

## Alcohol Harm Reduction in County Durham

Activity Update - July 2009 to June 2010

### Prevention

- ◆ Financial support to Balance the Regional Alcohol Office
- ◆ Social marketing campaign on calories in alcohol raised awareness
- ◆ Research has been undertaken on the links between alcohol and domestic abuse
- ◆ Fire Service has developed a Vulnerable Person's Protocol following an increase in alcohol related fire deaths
- ◆ 911 people, including GPs and surgery staff have been trained in Identification and Brief Advice (IBA)
- ◆ 263 schools (95.3%) have quality assessed drug and alcohol policies and have achieved the minimum standards set out in the Healthy Schools criteria [99.6% primary schools, 75% secondary schools and 81.8% special schools]
- ◆ 53 schools are engaged in achieving the Enhanced Healthy School's status
- ◆ In 2009/10 - 60 teachers, 20 governors and 220 newly qualified teachers (NQTs) took part in Continuing Professional Development (CPD) in relation to alcohol "incidents"
- ◆ Since 2008 260 school staff, including Educational Welfare Officers (EWOS), Parent Support Advisors and Youth Workers have taken part in CPD in relation to alcohol
- ◆ Partners have taken part in seven Operation Staysafe. 256 young people engaged with the operations and 21 were taken to a place of safety and collected by their parents
- ◆ In partnership with Durham University research is underway in relation to alcohol and young people



### Treatment

- ◆ Funding has been identified to sustain the Community Alcohol Service
- ◆ 74.6% of GPs have agreed to take part in the Locally Enhanced Service (LES)
- ◆ Treatment pathways from acute services to community based services are under development
- ◆ Prison based alcohol interventions, including alcohol screening on reception in HMP Durham and intervention in custody and the community are being piloted.
- ◆ The Whitehouse Project now being developed for older drinkers who have experienced inpatient stays for alcohol related illness.
- ◆ The young people's substance misuse service has been re-launched as 4Real
- ◆ There are 5 Alcohol Brief Intervention Workers across the County to provide early intervention with young people where they are at risk of alcohol related harm
- ◆ You-turn project is design to address the needs of women who were offenders or at risk of offending with problematic alcohol use. 192 women have so far been referred to the project



## Control

- ◆ Durham Constabulary has identified a Superintendent to lead its work on alcohol and Durham Constabulary Chief Constable is now the ACPO lead for Alcohol.
- ◆ Communication campaign about proxy sales raised awareness of the offence by 20%
- ◆ Accident and Emergency departments have started to collect and share "Cardiff Model" data where people attend A&E as a result of alcohol related violent crime
- ◆ A review of all alcohol related enforcement procedures is taking place
- ◆ HMRC has undertaken operations and confiscated alcohol where duty has not been paid, taking illegal alcohol off the streets of County Durham
- ◆ A pilot of Brief Interventions in Custody (Alcohol Arrest Referral) has started
- ◆ Over 300 test purchase operations on off-licensed premises have taken place across County Durham. Over 75% of these premises passed.
- ◆ The Best Bar None Scheme in Durham City won the accolade of the best Best Bar None in the Country after it's winner was stripped of the title of Durham City's Best Bar



### Don't pass it on!

IT IS AGAINST THE LAW to buy or try to buy alcohol for someone who is under 18 years old.

Anyone caught buying alcohol for young people will receive a fixed penalty notice of £80 or will be taken to court and could receive a fine of up to £5,000.

The Safe Durham Partnership  
*Altogether safer*



## Future Plans

- ◆ Using the learning to develop a framework for County Durham to implement and improve on the Sub-21 initiative which took place in North Tyneside to develop relations with Off-Licenses and arrange activities for young people
- ◆ Organising activities and events for young people working building on the success of the Under 18 events in Stanley and Peterlee
- ◆ Training of the workforce in Identification and Brief Advice (IBA) including Housing and Children's Services
- ◆ A social marketing campaign aimed at those drinking excessively at home
- ◆ Developing social marketing materials targeting drinkers with children using an 'interactive family' approach
- ◆ Policies developed on Designated Public Place Orders (DPPOs) and other enforcement tools
- ◆ IBA delivered in Pharmacies which deliver emergency contraception services
- ◆ Schools in the Stanley and Consett area benefited from additional resources to help deliver education on alcohol to young people