

SUSTAINABILITY BUSINESS PLAN



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ALCOHOL – PROTECTING CHILDREN AND IMPROVING COMMUNITIES

SUSTAINABILITY BUSINESS PLAN

EXECUTIVE SUMMARY

BACKGROUND

The Alcohol Project is a countywide initiative that takes a coordinated multi-agency approach to tackling young people's alcohol misuse and its impact on communities. The strength of the project lies in the fact that it has successfully facilitated a unique and holistic approach in reference to both prevention and intervention opportunities. The project is managed by a multi-agency steering group consisting of key partner agencies.

The Alcohol Project is seeking funding in order to build on initial achievements and draw together the results of consultation with young people, parents, agencies and retailers.

PROJECT AIMS

- to establish a high profile campaign to raise awareness of the impact of alcohol on the life chances of young people and its impact on communities
- to improve the co-ordination and promote the development of service provision in relation to young people and communities

WHAT THE PROJECT HAS ACHIEVED

It is worth noting that many of the project successes listed below have been achieved in addition to outputs initially proposed in the project plan.

1. The Alcohol Project has successfully co-ordinated a consultation event aimed at Preston retailers in order to raise awareness of good practice with regard to refusing sales of age-restricted products, promote responsibilities and identify support required. The event, which was arranged in partnership with Trading Standards, was attended by 25 delegates. As a result of the conference, a database of 49 Preston retailers was established in order to facilitate the promulgation of good practice in regard to age related sales.

Evaluation forms completed in response to the conference were unanimously positive.

2. The Alcohol Project has worked with partners to produce 10,000 interactive CD-Rom based support packages aimed at empowering retailers to refuse approaches by minors attempting to purchase age-restricted products.

Produced in collaboration with Trading Standards and funded through the Home Office Blueprint initiative, the unique training tool incorporates an overview of current legislation and includes examples of good practice in reference to refusing sales and diffusing related incidents. The resource, which was produced as a result of consultation with retailers, also incorporates a facility enabling a choice of languages including Urdu, Punjabi, Gujarati and Hindi. The 'Age Check' training packages will be distributed free of charge to all Lancashire retailers who sell age-related products.

Retailers were asked to give feedback in response to the training package and 100% of those surveyed rated the resource as either 'excellent' or 'good' and all retailers agreed that they would find the resource useful.

'Age Check' was launched at the Trading Standards Institute Conference 2005, the resource was branded with the Trading Standards Institute logo and promoted as an example of good practice at a national level.

3. The Alcohol Project has commissioned the production of a 'lifestyle' website aimed at children under the age of 10, before they formulate their ideas and attitudes towards alcohol use. The resource, which has been produced in partnership with the School Effectiveness Service, will include alcohol awareness raising messages, supporting materials and downloadable lesson plans for teachers. The website (which is currently under development) will be promoted in primary schools throughout Lancashire.
4. The Alcohol Project has part funded 'Alcohol where's the harm?' which is an interactive teaching resource produced by Lancashire County Council's School Effectiveness Service. The CD-ROM, which is aimed at Key Stage 3 pupils, has been disseminated to secondary schools across the county.

'Alcohol where's the harm?' has been produced in line with the PSHE and citizenship frameworks and is being used in secondary schools throughout Lancashire.

5. The Alcohol Project has commissioned the development of an alcohol awareness teaching package aimed at Key Stage 4 (Years 10 and 11) to be distributed free of charge to schools throughout Lancashire. The 'Carrying the Can' resource, which aims to highlight the links between young peoples drinking and anti-social and sexual behaviour, has been funded through Lancashire DAT, the Home Office Blueprint initiative and Blackpool Community Safety Partnership. The resource, which was developed in partnership, was launched in May and the event was attended by over 300 delegates.

'Carrying the Can' delivers key elements of drug, alcohol and tobacco education within the PSHE and citizenship frameworks. It has been promoted as an example of good practice in secondary schools across Lancashire.

