

East Midlands Alcohol Harm Reduction Network

Newsletter No.1: November 2007

Glass Crime - Fragile Lives; The Damage is Done.

Safe.Sensible.Social - East Midlands Good Practice Sharing Seminar to Reduce Alcohol Related Town and City Centre Violence and Injuries

As many of you will know, on the 29th October, 80 people from the East Midlands Alcohol Harm Reduction Network attended a good practice sharing seminar at Government Office East Midlands (GOEM) which aimed to provide practical support to progress some of the key actions from 'Safe. Sensible. Social' namely;

- Replacement of glassware with safer alternatives in high risk premises
- Data sharing between Emergency Services and Crime and Disorder Reduction Partnerships (CDRPs)
- Identification and effective management of problematic licensed providers

One of the speakers at this event, Marjorie Golding and her husband Robert, have launched a nationwide campaign which aims to make assaults and injuries from glasses and bottles a thing of the past.

Please can we encourage you and colleagues to click on <http://www.pop-campaign.co.uk> and add your name to show your support for this very brave family and this worthy cause.

For your information please also follow the link to the Emphasis website where you will find the presentations from the speakers David Sheehan and Paul Winter as promised: <http://www.emphasisnetwork.org.uk>

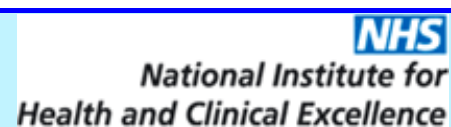
Finally, thank you for the commitments made on the contribution cards regarding the actions some of you are planning to take to implement the initiatives presented at this seminar - we look forward to updates on your progress in Spring 2008!

Statutory Instruments 2007, The Crime and Disorder (Formulation and Implementation of Strategy) Regulation 1830 and 1831

Just a reminder in case any of you haven't seen these 2 key documents:

S1 No. 1830. Requirements for areas to produce strategic assessments on crime and disorder and substance abuse (including alcohol) and prepare and implement a partnership plan:
http://www.opsi.gov.uk/si/si2007/uksi_20071830_en.pdf.

S1 No. 1831. Requirements for data sharing between PCTs and CDRPs:
http://www.opsi.gov.uk/si/si2007/uksi_20071831_en.pdf.



NICE: Public Health Intervention Guidance - Alcohol and Schools

We are pleased to announce that NICE's Public Health Intervention Guidance on Interventions delivered in primary and secondary schools to prevent and/or reduce alcohol use by young people under 18 years old was published on 28th November 2007.

Please follow the link to download the Quick Reference Guidance (QRG):
<http://www.nice.org.uk/nicemedia/pdf/PH007QuickRefGuide.pdf> to this guidance. The full guidance and background papers, are available here:
<http://www.nice.org.uk/guidance/index.jsp?action=byID&o=11893>.

East Midlands Alcohol Harm Reduction Network

Newsletter No.1: November 2007



Tactical options for dealing with alcohol-related violence

This Home Office publication contains initiatives identified through the Tackling Violent Crime Programme and can be downloaded via the Home Office website at: <http://www.crimereduction.homeoffice.gov.uk/tvcp/tvcp02tacticaloptions.pdf>.

Alcohol Practice Hub

The Alcohol Practice Hub aims to collect examples of evidence based alcohol initiatives throughout England. The Hub was commissioned by the Department of Health and is being developed and run by Alcohol Concern. The Hub will have a focus on identifying and sharing practice in relation to reducing alcohol harm, particularly in Tier 1 or Tier 2 setting. Please let us know if you have any practice that you would like to share!

Indicators of Public Health in the English Region

Please follow the link to download the presentation by Dr Karen Tocque from NWPHO: http://www.emphasisnetwork.org.uk/emphasis-on/alcohol/downloads/Home_Office_KT_indicators.pdf which highlights that:

- 40% of the population are not drinking 'sensibly' and
- There are worrying trends regarding the pattern of drinking by women in the East Midlands (slide 6).

