

REPORT TO: Executive Board

DATE: 20 November 2014

REPORTING OFFICER: Director of Public Health

PORTFOLIO: Health and Wellbeing

SUBJECT: Halton Alcohol Strategy: Reducing alcohol-related harm across the life course, 2014-2019

WARDS: Borough wide

1.0 PURPOSE OF THE REPORT

1.1 The purpose of this report is to present the final draft of the Halton Alcohol Strategy: Reducing alcohol-related harm across the life course.

RECOMMENDATION: That Executive Board

- 1) note the contents of the report; and**
- 2) supports the strategy outcomes, objectives, and actions.**

2.0 SUPPORTING INFORMATION

2.1 Halton experiences an unacceptable level of alcohol related harm with significant impact on local individuals, families and communities. For local people, regular drinking 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 dependence can lead to relationship breakdown, domestic abuse and impoverishment. For our local communities, alcohol can fuel crime and disorder and transform town centres into no-go areas.

Halton Alcohol Strategy: Reducing alcohol-related harm across the life course, 2014-2019

2.2 The Halton Alcohol Strategy (Appendix A) sets out actions aimed at rebalancing the relationship Halton has with alcohol. The harm caused by alcohol in Halton is not a problem of a small minority. It is a problem that cuts across our entire population and affects local residents of all ages. That is why this strategy takes a life course approach to reducing alcohol-related harm at all stages of life from birth to old age. A 'Communities' chapter is also included to cover issues that affect people of all ages for example alcohol-related crime and community safety.

2.3 The Strategy builds upon the effective work that has been undertaken by partners locally. No one organisation is able to address all the factors to

reduce alcohol-related harm in Halton. Therefore this strategy has been written in collaboration with all partners agreeing the vision, outcomes, objectives and actions. This strategy is supported by a detailed action plan outlining actions, responsible leads, timescales and outcomes to be achieved (Appendix B). The plan will be monitored by the Alcohol Strategy Implementation Group, and outcomes reported to the Safer Halton Partnership, Health and Well Being Board and all other relevant bodies.

- 2.4 The strategy includes background information which sets out the policy context in which the strategy has been developed, levels of alcohol-related harm experienced in Halton and evidence of what works to reduce alcohol-related harm. Each chapter outlines the scale of the alcohol-related harm, describes current activity being undertaken to reduce alcohol-related harm, identifies gaps in activity compared to the evidence base and best practice examples and finally makes recommendations to reduce alcohol-related harm.

Alcohol Harm Reduction Strategy - vision, outcomes and objectives

- 2.5 The strategy makes the case that the impact of drinking on public health and community safety in Halton is so great that radical steps are needed to change our relationship with alcohol.

Our Vision is to enable people in Halton to have a sensible relationship with alcohol that promotes good health and wellbeing and ensures Halton is a safe place to live.

- 2.6 In order to achieve this vision and minimise the harm from alcohol in Halton the strategy will seek to deliver three interlinked **outcomes**:
1. Reduce alcohol-related health harms
 2. Reduce alcohol-related crime, antisocial behaviour and domestic abuse
 3. Establish a diverse, vibrant and safe night-time economy.

We have also identified three underpinning themes or values to achieve these outcomes:

- Working in partnership
- Reducing inequalities and protecting the vulnerable
- Promoting evidence based practice and cost effectiveness (value for money)

- 2.7 In order to deliver the three outcomes the alcohol partnership group has identified the following **objectives**:
- A. Increase awareness of alcohol related harm across the life course and establish responsible drinking as the norm (linked to outcome 1 +2)

- B. Identify and support individuals drinking above recommended guidelines (linked to outcome 1)
- C. Ensure individuals identified as having an alcohol misuse problem can access effective alcohol treatment services and recovery support (linked to outcome 1)
- D. Reduce levels of alcohol-related crime and disorder (linked to outcome 2)
- E. Prevent alcohol-related domestic abuse (linked to outcome 2)
- F. Ensure the local licensing policy and enforcement activity supports the alcohol-harm reduction agenda (linked to outcome 1, 2+3)
- G. Promote a diverse and vibrant night-time economy (linked to outcome 3)
- H. Work to influence government policy and initiatives around alcohol: 50p minimum unit price for alcohol, restrictions of all alcohol marketing, public health as a fifth licensing objective (linked to outcome 1, 2+3)

2.8 The Halton Alcohol Harm Reduction strategy has been developed by a multi-agency group with representation from both Adult and Children’s Services at the Council, the Police, service providers, the voluntary and community sector and other key partners.

