

KENT ACTION ON ALCOHOL ACTION PLAN

The KCC Alcohol Select Committee reported in March 2008 on both the extent of alcohol related harm in the county but, more importantly, on the actions which needed to be taken to address those harms. In all the Select Committee's report made 28 recommendations for change. These covered targets ranging from the education of young people to improving treatment services. This Plan is the first step in a process to turn those recommendations into real actions.

Kent Drug and Alcohol Action Team (KDAAT) has now established the Kent Action on Alcohol Steering Group (KAASG) which will develop a wider Alcohol Strategy for Kent to deliver on the recommendations of the KCC Alcohol Select Committee and the strategies of other agencies such as the Primary Care Trusts and the Police. The strategy will set out the key principals and core values for achieving the outcomes of the report. This will include working on issues that influence society, communities and individuals attitudes to and behaviours leading from alcohol consumption. The strategy will be broad reaching aiming to capture the work that will reduce the harm from the misuse of alcohol, recognise the disproportionate impact that this has on some communities and seek to achieve a partnership approach to services, support mechanisms and information. The key partners within this strategy are the Kent County Council including the breadth of services from education and children's service to trading standards and community safety, the Public Health and Primary Care services, the Voluntary Sector, the Police and other criminal justice agencies.

This Action Plan sets out the first steps towards meeting the recommendations flowing from the Select Committee Report. It therefore highlights immediate actions that need to be taken and should not be regarded as a final document. A further operation plan will follow with the alcohol strategy.

Safe Sensible Social is the national strategy for tackling alcohol misuse. The Alcohol Select Committee has in principal adopted the key themes within the national strategy but clearly wishes to build on local knowledge and best practice and improve opportunities where gaps either in service provision have been identified or failings have been identified such as with the area of alcohol education.

1. Building Effective Partnerships

Lead Cabinet Member	Mr. Mike Hill
Key Themes	Information sharing and strategic partnerships
Lead Agency	KCC
Recommendation	1,2,19, 20

To make our partnership arrangements with the interest groups, NHS, District Council, Criminal Justice Services, Housing, Educational Institutions and voluntary organisations more effective, we will:
 achieve improved partnership working across all agencies led by timely and accurate information and improved outcomes for those who come into contact with services

Objective	Select Committee Recommendations	Priority Actions	Outcomes Sought	Date
1.1	To establish a multi-agency Kent Action on Alcohol Steering Group (KAASG)	First group meeting to be held June 2008	1. A coordinated response to alcohol related issues across the County	GREEN KAASG established June 2008
1.2	To develop a Kent Alcohol Strategy and produce an annual report updating progress on the strategy	KAASG to identify resources and agree brief and process for the strategy development	1. A clear understanding across agencies of their role and contribution to the alcohol debate. 2. A framework for assessing the effectiveness of services and responses. 3. A commitment to fund and provide resources as identified. 4. A working	AMBER Draft strategy produced September 2008 On schedule to complete before March 2009

			model to improve services and outcomes for the people of Kent.	
1.3	To ensure positive data sharing between organisations dealing with alcohol related crime, such as Kent Police, Accident and Emergency Departments (A&E) and Crime and Disorder Reduction Partnerships (CDRPs)	KAASG to develop a data collection strategy and sub-group and address this within the strategy	1. Improved information to enable the targeting of resources and required actions.	GREEN Data collection strategy produced September 2008
1.4	Identify practical ways of collecting Accident and Emergency (A &E) data on injuries resulting in alcohol related violence	KAASG to develop a data collection strategy and sub-group and address this within the strategy	NI39 is being targeted and work is ongoing to gather the data	AMBER Caroline Davies to report back on this at next KAASG March 2009
1.5	To restore the Kent based alcohol misuse conference with participation from the Borough and District Councils, CDRPs and KDAAT	KDAAT to identify date, venue and invitee list and agree with KAASG how the conference will feed in to the strategy development process.	1. A shared agreement to work together on alcohol related issues.	GREEN Conference held in July 2008 and to be repeated each year.

