

Report of	Meeting	Date
Director of Partnerships, Planning and Policy (Introduced by the Executive Member for Policy and Performance)	Executive Cabinet	14 th October 2010

ALCOHOL INTERVENTION PROGRAMME

PURPOSE OF REPORT

- To update Members on the Alcohol Intervention Programme that has been developed by the Chorley Partnership.

RECOMMENDATION

- That the report is noted.

EXECUTIVE SUMMARY OF REPORT

- This report provides a detailed background on the issues regarding alcohol related harm in Chorley. It provides details on the Alcohol Intervention Programme that has been developed by the Chorley Partnership, and the impact of this programme.

CORPORATE PRIORITIES

- This report relates to the following Strategic Objectives:

Put Chorley at the heart of regional economic development in the Central Lancashire sub-region		Develop local solutions to climate change.	
Improving equality of opportunity and life chances	✓	Develop the Character and feel of Chorley as a good place to live	✓
Involving people in their communities	✓	Ensure Chorley Borough Council is a performing organization	

BACKGROUND

- Alcohol related harm has increasingly become an important issue for the health of the residents of Chorley. In the past five years, admissions to hospital have increased by 34% (based on NI39 2008/9 year end figures). This places Chorley in the worst 10% nationally for alcohol related admissions.
- Based on this information, the Chorley Partnership agreed to prioritise preventing and addressing alcohol related harm as a key area of work, and agreed to focus some of the Performance Reward Grant towards tackling these issues in Chorley.

7. To begin this key area of work, a full analysis of the admissions rate was undertaken, and based on this information a targeted programme of interventions was developed by a Steering Group with representation from Chorley Council, Lancashire County Council, Central Lancashire PCT and Lancashire Teaching Hospitals. The Chorley Partnership Executive approved this intervention programme in April 2010.
8. Since approval, work has been ongoing to commission providers for the projects within the programme. All projects began delivery at the start of September.

ALCOHOL INTERVENTION PROGRAMME

9. The Alcohol Intervention Programme has four specific elements;

Project	Description	Target Audience	Provider	Cost
Free Health Checks	Working in association with Central Lancashire PCT, we are hosting clinics to enable residents to drop in for a free health check. This began with the Chorley Smile Trailer and we have recently taken a temporary lease on a town centre kiosk. Over 30 full day sessions will be delivered by the end of October.	All Chorley Residents	NHS Central Lancashire and Chorley Council	£1,500, plus NHS Central Lancs staff costs
Brief Intervention Training	60 front line staff from a variety of Chorley organisations will be trained in the ability to recognise signs of alcohol related harm and be able to signpost people to local support	All Chorley Residents	Blackburn with Darwen Primary Care Trust	£1,200
Healthy Shotz	An alcohol awareness programme for high schools linked into the existing Girls Allowed / Boys Own Projects that will develop young people's awareness of the risks associated with alcohol consumption	All Year 9 pupils in Chorley High Schools (approx 600)	Young Addaction and Albany High School	£10,000
Smart Response	Targeted outreach work with young people and families based on local intelligence and need, delivered by specialist drug and alcohol youth workers	Young People	Young Addaction	£15,500

10. The costs of the programme will be met by the monies received from the Performance Reward Grant. This grant has since received an in year cut; therefore no further finances will be available for this work. Any continuing costs, such as the NHS Central Lancashire staff costs for the Health Checks programme, will be absorbed into mainstream budgets.

MONITORING AND EVALUATING THE PROGRAMME

Impact

11. With the combination of these approaches and target audiences, it is hoped that this programme will start to have an impact on the health of our residents and overall on the hospital related admissions indicator. There is also potential for the impact of this work to achieve efficiency savings for many organisations across the borough that deal with the impact of alcohol related harm. As residents begin to reduce their alcohol intake and prevent detrimental health impacts, this will reduce demand on many services. An additional piece of work is planned to look at this further and to look at how other efficiencies can be generated by linking up services.

Monitoring

12. All projects have completed the Council's corporate project management documentation and will be providing quarterly updates on progress. The Chorley Partnership Executive are monitoring the process of the programme, as a whole, at their bimonthly meetings.

Evaluating

13. An Evaluation process will be held to look at the overall impact of the programme on the health of our residents, by using the hospital admissions indicator and through project appraisals. The health checks project, in particular, will be reviewed at the end of its current six week pilot. An assessment will be taken of the numbers of residents seen and the amounts of referrals into other treatment to look at the possibility of extending this project potentially to take it into other areas.

IMPLICATIONS OF REPORT

14. This report has implications in the following areas and the relevant Directors' comments are included:

Finance		Customer Services	
Human Resources		Equality and Diversity	
Legal		No significant implications in this area	✓

LESLEY-ANN FENTON
DIRECTOR OF PARTNERSHIPS, PLANNING AND POLICY

There are no background papers to this report.

Report Author	Ext	Date	Doc ID
Sarah James	5348	20 th September 2010	Alcohol Intervention Programme