

KENT ACTION ON ALCOHOL STEERING GROUP

The Alcohol Strategy for Kent Delivery Plan

The Kent Action on Alcohol Steering Group (KAASG) has been developed to steer the Alcohol Strategy for Kent and to deliver the recommendations of the KCC Alcohol Select Committee. The strategy sets out the key principals and core values for achieving the outcomes of Safe, Sensible Social the National Alcohol Strategy but 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.

The strategy aims to ensure that systems and structures are in place to influence behaviours and attitudes and address the needs of communities and individuals when issues that arise from problematic alcohol consumption are prevalent.

The strategy is 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 Police and other criminal justice agencies and the Voluntary Sector.

The Delivery Plan sets out the first steps towards meeting the priorities of the Alcohol Strategy. It highlights immediate actions that need to be taken and will be reviewed and evaluated as progress is made.

- 1. Communication:** how to convey important public health messages without alienating the general public, ensuring that key professionals have a understanding of alcohol misuse, it's symptoms and outcomes, and seeking to have an informed employer group that can support and manage workplace issues

Aim	Objective	Priority Actions	Outcomes	Resources	Lead Agency	Status
<p>To maintain a Communication Strategy that responds to the emerging evidence on the misuse of alcohol.</p>	<p>To ensure the provision of timely and accurate information and advice for the public.</p>		<ol style="list-style-type: none"> 1. An informed community that is aware of the issues relating to alcohol use and misuse. 2. A prevention agenda that ensures the public access information and advice at the point of need. 3. A coherent and pragmatic message to the public that is understood and can evidence change in behaviours and attitudes. 4. A reduction in the cost and impact of alcohol related 			

			illnesses and other factors e.g. health services and absence from work.			
	To develop materials that target age specific, gender and other groups e.g. parents and sectors of the community.		<ol style="list-style-type: none"> 1. The distribution of materials, information and advice to priority target groups. 2. Information and advice reaching the groups and communities within priority areas that reflects local need. 3. Publicity materials that ensure the active participation and contribution of priority target groups. 4. Improved health outcomes across all sectors and communities. 5. Reduction in alcohol related crime e.g. assault and ASB. 6. Reduction in A & 			

			E admissions for alcohol related injuries.			
	To use a range of media tools and opportunities to ensure that a positive message is conveyed to the widest possible audience.		<ol style="list-style-type: none"> 1. An informed public with a level of awareness of how, when and where to access support, advice and /or treatment. 2. The support of public and private media groups in campaigns to deliver the overall alcohol Strategy message. 3. A media campaign that can be modified and adapted as new and emerging evidence is available. 			
	To work with Partners in the development of key messages that cover criminal justice, trading standards, retailing, health and education.		<ol style="list-style-type: none"> 1. An informed public with a level of awareness of how, when and where to access support, advice and /or treatment. 2. A coherent 			

			<p>response from partners and priority resources to tackle alcohol related issues.</p> <p>3. Tangible evidence of a change in behaviour and attitudes to alcohol misuse and alcohol related disorder.</p>			
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2. Treatment: improving the current level of treatment provision across a range of needs from prevention, early diagnosis to acute care

Aim	Objective	Priority Actions	Outcomes	Resources	Lead Agency	Status
<p>The provision of alcohol treatment services at point of need, including advice and guidance at primary care level.</p>	<p>To ensure the commissioning of treatment services reflect local need and are available at first point of contact.</p>		<ol style="list-style-type: none"> 1. Improved early identification and assessment and referral on as required. 2. Improved partnership working and investment in services. 3. Reduction in acute / chronic alcohol problems. 			
	<p>To ensure the training and development of Primary Care workers, including GPs, in the identification, assessment and treatment of alcohol related health issues including issues relating to young and</p>		<ol style="list-style-type: none"> 1. Improved early identification and assessment and referral on as required. 2. Improved awareness in older people population of alcohol related issues. 3. Improved access 			

	older people.		for young people to information and referral.			
	To ensure that a comprehensive needs assessment is produced annually and that commissioned services reflect identified need.		1. The provision of services that reflect known local need.			
	To target resources to areas of priority need including the acute end of treatment.		1. Improved health outcomes within areas identified as high priority.			
	To divert resources from acute end services to prevention as and when the evidence emerges of a reduction in acute episodes.		1. Reduction in cost of alcohol treatment services making savings available for distribution elsewhere in health service. 2. Improved access to prevention and Brief Intervention therapies.			
	To ensure the development of age		1. A reduction in the number of young			

	<p>appropriate services within CAMHS and other treatment facilities.</p>		<p>people accessing acute treatment services.</p> <ol style="list-style-type: none"> 2. Improved partnerships with schools and colleges to ensure easy access. 3. Improved awareness amongst young people of the risk associated with alcohol misuse. 			
	<p>To work with organisations that support older people to ensure the issues relating to alcohol misuse are understood and developed.</p>		<ol style="list-style-type: none"> 1. Reduction in alcohol related injury to older people. 2. Improved support to carers of older people with alcohol related dependency. 3. Swifter identification of the symptoms and access to appropriate services. 			

