

ADP ALCOHOL STRATEGY – STOCKTAKE EVENT

SLIDE 1: ‘Healthier Safer & Responsible’ vision statement

The Aberdeen City Alcohol strategy as you will know was launched on 14 December 2009

Since coming into my current post, shortly after in June 2010, my main task has been to support the alcohol strategy and co-ordinate and report on the various actions within the plan

– straightforward !?

It seemed however that even in this short space of time, the context in which we operate had changed and was still changing very quickly indeed

Barely a day passed since, without reference to:

- legislation
- minimum pricing
- labelling
- social responsibility levy
- binge-drinking
- unit guidelines
- parental influences on young people
- drink-driving limits
- alongside of course, no end of varying commentary and opinion

It seemed to me that we had been ahead of the curve by developing and publishing our strategy in line with the Scottish Government’s “Changing Scotland’s Relationship with Alcohol” (2008) and by keeping it deliberately separate from our drug misuse strategy

– Ideally this helps keep alcohol in mind as a great, if not greater problem than that of illegal drugs

Furthermore the idea of a 10 year strategy may have raised a few eyebrows at the time, but I think now in such a rapidly changing environment that seems to make quite a lot of sense

It became quite clear to me very quickly that an enormous amount of effort and work was going on across agencies, services and the community in terms of trying to tackle the negative aspects of our alcohol culture

The work involved in trying to keep track of all the various contributions could be likened to the painting of the Forth Bridge, a full-time and seemingly endless task

The most positive aspects of all of this for me, has to be the enthusiasm and appetite that we seem to have for this task. For example:

A small part of the jigsaw in context was a project called "The trouble with alcohol". Colleagues in SPS most notably George Robertson developed the initiative to highlight the difficulties (or troubles) of a cohort of young men who had found themselves in the Criminal Justice system, in prison, due to alcohol related issues

A number of those individuals took part in filmed interviews that were later developed into a pack (a DVD) to be used with young people at risk, or already coming to the attention of the justice authorities. A tool for prevention and/or training resulted from the hard work of both Sharon Desbois (Barnardos) and Gary Dawson (formerly Aberdeen City Council) alongside a number of partner contributions

Quite incredibly however, suspecting that it would interest a number of key agencies/services we had thought perhaps 20 places would be reserved for a launch/training for the final product

Some 95 applications later we were looking at a bigger venue, at one point I had thought we may end up here at AECC! This represented a huge range of individuals across all sectors and professions

I think this goes to highlight that there is a huge appetite in the City for tackling complex issues – in so much that what started out as a small project can become a very significant part of an overall effort to tackle issues head-on. And this is a theme which replays across a lot of work relating to alcohol misuse

SLIDE 2: ADP Context

So what has happened since then, what of the action plan?

Well, a little like my own School Report Cards – a number of observations could be drawn

- Doing well (Tick)
- Some room for improvement (Tick)
- Needs to do better (Please see me at next opportunity)

Lesley as chair of the ADP Alcohol Task Group will perhaps understand my nervousness at presenting updates on the action plan

Progress has been varied as you would imagine, and in some cases it is difficult to compare 'like for like' in terms of the actions taken forward

For example you could argue that issues regarding,

- Public Health and Licensing
- Children affected by Parental Alcohol Misuse
- Communication, Education

Are all very complex and ultimately multi-faceted, cutting across a number of the areas of the plan, so unsurprisingly it can appear that in some areas 'achievement' is not so easy to define and document

That said, the plan clearly shows commitment and progress in a number of key areas, and today you have heard presentations which frame some of these and allow us to look forward at what/where next?

HEAT Targets (Alcohol Brief Interventions & Waiting Times)

In terms of ABI huge efforts across Primary Care, A&E, Antenatal and Sexual Health services to achieve over 15,000 interventions

Improving Alcohol Services commissioning and development of integrated services and signposting to support (homelessness, mental health etc)

Highlighting and **supporting Recovery** movement (AA, SMART recovery)

Community Safety initiatives (Street Pastors are now a familiar and established welcome presence). Licensed trade initiatives such as UNIGHT scheme

Communication – raising awareness of alcohol and pregnancy, workplace policies, parental responsibilities

Enforcement of new legislation – creating less tolerance for Criminality, ASB & Violence (Domestic etc)

There is still much to be done looking forward, and this is one of the key elements of the implementation of the strategy having to keep **applying the pressure** of multi-agency partnership efforts

Even where we have had success, we cannot be complacent, and we need to continue to strive to achieve an impact – to achieve **OUTCOMES**

The Report is available at: www.aberdeencityadp.org.uk > Publications > ADP Documents

SLIDE 3: Outcomes Framework (Example)

How will we know we have achieved these outcomes?

The 10 year strategy is in some respects a 'long game'. In essence we are obliged to measure ourselves ultimately against the national indicators:

Lower drinking **prevalence** / sales etc

Alcohol-related deaths / Hospital admissions / **health**

Less demand for treatment services / **quality services** / **recovery**

Reduction in recorded **Crime** / **Community Safety**

CAPSM

Environmental

This clearly does not over-ride other efforts, as we have seen small projects can have a clear impact and can galvanise and contribute towards putting a dent in these indicators

However, in these times where resources are finite and have to be deployed as effectively as possible, true multi-agency partnership working is KEY

These cannot just be lip-service words, but have to be a reality in order to succeed

SLIDE 4: 'Healthier, Safer and Responsible' Vision Statement

So what we are describing is really an excellent summary ultimately of

– culture change

The vision statement accompanying the strategy – based on the logic modelling approach is a clear reflection of this

“We aim to be a City that promoted a safe, healthy and responsible attitude to alcohol”

The key outcomes then are simply identified as:

“Safer”, “Healthier” & “Responsible” ...

Going forward, we now need to refresh the Strategy and Action Plan and we would like now to take an opportunity to involve you all in this key process

To this end, we have a number of themed workshops to which we would like to direct you.

There will be an opportunity for informal discussion around a few key questions, followed by an exercise looking to link up our activity with outcomes, paperwork provided to assist in each room

We are keen to hear from all of you on your ideas regarding both the outcomes (are they the right ones?) and any suggestions can be sent to us after taking time to digest the information and discussion from today's event

THANK YOU