The Alcohol Project has piloted ‘Carrying the Can’ with approximately 250 pupils at Walton-le-Dale High School and the feedback received has been overwhelmingly positive.

6. The Alcohol Project is in the process of developing alcohol awareness support packages for parents across Lancashire, resources will incorporate key messages identified through consultation.
7. The Project Assistant is currently undertaking research into “The role of parents in preventing and addressing underage drinking” as part of a Masters Degree in Child Health and Social Care. Findings of this study will be used to shape future marketing strategies.
8. The Alcohol Project has produced the following reports;
 - a. Mapping report outlining alcohol related service provision for young people, including information materials available.
 - b. Analysis of gaps in service provision in regard to alcohol and young people including draft recommendations for service improvements.
 - c. The Alcohol Project is currently in the process of producing a review of assessment tools and intervention opportunities relating to alcohol and young people. Key findings from the project’s reports will be promulgated to targeted audiences through appropriate forums.
9. The Alcohol Project, in line with the project plan, is currently working towards accessing additional funding in order to develop resources for vulnerable young people outside the school setting.
10. The project team have coordinated a successful consultation and training event aimed at colleagues from Lancashire Constabulary. Arranged in partnership with Trading Standards, the exercise aimed to promote best practice with regard to under age test purchasing and to provide a forum for consultation on the development of protocols for intelligence sharing and hot spot identification.

Evaluation forms were completed for the event and all delegates found the training useful and relevant to their needs.

11. The establishment of a young person’s focus group arranged in partnership with the Youth and Community Service, to be used throughout the lifetime of the project to consult with young people in order to identify key messages to be disseminated through marketing materials and media campaigns.
12. Over 1,000 young people across Lancashire were approached to participate in an alcohol consultation exercise. The findings of this research were used to provide a countywide snapshot of the views and experiences of alcohol use in the context of young peoples lifestyles (9-13) and to inform alcohol awareness marketing strategies.

13. Alcohol awareness raising sessions in the form of Rock FM ‘School Tours’ which took place at targeted secondary and primary schools across the county. The tours reached approximately 1030 pupils.
14. Consultation with approximately 1,000 young people in Years 7 and 9 in targeted secondary schools, to be revisited in two years time as part of a longitudinal study, the findings of which will assist the project with the evaluation of alcohol interventions.
15. Development of a high profile alcohol awareness ‘social action’ radio campaign developed in partnership with key agencies, retailers and young people and disseminated through Rock FM.

The campaign was estimated to reach 48,000 children in Lancashire between the ages of 9 and 13.

16. Co-ordination of a multi-agency ‘Alcohol – Where’s the Harm?’ Conference in Lancaster, which resulted in commitment from delegates to form a local ‘Alcohol Strategy Group’. The Alcohol Project will lead in coordinating the ‘Young People’s Group’ and when the campaign has gained momentum, the project proposes to repeat this process in other identified priority wards.

The Alcohol- Where’s the Harm? conference was attended by 40 delegates and feedback was extremely positive with the vast majority of attendees stating that the event either met or exceeded their expectations.

17. Consultation with parents across Lancashire through questionnaires and focus groups in order to identify key messages to be disseminated through marketing materials.
18. Development of a web-page on the Safer Lancashire Website which facilitates exchange of good practice examples.
19. The Alcohol Project has been responsible for delivering a number of alcohol awareness raising sessions to young people in community environments.

The project consistently receives excellent feedback in response to inputs with young people.

WORK STILL TO DELIVER

The Alcohol Project has contributed significantly to raising awareness across Lancashire of the consequences of young peoples drinking and its impact on communities. The project has also begun the process of developing service provision through consulting with key audiences and proposing recommendations. By April 2006, the project will be in a position to move onto the next phase; implementing proposals made in line with the Government’s National Alcohol Harm Reduction Strategy. However, the Alcohol Project can only begin to make a difference to the

lives of young people in Lancashire through realising a sustained approach, which is ultimately dependant on the project securing funding on a long- term basis.

