

Appendix 1: Alcohol Strategy Action Plan 2014-15

Preconception and pregnancy						
Objective	Targets/ outcomes		Actions	Timescales	Lead	Comments
Increase awareness of the harm of alcohol on the unborn child (prevention)	Pregnant women have a clear understanding that the healthiest and safest option is therefore for women not to drink when trying for a baby and when pregnant. Less pregnant women report drinking during pregnancy	1	Develop a local education campaign to increase the awareness of the harm of drinking alcohol when pregnant or trying to conceive.	Launch campaign Feb 2015 Review progress June 2016	Public health/ HIT	Linked to actions
		2	Ensure that preconception advice provided by GP's and midwifery includes messages around the harm of drinking alcohol when trying for a baby or when pregnant.	Ongoing Review progress June 2016	Midwifery/ GPs	
		3	Ensure staff working in sexual health clinics are giving clear consistent advice that the healthiest and safest option is not to drink when trying for a baby or when pregnant.	Ongoing Review progress June 2016	Sexual health team	
Ensure the early identification and support of pregnant women drinking above recommended guidelines (early identification)	All Halton midwives trained on IBA All Halton health visitors trained on IBA	4	Ensure Halton midwives and health visitors are trained in alcohol identification and brief advice (alcohol IBA) and ensure the implementation this training.	Nov 2015 Annual review	Health improvement team	Linked to actions 5, 10, 17, 30, 41, 54

	<p>All FNP nurses to be trained in the early identification and support of pregnant women who misuse alcohol</p> <p>Local pathway developed between FNP and alcohol treatment services</p>	5	<p>Ensure clear local pathways are in place to identify and support women in the Family Nurse Partnership (FNP) programme who are identified as having an alcohol problem.</p>	Review Nov 2015	FNP Lead/ CRI	<p>Linked to actions 4, 10, 17, 30, 41, 54</p>
<p>Ensure pregnant women identified as having an alcohol misuse problem can access effective alcohol treatment services and recovery support (treatment and recovery)</p>	<p>New effective pathway developed</p>	6	<p>Review pathways to support for pregnant identified as misusing alcohol</p>	March 2015	Alcohol strategy Group	
		7	<p>Agree the pathway and funding for inpatient detox treatment for pregnant women</p>	March 2015	Alcohol strategy group	

Early years (age 0-5)						
Objective	Targets/ outcomes		Actions	Timescales	Lead	Comments
Increase awareness of the harms of alcohol among parents of babies and toddlers (prevention)	Alcohol awareness messages included within 50% of local parenting programmes	8	Identify all available local parenting programmes and ensure they include messages of the harms parental drinking may have upon young children.	June 2016	HIT/ Children's centre leads	
	Development and dissemination of an information resource Reduction of cot deaths related to alcohol (as reviewed by child death overview panel)	9	Develop an information resource for new parents which includes key messages around safe drinking guidelines, safe sleeping and reducing the risk of accidents.	June 2016 (Audit of child death overview panel cases)		
Ensure the early identification and support of parents of babies and toddlers drinking above recommended guidelines (early identification)	Early Years Intervention workers, front line Children's Centre Staff to be identified and trained on alcohol IBA.	10	Ensure key non clinical early years staff are trained in alcohol identification and brief advice (alcohol IBA) and ensure the implementation of this training.	June 2016	Health improvement team	Linked to actions 4, 5, 10, 30, 41, 54

<p>Ensure parents of babies and toddlers identified as having an alcohol misuse problem can access effective alcohol treatment services and recovery support (treatment and recovery)</p>	<p>New effective protocol developed</p>	<p>11</p>	<p>Take a 'whole family' approach to providing treatment and support to parents with young children (aged 0-5) suffering from alcohol misuse. To include the development of joint local protocols between alcohol services and children and family services (to include the identification, assessment and referral of children who need to be safeguarded)</p>	<p>June 2015</p>	<p>CRI safeguarding lead/ children and family services</p>	
	<p>Increase in the number of parents in treatment who attend parenting programme to develop their parenting skills</p>	<p>12</p>	<p>Develop and support the parenting skills of alcohol misusers who have responsibility for the care of babies and toddlers.</p>	<p>June 2015</p>	<p>HIT/ CRI/ Substance misuse specialist midwife/ health visitors/ FNP nurses</p>	<p>Note linked to action 8</p>

