

# A Consultation Document

## Leeds Alcohol Harm Reduction Plan: 2011-15



West Yorkshire  
Trading  
Standards Service

West Yorkshire Joint Services

## Introduction

Leeds alcohol harm reduction plan builds on the Leeds Alcohol Harm Reduction Strategy 2007-10. Much has been achieved under the last strategy. However there is a need to review our actions to ensure that in times of restricted investment in statutory services that we can work together to halt the increase and reduce the harm caused by the misuse of alcohol across the City.

All our investment in interventions to reduce alcohol harm must be cost effective and there is the added incentive that savings can be made by reducing the hidden cost of alcohol for many agencies working in Leeds. This cost has been presented in the 2010 report: The Economic and Social Cost of alcohol-related harm in Leeds 2008-09<sup>1</sup>. It is now even more important that we achieve co-ordinated, integrated and best value action across the private, public and voluntary sectors and within communities to ensure that we reduce alcohol harm.

This action plan has been developed by the Leeds Alcohol Management Board with the aim of achieving a comprehensive and feasible from 2011 to 2015. The plan should be read in conjunction with the 2011 Leeds alcohol needs assessment, NHS Leeds Alcohol Admissions Data Analysis<sup>2</sup> and the Leeds Economic and Social Cost of alcohol-related harm report. It complements and reflects City Priority plans and other strategic plans where alcohol is identified as a key issue.

## Strategic Framework

The Leeds City Council Health Improvement Board (health and wellbeing) and Safer Leeds have shared the leadership of the last Alcohol Strategy. However it is recognised that alcohol harm is a common issue that has an impact across the Leeds Initiative strategic priorities

- Safer and Stronger Communities
- Health and wellbeing
- Children and Young People
- Sustainable Economy and Culture
- Regeneration.

An Alcohol Management Board will include representation from across the strategic priorities and with other key stakeholders. Establishment of accountability arrangements are to be determined.

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<sup>1</sup> Jones L. Bates G et al. The Economic and Social Cost of alcohol-related harm in Leeds 2008-09. 2010. NHS Leeds

<sup>2</sup> Reynolds B. Alcohol Admissions Data Analysis. 2010. NHS Leeds

## **Overall Outcome**

People living and working in Leeds will experience a reduction in the harm caused by alcohol. They will see improvements in the delivery of services and a co-ordinated and comprehensive approach by key stakeholders and agencies.

## **Our Priorities**

Over the next four years we will focus on achieving the following strategic priorities:

1. Partners working across the City of Leeds prioritise effective actions that tackle the different ways that alcohol impacts on local people and communities
2. More people of all ages who consume alcohol do so within nationally recognised safe limits
3. Fewer people experience alcohol-related violent crime and Anti-Social Behaviour in our Communities
4. Fewer people experience alcohol-related ill health
5. Fewer children and young people's whose lives are adversely affected by their parents drinking including neglect, physical and emotional abuse
6. Fewer under 18 year olds who develop drinking habits which impact on their health, personal safety and offending behavior

<b>Priority 1: Partners working across the City of Leeds prioritise effective actions that tackle the different ways that alcohol impacts on local people and communities</b>				<b>Accountable Director – Ian Cameron</b>	
Working in partnership has been identified by government as a high impact intervention.					
<b>Performance Indicators</b>				<b>Targets</b>	
				<b>2011-12</b>	<b>2012-13</b>
<ul style="list-style-type: none"> <li>Political leaders commit to prioritise alcohol harm reduction in Leeds</li> <li>Key stakeholders and organisations commit to achieving the Leeds Alcohol Harm Reduction Plan</li> <li>Each of the Leeds City priority plans include action to reduce alcohol harm</li> <li>Alcohol Harm reduction plan 2011-15 milestones are achieved</li> </ul>					
<b>Priority Actions</b>					
<b>Action</b>	<b>Targeting</b>	<b>Action Owner</b>	<b>Contributing Officers</b>	<b>Milestone or Target</b>	
Meet political leaders to identify a political ‘champion’, achieve the vision and seek commitment to take forward the action plan	Political Leaders	Director of Public health	Director of Adult Social Care, Director of Childrens Trust, NHS Commissioners	Alcohol-use disorder prevention is prioritised as an ‘invest to save ‘measure	
Complete a comprehensive alcohol harm reduction needs assessment	Key Stakeholders agencies	NHS Leeds/LC C		May 2011	
A consultation process is completed leading to an agreed Leeds Alcohol Harm Reduction Action plan 2011-15	All partners across Leeds working in alcohol field	Leeds Initiative	Consultant in Public Health: healthy living and health inequalities	May 2011	
Agreed governance arrangements established				July 2011	