The aims of the Alcohol Project, as identified through consultation, will be to:

- a) *Continue to improve the co-ordination and promote the development of service provision in relation to young people and communities*
- b) *Sustain a high profile campaign to raise awareness of the impacts of alcohol on the life chances of young people and its effect on communities*

LINKS WITH KEY STRATEGIES

The Alcohol Project has delivered work in compliance with the following local and national agendas;

- Safer and Stronger Communities Fund: Local Area Agreement priorities;
 - Children and young people
 - Safer and stronger communities
 - Healthier communities and older people
- Local objectives relating to alcohol misuse identified in the 12 Community Safety Strategies
- Lancashire Children's Fund objectives
- Alcohol Harm Reduction Strategy for England
- Every Child Matters outcomes
- Healthy Living Blueprint for Schools objectives
- National Service Framework For Children, Young People and Maternity Services standards

The project also contributes to two corporate aims of Lancashire County Council;

- To feel safe
- To live healthy lives

All partners involved in the initiative agree that the holistic and multi-agency approach taken by the project has been highly successful. It is envisaged that the Alcohol Project will be the key driver for co-ordinating a countywide collaborative approach in regard to tackling young peoples drinking.

ALCOHOL AND YOUNG PEOPLE

INTRODUCTION

Research carried out by the Public Health North West Alcohol Strategy Group, reveals that the burden of alcohol misuse that is attributed to the North West is disproportionately high. The findings reflect the national picture in that young people are identified as a group most at risk. Research carried out with young people across Lancashire by the Alcohol Project revealed that 63% of young people between the ages of 9 and 13 drink alcohol, and the majority of this group admitted to drinking on a weekly basis. National statistics illustrate that young people under the age of 16 are drinking twice as much today as they did 10 years ago and that by the age of 13 young people who drink outnumber those who don't drink.

Young people's drinking has a number of impacts on society including increasing long and short-term health problems, accidents, violence, suicide, relationship problems, negative effects on school performance and sexual behaviour. Alcohol misuse amongst young people has the potential to severely affect their life chances in the short and long term.

A HOLISTIC APPROACH

The countywide Alcohol Project takes a multi-agency approach to preventative and intervention opportunities with reference to alcohol and young people. The strength of the project lies in the fact that it has successfully facilitated a unique and holistic approach to tackling young people's drinking and its impact on communities. The project is managed by a multi-agency Steering Group consisting of the following key agencies;

- Lancashire County Council Policy Unit
- Social Services
- Trading Standards
- Youth and Community Service
- School Advisory Service
- Voluntary sector
- Lancashire Constabulary
- Lancashire Youth Offending Team
- Lancashire Children's Fund
- Lancashire Drug Action Team
- Primary Care Trust representation

PROJECT AIMS

- To establish a high profile campaign to raise awareness of the impact of alcohol on the life chances of young people and its impact on communities.

- To improve the co-ordination and promote the development of service provision in relation to young people and communities.

PROJECT ACHIEVEMENTS

PERFORMANCE INDICATORS

Success of the project can be measured by the following outcomes:

1. Number of businesses provided with advice, information and support in response to needs identified through consultation

- The Alcohol Project has worked with partners to produce 10,000 interactive CD-Rom based support packages aimed at empowering retailers to refuse approaches by minors attempting to purchase age-restricted products. Produced in partnership with Trading Standards and funded through the Home Office Blueprint initiative, the unique training tool incorporates an overview of current legislation and includes examples of good practice in reference to refusing sales and diffusing related incidents. The resource, which was produced as a result of consultation with retailers, also incorporates a facility enabling a choice of languages including Urdu, Punjabi, Gujarati and Hindi. The ‘Age Check’ training packages will be distributed free of charge to all Lancashire retailers who sell underage products.

‘Age Check’ is due to be launched at the Trading Standards Institute Conference 2005, it will be branded with the Trading Standards Institute logo and promoted as an example of good practice at a national level.