2. Coordinated Response to Service Delivery

Lead Cabinet Member	Mr. Mike Hill
Key Themes	Needs led service development
Lead Agency	KCC/ District Councils
Recommendation	1,2,519, 20

To enable a coordinated needs led response to services we will:

ensure that service development reflects the needs of local communities addressing issues of access, treatment support and aftercare facilities

Objective	Select Committee Recommendations	Priority Actions	Outcomes Sought	Date
2.1	Undertake a comprehensive needs assessment which will be led by the Kent Primary Care Trusts and coordinated by KDAAT	Needs assessment under way Care Pathway Mapped	Commissioning Strategy produced identifying where services need to be commissioned.	AMBER March 09
2.2	Prioritise the allocation of resources for alcohol services given the impact across so many other aspects of life	Multi-agency agreement on a budget for alcohol treatment services	Improve access to services and availability of treatment services based on need, not ability to fund.	AMBER Autumn/Winter 08 AS to produce a report
2.3	Ensure that services are needs led and available when required	Review in light of needs assessment	See 2.1	AMBER
2.4	Listen to views of parents, carers and service users	KDAAT to ensure existing service user and carer mechanisms are representative and agree with KAASG how they	Carers and users to be involved in commissioning process for new services, to	AMBER To be part of the annual conference in July 2009

		feed into the strategy and decision making processes	ensure appropriate services are commissioned	
2.5	Review the contributions that partners make towards the delivery of alcohol services in Kent through the Local Area Agreement (LAA) structures	KAASG to review and make recommendations for change See 2.2 as well	Review and where appropriate establish a s31/s75 agreement for alcohol funding	GREEN
2.6	Work with District Councils to ensure adequate provision of temporary sheltered housing for individuals recovering from alcohol problems, particularly those discharged from hospital, prisons and residential alcohol treatment in order to prevent relapse.	KDAAT will review in light of needs assessment and report to KAASG and Kent Joint Policy and Planning Board for housing	Commission additional floating support services through supporting people. Establish new housing protocols across Kent, to ensure better service provision to reduce relapse.	AMBER Being taken up by the JPPB and is a key priority at both county and borough level
2.7	Work with European Institute of Social Studies (EISS) to attract European funding and encourage participation of both the alcohol industry and Kent based agencies dealing with alcohol misuse in the EU Alcohol and Health forum	To be taken forward by KCC Public Health team and the Kent Public Health Observatory MP to let me have some new text	Secure additional resources to enable better commissioning of treatment services.	GREEN Health & Europe Centre Board are to hold a high level, EU focused conference on Alcohol in June 2009

3. Promoting Safe and Sensible Drinking

Lead Cabinet Member	Mr. Mike Hill
Key Theme	Addressing the harmful effects of alcohol within communities
Lead Agency	KCC
Recommendation	6,11, 17,25

<i>To make sure everyone understands the harmful effects of alcohol, we will:</i> increase the public awareness and understanding of the impact of alcohol misuse and the responsibility of public agencies to address the problems				
Objective	Select Committee Recommendations	Priority Actions	Outcomes Sought	Date
3.1	Introduce a hard hitting campaign targeted at young people to increase their awareness and so reduce the damaging effects of alcohol	KAASG to develop a multi-agency communication strategy using social marketing techniques and include this within its action plan. CFE to continue to promote the schools drama competition as a proven means of peer education.	Increased awareness and changed behaviour as measured by NFER or other survey? Greater awareness of the effects of misuse of alcohol.	GREEN House campaign is being rolled out
3.2	Promote and maximise the use of Kent Drug and Alcohol Action Team (KDAAT) website and local media platforms such as Kent TV	KAASG to develop a multi-agency communication strategy linked to the wider PSHE Strategy and include this within its action plan	Increased public awareness especially in vulnerable communities.	AMBER Being addressed through the KAASG communication strategy
3.3	Establish closer links with University of Kent and other higher educational institutions to tackle alcohol misuse among Kent student population	KAASG to develop a specific element of the multi-agency communication strategy relating to Further and Higher Education	Reduction in drunk and disorderly incidents and A&E admissions	AMBER Being addressed through the KAASG communication strategy

		institutions and their students and include this within its action plan. N.B. some specific good practice at Hadlow College		
3.4	Improve public knowledge of rights to object to licence applications for the sale of alcohol and to call licence reviews if problems of public nuisance occur	KAASG to develop a multi-agency communication strategy and include this within its action plan to raise public awareness in Kent generally and of this issue in particular. Is this also an issue for closer working between Police/public – perhaps a hotline or equivalent?	Establish the baseline for current number of license reviews and monitor future numbers.	AMBER Being addressed through the KAASG communication strategy