Priority 2: More people of all ages who consume alcohol do so within nationally recognised safe limits				Accountable Director – Ian Cameron	
Performance Indicators				Targets	
				2011/12	2012/13
<ul style="list-style-type: none"> <li>• Key identified organisations have workplace alcohol policies based on recognised good practice implemented</li> <li>• Levels of reported Alcohol consumption amongst young people is reduced– monitored via the annual Every Child Matters survey</li> <li>• More increasing and higher risk drinking population are offered identification and brief interventions from skilled staff or volunteers each year</li> <li>• Reduction in prevalence of binge drinking</li> </ul>					
Priority Actions					
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target	
Implement workplace alcohol polices and promote a healthy and safe consumption of alcohol; for the children’s workforce ensure that underage drinking is not condoned.	Workplaces LCC Police NHS	Consultant in Public Health: healthy living and health inequalities	Workplace health lead officers: LCC, Police and NHS		
Implement and evaluate a research programme to challenge exaggerated beliefs about normal alcohol consumption habits of other young people (social norms)	Secondary schools/WNW Locality	Consultant in Public Health: healthy living and health inequalities	Education Leeds School Improvement Service, Leeds University		
Implement a partnership communications campaign to give people the help and advice they need to adopt a healthy and safe drinking behaviour	Population of Leeds	Consultant in Public Health: healthy living and health inequalities	Communications Officers from LCC, NHS Leeds, Police, Ambulance, Fire & Rescue, PubWatch		

Partners officially endorse the introduction of a minimum price per unit of alcohol, as soon as practicable	Senior management of partner agencies	Consultant in Public Health: healthy living and health inequalities		
Introduce a skills development programme so that staff are competent to identify d hazardous drinking and alcohol dependence; and to initially assess the need for an intervention	Frontline staff in Primary and secondary health, and children and adults social care services	Consultant in Public Health: healthy living and health inequalities	NHS Leeds Public health, LCC Adult Social Care, Childrens services and NHS commissioners	Increase in the number of people at risk of an alcohol related problem and those whose health and wellbeing is being damaged by alcohol who are identified and offered support

Priority outcome 3: Fewer people experience alcohol-related violent crime and disorder				Accountable Director: Simon Whitehead	
Performance Indicators				Targets	
				2011/12	2012/13
<ul style="list-style-type: none"> <li>Reduce the level of alcohol related violent crime</li> <li>Reduce number of people with alcohol-related harm attending NHS Accident and Emergency Departments</li> </ul>					
Priority Actions					
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target	
Design and deliver tailored responses to assaults, wounding and alcohol fuelled violence	City centre District centres, localities of concern	Divisional Commanders Head of Safety and Safeguarding	Operational Group NHS	<ul style="list-style-type: none"> <li>Incorporate actions into DCSP plans (2011-2014) - by April 2011</li> <li>Actions reviewed quarterly during 2011</li> <li>Work with A&amp;E to share non-confidential information with Safer Leeds – during 2011</li> </ul>	
Encourage business improvement districts i.e. defined areas within which businesses pay a fee to a collective budget in order to fund improvements leading to reduction in alcohol harm within the district's boundaries.	Localities with high rates of violent crime and /or alcohol harm				
Develop Locality based action plans to resolve alcohol harm at community level	Localities of concern	Area leaders	Public Safety Manager, LCC Community Safety; Chief Inspector, Police	Production of quarterly and annual strategic intelligence products	

