

By: Graham Gibbens Cabinet Member for Public Health

To: Corporate Policy Overview Committee – 28th May 2008

Subject: Corporate Policy Overview Committee Select Committee on Alcohol

Classification: (Unrestricted )

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Summary:

FOR INFORMATION To inform Corporate POC of progress towards implementation of the recommendations of the Alcohol Select Committee Report

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## **Introduction**

1. Corporate Policy Overview Committee commissioned a select committee to investigate issues concerning the use of alcohol in Kent. The Select Committee reported on the 7th March this year and made 28 recommendations.

The alcohol select committee was unique in the way it engaged public health in developing its terms of reference; the Primary Care Trusts in identifying evidence; and the wide range of partners and people that were involved; to produce a very authoritative report. This paper updates the committee on progress that has been made in implementing the recommendations and the multi-agency approach taken.

The Select Committee report was published in March, just over two months ago. Work towards implementing the recommendations is therefore at a very early stage and much more needs to be done over the months ahead. However, significant progress has been achieved in a number of areas and much of the groundwork for a successful partnership approach to tackling the issues raised by the report has been done.

## **Progress**

2. The Kent Drug and Alcohol Action Team (KDAAT) and the Primary Care Trusts (PCTs) in Kent have commissioned a needs assessment specifically on alcohol . This assessment, which will outline the services and approaches required to address the issues concerning alcohol including those raised in the Select Committee report will be available in the first week of July 2008.

3. The needs assessment will inform the development of an alcohol strategy. Alcohol Concern (a voluntary sector organisation with extensive experience in the field) has been commissioned by KDAAT to co-ordinate the production of the strategy. A launch/conference event will be held on the 10<sup>th</sup> July 2008. Details of the event are still being finalised but a draft programme is attached to this report for information.

4. The launch/conference event on the 10<sup>th</sup> July will be planned and held in partnership with the Government Office for the South East (GOSE), the Kent PCTs, District Councils, Kent Police, a school and KCC. It is part of the new partnership arrangement formed to tackle alcohol issues called Kent Action on Alcohol.

5. The launch/conference event will raise awareness of the issues, highlight key initiatives and use the opportunity to canvas more views on how we should take forward the recommendations in the Select Committee report. There will also be a focus on the Kent Agreement target to reduce alcohol related admissions to Accident and Emergency units where alcohol related problems are a major concern.
6. Additional views from young people will be sought from the Youth Parliament and at the Kent County Show. This will contribute to the Towards 2010 "hard hitting" campaign for young people designed to reduce their damaging and risky behaviour
7. A pilot of "Health Bites", a private sector initiative to deliver on-line health messages, information and campaigns will be run in 2 colleges in East and West Kent during June 2008 to assist in the development of on-line materials for young people. The evaluation will be available at the launch/conference event. This will also form part of the Towards 2010 "hard hitting" campaign aimed at young people.
8. Discussions are underway between the Directors of Human Resources and Personnel from KCC and the PCTs to review alcohol policies across the public sector.
9. KCC is in negotiations with the Institute for Public Policy Research to sponsor a seminar and publication on Alcohol as part of their programme to develop health policy
10. A cross party steering group to oversee progress on the implementation of the Select Committee report's recommendations, Chaired by the Cabinet member for Public Health, has been established and held its first meeting. Further meetings will be quarterly and KDAAT have been charged to progress and report back initially on 7-9 of the 28 recommendations at the next meeting. The steering group expects to sit for approximately two years and will cover all recommendations during its term.
11. The budget for the needs assessment, strategy, launch/conference, and materials will be jointly funded from GOSE, the Kent PCTs, KDAAT and the Kent Public Health Team.

## **Recommendations**

7. Policy Overview Committee is asked::

- a) To note the progress on the implementation of the Alcohol Select Committee Report and agree the approach proposed.

Background documents:

KCC Alcohol Select Committee Report 7<sup>th</sup> March 2008

Safe, Sensible Social, The next steps in the The National Alcohol Strategy, June 2007

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Doc Ref

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**Kent Action on Alcohol – Launch Event 10th July 2008.**

The launch event for Kent Action on Alcohol will include the new Alcohol Strategy being developed. It will be based upon the needs assessment commissioned from Alcohol Concern and the recommendations of the Select Committee report.

The event is being co-ordinated as a partnership between the major organisations involved including KCC, KDAAT, GOSE, the Kent PCTs, Kent Police and young people themselves.

Doc Ref

A draft programme has been produced but details are still being finalised.

### **Proposal for a “Kent Action on Alcohol” launch**

#### **Aims**

- To launch a new partnership “Kent Action on Alcohol”
- To run an interactive session with senior people in Kent to improve co-ordinated action
- To launch the KCC select committee report on alcohol
- To raise awareness of the health effects of overuse of alcohol consumption in Kent
- To showcase some of our Kent initiatives for children, young people and adults
- To raise awareness of the role of KDAAT
- To get new ideas on how to reduce alcohol consumption

#### **The programme**

**Time:** 10-4

**Venue:** Kings Hill, Greenwich University

**Numbers:** 100 senior representatives from PCTs, KCC, District Councils

10-11 opportunity for people to view draft marketing materials and give comments, view Kent initiatives, talk to people in the field.

- Display on the results of pilot social marketing online information in 2 colleges one in East and West Kent, Thanet and Tonbridge, plus results of NW college
- Information and materials on KDAAT
- YP materials with feedback forms
- Schools materials from health schools team

11-12 Youth Theatre on alcohol-winners from recent schools competition

12-1 lunch

1-2 launch

2-4 competition to find best initiative to reduce hospital admissions due to alcohol

#### **Budget**

Kent public health department	3.5k
KDAAT needs assessment and co-ordinator	
T2010 college pilots	4k

#### **To arrange**

Feedback forms

Invites

Delegate packs