the average rate for the whole of Merseyside and England.
- Working age men are significantly more likely to drink alcohol than women.
- Increasing risk drinking (regularly drinking more than 3-4 units a day if you're a man or regularly drinking more than 2-3 units a day if you're a woman) is more common among younger working age people (aged 18-34 and 35-44). Rates of higher risk drinking are consistent across all age groups.

Working age adults admitted to hospital due to alcohol

- Hospital admissions for alcohol-related conditions are not evenly distributed throughout the borough. The highest rates of hospital admissions among working age adults related to alcohol are seen in Kingsway, Appleton, Mersey, Halton Castle and Halton Lea wards.
- The number of working age men admitted to hospital due to alcohol is higher than the number of working age women
- In Halton a few individuals account for a large number of hospital admissions due to alcohol. Last year local people of working age were admitted to hospital due to alcohol 4 or more times, in total these individuals accounted for over 200 hospital admissions.



Working age adults dying due to alcohol

Between 2009 to 2013 there were 60 alcohol-related deaths among working age adults in Halton. The majority of those who died were only aged between 45 to 54. The number of deaths among women due to alcohol has increased in recent years and there is now an even split of deaths among men and women.

What are we doing in Halton to promote safe and sensible drinking among working age adults

Prevention

Alcohol awareness campaigns:

These campaigns are delivered in line with local and national campaigns, for example; Dry January, Know your limits, alcohol awareness week, Christmas campaigns, which aim to raise awareness of alcohol related harm and information and advice on lower risk drinking and local services available.

Alcohol education sessions:

Education sessions are delivered to community members in order to increase awareness of the potential damage alcohol may cause, this looks at the impact of alcohol on physical and mental health and social impact.

Alcohol Health days:

Alcohol health days are offered to organisations; such as workplaces and community venues for example, Haltons Vintage Rally or the Runcorn Carnival where the local community have the opportunity to seek advice around lower risk drinking in order for them to make an informed choice around their drinking. This may involve the use of the alcohol free bar, and opportunistic alcohol screening and brief alcohol advice may also be offered.

Identifying alcohol problems in working age adults

In Halton the Health Improvement Team deliver a programme of Identification and Brief Advice (IBA) training to targeted front line staff to enable them to identify those at risk as a result of their drinking in the adult population of Halton at the earliest opportunity. This enables clients to receive brief alcohol advice based on their screening result and/or a referral into specialist alcohol service can be made to ensure that a comprehensive assessment is made and an appropriate treatment plan put in place for the individual. This is supported by the alcohol care pathway being covered within the training programme. Amongst those who are trained to routinely provide early identification and brief advice to their clients are; health and social care teams, for example GPs, practice nurses, midwives and the police and fire service.

Treatment

Halton public health team commissions an alcohol liaison service at both Whiston and Warrington hospitals. The alcohol liaison service provides support with the medical management of patients with alcohol problems within the hospital, the implementation of case-finding strategy and delivery of brief advice within the hospital, liaison with community alcohol and other specialist services, and the education and support for other healthcare workers in the hospital.

Halton public health team commission a drug and alcohol integrated recovery service, operated by Crime reduction initiative (CRI). The service provides rapid and open access to drug and alcohol treatment.

What more could we be doing?

We currently do not have a local social marketing strategy on alcohol. This would help in changing attitudes and behaviour locally around alcohol among identified groups in order to prevent harm. This would ensure consistent and clear messages on safe drinking to be delivered across all agencies.

We could do more to support local business in developing workplace alcohol policies.

We need to ensure that clear referral pathways exist between services to support individuals who misuse alcohol.

In order to promote safe and sensible drinking among working age adults we will:

1 Develop a coordinated alcohol awareness campaign aimed working age adults to include supporting the local promotion of national alcohol awareness campaigns e.g. Dry January, Alcohol awareness week and Drink Wise campaigns

2 Support local workplaces in developing workplace alcohol policies.

3 Review alcohol treatment pathways for working age adults (aged 18 to 64) in Halton. To include a review of pathways for vulnerable adults e.g. the unemployed, veterans, offenders, people with mental health problems, the homeless.

Michael's experience of taking part in Dry January

I knew I drank more than I really should, I don't tend to drink during the week but drink from Friday

“My name is Michael, I am 43 and live in Widnes and signed up to Dry January 2014.”

to Sunday, often socially but also just when in the house. This usually starts with a few beers before we eat, a couple glasses of wine whilst eating, then I tend to carry on drinking after that and I would say that on average I drank between 15-20 units in an evening.

I knew with Christmas coming I would possibly exceed my usual drinking, so I saw an advert for Dry January in the local paper and then signed up on line. I enjoyed Christmas and the New Year came and we were going out with friends so I decided that I may still be drinking after midnight on 1st January and we also had family coming over on New Years Day, so I decided to start on 2nd January, it did say on the website that you can start at any point throughout January. From the 2nd to the 31st January I did not drink any alcohol and I can't begin to explain how good I felt by the end of January.

At first it was hard, but I found I had so much more time to spend with my family and whereas before we would all be sat in different rooms maybe watching TV, we would all sit together and more importantly I could remember the conversations and what we had watched the next day. No more hangovers the next day, I also had more energy and I reckon I saved about £100 over the month.

I did start to have a drink again in February, the 1st of February to be truthful, although now I felt it was not a habit anymore and I could choose to have a drink or not. I would recommend people to sign up for Dry January next year as it gives you a chance to reflect on your drinking and put it in to perspective, I know I will be signing up again for 2015!

For more information on Dry January please visit the Dry January Website:

www.dryjanuary.org.uk/

DRY JANUARY 00 00 00 **DONATE!** English | Cymraeg

HOME | FUNDRAISING | PUBLIC HEALTH | TESTIMONIALS | CORPORATE SUPPORT | ADVICE | UNIT CALCULATOR **OUT TO DRY.**

CAN YOU STAY OFF THE BOOZE FOR 31 DAYS?

