

## A) Project Overview

<p><b>Name of area:</b></p>	<p>HALTON</p>
<p><b>Project aims</b></p>	<p><i>Please indicate which of the three programme aims your project sought to address:</i>  <b>Crime and Disorder                      Health                      Diversification</b></p>
<p><b>Project objectives:</b></p>	<ol style="list-style-type: none"> <li>1) To transform the relationship the people of Halton have with alcohol</li> <li>2) Increase awareness of the effects of alcohol on the unborn child</li> <li>3) Support young people in Halton to delay onset of drinking, and reduce binge drinking</li> <li>4) Develop alcohol treatment referral pathways</li> <li>5) Ensure local licensing policy supports the alcohol harm reduction agenda</li> <li>6) Reduce underage drinking and associated anti-social behaviour</li> <li>7) Work with licensed premises to adopt more responsible approaches to the sale of alcohol</li> <li>8) Prevention of alcohol related domestic violence</li> <li>9) Create a more diverse and vibrant night-time economy</li> </ol>
<p><b>Themes:</b></p>	<p><i>Please indicate which <u>alcohol harms/diversification issues</u> your LAAA work sought to address: (please indicate all that apply):</i></p> <ul style="list-style-type: none"> <li>➤ Late night violence in the town/city centre</li> <li>➤ Domestic violence</li> <li>➤ Reducing underage drinking</li> <li>➤ Supporting vulnerable individuals within the night-time economy</li> <li>➤ Drinking during pregnancy</li> <li>➤ Lack of diversity in evening or night time economy</li> <li>➤ Alcohol licensing</li> <li>➤ Negative perception of the town centre/night time economy</li> <li>➤ Community engagement</li> </ul>

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	<ul style="list-style-type: none"> <li>➤ Development of a strategic and partnership approach to tackling the harms caused by alcohol (strategy and action plan)</li> <li>➤ Alcohol education</li> <li>➤ Alcohol awareness campaigns</li> <li>➤ Alcohol treatment pathways</li> <li>➤ Alcohol availability and licensing</li> <li>➤ Responsible retailing</li> </ul>
<p><b>Main activities:</b></p>	<p><i>Please indicate the main categories of <u>intervention</u> undertaken as part of your LAAA work: (please indicate all that apply)</i></p> <ul style="list-style-type: none"> <li>• Improving identification of individuals with alcohol issues in primary care settings</li> <li>• Improving identification of individuals with alcohol issues in Accident and Emergency departments</li> <li>• Improving identification of individuals with alcohol issues in other healthcare/non healthcare settings</li>   <li>• Improving provision for those with alcohol issues within maternity services</li> <li>• Improving other hospital-based alcohol services</li> <li>• Improving the range of other alcohol services (both)</li> <li>• Improving access to and/or quality of specialist treatment</li>   <li>• Education / awareness raising (across the life course)</li> <li>• Outreach work</li> <li>• Diversionary activities (across the life course)</li>   <li>• Community Engagement/ consultation</li> <li>• Social media campaigns</li> <li>• Other communication activity - development of coordinated alcohol communications plan.</li> </ul>

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	<ul style="list-style-type: none"><li>• Use of health data to inform policing and licensing activities</li><li>• Promoting responsible retailing</li><li>• Working with door staff</li></ul>
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## B) Objective Tables

Please complete a table for each of your objectives. The table should include a list of the activities, their impact and supporting evidence. The relevant theme(s) should also be given (see section A above). Please include any specific performance targets you set, and the degree to which you have met them. An example has been started below. Please keep information as succinct as possible – you will be able to give more detail in the case studies section.

<b>Objective 1: To transform the relationship the people of Halton have with alcohol</b>			
<p>➤ Theme(s): Community engagement, Alcohol awareness campaigns plus the Halton Alcohol Inquiry covered all other themes (Late night violence in the town/city centre, Domestic violence, Reducing underage drinking, Supporting vulnerable individuals within the night-time economy, Drinking during pregnancy, Lack of diversity in evening or night time economy, Alcohol licensing, Negative perception of the town centre/night time economy, Development of a strategic and partnership approach to tackling the harms caused by alcohol (strategy and action plan), Alcohol education, Alcohol treatment pathways, Alcohol availability and licensing, Responsible retailing).</p>			
<b>Activity description, including any targets</b>	<b>Resources used (financial and non-financial)</b>	<b>Evidence of impact/ how original performance targets have been met (Quantitative &amp; qualitative)</b>	<b>How will you sustain the activity going forward?</b>
<p><b>Activity 1:</b> Start a community conversation around alcohol – using an inquiry approach based on the citizen's jury model of community engagement.</p>	<p>Halton Alcohol Inquiry commissioned by Halton Borough Council Public Health Team and delivered by Our Life, cost = £28,000</p> <p>5 days of 2 x Council Officer</p>	<p>Increased knowledge of participants of alcohol related harm within local communities.</p> <p>Participants feel engaged and able to inform local decision making processes.</p> <p>The Halton Inquiry enabled local residents who may have not been involved in decision making processes in the past to become part of a local group that explored the issue of alcohol in their area. Our Life created a discussion around alcohol which enabled Inquiry participants to develop informed opinions and draw their own conclusions.</p>	<p>An action plan will be produced based on the Inquiry recommendations.</p> <p>Commitment of local partners to implement recommendations has been assured.</p> <p>Sustainable support mechanism for the continuation of the Inquiry group through the local voluntary and community action (VCA) organisation has been arranged.</p>