Evaluate the Headingley Street Angels project and if successful roll out to other localities with high rates of violent crime	Localities with high rates of violent crime	Area Leaders	Public Safety Manager, LCC Community Safety	
Explore all funding options to extend taxi marshalling based on intelligence around location and hotspot periods	Localities with high rates of violent crime	LCC Community Safety: Public Safety Manager	Chief Inspector City NPT City Centre Manager	
Committed partnership working and sharing of resources to achieve actions set out in the Leeds City Centre Evening and Night Time Economy strategy	City Centre	LCC Community Safety: Public Safety Manager	City Centre Manager Chief Inspector City NPT	Night time Economy Plan signed approved by Safer Leeds Executive by March 2011 Plan in place by April 2011
Increase targeted support for vulnerable licensed premises	City centre District town centres Localities of concern	C&H Divisional Lead Head of Safety and Safeguarding	Operational Group PubWatch Scheme; Section Head: LCC Entertainment Licensing	<ul style="list-style-type: none"> <li>• Increase numbers of premises involved in PubWatch, best bar none and similar schemes – during 2011</li> <li>• Target problematic premises – Increased test purchase operations – during 2011</li> <li>• Explore opportunities to utilise ASB tools – Responsible Retail Orders – April 2011</li> </ul>
Explore all funding options to introduce a triage centre to provide on-the-scene medical attention to people out in the city	City centre	NHS Leeds Consultant in Public Health:	LCC Community Safety: Public Safety Manager;	



from 8pm to 4am		healthy living and health inequalities	Chief Inspector City NPT	
Monitor progress of the Police Reform & Social Responsibility Bill and engage responsible authorities in the development of new Statement of Licensing Policy.	Entertainment Licensing	Nicola Raper, LCC Entertainment Licensing	LCC Entertainment Licensing: Principal Project Officer	Consultation on the draft Statement Of Licensing Policy early 2012 dependant on the progress of the Police, Reform & Social Responsibility Bill.
Maintain the arrest referral screening and brief intervention provision within the DIP Main Grant to integrate Drug and Alcohol Arrest Referral	Criminal Justice Services	Safer Leeds	Commissioning and Development, Drug Interventions Programme, Safer Leeds	To be in place by December 2011

Priority 4: Fewer people experience alcohol-related ill health				Accountable Director: Ian Cameron	
Performance Indicators				Targets	
				2011/12	2012/13
<ul style="list-style-type: none"> <li>Alcohol-related hospital admissions are reduced</li> <li>Alcohol-specific hospital admissions are reduced</li> <li>Number of specialist alcohol treatment slots increased towards 1 in 7 dependent drinkers (in line with 'Signs for improvement'.)</li> <li>Planned discharge rates for drinkers entering commissioned treatment services are superior to the national average (currently 51%)</li> <li>Monitor and respond to drunk under 18 year olds presenting at A and E mental</li> </ul>					
Priority Action					
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target	
Increase provision of high quality treatment services available to the increasing and higher risk groups, dependant drinkers and alcohol misusing offenders (in line with NICE guidelines) <sup>3</sup> .	Dependant Drinkers	Diane Powell, NHS Leeds	NHS and LCC alcohol treatment service commissioners	<ul style="list-style-type: none"> <li>Increased provision of treatment services</li> <li>Higher number of people accessing services October 2011</li> </ul>	
Review service level agreements with treatment service providers to increase the number of high quality evidence based specialist alcohol treatment slots and to ensure performance is measured	ADS LAU Alcohol Hospital Service St Annes	Diane Powell, NHS Leeds	NHS alcohol treatment service commissioners	<ul style="list-style-type: none"> <li>SLAs in place</li> <li>Increased number of evidence based treatment slots</li> </ul>	

<sup>3</sup>NICE. Alcohol Use disorders: preventing the development of hazardous and harmful drinking. Public Health Guidance 24. June 2010

