

Newcastle Partnership Alcohol Strategy Action Plan 2012-13								
Theme	Objectives	Inputs	Lead Agency(s)	Outputs	Resource	Impact of Outcomes		
Prevention of alcohol-related harm (primary)						Short-Term	Medium-Term	Long-Term
To secure support for the introduction of a comprehensive prevention and education programme within all Schools within Newcastle Borough	Ensure that Schools based PHSE is fit for purpose and that alcohol education is available for children in School and other education settings	<ul style="list-style-type: none"> <li>▪ Collate PHSE resources - make available on-line to Schools</li> <li>▪ Sign up all Schools</li> <li>▪ To provide staff training</li> <li>▪ Deliver curriculum</li> </ul>	SCC	<ul style="list-style-type: none"> <li>▪ Resources are now available</li> <li>▪ Curriculum has now been delivered</li> <li>▪ Training has been provided</li> </ul>	<ul style="list-style-type: none"> <li>▪ Staff time</li> <li>▪ County support</li> </ul>	75% of High Schools engaged	Primary, High & FE institutions fully engaged	Programme rolled out within all institutions and fully embedded
Parental rule setting agreements, focusing on all high schools across Newcastle Borough	Ensure that the Parents survey is distributed and reflect back results		SCC		Staff time	Rule setting agreements in place	New pupils and Parents inducted into whole school ethos	Reductions in frequency and quantity of alcohol consumption measured by schools survey
Social Norming approach	Ensure that the various Schools, Colleges and Universities within Newcastle Borough are linked into the social norming approach around alcohol	<ul style="list-style-type: none"> <li>▪ Develop curriculum links, plans, resources, templates</li> <li>▪ Link in with other issues such as smoking, drugs, under-age sex</li> <li>▪ Survey the various Schools and reflect results back</li> <li>▪ Sign up Colleges and Universities</li> <li>▪ Develop and implement social norming approaches</li> </ul>	SCC	<ul style="list-style-type: none"> <li>▪ Curriculum links, plans and templates under development</li> <li>▪ Links with other issues agreed</li> <li>▪ School surveys undertaken and results reflected back to them</li> <li>▪ Colleges and Universities signed up</li> <li>▪ Social norming approaches developed and implemented</li> </ul>	Staff time	Meet with institutions	Secure buy in of all institutions	Adopting this social norming approach as a communications approach towards alcohol issues

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Identification and Brief Advice (IBA)	Ensure that front-line workers have been trained in the skills needed to identify and respond to alcohol misuse among their clients	<ul style="list-style-type: none"> <li>▪ Work with:</li> <li>▪ School Nurses</li> <li>▪ PCSOs</li> <li>▪ Housing providers</li> <li>▪ Youth Workers</li> <li>▪ Family Support Workers</li> <li>▪ Learning Support Teams</li> </ul>	PCT					
Strengthening Families 10-14	To ensure that the Strengthening Families 10-14 programme is rolled out Borough-wide	<ul style="list-style-type: none"> <li>▪ Link in with LSTs</li> <li>▪ Identify YP &amp; families at risk and source appropriate referral routes</li> <li>▪ Link in with troubled families agenda</li> </ul>	Sharon Moore/SYPS	<ul style="list-style-type: none"> <li>▪ LSTs engaged</li> <li>▪ Programme funded and currently being rolled out</li> </ul>	▪ Staff time	▪ Engage young people in the programme	▪ Work with young people on safe drinking	▪ Maintain engagement and continue to reduce risky drinking habits
Protecting children and families from alcohol related harm	Link in with Strengthening Families programme	<ul style="list-style-type: none"> <li>▪ Ensure that universal and targeted services working with with children and young people are able to identify and respond to alcohol misuse</li> <li>▪ Develop Parents understanding of the impact of their own alcohol use on children and current guidance on young people's alcohol consumption</li> <li>▪ Raise awareness of the impact of parental alcohol misuse and improve identification and co-ordinated responses across agencies</li> <li>▪ Develop co-ordinated responses to alcohol where it features within situations of domestic abuse</li> <li>▪ Distribution of advice and guidance, leaflets and installation of support, help groups delivered locally and by local agencies</li> </ul>						

