

**Alcohol**

**Craig McNally, Senior Health Promotion Specialist (Alcohol & Drugs), Argyll and Bute CHP**

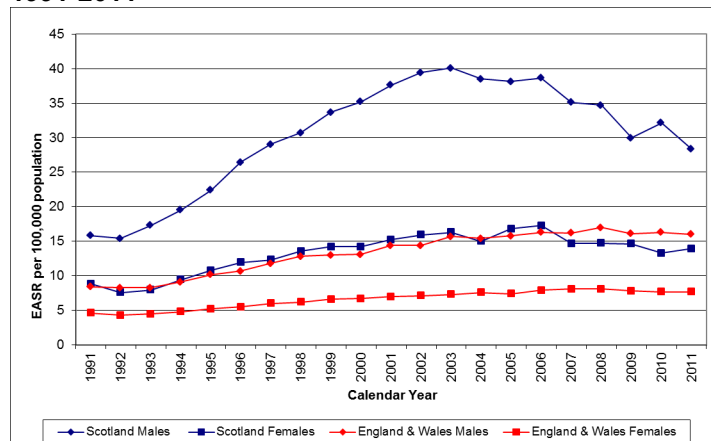
The Area Community Planning Group is asked to:

- Note this paper.
- Encourage an increase in the delivery of or participation in alcohol education and interventions by stakeholders.
- Encourage engagement in Local Drug & Alcohol Forums (or Substance Misuse Groups)

**1 Context and Background**

*“Reducing population levels of alcohol consumption as a component of reducing alcohol-related harm is a key outcome of Scotland’s alcohol strategy.”*

**Alcohol-related deaths (underlying cause), Scotland, England & Wales, EASR, by gender, 1991-2011**

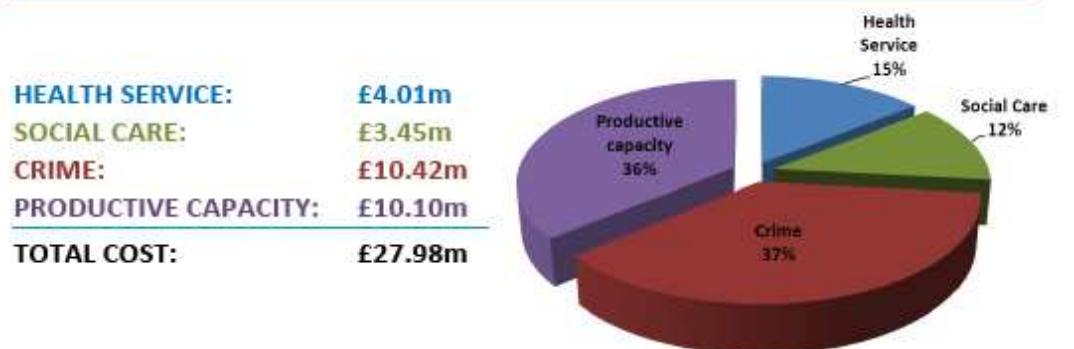


(Monitoring and Evaluating Scotland’s Alcohol Strategy Third Annual Report December 2013)

*“The overall rate of hospitalisation associated with alcohol conditions amongst the intermediate geographies (within Argyll & Bute CHP), was 1117 per 100,000 population, relative to an overall Health Board rate of 1291 per 100,000. Significantly higher rates were in four of the intermediate geographies of Dunoon, Campbeltown, Oban North and Oban South, the latter the highest at 2255 per 100,000.”*

(Adult Health Profiles 2012 – Epidemiology & Health Science Team (Public Health))

**ARGYLL AND BUTE - COST OF ALCOHOL HARM BREAKDOWN**



(The Cost of Alcohol in Argyll and Bute 2010/11 – Alcohol Focus Scotland)

According to Alcohol Focus Scotland the cost of alcohol related harm to Argyll & Bute was around £28 million in 2010/11. This equates to £314 per head of population in Argyll & Bute.

The 'ScotPHO Alcohol and Drugs Profiles 2013' indicated that Argyll & Bute Council had the highest rate in Scotland for combined on and off trade premise licences at 80.7 per 10,000 population.

Statistics on the use of alcohol amongst young people in Argyll & Bute show that there is a higher than average experimentation and use of alcohol than the rest of Scotland (*Argyll & Bute Alcohol and Drug Partnership Strategy 2013-2016*).