2. Number of additional young people (9-13) who will receive alcohol awareness information via resources made available to schools (young people up to the age of 16 will be supported through additional funding sources)

- The Alcohol Project has commissioned the production of a ‘lifestyle’ website aimed at children under the age of 10, before they formulate their ideas and attitudes to alcohol use. The resource, which has been produced in partnership with the School Effectiveness Service, will include alcohol awareness raising messages, supporting materials and downloadable lesson plans for teachers. The website (which is currently under development) will be promoted in primary schools throughout Lancashire.
- The Alcohol Project has part funded the ‘Alcohol where’s the harm?’ interactive teaching resource produced by Lancashire County Council’s School Effectiveness Service. The CD-ROM, which is aimed at Key Stage 3 pupils, has been disseminated to secondary schools across the county.
- The Alcohol Project has commissioned the development of an alcohol awareness teaching package aimed at Key Stage 4 (Years 10 and 11) to be disseminated free of charge to schools throughout Lancashire. The ‘Carrying the Can’ resource, which aims to highlight the links between young peoples drinking and anti-social and sexual behaviour, has been funded through

Lancashire DAT, the Home Office Blueprint initiative and Blackpool Community Safety Partnership. It was developed in partnership with Lancashire Trading Standards, the School Effectiveness Service and Lancashire Constabulary's Nightsafe Team.

3. Number of parents provided with advice, information and support in response to needs identified through consultation

- The Alcohol Project is in the process of developing alcohol awareness support packages for parents across Lancashire, resources will incorporate key messages identified through consultation.

4. Completed mapping report on existing alcohol related service provision relating to young people, report on service gaps and proposed service improvements and review of range of assessment tools and intervention opportunities in reference to alcohol and young people

- The Alcohol Project has produced the following reports;
 1. Mapping report outlining alcohol related service provision for young people, including information materials available
 2. Analysis of gaps in service provision in regard to alcohol and young people including draft recommendations for service improvements
 3. The Alcohol Project is currently in the process of producing a review of assessment tools and intervention opportunities relating to alcohol and young people. Key findings from the project's reports will be promulgated to target audiences through appropriate forums.

5. Number of agencies supported in delivering alcohol intervention opportunities to vulnerable young people outside the school setting

- The Alcohol Project is currently working towards accessing additional funding in order to develop resources for vulnerable young people outside the school setting.

In addition to the outputs listed above, the project has also achieved the following successes to date;

APRIL 2004 – JUNE 2005

- Co-ordination of a consultation event aimed at retailers in order to raise awareness of good practice with regard to refusing sales of age-restricted products, promote responsibilities and identify support required.
- Organisation of a consultation and training event aimed at colleagues from Lancashire Constabulary. Arranged in partnership with Lancashire Trading Standards, the exercise aimed to promote best practice with regard to under age test purchasing and to provide a forum for consultation on the development of protocols for intelligence sharing and hot spot identification.

- ❑ The establishment of a young person's focus group arranged in partnership with the Youth and Community Service, to be used throughout the lifetime of the project to consult with young people in order to identify key messages to be disseminated through marketing materials and media campaigns.
- ❑ Over 1,000 young people across Lancashire were approached to participate in an alcohol consultation exercise. The findings of this research were used to provide a countywide snapshot of the views and experiences of alcohol use in the context of young peoples lifestyles (9-13) and to inform alcohol awareness marketing strategies.
- ❑ Alcohol awareness raising sessions in the form of Rock FM 'School Tours' which took place at targeted secondary and primary schools across the county.
- ❑ Consultation with young people in Years 7 and 9 in targeted schools, to be revisited in two years time as part of a longitudinal study, the findings of which will assist the project with the evaluation of alcohol interventions.
- ❑ Development of a high profile alcohol awareness 'social action' radio campaign developed in partnership with key agencies, retailers and young people and disseminated through Rock FM.
- ❑ Co-ordination of a multi-agency Alcohol – Where's the Harm Conference in Lancaster, which resulted in commitment from delegates to form a local 'Alcohol Strategy Group'. The Alcohol Project will lead in coordinating the 'Young People's Group' and when the campaign has gained momentum, the project proposes to repeat this process in other identified priority wards.
- ❑ Consultation with parents across Lancashire through questionnaires and focus groups in order to identify key messages to be disseminated through marketing materials.
- ❑ The Project Assistant is currently undertaking research into "The role of parents in preventing and addressing underage drinking" as part of a Masters Degree in Child Health and Social Care. Findings of this study will be used to shape future marketing strategies.
- ❑ The Project Officer regularly attends and contributes to the multi-agency drugs consortia network for secondary schools hosted by the School Effectiveness Service.