Alcohol harm reduction strategy development group:

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| HBC - Public Health | HBC – Elected Members |
| Halton Clinical Commissioning Group | Cheshire Police |
| HBC – Children’s Commissioners | Cheshire Fire |
| HBC – Trading Standards | Drink Wise |
| HBC - Community Safety Team | Crime Reduction Initiative (CRI) |
| Licensing Enforcement Officers | Young Addaction |
| Alcohol liaison nurse Warrington and Halton Hospitals | Public Health England (Local alcohol action area support) |
| Alcohol liaison nurse St Helens and Knowsley Teaching Hospitals | Health visitor, Bridgewater Community Healthcare NHS Trust |
| HBC - Domestic abuse lead | HBC – Adult Social Care |
| Halton and St Helen’s Voluntary and Community Action | Health Improvement team, Bridgewater Community Healthcare NHS Trust (now HBC) |
| School nurses, Bridgewater Community Healthcare NHS Trust | Alcohol and substance misuse liaison midwife, Bridgewater Community Healthcare NHS Trust |
| HBC – Sure Start to Later Life | Home Office (Local Alcohol Action Area Support) |
| HBC - Children’s Social Care | North West Ambulance Service |
| College and schools representatives | Halton resident and service user |

- 2.9 The strategy was informed by the outcomes of a public consultation event attended by over 60 people and has been informed and influenced by both local need and national policy. A formal public consultation is also being undertaken to enable local people to provide feedback and insight to the final version of the strategy and action plan, although both will be kept under regular review to ensure that they are still relevant and meeting the needs of local people.
- 2.10 The strategy will be presented to the following boards for further input and discussion:
- Safer PPB
 - Health and Wellbeing Board
 - Safer Halton Partnership Board
 - Children's Trust Board
 - Halton Clinical Commissioning Group Executive Board

3.0 POLICY IMPLICATIONS

- 3.1 The Strategy will set the context for partnership working to prevent and tackle the impact of harm caused by alcohol for individuals, families and the communities of Halton. The harmful impacts of alcohol described above have been recognised by partners in Halton and reducing alcohol related harm has been identified as a priority by the Health and Wellbeing Board, the Halton Children's Trust and the Safer Halton Partnership Board, and the work supports the delivery of national policies, strategies and guidelines.

Halton is one of only twenty areas in the country to be awarded the status of being a "Local Alcohol Action Area" (LAAA). This award provides support from the Home Office and Public Health England during 2014 related to addressing the harm from alcohol across three areas – health, crime and anti-social behaviour, and diversifying the night time economy. Key partners have been involved from local authority, health and community safety and an action plan has been developed. This work is integrally linked to the development of the alcohol strategy and action plan.

4.0 OTHER/FINANCIAL IMPLICATIONS

- 4.1 The actions identified within the strategy will be delivered through existing resources identified within each partner's budget. Some service redesign or an innovative approach to service delivery will be required to better meet the needs of local people.

5.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

5.1 Children and Young People in Halton

The strategy supports the work of the Children's Trust in reducing the harm caused by alcohol to children, young people and families.

5.2 Employment, Learning and Skills in Halton

Alcohol can affect an individual's ability to access or maintain employment as well as have a detrimental effect on educational attainment. Through reducing alcohol-related harm the strategy will contribute to the development of opportunities otherwise adversely impacted by alcohol.

5.3 A Healthy Halton

This strategy forms a central strand of meeting the commitments to reduce the harm caused by alcohol identified in the Health and Wellbeing Strategy.

5.4 A Safer Halton

Reducing the harm caused by alcohol is a central strand of the work of the Safer Halton Partnership.

5.5 Halton's Urban Renewal

As part of the strategy, there is a commitment to working to stimulate and diversify the night-time economy so that it can provide alternative options to drinking alcohol. This will, in turn, contribute to the development of local town centres and Halton's Urban Renewal.

6.0 RISK ANALYSIS

The key risk is a failure to reduce the harm caused by alcohol for Halton's residents in accordance with the objectives of this Strategy. This risk can be mitigated through the regular review and reporting of progress and the development of appropriate interventions where under-performance may occur.

7.0 EQUALITY AND DIVERSITY ISSUES

The Strategy specifically aims to meet the needs of all residents in Halton to reduce alcohol related harm.

8.0 REASON(S) FOR DECISION

The Alcohol Harm Reduction Strategy is a statutory document.

9.0 ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

No alternative options considered.

10.0 IMPLEMENTATION DATE

With immediate effect following approval by Executive Board.

11.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

Document	Place of Inspection	Contact Officer
A) Draft Alcohol Strategy: Reducing alcohol-related harm across the life course, 2014-2019	HBC website	Dr Elspeth Anwar
B) Draft Alcohol strategy Action Plan, 2014-15	HBC website	Dr Elspeth Anwar