

## Health and Wellbeing Board

25 April 2016

### Alcohol Work Group

#### 1. Purpose

This report is to update the Health and Wellbeing Board on the progress made in the 3 areas identified by the Alcohol Work Group.

#### 2. Recommendations

2.1 That the Board note the content of this report.

#### 3. Report detail

At the October 2014 meeting the Health and Wellbeing Board set up a time limited alcohol work group to review the alcohol services, supportive legislation and inter-agency work that exist in Walsall. The group was led by Councillor Lane supported by Jamie Morris, Executive Director of Neighbourhoods, and Dr Suri, deputy chair of Walsall Clinical Commissioning Group.

Further representatives were drawn from elected members, council officers from Neighbourhoods and Children's Directorates, West Midlands Police and Walsall Clinical Commissioning Group.

The group met on 3 occasions between November 2014 and March 2015. The agenda focused on the following areas; education/prevention and health promotion, clinical and psycho social treatment services, community safety, trading standards, licensing and anti social behaviour.

The group were satisfied that the key alcohol priorities were being addressed through the Integrated Drug and Alcohol Strategy.

The group recognised that there would be limitations to any additional ambitions to the Strategy in the context of the existing alcohol services being re-designed and imminently subject to competitive tender with a new contract start date of 1<sup>st</sup> July 2015.

The services were retendered between September 2015 and January 2016, with CRi being awarded the integrated services contract in February 2016 with a contract start date of 1<sup>st</sup> July 2016.

Notwithstanding the re-tendering timetable additional actions were identified and they focused on the following 3 areas;

## **Prevention**

To prevent the harm caused by alcohol misuse by producing prevention materials for all ages but with specific targeted materials for young people, utilising educational settings to promote sensible use of alcohol and integrating alcohol awareness into the healthy schools and healthy child programme. The following materials and services have been developed and delivered;

- Walsall's Health and wellbeing Website
- CRi Walsall Beacon Service Website
- CRi bi-monthly Young People's newsletter
- CRi families and parental drug and alcohol training and awareness materials
- CRi substance misuse awareness work with targeted schools
- Updating and planned promotion of the universal professionals drug and alcohol screening tool jointly between Public Health and Children's services
- Alcohol awareness embedded into the Public Health commissioned healthy schools and healthy child service re-design

## **Treatment**

The Alcohol Group re-launched an initiative to reduce the demand on hospital services by targeting the frequent flyer alcohol patients with a coordinated partner agency care coordinated plan.

This initiative between representatives from Walsall Healthcare Trust, CRi, Walsall Council Housing, Dudley & Walsall MHPT has shown dramatic results in reducing the attendance at A&E and subsequent admittance to the hospital wards of the top 10 frequent flyers. The success of the initiative now warrants a project management process to be applied to the process to allow for a more structured approach to understand which variables are responsible for producing the successes.

Walsall Healthcare Trust representatives, with support from Public Health have recently met to agree the project management structure of the next phase of the project. This is an area of work that has attracted national interest and has the potential to deliver significant reductions in demand for the hospital and better coordinated and appropriate services to the identified frequent flyer patients.

This initiative is complimented by the CRi hospital liaison service which links drug and alcohol inpatients from Walsall Manor and Dorothy Pattison Hospitals into a range of community coordinated services. The service receives on average 80 referrals per month with 80% being for alcohol specific problems.

## **Enforcement**

Linked to alcohol hospital admissions a specific issue was raised regarding hospital inpatients buying alcohol from local off licences whilst still an inpatient of the Hospital. Walsall Council Trading Standards officers with the support of West Midlands Police made targeted visits to 3 local off licence premises and gained voluntary cooperation to refuse to sell alcohol to hospital patients with supportive posters and signage to address the issue.

To reassure the Board all the Health and Wellbeing Board Alcohol Group initiatives have now been incorporated into the Drug and Alcohol Strategy and will continue to receive attention to sustain the initial positive impact.

#### **4. Implications for Joint Working arrangements:**

There are no financial, legal or other resource implications in this report.

#### **5. Health and Wellbeing Priorities:**

The sensible and safe use of alcohol plays an important cultural and social role within our society. However the problematic use can have significant negative impact for individuals, their families and their communities if left unchallenged.

The negative impacts can be seen across the range of Marmot principles underpinning the priorities of the Health and Well-being strategy; alcohol co-morbidity with mental health problems, physical health problems as a result of harmful and hazardous drinking ultimately leads to poor health and reduced life expectancy, alcohol misuse during pregnancy can lead to babies being born with alcohol foetal syndrome, excessive parental alcohol misuse can be disruptive to families and impact upon parenting, increased levels of family dysfunction, domestic violence and community safety challenges resulting in increased fear of crime and the direct impact upon specific categories of offending.

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