School age children (age 5 to 18)						
Objective	Targets/ outcomes		Actions	Timescales	Lead	Comments
Increase awareness of the harms of alcohol among school age children (prevention)	Annual alcohol awareness campaign plan developed and agreed by all agencies	13	Develop a coordinated alcohol awareness campaign plan aimed at children and young people and their parents	Ongoing Review Nov 2015	HIT/ Young Addaction/ Cheshire Police	Linked to actions X
	Deliver Healthitude programme to 15-20 schools (per year) Development of a coordinated approach to school based alcohol awareness sessions (including sessions jointly delivered between agencies)	14	Coordinate the delivery of alcohol education within local school settings (Healthitude, R U Different, Amy Winehouse Foundation, Cheshire Police, Alcohol education Trust, web magazine)	June 2015	HIT	
	Social norms campaign to be run in ten schools/ colleges Shift in perceptions of young people related to alcohol	15	Deliver a social norms campaign within schools	Nov 2015	R U Different	

	consumption Reduction in the number of young people who state that they binge drink (Trading Standards North West survey)					
	200 bus deployments and 250 street based team deployments per year	16	Provide information, advice and guidance around alcohol in young people settings within local communities (Outreach work)	Nov 2016	Young Addaction/ Catch 22	
Ensure the early identification and support of school age children drinking above recommended guidelines (early identification)	Children and young people workforce staff to be identified and trained on alcohol IBA.	17	Ensure key staff within the children and young people workforce are trained in alcohol identification and brief advice (alcohol IBA) and ensure the implementation of this training. To include staff who work with vulnerable young people including truants and those excluded from school, young offenders, looked after children, children with special educational needs.	June 2016	Health improvement team	Linked to actions 4, 5, 10, 30, 41, 54
	Identify the number of young people attending A+E due to	18	Ensure young people attending A+E due to alcohol are identified and supported appropriately.	June 2015	Alcohol strategy Group	

	alcohol in Halton Data sharing agreement developed					
Ensure school age children identified as having an alcohol misuse problem can access effective alcohol treatment services and recovery support (treatment and recovery)	Variation to contract to cover all children (currently aged 10+)	19	Ensure all children affected by family alcohol misuse are able to access support	June 2015	CYP Commissioner/ Young Addaction	
	New effective pathway developed	20	Review alcohol treatment pathways for young people who misuse alcohol in Halton (to include pathways for vulnerable young people including truants and those excluded from school, young offenders, looked after children, children with special educational needs).	March 2015	Alcohol strategy Group	
Reduce underage drinking and associated anti-social behaviour	All Operation stay safe supported by relevant agencies	21	Strengthen Operation stay safe – street based teams work in partnership with community safety officers to reduce alcohol related anti-social behaviour	June 2016	Safer Halton Partnership (Cheshire Police and HBC Community safety team)/ Young Addaction	
	Intelligence related to underage drinking is shared appropriately	22	Establish relationships between agencies, community groups and service providers (including voluntary) that ensures any intelligence in	June 2015	Trading Standards	

			relation to under 18s and alcohol is appropriately shared.			
	A year on year increase in the number of licensed premises operating Challenge 25 policy in Halton	23	Work towards all local licensed premises operating a Challenge 25 policy	By November 2018 Review in Nov 2015	Trading Standards, Halton Community Safety Partnership (Cheshire Police and HBC licensing enforcement officers)	
	Number of staff attending training programme per year Number of visits to premises Number of test purchasing and enforcement actions	24	Develop and implement a structured approach to ensuring that Halton licensed premises comply with their obligations in relation to the sale and supply of alcohol, to include: <ul style="list-style-type: none"> - Production of Challenge 25 promotional materials - Training programme for staff in licensed premises (Responsible retailers course) - Visits to all licensed premises - Test purchasing and 	March 2016	Trading Standards/ Licensing enforcement officers	

			enforcement actions where appropriate			
	Increase in young people attending an alcohol awareness course.	25	Develop a restorative justice approach to deal with under 18s who attempt to buy alcohol to complement Operation Ice	March 2016	Cheshire Police/Community Safety/ Trading Standards.	
	Raised awareness and uptake of available activities	26	Promote diversionary activities for local young people as an alternative to drinking alcohol	June 2016	Halton CVS/ HIT	
Working age adults (aged 18 to 64)						
Objective	Targets/ outcomes		Actions	Timescales	Lead	Comments
Increase awareness of the harms of alcohol among working age adults (prevention)	Annual alcohol awareness campaign plan developed and agreed by all agencies	27	Develop a coordinated alcohol awareness campaign plan aimed working age adults to include supporting the local promotion of national alcohol awareness campaigns e.g. Dry January, Alcohol awareness week, Drink Wise campaigns	Ongoing Review Nov 2015	HIT/ Alcohol strategy group	Link to action X
		28	Deliver alcohol health events across the borough to raise awareness within the local community of safe drinking recommendations and local alcohol	Ongoing Review Nov 2015	HIT	