4. Providing timely support

Lead Cabinet Member	Graham Gibbens
Key Theme	Access to support and services
Lead Agency	Kent Primary Care Trusts/KDAAT
Recommendation	2,7,8,9,10,12

<i>In order to help those seeking support, we will:</i>				
<ul style="list-style-type: none"> • Ensure swift and easy access to services for individuals seeking information, guidance and treatment • Develop the Hidden Harm Strategy and disseminate and improve early identification 				
Objective	Select Committee Recommendations	Priority Actions	Outcomes Sought	Date
4.1	Adopt a logo that will facilitate the identification of all alcohol services in the County	KAASG to develop a multi-agency communication strategy and include this within its action plan	Clear publicity and easy to identify services will lead to better access and take up of treatment, leading to reduction of alcohol related illness and consumption rates	AMBER Being addressed through the KAASG communication strategy
4.2	Promote the website directory of all alcohol related services available in Kent	KAASG to develop a multi-agency communication strategy and include this within its action plan	As 4.1	AMBER Being addressed through the KAASG communication strategy
4.3	Improve the effectiveness of GPs and primary care staff by offering a rolling training programme in	KDAAT to develop a costed proposal for	Increase referrals into treatment via	AMBER This will emerge

	early identification and referral of alcohol misusers	consideration by PCTs' commissioners	Primary care. Increase services available in primary care to maximise routes into treatment.	via the Needs Assessment process
4.4	Expand and build on interventions available to young carers of alcohol misusers and children of alcohol misusing parents	KDAAT Young Persons Services to work with the KCC Safeguarding Board to highlight issues and increase knowledge and understanding	Modal change in behaviour within families to change attitudes towards alcohol, e.g. reduce domestic and family abuse.	AMBER To be addressed through the Hidden Harm Working Group

5. Reducing the Impact of Alcohol in our Communities

Lead Cabinet Member	Mike Hill
Key Theme	Improving the health of our Communities
Lead Agency	Kent Police/ Kent Primary Care Trusts
Recommendation	18, 21, 22,23,24,

<i>The impact of alcohol on the health and well being of our communities cannot be understated, we will:</i>				
To improve the knowledge and understanding of the residents of Kent of the impact of alcohol misuse and enable them to make informed choices				
Objective	Select Committee Recommendations	Priority Actions	Outcomes Sought	Date
5.1	To tackle alcohol related crime and domestic abuse in Kent	Quantify the level and extent of alcohol related crime across the county and support Safer & Stronger Communities Group.	Reduction in the number of drug/alcohol related violent crimes in NTE's.	<p>AMBER To review data from Police, Probation and Children's Services</p> <p>Also to be addressed via the Needs Assessment process</p> <p>March 2009</p>
5.2	To provide all Kent Magistrates with training that would enable them to deal effectively with alcohol related offenders	Identify resources and develop specification for the training.	Effective use of ATRs	<p>AMBER Probation are taking this forward</p>
5.3	To work with Kent Police and District and Borough Councils to establish alcohol free areas in identified areas with alcohol problems.	Kent Police to report to KAASG on what Alcohol Disorder Zones actually mean and to update the	Provide a better understanding of these powers used by local	<p>GREEN All bar one of the CDRPs have implemented or</p>

		group on where designated alcohol areas are in place.	authorities.	are implementing zones
5.4	To penalise retailers who supply alcohol to under age persons	Trading Standards to update KAASG on activity undertaken and plans for 08-09.	To better understand the current position. Ensure a sustained focus on reducing underage alcohol consumption	GREEN Established progress. Kent Community Alcohol Partnership (KCAP) planning underway.
5.5	To discourage discounting of alcoholic drinks, overcharging for soft drinks and other strategies designed to promote irresponsible drinking by all retail outlets	Licensing representative to update KAASG on this matter.	To better understand the current position.	RED This needs further discussion March 2009
5.6	To work with the licensed trade to reduce alcohol fuelled crime and disorder and anti social behaviour	KAASG to meet with representatives from the county's licensing authorities to agree how to take this forward	To better understand the current position and what is currently being done.	GREEN Established process
5.7	To address the practices of drinking outside licensed premises	Kent Police/licensing authority to report to KAASG on current assessment of these problems and plans to address any issues.	To better understand the current position and plan solutions.	GREEN Established process. Kent police have recently run a NTE and Licensing seminar for a large number of officers to improve skills in

				use of licensing legislation
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6. Alcohol Education in All Schools

Lead Cabinet Member

Key Theme

Working with Schools and improving alcohol education via PHSE

Lead Agency

KCC

Recommendations

14,15,16

Working with schools, parents and teachers, we will:

improve the knowledge and understanding amongst young people of the potential harm of alcohol misuse.

