

Area of Action: Prevention Theme

How we summarise this area of action...

...developing a preventative approach to alcohol misuse by improving the quality, consistency of information and education by targeting those most at risk of causing harm to themselves, their families and others through their drinking.

We therefore need to be good at applying public health evidence particularly behaviour change; working across the life course, understanding the true nature of the problem and responding appropriately.

Information to help you understand this theme:

- Marmot life course approach (see handout)
- The determinants of health and well-being Barton and Grant 2010 (see handout)

What's covered well:

- Identification and Brief Advice workforce development

What are the gaps from original plan?

- Coordination of key stakeholders who are committed to prevention theme
- Focus on workplaces – alcohol policies and work with occupational health
- Systematic and consistent primary prevention messages to specific target groups
- Social marketing approach to campaigns – targeted and specific not universal
- Better understand the risk taking behaviour of higher education students – including alcohol
- Social norms programmes of work in secondary schools
- Focus on family approach in primary schools through family services
- Social norms work with two universities and Newcastle College

Identification and Brief Advice (IBA) developments

- Train the trainers – regional approach
- E-learning is now in development as part of the new accreditation structure for the course
- Measures on number of people screened using IBA following staff trained

A longer description of what we have been doing under this theme:

IBA Offer to schools

- 75 pastoral staff trained
- Year 8 alcohol awareness sessions – 300 pupils
- Year 9 alcohol awareness sessions – 1544 pupils
- Post 16 alcohol awareness sessions – 1720 pupils
- Staff alcohol awareness sessions
- Parent alcohol awareness sessions
- Health Related Behaviour Questionnaire completed by over 5000 pupils
- Gibber Theatre in Education 15 performance and workshops
- Production of drink drive resource for post 16
- Developed local materials and resources, posters, leaflets

IBA Training and Development

- Simple Brief Advice - information and signposting courses to Police and, Fire Service
- IBA – early identification, brief advice and sign posting to criminal justice staff, health and social care staff.
- 500 frontline practitioners have been trained.

Examples of other activity

- Began to review workplace alcohol policies
- Statutory and community youth services have carried out targeted work with young people from the Pupil Referral Unit, Excelsior Academy, Galafields Youth Centre and Walbottle Campus to produce awareness materials and a series of short films based on young peoples issues with alcohol.
- The Youth Service and Elswick Youth Inclusion Programme supported by Northumbria police organised an alcohol free party night attended by 173 young people. Alcohol awareness literature and alcohol awareness activities were delivered by youth work staff.