It is worth noting that many of the successes listed above have been achieved in addition to outputs initially proposed in the project plan.

CURRENT FUNDING

The project is currently funded primarily by Lancashire Children's Fund and is underwritten by the County Council's Crime and Disorder budget. Funding covers the lifetime of the project up to 31st March 2006 (the Project Officer was appointed in January 04).

In addition to the project's allocated marketing budget of £64,000 (to be spent over the project's 3 year life cycle) the project team have secured a total of £11,000 of funding from Lancashire Drug Action Team and contributed to the successful bid of £50,000 as part of the Home Office's Blueprint Initiative.

EVIDENCE OF NEED

Consultation carried out by the Alcohol Project provides significant evidence of need for the continued development and co-ordination of services in this area and for concerted promotion of the impacts of alcohol targeted at young people.

All partners involved in the initiative agree that the holistic and multi-agency approach taken by the project has been highly successful. However, the only way in which the Alcohol Project can really begin to make a difference to the lives of young people across Lancashire is through a high profile and ultimately sustained approach.

USEFUL STATISTICS

- Research carried out across Lancashire by the Alcohol Project revealed that 61% of young people between the ages of 9 and 13 drink alcohol, the majority of this group admitted to drinking on a weekly basis.
- Statistics show that by the age of 13 young people who drink outnumber young people who don't.
- The amount of alcohol consumed by 11-15 year olds who drink has doubled since 1990 to 10.4 units a week (Department of Health 2001).
- UK teenagers have one of the highest rates of binge-drinking (consuming more than five drinks in a row) and getting drunk. Almost a quarter of 15-16 year olds get drunk at least three times a month. Between 1995 and 1999 there was an 8% increase in those who binge-drink more than three times a month (Hibell et al 2001).
- About 1,000 children aged under-15 are admitted to hospital each year with acute alcohol poisoning. All need emergency treatment.
- Studies suggest that young people combine alcohol and sex, especially prior to their first sexual experience and that there is a link between drinking before sexual activity and unsafe sex.
- There is also an association between alcohol and crime. A recent study showed that ¼ of young prisoners had been drinking when they committed their crime.

LINKS WITH KEY STRATEGIES

The Alcohol Harm Reduction Strategy for England was published in March 2004. The strategy recognises that there needs to be a cross-government approach to tackling harms and the cost of alcohol misuse. The strategy focuses its work in four areas; better education and communication, improving health and treatment services, combating alcohol related crime and disorder and working with the alcohol industry. The Alcohol Project has successfully incorporated many of the aims and approaches highlighted in the strategy.

The Alcohol Project has also delivered work in compliance with the following local and national agendas;

- Safer and Stronger Communities Fund: Local Area Agreement priorities;
 - Children and young people
 - Safer and stronger communities
 - Healthier communities and older people
- Local objectives relating to alcohol misuse identified in the 12 Community Safety Strategies
- Lancashire Children's Fund objectives
- Every Child Matters outcomes
- Youth Matters Green Paper
- Healthy Living Blueprint for Schools objectives
- National Service Framework For Children, Young People and Maternity Services standards

The project also contributes to two corporate aims of Lancashire County Council;

- To feel safe
- To live healthy lives

It is envisaged that the Alcohol Project will be a key driver for co-ordinating a collaborative approach across Lancashire.