Our aim: to start a new conversation about alcohol
Your challenge: to go booze free for 31 days
Your chance: to lose weight, feel better, save money and make a difference.

We're already getting ready for Dry January 2015, so sign up today at the button below.

SIGN ME UP

----- 368 PEOPLE ARE SIGNED UP FOR DRY JANUARY -----

DRY TIPSTER
CONTAIN YOUR EXCITEMENT
You may be getting excited at the prospect of your first drink after 31 days, take your energy and use it on a climbing wall, yeah that's right a climbing wall -- it's great fun honestly.

DRY TWITTER
@DRYJANUARY

EntrepreneurshipTeam @Entrepreneurship
It's back! Pink Passion! Buy a ticket @CrestAcademy Xmas Fairs & Fashion Show, 20th Nov for #DryJanuary #Widnes19 on 31/12/14
It's remembered by Dry January
Expand

SafeStocks @SafeStocks 7 Oct
Come on people of Stockton get signed up for #DryJanuary #D015insyle
It's remembered by Dry January
Expand



Sheila's story

I only used to drink alcohol socially and on special occasions. However, last year I suffered a double bereavement when first my mother and then my father passed away in a 6 month period. Following this I started drinking more to cope with my emotions. I found that drinking helped me

**“My name is
Sheila
I am 44
and live in
Widnes.”**

to forget and numbed the pain. I quickly found my drinking got out of hand with my first drink of the day getting earlier and that I could not get through a day without drinking. I was very ashamed of my behaviour and was hiding it from my family. I was hiding bottles of wine around the house to disguise the amount I was drinking.

However rather than helping me cope, drinking made me feel like I was spiralling out of control. My husband became very concerned about the amount I was drinking and this caused lots of arguments. I knew I needed to get help when my husband said our marriage only stood a chance if I was prepared to face up to the consequences of my 'out of control' drinking. I went to see my GP who referred me to CRI at Ashley House. I attended with my husband for support. The staff at Ashley House were very supportive and discussed treatment options. I chose to be admitted to undertake detox. I then commenced on a recovery plan. As part of this I attended extended brief intervention sessions which helped to motivate me to stay off the drink by exploring why I had been drinking and why I wanted to stay drink free. I was also referred to counselling for support with my bereavement and had a health check for my general health and wellbeing.

It has not been an easy journey but I am pleased to say that thanks to the support I have received I am now alcohol free and feel much more positive about life and am looking forward to returning back to work.



Promoting safe and sensible drinking among older adults

chapter **5**

The Halton picture

Alcohol misuse among older people has been described as a hidden problem. Estimating the size of the problem is therefore difficult, however there is evidence that alcohol misuse is increasing among people aged over 65. National research tells us:

- One in five older men and one in ten older women drink enough to harm themselves, a rise of 40% in men and 100% in women over the past 20 years.
- 18% of those aged 65 and over drank alcohol on 5 or more days in the last week; more than any other age group
- Older people are more likely to drink at home alone. This may mean that their drinking is hidden from friends and family. In addition measures poured at home are likely to be bigger than in pubs and restaurants.

Alcohol misuse among older people is often described as a hidden problem. Estimating the size of the problem is difficult, however there is evidence that alcohol misuse is increasing in people over the age of 65.

- Older people may have had a lifelong pattern of problem drinking (early onset) or may first develop drinking problems in later life (late onset). About a third of older people with drink problems develop them for the first time in later life.
- Older people are more sensitive to alcohol's effects, reacting more slowly and tending to lose their sense of balance. The liver becomes less efficient at breaking down alcohol as you age.
- Reasons for alcohol abuse in old age include bereavement, loneliness, pain, ill health, disability and depression.
- Older people can be successfully treated and even people with a long history of misuse can change behaviour.