			support services			
	Support 5 workplaces to develop and implement alcohol policies	29	Support local workplaces to implement alcohol policies http://www.hse.gov.uk/pubns/indg240.pdf	June 2016	HIT	
Ensure the early identification and support of working age adults drinking above recommended guidelines (early identification)	Key staff to be identified and trained on alcohol IBA.	30	Ensure key staff are trained in alcohol identification and brief advice (alcohol IBA) and ensure the implementation of this training. To include staff who support vulnerable adults e.g. the unemployed, veterans, offenders, people with mental health problems, homeless people, those with learning difficulties	June 2016	HIT	Linked to actions 4, 5, 10, 17, 41, 54
		31	Promote uptake of NHS Health checks for local residents aged 40-74 (which includes an alcohol check)	Nov 2015	Public Health	
Ensure working age adults identified as having an alcohol misuse problem can access effective alcohol	New effective pathway developed	32	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,	March 2015	Alcohol strategy group	

treatment services and recovery support (treatment and recovery)			people with mental health problems, homeless people, those with learning difficulties			
	Service specification agreed by all commissioning organisations Performance monitoring agreed.	33	Secure future funding arrangements for Alcohol liaison nurses based in Warrington and Whiston Hospital	Nov 2015	PH Commissioner	
	Repeat attenders within and across agencies are identified A multi-disciplinary approach is taken to supporting such individuals	34	Work in partnership to identify and support individuals who are repeat attenders to services due to alcohol-related harm e.g. repeat ambulance call outs, repeat hospital A+E attendances and admissions	Nov 2015	Alcohol strategy group	
	Thiamine is offered and prescribed for all known harmful or dependent drinkers	35	Promote thiamine therapy for identified heavy drinkers	June 2016	CRI	
	Decision on whether to locally fund Nalmefene	36	Monitor NICE guidance on the use of Nalmefene (due November 2014) and decide whether a pilot should be funded locally	March 2015	Public health alcohol lead	

	Identify local mutual aid groups Co-location of services	37	Develop effective links between treatment services and local mutual aid groups, and ensure that all clients have the opportunity and encouragement to access a mutual aid programme of their choice. Use PHE self-assessment toolkit: http://www.nta.nhs.uk/uploads/self-assessment-tool-final-pdf-version.pdf	Ongoing Review Nov 2015	CRI	
Older adults (aged 65+)						
Objective	Targets/ outcomes		Actions	Timescales	Lead	Comments
Increase awareness of the harms of alcohol among working age adults (prevention)	Insight work completed	38	Undertake insight work with older people to better understand the nature of the problem and what prevention strategies and treatment approaches work will best with older drinkers	Nov 2015	HIT	
	Alcohol awareness campaign developed	39	Develop an alcohol awareness campaign aimed at older people based upon local insight work	June 2016	HIT	

	Raised awareness and uptake of available activities	40	Provide activities and opportunities to socialise – linked to developing Halton Loneliness Strategy	Nov 2015	HIT	
Ensure the early identification and support of older adults drinking above recommended guidelines (early identification)	Key staff to be identified and trained on alcohol IBA.	41	Ensure key staff who work with older people are trained in alcohol identification and brief advice (alcohol IBA) and ensure the implementation of this training.	June 2016	Health improvement team	
		42	Promote uptake of NHS Health checks for local residents aged 40-74 (which includes an alcohol check)	Nov 2015	Public health	
Ensure older adults identified as having an alcohol misuse problem can access effective alcohol treatment services and recovery support (treatment and recovery)	New effective pathway developed	43	Review alcohol treatment pathways for older adults in Halton (to include developing alcohol treatment services which are culturally appropriate for older people).	March 2015	Alcohol strategy group	
	Service specification agreed by all commissioning organisations Performance monitoring agreed.	44	Secure future funding arrangements for Alcohol liaison nurses based in Warrington and Whiston Hospital	Nov 2015	PH Commissioner	

	<p>Repeat attenders within and across agencies are identified</p> <p>A multi-disciplinary approach is taken to supporting such individuals</p>	45	<p>Work in partnership to identify and support individuals who are repeat attenders to services due to alcohol-related harm e.g. repeat ambulance call outs, repeat hospital A+E attendances and admissions</p>	Nov 2015	Alcohol strategy group	Linked to action
	<p>Thiamine is offered and prescribed for all known harmful or dependent drinkers</p>	46	<p>Promote thiamine therapy for identified heavy drinkers</p>	June 2016	CRI	Linked to action
	<p>Decision on whether to locally fund Nalmefene</p>	47	<p>Monitor NICE guidance on the use of Nalmefene (due November 2014) and decide whether a pilot should be funded locally</p>	March 2015	Public health alcohol lead	Linked to action
	<p>Identify local mutual aid groups</p> <p>Co-location of services</p>	48	<p>Develop effective links between treatment services and local mutual aid groups, and ensure that all clients have the opportunity and encouragement to access a mutual aid programme of their choice.</p> <p>PHE self-assessment toolkit: http://www.nta.nhs.uk/uploads/self-assessment-tool-final-pdf-version.pdf</p>	<p>Ongoing</p> <p>Review Nov 2015</p>	CRI	Linked to action