THE WAY FORWARD

The aims of the Alcohol Project, as identified through consultation, will be to:

- a) Improve the co-ordination and promote the development of service provision in relation to young people and communities
- b) Sustain a high profile campaign to raise awareness of the impacts of alcohol on the life chances of young people and its effect on communities

The following outputs, which have been organised under the heading adopted by the Alcohol Harm Reduction Strategy, have been identified through discussion with key audiences. They can only be achieved through sustained funding of the Alcohol Project.

BETTER EDUCATION AND COMMUNICATION

- ❑ The development and co-ordination of multi-agency community led interventions through the facilitation of local alcohol strategy groups
- ❑ Continued co-ordination of a high profile marketing campaign to raise awareness of the impact of alcohol on the life chances of young people and its impact on communities
- ❑ The expansion of the project's marketing campaign to include the 13 – 16 age group (includes media campaign and developing /commissioning materials for this age group)
- ❑ Specific research into the drinking habits of young people from ethnic backgrounds and evaluation of interventions aimed at reducing alcohol misuse amongst minority groups
- ❑ Continuation of the process of engaging with parents with regard to alcohol misuse issues
- ❑ The development of support packages for health care staff (school nurses) which include alcohol awareness information and relevant local referral agencies
- ❑ Contribute to the reduction in alcohol related truancy and school exclusions through the development of awareness raising resources for teachers and agencies and through coordinating referrals to support agencies
- ❑ Research into the effectiveness of peer led alcohol interventions and the dissemination of good practice

- Pilot alcohol awareness resources with ‘at risk’ young people out of school settings, incorporating evaluation techniques
- Coordination of a marketing campaign aimed at women between 16 and 24 (this group has seen the most dramatic increase in drinking)
- Specific alcohol awareness raising literature targeted at early teens and mid teens
- Information highlighting the links between alcohol misuse and anti-social behaviour
- The development and commissioning of the following resources in response to identified gaps;

Binge drinking and its consequences

Keeping safe

Support and advice for young carers with alcohol-using parents

Awareness raising messages in targeted locations e.g. bus shelters

Resources aimed at young people that highlight the different strengths of alcoholic drinks in an accessible way

Development of a marketing strategy targeting young people who use drugs with alcohol (young binge drinkers are three times as likely to use drugs)

COMBATING ALCOHOL-RELATED CRIME AND DISORDER

- ❑ To continue the development of the use of test purchasing through the promotion of partnership work carried out by Lancashire Constabulary and Trading Standards in both on and off licensed premises
- ❑ Facilitation of ‘virtual intelligence sharing system’ aimed at Lancashire Constabulary and Trading Standards in order to inform enforcement activities through the identification of “hot spot” areas

WORKING WITH THE ALCOHOL INDUSTRY

- ❑ Development of voluntary social responsibility codes with alcohol manufactures and retailers to protect young drinkers via improved information, advertising and ID checking
- ❑ Undertake research, including a vox pop of opinions into links between alcohol advertising and young people’s attitudes towards alcohol. This could potentially lead to evidence required to lobby government to tighten controls in alcohol advertising or indeed ban it altogether.

IMPROVING HEALTH AND TREATMENT SERVICES

- ❑ Development of a high profile marketing campaign focusing on harm reduction issues with an aim of reducing referrals to A and E due to excessive alcohol consumption
- ❑ Research into the effectiveness of brief interventions in reducing alcohol misuse, specifically in reference to young people