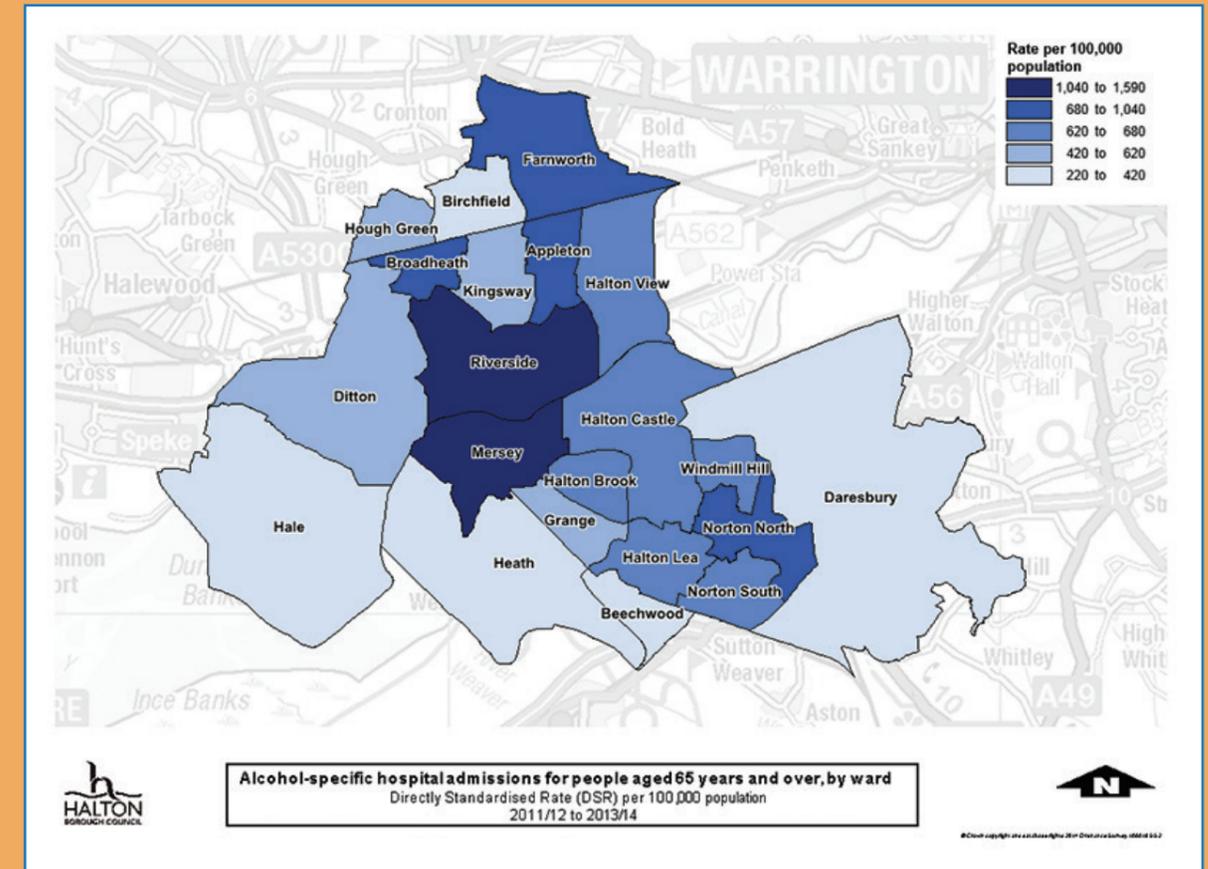
“Whilst the spotlight on excessive drinking generally falls on younger people, the most significant increases in alcohol related harm are actually in older age groups, with people aged 65 and over also reporting the highest rates of drinking on five or more days a week.”

Age UK, 2014

Alcohol-related hospital admissions among older people in Halton

In line with national trends locally alcohol specific hospital admissions for people aged 65 and over have increased.

Hospital admissions for alcohol related conditions among those aged 65 and over are not evenly distributed throughout the borough. The highest rates of alcohol-specific hospital admissions are seen in Mersey and Riverside.



Older Halton residents dying due to alcohol-related diseases

Nationally mortality rates due to alcohol, among people aged 75 and over, have risen to their highest level since records began in 1991. In Halton between 2009 and 2013, 17 people (6 men and 11 women) died due to alcohol-related diseases.

OLDER & WISER?



We all age at a different rate, so you need to regularly look at your drinking and how it affects you...

Your body's ability to process alcohol decreases with age, this is because your body's water content decreases. This means that there is a higher concentration of alcohol in your blood, so it has a stronger and longer lasting effect.

Alcohol and Falls

Drinking can make you unsteady on your feet, which can lead to falls and as you get older you're more likely to have a serious injury, such as broken bones.

As you get older you are advised to drink less than these lower risk guidelines set out by the Department of Health

	MEN		WOMEN
	No more than 3-4 units a day		No more than 2-3 units a day

Why do older people drink? Life changes associated with alcohol misuse in older people



What are we doing in Halton to promote safe and sensible drinking among older people?

The Health and Wellbeing service currently delivers alcohol identification and brief advice sessions (IBA). This enables front line staff to identify older people's drinking levels using an AUDIT screening tool at an early opportunity and either offer brief alcohol advice or use an alcohol care pathway to ensure those who require it are referred into wider alcohol services.

Falls awareness sessions delivered to staff and older people include sections on alcohol awareness.

Halton Borough Council (HBC) conducts pre-retirement courses for employees to try and prepare them for the change of role associated with giving up work.

Halton health and social care agencies have taken a partnership approach to tackling loneliness in older people across the borough. Loneliness awareness sessions are being developed for staff and older people as is a loneliness pathway. A loneliness awareness marketing campaign has been funded and is in the process of being developed.

HBC and Bridgewater Community Healthcare NHS Trust staff (Sure Start to Later Life and Health Improvement teams) have formed the Health and Wellbeing service which focuses on older people's needs. There is some evidence to indicate that alcohol interventions for older people are most effective when delivered by professionals who have an underlying expert knowledge of older people.

Our local alcohol treatment service (CRI) provides support for older people.

What more could we be doing?

We currently don't know how many older people locally drink above recommended guidelines and if excess drinking is perceived as a problem by this age group.

There is an opportunity to train front line staff who work with older people to identify and support older people who misuse alcohol. This includes when and how to refer to local treatment services.

In order to promote safe and sensible drinking among older people in Halton we will:

1 Undertake insight work with older people to better understand the nature of the problem and what prevention strategies and treatment approaches work best with older drinkers

2 Develop an alcohol awareness campaign aimed at older people – to be targeted at older people's settings (social groups, bingo etc), general practice, local faith groups. To include experienced based interventions (peer to peer).

3 Develop and train key staff who work with older people in delivering brief interventions which focus on motivating factors for older people.





Gill's story

"My name is Gill, I am 68 and live in Widnes"

I had suffered from alcohol problems during my 30's and 40's but in recent years I had made a good recovery. I am now retired and was enjoying spending more time with friends and family. Unfortunately, my husband died very suddenly, this understandably left me feeling very depressed.

I felt lost without my husband we had been married for 45 years and had done everything together. I found that I was spending a lot of time on my own at home, and had started drinking again in order to cope with being alone. I was worried that my

drinking might get out of hand again. Fortunately for me, my family were on hand to support me through this difficult time and encouraged me to go and talk to my GP. With my GP's help I was able to access counselling to help me deal with my loss.