Objective	Select Committee Recommendations	Priority Actions	Outcomes Sought	Date
6.1	To ensure a consistent model of Personal, Social and Health Education (PSHE) which includes alcohol education is delivered in both primary and secondary schools across the county	CFE to identify and coordinate a working group to assess current practice, quality and activity across the county.	100% schools & FE colleges, alternative curriculum providers providing appropriate PSHE to pupils. The working group to identify what works in delivering alcohol education to vulnerable pupils.	AMBER Have one PSHE advisor and 3 drug and alcohol advisors Look at seeking funds from the licensed trade. CB
6.2	To ensure that each LCSP has a PSHE lead and each secondary school in Kent has at least one PSHE certified teacher	Kent County Council CFE to progress and report to the KAASG	100% of LCSPs have lead and 100% secondary schools have PSHE cert. teacher.	AMBER
6.3	To ensure that the LCSP Managers pay particular attention to the delivery of alcohol education in schools when investigating young people's	Kent County Council CFE to continue to collect information about	Alcohol use/abuse to be a key factor in the	AMBER

	personal health and wellbeing in the County	young people's alcohol use and to ensure targeted support for young people at risk. This to be monitored by the PHSE Advisory Group.	targeting of Youth Support via the Youth Service and other agencies. LCSP Managers to monitor delivery of alcohol education.	
6.4	To ensure that XX% of schools have achieved Healthy Schools validation by March 2009, through a process which is inclusive of parents and governors	Kent County Council CFE to report to KAASG on progress towards this target	100% achieved	AMBER Work being undertaken via Healthy Schools
6.5	To encourage parents to help Kent based primary and secondary schools in the delivery of alcohol education and in promoting responsible drinking in the home	KCC CFE to encourage the engagement of parents through for example transference of learning projects, Parent information sessions at transition and other opportunities	Parental awareness of their role in alcohol education. Development of toolkit for supporting parents.	GREEN Have booklet that has been developed for parents.
6.6	To promote responsible drinking in the home	KAASG to develop a multi-agency communication strategy and include this within its action plan	Clearer understanding (measured by survey?) of responsible drinking	AMBER

7. Proactive Leadership

Lead Cabinet Member	
Key Theme	Leadership and Champions to support the agenda
Lead Agency	KCC
Recommendation	26,27,28

<i>In order to ensure that proactive and effective leadership is in place we will:</i>				
To highlight and publicise the harm caused by alcohol misuse and engage communities in combating the issue				
Objective	Select Committee Recommendations	Priority Actions	Outcomes Sought	Date
7.1	Engage central government to ensure that the rate of taxation of drinks increase proportional with the alcoholic strength and that revenue accrued from taxation are re-invested in prevention and treatment alcohol services	KAASG and County Councillors to open an ongoing dialogue with Kent MPs and MEPs	Tax rates on alcohol to be proportional to alcoholic strength Increased investment in alcohol services	AMBER Dialogue to be opened by June 2009
7.2	Engage the lobby of Kent Association of Parish Councils to lobby Government to reinstate Parish Councils as consultees in license applications	KAASG and County Councillors to open an ongoing dialogue with Kent MPs and MEPs	Parish Councils to be reinstated as consultees in license applications	AMBER Contact to be made with LGA
7.3	Support central government in engaging supermarkets chains to review their alcohol marketing strategies, including "loss leader" discounting practices and selling to under age customers	KAASG and County Councillors to open an ongoing dialogue with Kent MPs and MEPs	Reduction in cheap and underage alcohol sales	AMBER Dialogue to be opened by June 2009 CB leading on this
7.4	Engage central government to make Personal, Social, Health Education (PSHE) a statutory subject with inspection by Ofsted	KAASG and County Councillors to open an ongoing dialogue with Kent MPs and MEPs	PSHE to be a statutory subject with inspection by Ofsted	RED Dialogue to be opened by June 2009

				CB to lead
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7th Draft