FINANCIAL IMPLICATIONS

Estimate for 1 year funding

Option 1: Officer posts and marketing budget

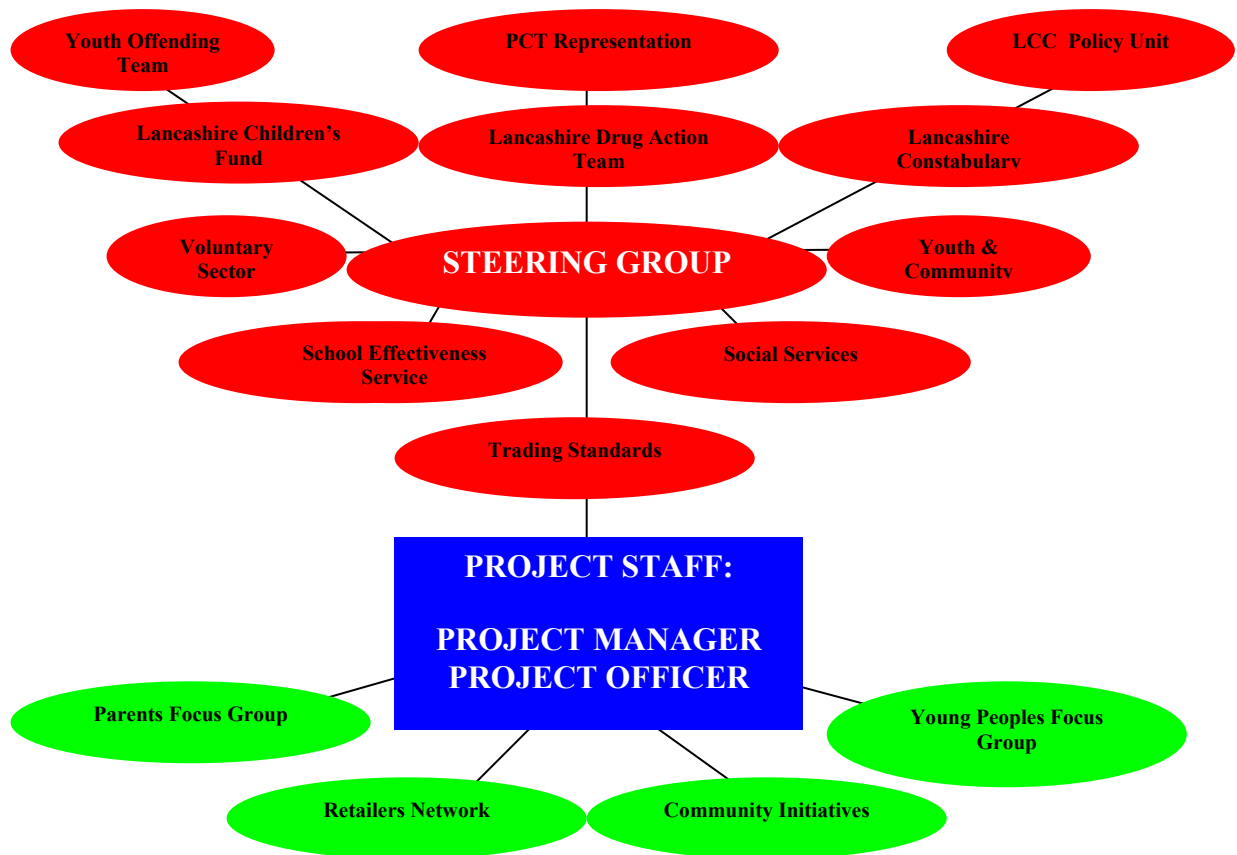
Project Costs	2006/07
Staffing – Salary/Overtime NI/Supern	£65,514
Travel	£1,800
Marketing	£20,000
Training	£500
Total Costs	£87,814

Option 2: Officer posts only (minimum commitment)

Project Costs	2006/07
Staffing – Salary/Overtime NI/Supern	£65,514
Travel	£1,800
Training	£500
Total Costs	£67,814

Please note that without a marketing budget, the effectiveness of the Alcohol Project in regard to achieving objectives identified through consultation will be significantly reduced. However, the project has successfully secured in excess of £60,000 to date from external funding sources in order to undertake marketing activities, and it is envisaged that the project will continue to access funds through identifying and bidding for outside funding opportunities.

PROPOSED ORGANISATION STRUCTURE



The Project Manager will report to a multi-agency steering group on a quarterly basis made up of the above key agencies. It is a principal of the project that young people, parents, other stakeholders and clients be involved in the development of the umbrella marketing campaign and the production of resources and materials to ensure that they are relevant and impactful.