My GP also told me about Sure Start to later life and I have attended the Day-trippers a fun group that go for days out, and other social events. This has helped me to make new friends and feel less lonely. Due to the help and support that I have received I have managed to keep my drinking under control.



Keeping our local communities safe from alcohol-related harm



Increasing awareness of alcohol related harm within Halton

Talking Drink: Taking Action

We recognise that we need to engage the local community in Halton in looking for shared solutions for tackling alcohol-related harm. Halton's public health team has asked Our Life, a community engagement organisation, to explore this issue with local people at a community level.



Our Life will deliver an approach based on the citizen's jury model of community engagement. This allows a diverse group of residents to share their opinions with each other and hear from a range of external people with certain expertise (commentators), before reaching a set of recommendations to reduce alcohol-related harm and working these through with local decision-makers.

Supporting a minimum unit price for alcohol

Of all the alcohol sold, very cheap alcohol products play the biggest part in driving alcohol-related harm

The simplest way to reduce demand for alcohol is to put the price up. Like most consumer products, demand for alcohol is related to its price. When the price of alcohol rises, demand for alcohol falls and so too does alcohol related harm. Over the last thirty years the affordability of alcohol in the UK has increased. Minimum pricing would not affect every drink – only those which are sold at an unacceptably low price. By introducing a minimum price per unit of alcohol, drinks with a high number of units, which are currently being sold at low prices, will see the greatest change in price.

We believe that introducing a minimum price for alcohol of 50p a unit will have a positive impact on reducing alcohol related harm in Halton. An important study from the University of Sheffield has worked out that setting a minimum cost of 50p per unit of alcohol means that nationally each year there would be 98,000 fewer hospital admissions, 3,000 lives will be saved and there will be 40,000 fewer crimes.



Reducing alcohol-related crime and anti-social behaviour in Halton

Excess alcohol consumption is directly associated with crime, anti-social behaviour, violence and aggression (including domestic abuse).

Good progress has been made in reducing alcohol-related crime locally. Between 2008 and 2012 Halton had the greatest decrease in the rate of alcohol-related recorded crime within Merseyside. However rates remains higher than the North West and England averages.

What are we doing in Halton to reduce alcohol-related crime and anti-social behaviour?

Ensuring a visible police presence in town and city centres during hot-spot times.

Enforcing 'banning orders' for individuals who have been barred from premises or arrested for drink-related violence or disorder.

Targeting named offenders of violent crime and potential alcohol-related crime 'hotspots', and late night cafes, bars and clubs.

Seizing alcohol from people drinking in an anti-social manner within designated no drinking zones, and arresting those who fail to comply.

Greater use of CCTV to diffuse potential disorder in town centres.

Issuing Direction to leave orders, which give police officers the power to tell anyone aged 16 or over to leave a particular area for up to 48 hours. These are generally issued in the night time economy and are for people who are drunk and disorderly but fall below the threshold of behaviour that requires an arrest. The offenders are sent a health pack and advice on local alcohol support services. If an individual comes to our attention twice then a joint visit with a police officer and health professional is arranged.

Offenders arrested whilst drunk are usually visited by health workers in custody and are offered alcohol advice and referrals to local alcohol support services.

All police officers and Police community support officers have been trained in the early identification and support of those who misuse alcohol. This includes when and how to refer to local treatment services.

Preventing domestic abuse in Halton

Alcohol is a contributing factor in many cases of domestic abuse. In England and Wales in 2009/10, 37% of the victims of domestic abuse perceived their attackers to have been under the influence of alcohol, and a Home Office study of male domestic abuse offenders in England found that 49% had a history of alcohol misuse.

What are we doing in Halton to reduce domestic abuse?

A Halton domestic abuse and sexual violence strategy is under development. The strategy will promote joint working to improve the risk identification, assessment and management of domestic abuse and sexual violence in Halton. There is also an action plan in place which specifies what will be done, by whom and when in order to reduce incidences of domestic abuse and sexual violence as well as support victims and their families.

Ensure the local licensing policy supports alcohol harm reduction

Halton Borough Council is directly responsible for controlling alcohol provision through licensing, planning and trading standards.

Effective licensing enforcement has an impact on drinking behaviour and failure to enforce the law leads to higher levels of alcohol consumption in the population. In Halton, the council and Cheshire Police work with licensed premises and off licenses to ensure they adopt more responsible approaches to the sale of alcohol.

What are we doing in Halton to ensure the local licensing policy supports alcohol harm reduction?

A multi-agency alcohol harm reduction meeting is held once a month. At this meeting all Temporary Event Notices/ Licence variations and new licences of note are discussed. Premises that have had incidents are discussed and further actions agreed. These may vary from warning to the generation of a joint action plan or in more extreme cases a full license review and prosecution.

Licensing enforcement officers work with licensed premises to voluntarily improve practice as per the guidance of the licensing act. This has the added benefit that the trade actively works in partnership with us and results are achieved far faster than through a judicial process.

Police and trading standards conduct joint visits to licensed premises to ensure conditions are being complied with and fraudulent or phoney sales are not being undertaken. Test purchase operations are run for underage sales.

Operation Stagger – this is a plain clothes operation used at premises when we have

intelligence that they are repeatedly serving drunks. Observations by officers will result in ID advice, action plans or prosecutions.

Licensing enforcement officers work with the door staff to ensure they act proportionately when dealing with incidents, contact the police when required, are readily identifiable and keep a record of all incidents for examination by police.

Pub watch – the licensing team and police support both the Widnes and Runcorn pub watch schemes and work closely with the trade to promote pub watch bans of offenders.

ArcAngel – this is the Cheshire equivalent of Best bar None and is a scheme promoting minimum standards of safety and responsible retailing within the borough. Over the past 3 years fifteen premises in Halton have joined the scheme with others on the way.