Keeping our local communities safe from alcohol-related harm						
Objective	Targets/ outcomes		Actions	Timescales	Lead	Comments
Increase awareness of the harms of alcohol among our local communities	<p>Increase knowledge of participants of alcohol related harm within local communities</p> <p>Development of community led recommendations for change</p> <p>Increase in number of participants who feel engaged and that they can inform local decision making processes</p>	49	Hold a community conversation around alcohol – using an Inquiry approach based on the citizen's jury model of community engagement.	Nov 2015	Our Life	

	Alcohol awareness campaign plan developed and agreed by all agencies	50	Develop a coordinated alcohol awareness campaign plan that covers all life course stages and supports the local promotion of national alcohol awareness campaigns (to include both health and crime and community safety messages)	Nov2015	HIT/ Alcohol strategy group	Link to actions 1, 13, 27, 39
Reduce levels of alcohol-related crime and disorder	<i>Reductions in crime in town centre hot spots</i> <i>Surveys show that residents feel safer</i>	51	Maintain and support current local activity to reduce alcohol –related crime and anti-social behaviour	Nov 2015	Halton Community Safety Partnership	
		52	Cheshire police will run days of action targeting alcohol related crime and disorder throughout the year and during seasonal periods of increased risk.	Nov 2015	Cheshire Police	
	All Halton street pastor volunteers receive alcohol awareness training	53	Support the Halton street pastors project	Nov 2015	Alcohol strategy group	
Prevent alcohol-related domestic abuse	Key staff in custody and domestic violence advocacy services to be identified and trained on alcohol IBA.	54	Ensure key staff who deal with domestic abuse incidents are trained in alcohol identification and brief advice (alcohol IBA) and ensure the implementation of this training.	June 2016	HIT/ HBC Domestic abuse lead	Linked to actions 4, 5, 10, 17, 30, 41

	New effective pathway developed Services co-located	55	Develop referral pathways between domestic abuse support services and local alcohol treatment services (To explore the co-location of services)	Nov 2015	CRI/ HBC Domestic abuse lead	
Ensure the local licensing policy and enforcement activity supports the alcohol-harm reduction agenda	Self-assessment tool completed in partnership SOLP reviewed in partnership	56	Review Halton's Statement of Licensing Policy in line with best practice to ensure it supports the alcohol-harm reduction agenda	Nov 2015	Public health/ Cheshire Police/Halton Community Safety/ Trading Standards.	
	Local protocol developed	57	Develop protocols to ensure A&E departments share data about attendees injured by violent crime with the police (Information Sharing to Tackle Violence (ISTV) ¹)	June 2016	Halton Community Safety Partnership/ Public health	
	Increase in number of premises signed up to Arc Angel scheme	58	Further develop and strengthen local Arc Angel scheme	March 2016	Halton Community Safety Partnership	
	<i>Increase in number of premises signed up to Arc Angel scheme</i>	59	Further develop and strengthen local Pub watch	March 2016	Halton Community Safety Partnership	

¹ <https://www.gov.uk/government/news/aes-and-police-to-share-information-to-help-tackle-violence>

	<p>Number of staff attending training programme per year</p> <p>Number of visits to premises</p> <p>Number of test purchasing and enforcement actions</p>	60	<p>The establishment and implementation of a structured approach to ensuring that Halton licensed premises comply with their obligations in relation to the sale and supply of alcohol, to include:</p> <ul style="list-style-type: none"> - Production of Challenge 25 promotional materials - Training programme for staff in licensed premises (Responsible retailers course) - Visits to all licensed premises 	March 2016	Trading Standards/ Licensing enforcement officers	
	<p>Identify sales of high strength alcohol locally</p> <p>Explore retailers perceptions of a voluntary scheme</p> <p>Decision made on implementation of a local scheme</p>	61	<p>Explore the possibility of voluntary agreements related to sales of high strength alcohol among off-licenses (Ipswich model)</p>	March 2016	Halton Community Safety Partnership/ Public Health	
Promote a diverse night-time economy	Benchmarking undertaken	62	Benchmarking against Purple Flag standards, develop action plan to implement all standards across	Nov 2015	Halton Community Safety	

	Action plan developed		Runcorn and Widnes Town centres		Partnership	
		63	Explore possibility of developing night time venues and events in Halton which are non-alcohol based (Night markets, pop-up cinema, extended hours of premises not serving alcohol, dry bars e.g. the Brink Liverpool and Umbrella Manchester)	Ongoing Review Nov 2015	Community Development team/ Public Health	
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		64	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	Ongoing Review Nov 2015	Drink Wise	