				available May 2011
Develop comprehensive referral pathways to a stepped care treatment approach <sup>4</sup> including offenders	Dependent Drinkers	Diane Powell, NHS Leeds	NHS and LCC alcohol treatment service commissioners	Comprehensive referral pathway developed and implemented August 2011
Establish a robust model of multi-agency working to support those highly vulnerable people identified as 'frequent flyers' attending the acute trust.	Frequent flyers/attendees of the acute trust	Diane Powell, NHS Leeds	NHS and LCC alcohol treatment service commissioners; Safer Leeds	Model for multi-agency working developed and implemented January 2012
Ensure a sustainable access to treatment services following alcohol arrest referral	Offenders	Diane Powell NHS Leeds	NHS and LCC alcohol treatment service commissioners; Safer Leeds	Ongoing
Work with statutory; third sector and service user and carer organisations to ensure access to treatment services for hard to reach vulnerable groups.	Identified hard to reach and vulnerable	Diane Powell NHS Leeds	Carers Leeds service	Access to treatment services by hard to reach vulnerable groups November 2011
Assess the feasibility of tendering a whole treatment system for alcohol		Diane Powell, NHS Leeds	NHS and LCC alcohol treatment service commissioners	December 2011
Include identification and brief advice on alcohol into the Leeds Healthy Living interventions programme: Leeds Lets Change	At risk drinkers	Heather Thomson, NHS Leeds	NHS Leeds public health and commissioners of Staying Healthy Services	An increase in appropriate referrals March 2012

<sup>4</sup> Department of Health (2006) Models of care for alcohol misusers (MOCAM). London: Department of Health.

<b>Priority 5:</b> Fewer children and young people's lives are adversely affected by their parents drinking including neglect, physical and emotional abuse <b>Priority 6:</b> Fewer under 18 year olds develop drinking habits which impact on their health, personal safety and offending behaviour				<b>Accountable Director: Nigel Richardson</b>	
<b>Performance Indicators</b>		<b>Targets</b>			
		<b>2011/12</b>		<b>2012/13</b>	
<ul style="list-style-type: none"> <li>Percentage of retailers who illegally sell alcohol reduces (using test purchasing)</li> <li>Number and proportion of child protection cases where parental alcohol misuse is a factor</li> <li>Rate of fixed period alcohol related exclusions from school</li> <li>Levels of alcohol related offending by young people</li> </ul>					
<b>Priority Action</b>					
<b>Action</b>	<b>Targeting</b>	<b>Action Owner</b>	<b>Contributing Officers</b>	<b>Milestone or Target</b>	
Build on the Trading Standards Test Purchase project in Middleton and Armley to reduce the supply of alcohol to young people in other target areas of the City	Localities identified as having high levels of health and ASB issues associated with illegal sales to young people	Trading Standards	NHS Leeds public health and NHS Commissioners	Reduction in illegal sales in targeted areas	
Develop and implement a short educative programme on alcohol use for children and young people entering the Youth Offending Service.	Young people entering the youth justice system	Louise Atherton – LCC Young People's substance use	Youth Offender Service, Young People's substance use service commissioners		

		commissioner		
Develop and implement a robust pathway and model to ensure the delivery of appropriate, evidence based interventions and support for children & young people who attend A&E with alcohol as a contributory factor.	Children and young people entering A&E	ICT Children & Families – Julie Stafford	Leeds Teaching Hospital Trust; Leeds Community Health Care; LCC Young People's substance use commissioner; CAF team Children and young people's social care	
Roll out the implementation of one drug and alcohol screening tool applicable to all children's services settings. The tool will promote early identification of drug and alcohol related issues, advice giving and referral when appropriate.	Vulnerable groups of young people, including looked after children, truants, young people excluded from school, young offenders	Young People's substance use Commissioned services	NHS Leeds Young People's substance use commissioner Workforce development	
Implement protocols between adult alcohol treatment providers and children's services about parental alcohol use to prevent potential harm to dependent children and young people in the household.	Children of problematic drinkers	Safer Leeds and LCC Children's Services	Adult treatment providers; Safer Leeds; Platform; CAF team; Children and young people's social care	
Ensure relevant workers are skilled in identifying parental drug and alcohol misuse, risk assessment and harm reduction approaches	Adult treatment providers	LCC Adult and children social care commissioner s of	Commissioning and Development: Safer Leeds; NHS Leeds	

		substance misuse services		
Ensure that parents who are drinking too much are able to access parenting programmes and other support in order to reduce the harm experienced by dependent children	Parents whose drinking impacts on parenting capacity	LCC Adult and children social care commissioner s of substance misuse services	Children Leeds Panels Family Intervention Programmes	
Encourage schools to plan for the substance misuse priority when engaging with the healthy school behaviour change model (enhancement) and develop a consistent approach to drugs and alcohol education across schools	All children and young people	Healthy Schools Team Manager	Head teachers LCC Youth service	