Promoting a diverse and vibrant night-time economy in Halton

The aim of creating a more diverse and vibrant night-time economy is intended to broaden the range of businesses offering activities that do not centre on drinking alcohol. The night time economy locally brings many positive benefits, from job creation, spending in our local economy and provision of a diverse range of activities for local people, including restaurants, arts centre, ice rink, cinemas etc. We want to encourage a wide range of age groups to make use of a night-time centre and to offer alternatives to going out to get drunk. We believe that this could have significant benefits in helping to reduce crime and disorder and reducing health harms.

Purple Flag is a national accreditation scheme that recognises excellence in the management of town and city centres at night. Town centres that achieve a Purple Flag will be those that are safe, vibrant, appealing, well-managed and offer a better night out.

Purple Flag aims to raise standards and improve the quality of our towns and cities at night. Just as Blue Flag is an indicator of a safe/clean beach and Green Flag an indicator of a good open space/park, Purple Flag is set to be the indicator of where to go for a good night out and will bring positive publicity for successful town and city centres.

What are we doing in Halton to promote a diverse and vibrant night time economy?

The council recently conducted a review of the night time economy across Halton. The report made recommendations to improve and diversify the night time economy within the borough.

In order to keep our local communities safe from alcohol-related harm we will:

1. Work with partners to influence the Government and other key decision makers in relation to issues such as introducing a minimum unit price for alcohol and restricting alcohol promotions and advertising.

2. Work in partnership to review Halton Borough Council's statement of licensing policy to ensure it supports the alcohol harm reduction agenda

3. Work towards the completion of a self-assessment / gap analysis for the town centre areas in Widnes and Runcorn, using the Purple Flag criteria as a guide Benchmark.



Taking the hard line against ALCOHOL RELATED CRIME

Arc Angel is a standards based approach adopted by all agencies working in partnership with the licensed trade to target the problem of alcohol-related crime and disorder as well as underage drinking and alcohol-related incidents.

The ArcAngel approach aims to:

- Encourage responsible drinking, discourage binge drinking and drinking in public;
- Target hotspot locations and prolific and persistent offenders of alcohol related violent crime and disorder;
- Help reduce the number of incidents of alcohol related serious injuries, common assaults and Accident and Emergency admissions;
- Improve the care and support for victims and witnesses of alcohol related violent crime.
- Help people feel safer during a night out;
- Raise public awareness of the issue of alcohol related violence and disorder and the penalties that will be imposed against offenders.

ArcAngel aims to protect communities and raise the standards of acceptable behaviour. This means that as well as having a no tolerance attitude to alcohol fuelled behaviour we're getting pubs, clubs and off licences to sign up to delivering a drinking environment that will stamp out underage drinking and discourage binge drinking so that you'll have a night out to remember - for the right reasons.

Many venues throughout Cheshire now have ArcAngel Accreditation which means, they follow the codes of practice to try to combat alcohol-related crime (including the sale of alcohol to people who are underage).

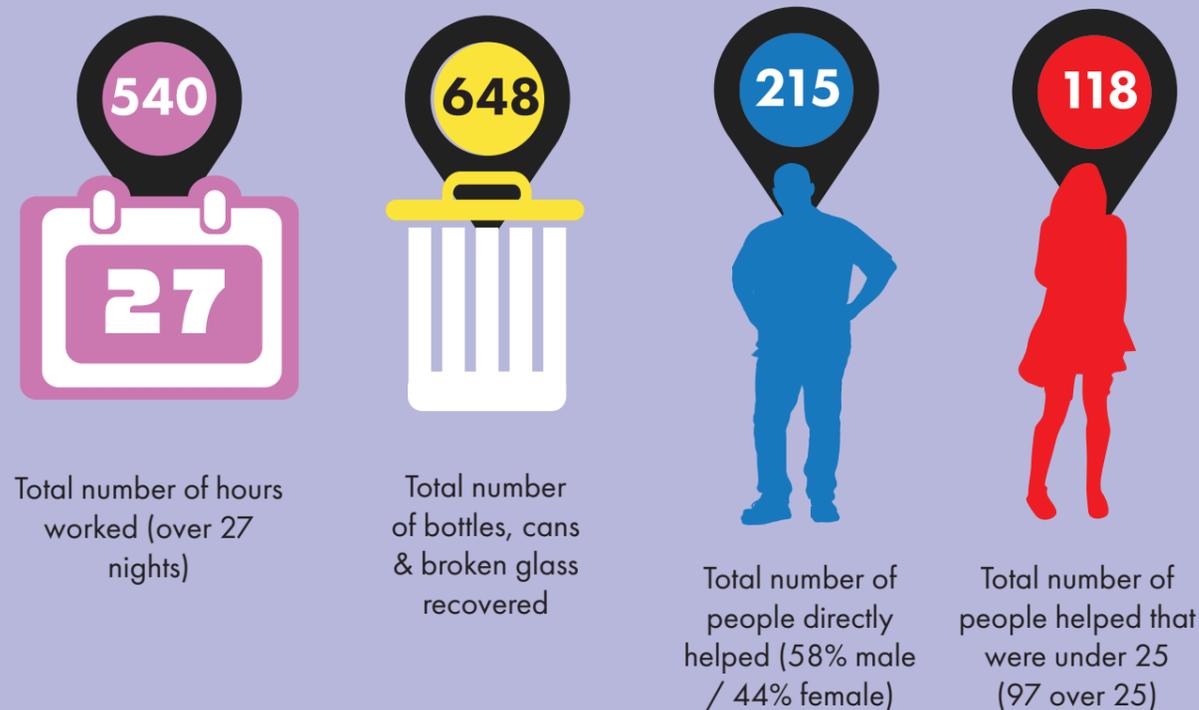
More info: www.cheshire.police.uk/get-involved/arcangel.aspx

Halton Street Pastors project

The Halton Street Pastors project began in June 2013. 15 volunteer street pastors have been recruited to cover the Widnes area. They receive extensive training. A team of approximately four volunteer pastors go out on the streets in Widnes on Saturday nights between 23:00 hours and 04:00 hours the next day. The pastors make contact with members of the public, helping them in many ways, including:

- providing flip flops to women who were walking bare foot;
- dealing with minor injuries;
- helping people who had lost contact with their friends;
- providing water and wipes to people vomiting; and
- helping people with taxis home.