3. **Community Safety:** working with the Police and other Criminal Justice agencies to develop responses that minimise the impact of alcohol misuse and within, for example the prison system, that education programmes are developed alongside treatment

Aim	Objective	Priority Actions	Outcomes	Resources	Lead Agency	Status
<p>To reduce the negative impact of alcohol misuse within our communities.</p>	<p>To work with and across the alcohol industry to improve the understanding of the impact of alcohol misuse within communities and neighbourhoods.</p>		<ol style="list-style-type: none"> 1. A reduction in alcohol related disorder. 2. Improved licensing management and greater social responsibility by alcohol industry. 			
	<p>To work with the treatment providers to ensure information and signposting to assessment routes is available and understood by frontline staff.</p>		<ol style="list-style-type: none"> 1. Early identification of emerging problems and swifter responses to prevent escalation of problems. 2. Greater community ownership of the issues relating to alcohol related crime. 			
	<p>To prioritise work with domestic abuse and</p>		<ol style="list-style-type: none"> 1. Reduction in alcohol related 			

	<p>ensure that frontline staff has an understanding of alcohol related issues – leading to accurate recording of incidents.</p>		<p>domestic abuse.</p> <ol style="list-style-type: none"> 2. Referral routes known to and used by victims and perpetrators of abuse. 3. Linkages to Hidden Harm noted and acted upon – Safeguarding is prioritised. 4. Treatment agencies are central to solutions. 5. Improved sharing of information and intelligence. 			
	<p>To develop coordinated responses to alcohol misuse within community and custodial criminal justice settings.</p>		<ol style="list-style-type: none"> 1. Reduction in alcohol related offending. 2. Improved treatment services for offenders within community and prison. 3. Improved identification of alcohol related issues and referral into high quality service provision. 			

	<p>To develop effective programmes that work with young people within the community and divert them from alcohol related crime.</p>		<ol style="list-style-type: none">1. Improved partnership working across the police, youth and youth offending and treatment agencies within communities.2. Reduction in the number of young people entering treatment services.3. Improved school attendance and achievement.			

4. **Licensing:** working within a partnership arrangement to ensure the intentions of the Licensing Act 2003 are achieved and fulfilling the 2010 Strategy to work with off-licenses and other trade organisations

Aim	Objective	Priority Actions	Outcomes	Resources	Lead Agency	Status
<p>To ensure the Licensing Act is understood and works to best effect within the communities of Kent.</p>	<p>To ensure that the Licensing Act enables the delivery of an effective framework for the enjoyment of alcohol within Kent's communities.</p>		<ol style="list-style-type: none"> 1. A safe environment in which communities and individuals can enjoy alcohol and reduce the negative impact of alcohol misuse. 2. An informed public where active participation in decisions relating to alcohol licensing is apparent. 			
	<p>To provide effective Trading Standards support to the communities of Kent in tackling alcohol related misdemeanours.</p>		<ol style="list-style-type: none"> 1. Increased prosecutions where breaches of the law in respect of licensing are evidenced. 2. A reduction in the 			

			number of sales of alcohol to under age consumers. 3. Reduction in alcohol related ASB.			
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5. Children & Young People: working with education, schools and colleges to provide evidence based programmes about alcohol and where necessary providing the appropriate level of treatment interventions

Aim	Objective	Priority Actions	Outcomes	Resources	Lead Agency	Status
<p>To reduce the risk to children and young people of the negative impact of alcohol misuse.</p>	<p>To ensure children and young people have access to accurate and appropriate information, advice and guidance in respect of personal and family alcohol use / misuse.</p>		<ol style="list-style-type: none"> 1. Informed children and young people with the understanding to avoid problems and the knowledge to access support if necessary. 2. Effective services that address hidden harm agenda. 3. Support to parents and carers. 4. Support to education staff with knowledge to refer on where necessary. 			
	<p>To deliver age appropriate services</p>		<ol style="list-style-type: none"> 1. High quality service to meet 			

	to children and young people.		the needs of children and young people. 2. Reduction in the number of young people accessing acute services. 3. Reduction in alcohol related offending by young people.			
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6. Hidden Harm: to ensure that Kent is addressing issues relating to families and the welfare of children and young people

Aim	Objective	Priority Actions	Outcomes	Resources	Lead Agency	Status
<p>To provide services that ensure the identification of children and young people who may be at risk from the impact of alcohol related misuse.</p>	<p>To ensure that children and young people do not come to harm as a result of the alcohol misuse within their family or community.</p>		<ol style="list-style-type: none"> 1. Improved access to services that enable children and young people to live at home. 2. Treatment and support services provided to parents and carers reducing the risk of harm to children and young people. 3. Improved working across agencies and improved sharing of information and intelligence to ensure children and young people are safe at home. 			
	<p>To work in support of the Kent Children Safeguarding Board in the delivery of effective assessment</p>		<ol style="list-style-type: none"> 1. Treatment services work in alongside children social services to support the 			

	and treatment services to reduce the harm caused by the alcohol misuse.		<p>continuation of children and young people living at home.</p> <p>2. Assessment of risk is clearly understood and mitigated via the delivery of effective services for treatment, information and support.</p>			
	The development of a framework for effective work with children and young people living with alcohol misuse within a family or community setting.		<p>1. Improved access to support and guidance for professionals working with families where alcohol misuse is prevalent.</p>			
	The development of wrap around services that ensure Think Family is at the heart of any intervention in work with children and young people and reducing the impact of alcohol misuse.		<p>1. The establishment of a treatment Pathway for families with alcohol misuse as a priority issue.</p>			