

Local Alcohol Action Area (LAAA) Action plan

Halton has been named as one of only 20 Local Alcohol Action Areas (LAAA) as part of a project to tackle the harmful and expensive effects of excessive alcohol consumption. This plan outlines the agreed actions across three key areas – reducing alcohol-related health harms, reducing alcohol-related crime and disorder and creating a more diverse and vibrant night time economy.

	Objective	Actions	Timescales (Jan 2014 –Jan 2015)	Lead	Outcomes (How will we know we have been successful?)
1	To transform the relationship the people of Halton have with alcohol	A. Start a community conversation around alcohol – using an Inquiry approach based on the citizen's jury model of community engagement.	Q1+Q2 – development and planning Q3 – Delivery of Inquiry approach Q4 - Evaluation	Public Health/ Our Life	<ul style="list-style-type: none"> • Increase knowledge of participants of alcohol related harm within local communities • Development of community led recommendations for change • Increase in number of participants who feel engaged and that they can inform local decision making processes
Reducing alcohol-related health harms					
2	Increase awareness of the effects of alcohol on the unborn child	B. Develop a social marketing campaign aimed at women of childbearing age to raise awareness of alcohol abstinence in pregnancy and foetal alcohol spectrum disorders (FASD).	Q1 – insight work Q2 +3 - development of campaign and market testing Q4 – Launch and evaluation	Public Health/ Health improvement team	<ul style="list-style-type: none"> • Increase in knowledge of safe drinking during pregnancy

3	Support young people within Halton to delay onset of drinking, and reduce binge drinking	C. Development of a school based social norms campaign around alcohol	Q1 +2 – Develop service specification Q3+4 –commence delivery in schools (Note programme will run over school year Sept – July, therefore full evaluation will not be available until Summer 2015)	Public Health/ R U Different	<ul style="list-style-type: none"> • Shift in perceptions of young people related to alcohol consumption • Reduction in the number of young people who state that they binge drink (Trading Standards North West survey)
4	Development of clear referral pathways across the life course	D. Develop patient pathways in line with NICE guidance E. Development of a robust data sharing protocols	Q2 +3 – Pathways review Q4 -data sharing protocol development	PH supported by CRI, ALNs, HIT, Acute Trusts	<ul style="list-style-type: none"> • Pathways developed and shared between agencies • Data sharing protocols in place
5	Ensure local licensing policy supports alcohol harm reduction agenda	F. Review statement of licensing policy	Q2 +3 – Complete Drink Wise self-assessment tool, raise awareness of need to review policy Q4 – Review policy	Public health supported by community safety team	<ul style="list-style-type: none"> • SOLP reviewed and revised in line with best practice
Reducing alcohol-related crime and disorder					
6	Reduction in underage drinking and associated anti-social behaviour	G. Development of joint alcohol reduction messages aimed at young people	Q2+3 – Development of messages Q4 - Launch	Public health supported by Community safety team, Cheshire Police, Trading	<ul style="list-style-type: none"> • Shift in perceptions of young people related to alcohol consumption
		H. Ensure the effective implementation of Operation Stay Safe	Q2 – task and finish group to be		<ul style="list-style-type: none"> • Evidence of effective partnership working to

			established	standards, health improvement team, Young Addaction	deliver programme
		I. Explore the added value of Community Alcohol Partnerships	Q1 – Invite CAP to alcohol steering meeting		
		J. Prevention of under-age sales – proof of age scheme, restorative justice approach to underage sales	Q2 – task and finish group to be established Q4 – Recommendations		<ul style="list-style-type: none"> To be developed
7	Work with licensed premises to adopt more responsible approaches to the sale of alcohol	K. Further development and strengthening of local Pub watch	Q1-4 Focus on development of Runcorn Pub watch scheme	Community safety team, Cheshire Police, supported by public health	<ul style="list-style-type: none"> Increase in number of pubs signed up to scheme
		L. Further development and strengthening of Best bar none scheme	Q1-4		<ul style="list-style-type: none"> Increase in number of pubs signed up to scheme
		M. Explore the possibility of voluntary agreements related to sales of high strength alcohol (Ipswich model)	Q2 - task and finish group to be established Q4 – Recommendations		<ul style="list-style-type: none"> Plan towards developing voluntary agreements locally
8	Prevention of alcohol related domestic violence	N. Review current activity and identify and implement best practice	Q2 - task and finish group to be established Q4 – Recommendations and actions agreed	Community safety team, Cheshire Police supported by public health	<ul style="list-style-type: none"> Improve pathways to support for alcohol for both victims (including family support) and perpetrators of domestic violence. Monitor referrals to alcohol treatment services

Creating a more diverse and vibrant night time economy					
9	Create a more diverse and vibrant night-time economy	O. Begin process of benchmarking against Purple Flag standards	Q2 - begin process of benchmarking Q4 – Recommendations and actions agreed	Community safety team, Cheshire Police, community development team supported by public health	• Benchmarking against standards complete and recommendations made for action
		P. Explore possibility of developing night time events in Halton which are non-alcohol based (Night markets, pop-up cinema, events).			

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