The Pastors also removed glass bottles and drinking glasses from certain areas making the streets a safer place.



The attitude of the public so far has been very positive and people have welcomed the Pastor Service. With regards to door staff, feedback from forums has been positive. There had been incidents where door staff had sought out the Pastors to assist with injured members of the public. Also, since the presence of the pastors, some bars and clubs have been stopping people leaving with bottles and glasses and cleaning up the front of their premises.

More information and support

If you feel you have a problem with your drinking there is plenty of help and support available locally. Please contact:

You're local GP
Halton CRI: support those living in Halton affected by alcohol. Telephone 0151 422 1400

Young Addaction (Under 19s): support young people having problems with alcohol.
Telephone 0151 257 2530

For pregnant women:

NHS Choices: Alcohol in pregnancy
<http://www.nhs.uk/conditions/pregnancy-and-baby/pages/alcohol-medicines-drugs-pregnant.aspx#close>

Drink Aware: Alcohol and pregnancy
<https://www.drinkaware.co.uk/check-the-facts/health-effects-of-alcohol/fertility-and-pregnancy/alcohol-and-pregnancy>

For young people:

Talk to Frank:
<http://www.talktofrank.com/>

The facts about young people and alcohol:

https://www.drinkaware.co.uk/media/246532/alcohol%20and%20young%20people_new.pdf

For parents:

Talking to your child about alcohol:
<http://www.drinkaware.co.uk/check-the-facts/alcohol-and-your-child#>

For adults:

Change 4 Life helps you keep an eye on how much you are drinking and offers advice and tips on how to reduce your intake.
<http://www.nhs.uk/change4life/Pages/drink-less-alcohol.aspx>

NHS Choices offers a variety of online resources covering binge drinking, alcoholism, drinking calculator, alcohol limits and more.
www.nhs.uk/Livewell/alcohol
www.nhs.uk/Livewell/alcohol

Drinkaware promote responsible drinking and challenge the national drinking culture to help reduce alcohol misuse and minimise alcohol-related harm.
www.drinkaware.co.uk

For older adults:

Sure Start to later life – the gateway to information, services and activities for people over 55
Tel: 0151 907 8311 Fax: 0151 420 0631
Email: ss2ll@halton.gov.uk
Or alternatively you can visit our website at: www.ss2ll.co.uk

Age UK Halton –run a variety of projects and services in the Halton area.
For more information call 01744 752 644

Community safety:

To find out more about alcohol-related harm in the North West and join the debate please visit:
<http://drinkwisenorthwest.org/>

For more information on a minimum unit price for alcohol visit:
<http://minimumpricing.info/>

Information related to Cheshire Police is available on their website:
<http://www.cheshire.police.uk/default.aspx>

For information on Specialist Services and Organisations within Halton contact the Halton Domestic Abuse Service 0300 11 11 247
www.halton3.gov.uk

If you would like additional help and support with Domestic Abuse, contact any of the following national helplines:

National 24hr Helpline 08082000247
www.nationaldomesticviolencehelpline.org.uk

M.A.L.E (Men's advice line) 08088010327
www.mensadvice.org.uk

Broken Rainbow (Lesbian, Gay, Bisexual and Transgender support)
03009995428

www.broken-rainbow.org.uk
Stalking Helpline 0808 802 0300
advice@stalkinghelpline.org

Update on recommendations from the Public Health

RECOMMENDATIONS	COMMENTARY ON PROGRESS
CVD	
Local Authority Commissioners should review the current Health Checks Plus programme	The Health Checks Plus programme has been reviewed and a new streamlined programme has been developed and rebadged as NHS Health Checks. The new programme focuses on the mandatory elements of the national programme and includes the new national elements around raising awareness of dementia and alcohol screening. The programme was rolled out to GP practices in Autumn 2013.
Continue to invest in services that can assist people to manage and/ or reduce any risks identified	Working with Public Health colleagues from other areas Halton Borough Council and Halton CCG have played a pivotal role in the development of a pathway to provide support for patients who have a high risk of developing diabetes across Merseyside. High risk patients identified through GP registers and NHS Health Checks are referred to health trainers who have been trained to deliver patient education around "Borderline Diabetes" and who can sign patients up to relevant healthy lifestyle programmes. The pathway was launched locally in January 2014 and to date 43 patients have received patient education, 18 of which have signed up to the Fresh Start weight management programme.

