

Preventing the Harmful Impact of Alcohol

Health and Wellbeing Board

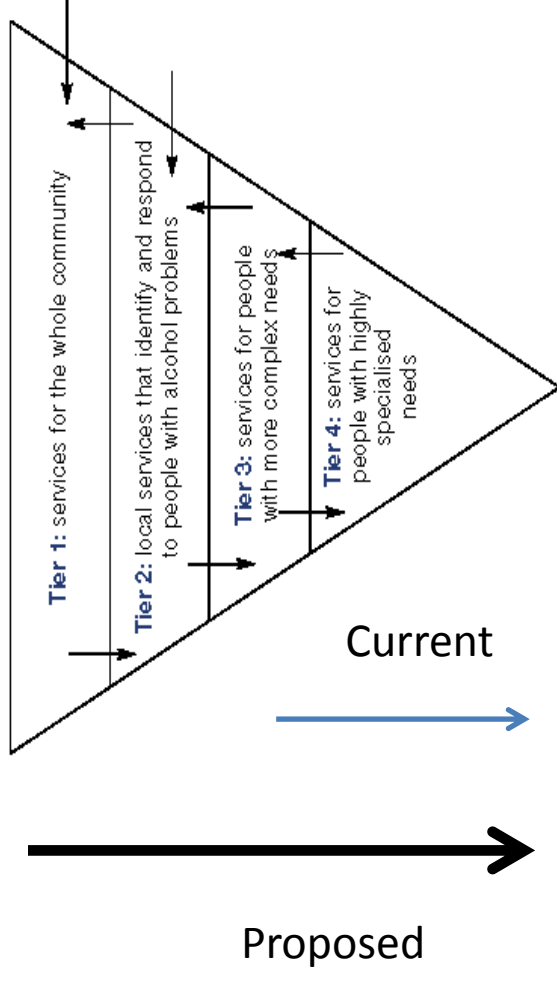
1.10.2013

Proposed Intention

Change the discussion from harm reduction to harm prevention

Broaden focus to include not only treatment and health and social care services but also prevention

- Prevention – universal
- Early Detection and management
- Treatment
- Rehabilitation – specialised needs

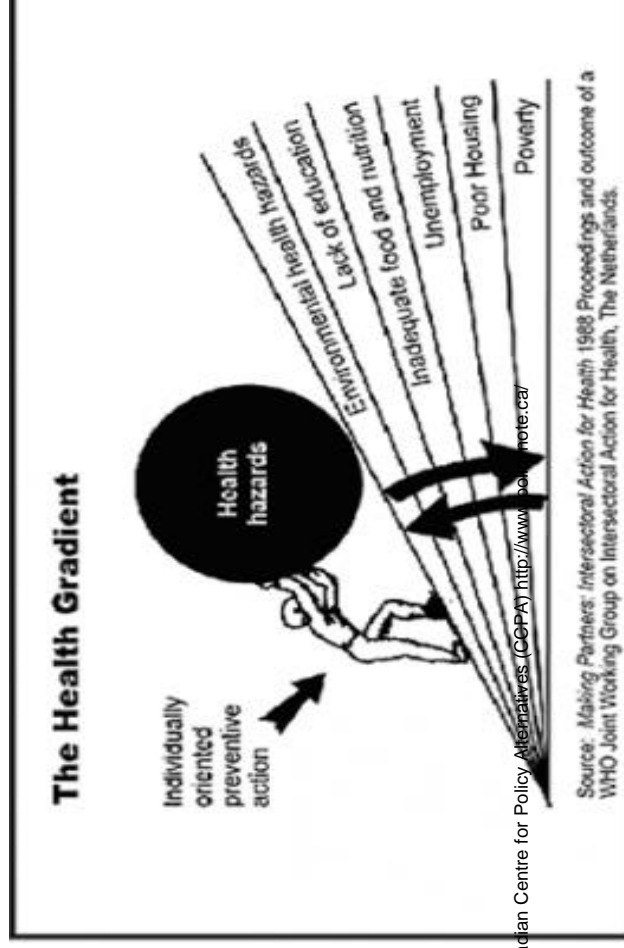


- Drugs & Alcohol team working with public health to expand services within existing resource. Detailed plan will come back to HWB Board

Prevention Requires a 2-pronged Approach

Individual Lifestyle Change

Change in Wider Determinants



Tier 1: Primary prevention - Lifestyle

- **Develop appropriate messaging to raise awareness**
 - provide information and education (at key stages) in schools and colleges, using social networking and proactive messaging, for example
- **Make every frontline contact count**
 - **Opportunistic and targeted** alcohol screening in primary care - GPs, pharmacies, Health Visitors, other Early Years practitioners, partner with LiveWell project and signpost to services as necessary
 - Train frontline staff in both primary and secondary alcohol prevention
- **Target work with BME and hard to engage groups**, that do not access main stream services

Tier 1: Primary prevention – Increasing Availability of Healthy Options

- **Use LBM policy levers** – planning, licensing, Public Health as a responsible authority to encourage more healthy options
- Audit of sales points for cost of alcohol across Merton to collect evidence.
- Apply for Alcohol action zone pilot.
- Work with interested Cabinet members and officers
- **Sociable Pubs** – Develop ‘Best Bar None’ idea further by promoting conservation of pubs as part of social fabric, while ensuring existing laws implemented and social activities increased to include, for example music, games, dances and opening for older people at tea time

Tier 2: Targeted Alcohol Work

- **Early detection and management** for moderately dependent/harmful drinkers – e.g., referrals/signposting from Tier 1 with signposting to Tier $\frac{3}{4}$ as required
 - targeted alcohol assessment and outreach embedded in variety of services:
 - sexual health, housing/homeless, Safer Neighbourhoods Teams, Licensing, Town Centre Enforcement Teams, Antisocial Behaviour Unit (ASBU) Children and Families services, MASH, Family and aftercare support services, domestic violence
- **London Safe and Social Partnership support**
 - Training in IBA (intervention and brief advice) for frontline workers
 - Pan London Pharmacies Alcohol Awareness Campaign pilot
 - scratch cards to assess level of alcohol intake and delivery of IBA (intervention and brief advice) in pharmacy settings.
 - Potential to expand to GP surgeries

Merton Harm Prevention Forum

- **Aim: To address lifestyle risk factors (starting with alcohol) by increasing focus on harm prevention from reduction**
- Partnership of interested stakeholders to tackle people's lifestyles and availability of healthy options (alcohol, fast food, betting shops, short term high interest money lending issues), which may be in part driving increasing health inequalities (gap in life expectancy between east and west Merton)
- Established as sub-group of Health and Wellbeing Board