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Secondary Early Intervention of Alcohol-Related Harm								
Management of People issues	To ensure that people with alcohol-related issues are managed appropriately and in a timely fashion	<ul style="list-style-type: none"> <li>Identify at risk local groups across the Borough</li> <li>Apply situational or targeted approaches</li> </ul>	Newcastle Borough Council/Staffordshire Police	<ul style="list-style-type: none"> <li>Local groups identified</li> <li>Engagement/Enforcement strategy applied</li> </ul>	<ul style="list-style-type: none"> <li>Staff time</li> <li>County support</li> <li>Finance</li> </ul>	<ul style="list-style-type: none"> <li>Disruption/enforcement</li> </ul>	<ul style="list-style-type: none"> <li>Enforcement/engagement</li> </ul>	<ul style="list-style-type: none"> <li>Engagement/signposting</li> </ul>
Management of Place issues	To ensure that key hot-spots across the Borough are identified and resources are directed accordingly	<ul style="list-style-type: none"> <li>Identify hotspots</li> <li>Prioritise resources</li> <li>Adopt situational approaches to solve problems</li> </ul>	Newcastle Borough Council/Staffordshire Police	<ul style="list-style-type: none"> <li>Key areas/localities identified</li> <li>Resources distributed in accordance with level of need</li> </ul>	<ul style="list-style-type: none"> <li>Staff time</li> </ul>			
Safer Nights campaign (prevention, education, treatment)	To ensure that Newcastle Town Centre is a safe place to frequent at nighttime	<ul style="list-style-type: none"> <li>Continue to use available powers and tools to address alcohol-related crime in the night-time economy</li> <li>Strengthen links with local communities and neighbourhood teams to identify local needs concerning alcohol-related crime and disorder</li> <li>Work in partnership to develop effective responses</li> <li>Ensure that tools and powers used to address alcohol-related nuisance and disorder are linked to appropriate interventions for individuals to address their alcohol misuse</li> <li>Ensure that young people &amp; adults involved in crime, disorder, ASB are supported to access suitable interventions and treatment services</li> <li>Ensure that the Police's use of powers around licensing enforcement are robust and fit for purpose</li> </ul>	Newcastle Borough Council and Staffordshire Police	<ul style="list-style-type: none"> <li>Safer Nights linked into Pubwatch</li> <li>Discussions to enhance first aid triage project ongoing</li> <li>Street Pastors project planning underway</li> </ul>	<ul style="list-style-type: none"> <li>Staff time</li> <li>Finance</li> </ul>			

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Controlling access to alcohol	To ensure that the supply of alcohol to young people and dependant drinkers is curtailed	<ul style="list-style-type: none"> <li>▪ Tackle parental supply of alcohol</li> <li>▪ Supply of alcohol from friends</li> <li>▪ Significantly reduce proxy sales</li> <li>▪ Eliminate under-age sales</li> <li>▪ Eliminate counterfeit and illicit alcohol sales</li> </ul>	Trading Standards Newcastle Borough Council	<ul style="list-style-type: none"> <li>▪ Counterfeit alcohol seizures currently being undertaken by Trading Standards</li> <li>▪ Enforcement action taken against various off-licensed premises undertake by Trading Standards</li> </ul>	<ul style="list-style-type: none"> <li>▪ Staff time</li> </ul>	75% reduction in supply to under 13 year olds	75% of year 11 pupils say it is difficult to obtain alcohol	75% of year 9 pupils say it is extremely difficult to obtain alcohol
Licensing	To ensure that alcohol is sold responsibly	<ul style="list-style-type: none"> <li>▪ Ensure that licensing premises have information about the law, their responsibilities and good practice in the sale of alcohol</li> <li>▪ Protect and support responsible retailing through initiatives to recognise and reward good practice</li> <li>▪ Raise public awareness of the benefits of responsible retailing and using well-managed premises</li> <li>▪ Develop and sustain partnership working between the Licensing Authority, responsible authorities, and local retailers, including data-sharing where appropriate</li> <li>▪ Review the impact of licensed premises in areas with high levels of alcohol-related harm and explore options for addressing issues</li> <li>▪ Continue to use available tools and powers to address the illegal and irresponsible sale of alcohol by licensed premises</li> <li>▪ Ensure that targeting of enforcement activity is intelligence-led and based on information from a range of sources, including responsible authorities and local communities</li> <li>▪ Ensure that the new Licensing legislation (Late Night Levys and Early Morning Restriction Orders etc) are fully utilised where appropriate</li> </ul>	NBC/Police/TS	<ul style="list-style-type: none"> <li>▪ Licensing and enforcement issues are currently being directed through the Licensing Enforcement Group</li> </ul>	<ul style="list-style-type: none"> <li>▪ Staff time</li> <li>▪ Resources</li> </ul>			