Local Healthy Weight Strategy Groups should ensure that all actions in the local Healthy Weight Strategy and accompanying delivery plan are implemented and performance is monitored and evaluated	Performance of the Local Healthy Weight Strategy is monitored through the Healthy Lifestyles group and reported to the Health and Wellbeing Strategy. A review of the Healthy Weight pathway is underway to ensure that it is still effective and responsive to local need.
Providers should ensure that lifestyle programmes monitor and target those most in need to address health inequalities	A range of well-established and successful lifestyle interventions are available for patients who are identified as being at risk of CVD, diabetes and other conditions. These include free weight management courses such as Fresh Start, Stop Smoking Services including the provision of free vouchers for nicotine replacement products and alcohol reduction services such as Brief Interventions. The Council is working with Halton's Health and Well Being Service and Halton Clinical Commissioning Group to ensure that GP practices can advise patients of the full range of available services and make appropriate referrals into the services on behalf of the patient and for outcomes resulting from lifestyle interventions to be monitored.
Tobacco Control	
Commissioners and providers should review evidence-based interventions that will help reduce the percentage of young people, especially women, starting to smoke	Commissioners and Providers follow NICE Guidelines PH10, PH14, PH23, PH26, PH48 which all identify recommendations to follow to help reduce the percentage of young people, especially women starting to smoke. An event held in Riverside college on 5th March 2014 highlighted the fact that tobacco kills one in two. The event consisted of performances by 12 dancers and a rapper designed to drive home the message to young people. The performances were filmed and heavily promoted on social media for a three week period.

Providers should review data collection of pregnant women smoking at the time of delivery and ensure robust processes are in place	<p>Smoking at time of delivery (SATOD) data is collected by all Midwives and is collated and presented at a borough level and has shown improvements.</p> <p>Providers review this data for monitoring purposes and targets. Work continues in partnership with the CCG and maternity providers to ensure they record the data accurately.</p> <p>The Stop Smoking Service has a specialist cessation role specifically in place to work with pregnant smokers and has established partnerships between the Service and Midwives to enable direct referrals and regular communication to take place.</p>
Commissioners, providers and the Health and Wellbeing Board should work nationally, regionally and locally to support advocacy for plain packaging	The Tobacco Control Coordinator works closely with Tobacco Free Futures (Northwest region) and is Chair of the Cheshire & Merseyside Tobacco Alliance and ensures regional and sub-regional advocacy support for plain packaging is coordinated and delivered locally.
Dental Health	
Local Authority Commissioners should work in partnership with the National Commissioning Board to monitor performance and ensure good access to dental services	The performance is monitored and a report on progress was presented to the Halton Health and Wellbeing Board, reporting good access to dental services, 70% of dentists are accepting new patients, which is good access when compared to the rest of England.

National Commissioning Board should encourage the application of fluoride varnish by the dental team in their practices in line with Delivering Better Oral Health- an evidence-based toolkit for prevention (2nd Edition)	Recent evidence suggests that fluoride varnish is not as effective as the distribution of toothbrushes and toothpaste to children, and therefore while this continues to be available it is no longer the main focus for action.
Local Authority commissioners should review the work of the Oral Health Promotion team	The work of the Oral health promotion team is being reviewed and will work within the healthy child programme as this is fully transferred into the local authority.
Early Years (relates to HWB Child Development Action Plan)	
Data quality of local data collection via the Child Health Surveillance System should be reviewed by both commissioner and provider	The Halton Child health system has been reviewed and is being replaced. National work continues to improve the child health system.
Develop the Health Visitor service, (in line with the Health Visitor implementation plan, "A Call For Action") to ensure that all children have access to the core healthy child programme	This is fully compliant with the national Health Visitor implementation plan. All children in Halton have access to the core healthy child programme.
Midwifery, Health Improvement Team and GPs should monitor the effectiveness of health programmes for pregnant women including early booking, targeted smoking cessation campaigns, access to appropriate weight loss services and encourage a high uptake of seasonal influenza and whooping cough immunisations.	Midwifery and health improvement team are each performance monitored in relation to early booking and smoking cessation rates. Regional up take of immunisations for pregnant women is monitored and acted upon accordingly. Weight loss services for pregnant women have been piloted and their performance monitored.

Alcohol	
Ensure that people have accurate, relevant information to enable them to make healthy, safe, informed choices and that messages are promoted in the right settings	A range of campaigns and promotional activities and campaigns are available locally. Halton has supported the Dry January campaign and has conducted a piece of social marketing into Foetal Alcohol Spectrum Disorders (FASD). National campaigns are supported on a local level, with a great deal of prevention and promotion activity aimed at young people delivered by Young Addaction and Catch 22, through the use of outreach youth work and the youth centres. School activity is coordinated through the Healthitude programme, which brings together a range of service providers to promote healthy lifestyles with local primary and secondary schools. During 2013/ 2014, 986 children and young people have received 1 hour alcohol awareness education sessions.
GPs should promote brief interventions and screening within primary care	A national enhanced service is available for GPs with regards to identification of 'at risk' patients and brief advice training is available for all GPs and practice staff
Commissioners, providers and the Health and Wellbeing Board should work nationally, regionally and locally to support minimum pricing per unit of alcohol	Halton is supportive of activity to introduce a minimum pricing per unit of alcohol.

All School Nurses, Youth Workers, Children's Social Care and Youth Offending Team staff should receive training to enable them to identify drug and alcohol problems to enable them to offer appropriate support and referral if needed. In addition, people who work with children need to be trained to recognise when children exhibit signs of experiencing parental alcohol misuse and know what action to take.	325 front line staff/ community residents have been trained in IBA. Those trained includes 44 young people with special needs, 16 vulnerable adults have received alcohol awareness sessions. Alcohol awareness has also been incorporated into the Falls Training Programme and delivered to 74 staff who work with older people 100% of staff reporting an increased knowledge of alcohol misuse and feel they have the confidence to highlight issues and refer on appropriately. Relationships have improved between adult substance misuse services and children's services, with improved protocols and pathways, joint visits and clear referrals now established to ensure that systems are in place to support young people when parental misuse of alcohol is identified.
Cancer	
NHS Commissioning Board should provide regular updates to Health and Wellbeing Boards on improvement in screening and uptake rates and ensure cancer and non-cancer screening programmes are accessible to people with learning or other disabilities	The Halton Action on Cancer Group receives regular updates regarding screening which it reports to the Healthy Lifestyles group and to the Health and Wellbeing Board. Recent activity has highlighted some access issues with regards to people with a disability and as a result this has been escalated to the relevant Trusts for action.