An East Midlands summary from this report is available at:

<http://www.empho.org.uk/pages/viewResource.aspx?id=10035>

Money to implement Safe. Sensible. Social.

£110,000 has been received at GOEM from the Home Office to help implement Safe. Sensible. Social. It has been offered to the 11 areas facing the greatest challenges around alcohol harm reduction as shown in the link:

<http://www.emphasisnetwork.org.uk/emphasis-on/alcohol/downloads/EMdataLAranksandTrafficLightIndicators.xls>, which is based on the data published for the whole country by the North West Public Health Observatory: <http://www.nwph.net/alcohol/lape/>. These 11 areas are:

- Lincoln
- Mansfield
- Leicester
- Bassetlaw
- High Peak
- Northampton
- Nottingham
- Ashfield
- Corby
- Derby
- Chesterfield

The £10,000 can be used to help the CDRP to develop its local strategy to reduce alcohol related crime and disorder. Strategies should reflect evidence based assessment of alcohol problems and have clear designated leads and structures in place to monitor progress. If the CDRP has already developed a strategy it can use the money to help progress any action(s) from their action plan.

Whilst this limited money has been offered to the '11 most challenged' areas in the East Midlands, it is recognised that all areas must address alcohol harm reduction as consumption and associated harms are too high nationally and regionally.



2

East Midlands Alcohol Harm Reduction Network

Newsletter No.1: November 2007

Drinks marketing regulation

Advertising (TV, radio, press and posters) is regulated by the Advertising Standards Authority (ASA).

Warning, packaging and promoting (point-of-sale brand promotions, websites, sponsorship, branded merchandise, and sampling) is regulated by the Portman Group Code of Practice.

The Portman Group Code states that a drink's naming, packaging and promotion should not:

- Appeal particularly to under-18s
- Encourage immoderate consumption
- Associate with anti-social behaviour
- Associate with illegal drugs
- Associate with sexual success
- Suggest that drinking leads to popularity.

A complaints panel, chaired by Sir Richard Tilt, has (surprisingly) only received half a dozen complaints so far this year!

Please register any complaints you/your colleagues or networks may have identified by emailing: dpoley@portmangroup.org.uk to help a more accurate picture of current practice to be established.

Dedicated Alcohol Strategy Unit

Given the priority that the Prime Minister and the Home Secretary are placing on Alcohol, a dedicated Alcohol Strategy Unit has been created, headed by Ziggy MacDonald (Antisocial behaviour will now be addressed by the new ASB and Crime Prevention Unit).

A Toolkit to assist in development of local alcohol strategies will be available soon which will be circulated to the Network.

Intelligence East Midlands (IEM) briefing

An IEM briefing is being prepared on Alcohol – its impact on this region and initiatives to reduce the harms and costs of alcohol misuse. Please can you let Joanne.Moore@goem.gsi.gov.uk have examples of any good practice from the East Midlands region which you would like to feature in this briefing.

WE NEED YOUR HELP!

As you're probably aware there has been lots of information in the media about alcohol issues, particularly around affordability, accessibility and advertising. You will remember that the East Midlands Drink Debate, which runs until the 31st December 2007, is capturing the views of the people in the region on these issues. If you haven't already responded, then please use this opportunity to click on the icon below. We have 6,000 responses to date but would like to reach 10,000 by the time the debate closes. If each of you could encourage just 3 other people to respond this would ensure we were well on our way to achieving this. Another way of encouraging colleagues to contribute would be to put the link on to your intranets, and we would like to ask for your help in this. I have attached a logo and link if you are able to help in this way.

We do also have paper copies of the questionnaire. If you are able to distribute and return some then please let us know and we will send them off to you. A big thanks to all those you have supported the debate to date.

thedrinkdebate
– it's your shout!

Have your say on reducing harmful drinking in the East Midlands
@ www.thedrinkdebate.org.uk

Further information from:-
Tanya Frost: tanya.frost@dh.gsi.gov.uk
DD : 0115 971 4767