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Communications plan	To ensure that there is a communications strategy and plan in place around alcohol in particular off-licensed trade	<ul style="list-style-type: none"> <li>Broadcast key operational successes to the public via podcasts, local press and other media outlets</li> </ul>	NBC/Police	<ul style="list-style-type: none"> <li>Communications plan and strategy being formulated</li> </ul>	<ul style="list-style-type: none"> <li>Staff time</li> </ul>			
Police and Crime Commisioners	To ensure that the alcohol harm reduction agenda is linked into the priorities of the PCC							
Offender Management	To ensure that offenders who are drink dependant who are referred into the criminal justice system receive Alcohol Treatment Requirements (ATRs)	<ul style="list-style-type: none"> <li>Reduce re-offending</li> <li>Ensure problematic offenders receive appropriate treatment</li> </ul>	SCC	<ul style="list-style-type: none"> <li>Local discussions already taken place</li> <li>Probation looking into piloting ATRs Countywide</li> </ul>	<ul style="list-style-type: none"> <li>Staff time</li> <li>Additional resources/capacity/finance</li> </ul>			

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Social Marketing Campaigns	Ensure that Social Marketing Campaigns are carried out to raise awareness about alcohol and its risks	<ul style="list-style-type: none"> <li>• Provide self-help materials for people who are concerned about their alcohol use and want to make changes</li> <li>• Instigate targeted campaigns aimed at young people and adults (such as Drink Safe over 50, Girls on Pop)</li> </ul>	SCC					
Domestic Violence/Hidden Harm	Ensure that the alcohol action plan links in with the DV/Hidden Harm agenda		NBC					
Treatment & recovery (tertiary)								
Community based treatment facility	To ensure that there is a comprehensive treatment based triage service operating on Newcastle Town Centre	<ul style="list-style-type: none"> <li>• To treat minor injuries on the Town Centre such as cuts, bruises etc</li> <li>• To treat more serious injuries</li> <li>• To lessen the load on the A&amp;E dept i.e. waiting times, free up capacity etc</li> <li>• To act as a focal point on the Town Centre</li> </ul>	NBC	<ul style="list-style-type: none"> <li>• Minor injuries unit already in situ</li> <li>• Negotiations ongoing with NHS regarding expansion</li> </ul>	<ul style="list-style-type: none"> <li>• Staff time</li> <li>• Possible finance</li> </ul>			

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Expand capacity of treatment services	To ensure that the waiting lists and the capacity of treatment services meets demand	<ul style="list-style-type: none"> <li>Shorten waiting lists</li> <li>Increase capacity(staff)</li> </ul>	SCC					
Care Facilitators	Ensure Care Facilitator posts are in place in each of the hospitals across the Borough	<ul style="list-style-type: none"> <li>Prevent dependant drinkers being readmitted to hospital by developing care pathways between hospitals and community-based services. This will ensure that patients are supported to access treatment and care services following their discharge from hospital</li> </ul>	SCC					
Specialist treatment for young people and adults	Increase access to specialist treatment for young people & adults with alcohol misuse issues, including improving referral pathways from universal and targeted services	<ul style="list-style-type: none"> <li>Ensure alcohol treatment services identify and respond to safeguarding issues</li> </ul>	SCC					