Local Hospital Trusts should commit to achieving agreed staging reporting for at least 70% of all cancers, collating, analysing and reporting this staging data after a minimum time delay

Following the negotiation of a cancer staging CQUIN (a framework aimed at improving services and outcomes for patients), with both local provider trusts (Warrington and Halton Hospital Foundation Trust and St Helens & Knowsley Hospitals), local trusts will be financially incentivised in 13/14 to achieve 70% staging data completeness. This will be monitored by the Clinical Commissioning Group during Quality Review meetings throughout 13/14 and progress reports will be brought to the Halton Action on Cancer Board. This is to ensure that both local trusts are compliant with the nationally expected standard by 14/15.

Commissioners should continue to invest in public awareness of cancer signs and symptoms

During the year Halton has continued to support the active promotion of National campaigns through "Be Clear on Cancer" activity. This has included the support for the 'Breast Cancer in Women over 70' campaign along with the promotion of breast cancer screening services in Halton and the promotion of the regional 'Be Clear on Cancer campaign for ovarian cancer'.

During 2013/14 over 2100 presentations / training sessions were delivered to front line staff/ community groups/ residents on cancer awareness, and nine GP practices were supported with training, events and cancer awareness sessions. This included Appleton Village, Murdishaw Health Centre and Oaks Place practices where 32 staff attended training, and Castlefields Health Centre where 27 staff received breast cancer awareness training.

Data On Health & Wellbeing in Halton:

This year's public health annual report is focused on reducing alcohol related harm in Halton. Data on health and wellbeing in Halton is available in the joint strategic needs assessment (JSNA). The JSNA pulls together a wide range of information about the health and well-being of the local population.

The JSNA and children's JSNA are available from:
www3.halton.gov.uk/Pages/health/JSNA.aspx

For further information contact the public health intelligence team:
Health.Intelligence@halton.gcsx.gov.uk

Joint Strategic Needs Assessment

The JSNA must pull together a wide range of information about the current and future health and well-being needs of the local population. It provides an opportunity to look to the future - over the next 5, 10, 15 and 20 years - so that we can plan now for likely changes in needs. Therefore it is one of the major influences in directing our commissioning priorities and planning service development.

The JSNA has been set out in chapters; where key issues are highlighted, information about what services are making a difference and the key priorities for the future are identified. The JSNA is intended to be an on line tool, enabling the reader to go straight to the chapters that they require. Each chapter references other relevant chapters that can provide wider context, allowing the reader to access all relevant and interlinking information to the subject area. Data updates are added each year when new information is available.

This assessment has not been done in isolation. Results of local and national consultations, surveys and research with people who use services, carers, residents and service providers have been used to inform the JSNA.

- Summary document
- JSNA data updates 2013
- Health Profiling
- More Borough Statistics and Profiles

Demographics and Wider Determinants

- Economic
- Housing
- Overall Health and Wellbeing in Halton
- Social Care
- Substance Misuse
- Transport
- Community Safety
- Demographics
- Smoking

Children and Young People

The Children's JSNA is available from <http://www.haltonchildrenstrust.co.uk/index.php/jsna/> and includes the following chapters

1. Introduction, Key Findings & Methodology
2. Population and socio-economic profile
3. Maternal health
4. Early Years: 0-4 years
5. Health & Wellbeing of School Age Children: 5-18 years
6. Educational Attainment and Employment
7. Safeguarding
8. Children with Disabilities & Complex Health Needs, including learning disabilities and autism
9. Children in Care
10. Engagement and Participation

Adults (working age)

- Diabetes
- Hypertension High Blood Pressure
- Physical sensory and learning disability
- Sexually Transmitted Infection
- Stroke
- Alcohol
- Mental Health
- Cancer
- COPD
- Coronary Heart Disease
- Obesity
- Immunisations

Older People

- Dementia
- Older People Falls

Specialist Needs Assessments

- Alcohol
- Older People

Top Ten Priorities for Public Health

A Public Health Manifesto from the North West Directors of Public Health

1. Introduce a minimum price of 50p per unit of alcohol sold to tackle alcohol-related harm and improve health and social outcomes.
2. Introduce a sugar sweetened beverage duty at 20p per litre to help address poor dental health, obesity and related conditions.
3. Commit to the eradication of childhood poverty to meet targets set by the Child Poverty Act 2010 and improve the health and wellbeing of all children.
4. Work with employers to increase payment of the living wage and introduce a higher minimum wage to improve quality of life, happiness and productivity in work.
5. Ban the marketing on television of foods high in fat, sugar and salt before 9pm to reduce children's exposure to unhealthy food advertising and improve diet choices.
6. Implement the recommendations contained within the "1001 critical days" cross party report to ensure all babies have the best possible start in life.
7. Implement tougher regulation of pay day loan companies to improve the health and wellbeing of people with debts.
8. Require all schools to provide a minimum of one hour of physical activity to all pupils every day in line with UK physical activity guidelines for 5-18 year olds.
9. Introduce policies to encourage active travel and use of public transport to improve the quality of local environments and improve road safety, health and wellbeing.
10. Require compulsory standardised front of pack labelling for all pre-packaged food and beverages (including alcoholic drinks) to encourage informed decision making about food and drink consumption.

Source: "Top Ten for Number Ten" – A Public Health Manifesto from the North West Directors of Public Health- July 2014

[http://www.cph.org.uk/wp-content/uploads/2014/07/
Public-Health-Manifesto-final-version.pdf](http://www.cph.org.uk/wp-content/uploads/2014/07/Public-Health-Manifesto-final-version.pdf)