## **2 Ongoing Activity Aimed At Reducing Alcohol Related Harm**

Argyll & Bute Alcohol and Drug Partnership Strategy 2013-2016 has the following as one of its four priorities: "Health in Argyll & Bute is maximised and communities feel engaged and empowered to make healthier choices regarding alcohol and drugs". The ADP indicates that there needs to be a number of inter-related strands to ensure that individuals and communities have access to appropriate information, knowledge and skills which enable them to make positive, well informed, choices regarding their alcohol use. The ADP makes the point that prevention of problematic use of alcohol "is more cost effective and desirable than treating established problems". The ADP prevention strategy covers a wide range of activities using many different methods for both focused and whole population approaches. In line with the Joint Health Improvement Plan 2013 – 2016 this work uses an "assets based approach" aimed at creating and supporting healthy communities by building on assets and resources already present in these communities. It involves breaking down boundaries and not looking at topics such as harmful drinking or smoking in isolation from other factors in health, such as poverty, employment status, educational attainment etc. This approach can include activities and programmes aimed at reducing risky behaviours and/or improving community attitudes to alcohol use and can be delivered in settings ranging from Nurseries and Schools through to Adult Education Centres and Older People's Forums. The types of activities that have already been delivered in some areas of Argyll & Bute include:

**Oh Lila & Rory** – two programmes designed by Alcohol Focus Scotland for use with nursery and primary age children respectively which aim to increase children's resilience and ability to talk about issues that are happening in their home, including alcohol and parental drinking. The training has increased staffs awareness of the issues and confidence to support children when such issues are highlighted.

**Schools and Youth service education** – across Argyll & Bute there are a range of approaches to the delivery of alcohol education within schools. The Health Improvement Team as well as Drug & Alcohol service Providers and Youth Services supports schools by delivering a variety of activities and programmes which compliment the Curriculum For Excellence including alcohol education at assembly, alcohol workshops within the classroom and alcohol as part of focussed programmes for specific groups. In addition to this there is work being delivered by Peer Educators in some schools in Argyll & Bute. These are young people who have been trained and are supported to deliver alcohol and drug messages to their peers. A number of schools in Argyll & Bute have established programmes of on-site support delivered by external organisations where young people can go and talk about issues including their own or someone else's alcohol use.

**Community Action Lochgilphead Ardrishaig (CALA)** – This community based local action group has focussed on the issues associated with alcohol within the Lochgilphead and Ardrishaig community. The project has helped raise awareness of some of the issues associated with alcohol use within the community through surveys, community meetings and awareness raising campaigns. They have used the information they gathered to encourage

change at an individual and organisational level. It is hoped that they will be able to expand the project to take in the whole of Mid-Argyll in the near future.

**Workplace alcohol education sessions** – As part of a Healthy Working Lives initiative or simply as a way of increasing staff knowledge and understanding about the issues associated with alcohol use a number of organisations have requested alcohol workshops and information stalls to come to their workplace. These have included NHS Highland, Argyll & Bute Council as well as several private companies. These have sometimes been delivered in conjunction with wider health checks and awareness raising of other health issues.

**Alcohol Brief Interventions** - ABI is a population wide approach to reducing the harms associated with alcohol use. It is aimed at reducing the average consumption of the whole population and as such is targeted at people drinking at hazardous and harmful levels NOT AT DEPENDANT DRINKERS. Hazardous drinking patterns can include anyone who drinks more than six units (female) or eight units (male) of alcohol on a regular basis. As such the target group for delivery of ABI in Scotland is a relatively high percentage of the population. ABI should routinely be delivered within Primary Care settings (including GP practices), A&E departments and Maternity Services. It can also be delivered within a variety of wider settings including any organisation or agency who is supporting/working with the public.

**Alcohol & Drug Partnership Local Forums** – there are seven local drug and alcohol forums (or Substance Misuse Groups) across Argyll & Bute. Each one is a partnership of local organisations and individuals interested in reducing the harm associated with drug and alcohol use. They support a variety of activities within their community both by providing grants to local groups and by taking a leadership role on events and activities aimed at raising awareness. Partners include Local Councillors, Youth Organisations, Schools, Housing providers as well as Drug & Alcohol service providers. The forums all welcome the participation of new members and are happy to support local initiatives.

### **3 Next Steps**

Where possible partners should be encouraged to engage with their local Drug and Alcohol Forum (or Substance Misuse Group). By doing so they will both help increase the knowledge of their workforce and the population they serve as well as help target local strategy to the areas/issues of greatest need. Managers should encourage and support staff to participate in alcohol training including Alcohol Brief Interventions. The resultant learning can then be used and/or cascaded to the wider population. CPG partners can also promote workplace and community based alcohol education activities and participation in events such as Alcohol Awareness Weeks or Alcohol Free Months. By doing this in conjunction with reviewing alcohol policies and strategies communities across Argyll & Bute can reduce the risk of harm associated with alcohol.

**Health Improvement Team  
Argyll and Bute CHP  
January 2014**