

# Alcohol Intervention Programme

Chorley Partnership Board

Presentation by  
Sarah James and  
Jenny Broom  
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# Background

## Alcohol related harm in Chorley – Key Facts;

- Increase over time - From 2002/3 to 2008/9 there has been an increase of 34% in the rate of alcohol related hospital admissions
- Comparison to other areas - In 2008/9, Chorley had the second worst rate of alcohol admissions in Lancashire behind Preston and falls in the worst 10% nationally.

# Alcohol Intervention Programme

- On behalf of the LSP, a steering group incorporating Chorley Council, NHS Central Lancashire, Lancashire Teaching Hospitals and Lancashire County Council have developed the programme
- This includes a range of interventions, to assist different parts of the population – from general awareness to intensive support

# Healthy Shotz

***An alcohol awareness programme for high schools that will develop young people's awareness of the risks associated with alcohol consumption***

What has been achieved?

- 339 pupils involved to date
- Over 800 will have been involved by Easter

# Smart Response

***Targeted outreach work with young people and families based on local intelligence and need, delivered by specialist drug and alcohol youth workers***

What has been achieved?

- 206 young people involved to date
- Work is ongoing to engage with parents and carers

# Training for Staff

***Provision of brief intervention training where participants gain an understanding of the different ways in which people use alcohol, and are given techniques to provide advice and support to customers***

What has been achieved?

- 53 delegates attended 3 sessions from a range of partner organisations

# Chorley One Stop Health Shop

## Background

- Provision of health checks in the town centre – from the Chorley Smile trailer, to a kiosk on Market Street – now in semi permanent base on Cleveland Street
- Partnership Project by NHS Central Lancashire and Chorley Council





# Benefits

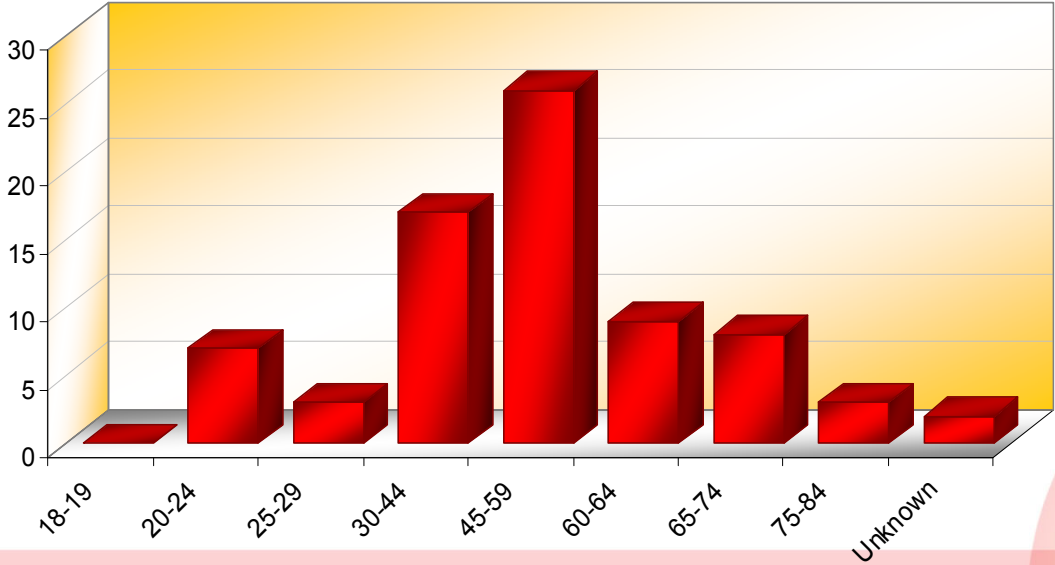
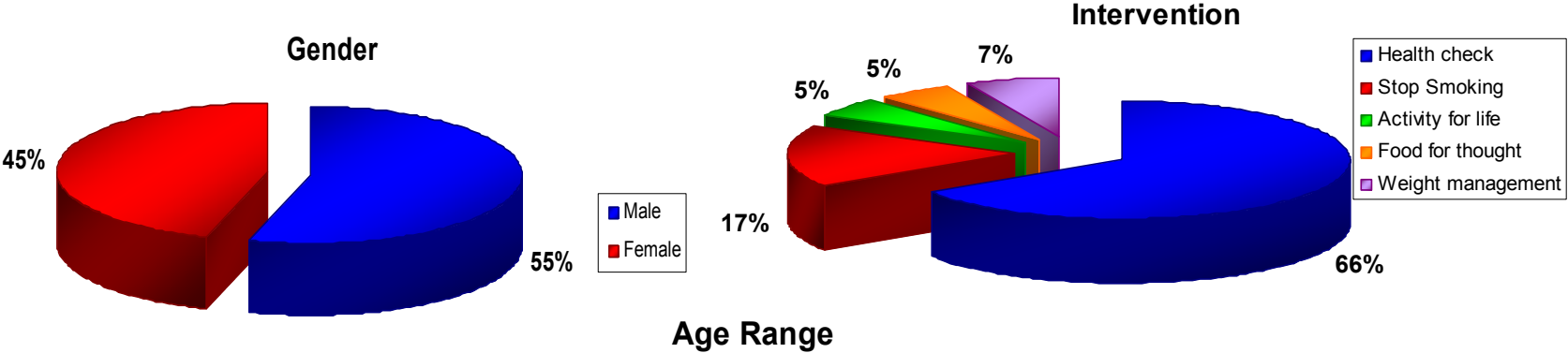
- Empowering clients
- Single point of access
- Target key areas of deprivation / health inequalities / hitting target market
- Flexibility
- Early screening – preventative
- Changing lifestyle behaviour
- Raise awareness of healthy lifestyle service
- Increase partnership working

# Our Partners

- Help Direct
- Age Concern
- Hepatitis Team
- Chorley Women's Centre
- Lancashire College
- Lancashire Fire & Rescue
- Citizens Advice Bureau
- Home Start
- MIND (Mental Health Service)
- The Desmond Project (Diabetes)
- Sexual Health Team
- Alcohol Services

# One Stop Health Shop

(analysis of 75 service users from 18th – 31st January 2011)



# Next Steps



# Conclusion

2010/11 – A year of change and improvement

- Refreshed the Sustainable Community Strategy
- Developed structural changes
- Developed new process of Partnership Projects

*We are now fit for purpose for the times ahead*