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	<p>time</p> <p>11 commentators presented to the group (this included the Halton Director of Public Health, and colleagues from Licensing enforcement, trading standards, Young Addaction, Cheshire Police, Drink Wise, Diageo, Beer and Pub Association, University of Manchester)</p>	<p>Recommendations for change formulated by the group and to be reported back to local partners on the 4<sup>th</sup> June 2015.</p> <p>Recommendations for change produced by the Inquiry group relate to:</p> <ul style="list-style-type: none"> <li>- Alcohol education in schools</li> <li>- Alcohol licensing</li> <li>- Targeted work with parents</li> <li>- Alcohol advertising</li> <li>- Diversionary activities for young people</li> <li>- Alcohol communications</li> <li>- Education around alcohol units</li> </ul> <p><i>See case study 2 for further information.</i></p>	
<p><b>Activity 2:</b> Development of a coordinated alcohol awareness campaign plan that covers all ages and supports the local promotion of national alcohol awareness campaigns.</p>	<p>Officer time</p> <p>£2,000 contribution to North West activity to support Dry January.</p> <p>Collaborative commissioning of</p>	<p>Coordinated alcohol awareness campaign plan being developed as part of Halton Alcohol Strategy with sign up from all local partners.</p> <p>Participation in North West region Drink Wise “Alcohol and Childhood don’t mix” campaign. See <a href="http://www.LookAgainAtAlcohol.org.uk">www.LookAgainAtAlcohol.org.uk</a> for more information.</p> <p>Borough wide promotion of Dry January by all local stakeholders (e.g. Halton Borough Council, Halton CCG, NHS Acute trusts and community service providers, adult and young people’s services,</p>	<p>Finalise and continue to review coordinated alcohol awareness campaign plan as part of Halton Alcohol Strategy Group.</p> <p>Utilisation of existing and new provider networks and partnership meetings (healthy schools partnership, safer schools partnership, mental health partnership board, youth opportunities and development board) to ensure consistent</p>

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	<p>Drink Wise across the Cheshire and Mersey Partnership. (c. £10,000)</p>	<p>Cheshire Police, etc.) – This led to increased awareness and participation in the scheme within Halton.</p> <p>Joint alcohol harm reduction messages developed and agreed by Halton Borough Council, Young Addaction, School nursing service, Community Safety Team, Cheshire Police (<i>Linked to Outcome 6 below</i>).</p> <p>Foetal alcohol spectrum disorder (FASD) social marketing campaign developed and launched (<i>see Outcome 2 below</i>).</p>	<p>messages and coordinated activity to reduce alcohol-related harm.</p>
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### Objective 2: Increase awareness of the effects of alcohol on the unborn child

Theme(s): Drinking during pregnancy, Alcohol awareness campaigns

Activity description, including any targets	Resources used (financial and non-financial)	Evidence of impact/ how original performance targets have been met (Quantitative & qualitative)	How will you sustain the activity going forward?
<p>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).</p>	<p>£20k plus 1 officer</p>	<p>Social marketing campaign aimed at women of childbearing age to raise awareness of alcohol abstinence in pregnancy and foetal alcohol spectrum disorders (FASD) developed and launched.</p> <p>Learning from insight work and campaign development process shared with colleagues across the North West at Drink Wise Centre of Excellence Seminar.</p> <p>Positive feedback received from public and partners related to campaign.</p>	<p>As this campaign is in its infancy the full impact is yet to be established. We are following 20 women from checking in to birth to establish their attitudes and actions as a result of exposure to the FASD messages.</p> <p>We will also carry out on street research x 100 women to establish if the target audiences have seen the campaign, if their</p>

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		<p>Anecdotal evidence from local community alcohol service provider is that this campaign directly influenced a local mother's decision to move from problematic drinking to abstinence during pregnancy.</p> <p><i>See case study 1 for further information.</i></p>	<p>attitudes have changed as a result of exposure.</p> <p>Data will be gathered from partners to establish their client's responses, and any outcomes as a response.</p> <p>Post the evaluation we will develop the 2<sup>nd</sup> phase of a campaign once we understand what is working well.</p> <p>Potential for campaign materials to be shared with interested partners.</p>
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### Objective 3: Support young people within Halton to delay onset of drinking, and reduce binge drinking

Theme(s): Alcohol education, Reducing underage drinking

Activity description, including any targets	Resources used (financial and non-financial)	Evidence of impact/ how original performance targets have been met (Quantitative & qualitative)	How will you sustain the activity going forward? (please include details of how financial/ non-financial support was gained)
Development of a school based social norms campaign around alcohol.	RU Different Social norms campaign commissioned by Halton Borough Council Public Health Team and delivered by	<p>All local secondary schools and pupil referral unit and local college participated in the programme.</p> <p>Initial survey indicated:</p> <ul style="list-style-type: none"> <li>- 62% of local year 9 pupils never drank alcohol,</li> <li>- 31% drank alcohol once a month or</li> </ul>	<p>Interventions to raise awareness of low levels of alcohol consumption among peers are now taking place across each school. This is school specific and includes posters (e.g. did you know that 9 out of 10 year 9 pupils drink alcohol less than once a month or less), interactive quizzes and pupil designed campaigns.</p>

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	<p>Social Sense, cost = £49,000 Officer time.</p>	<p>less</p> <ul style="list-style-type: none"> <li>- Therefore in total 93% drink alcohol once a month or less.</li> <li>- There was a large mismatch between self-reported behaviour and the perception of drinking amongst participants with 46% of pupils believing that their peers drank once a week or more.</li> <li>- 39% of those who replied that they did drink stated that their parents bought it on their behalf.</li> </ul> <p>An additional investment has also been generated via the Alcohol Education Trust who contributed money to raise awareness of alcohol-related harms among young people and reduce the number of parents who buy alcohol for their children. To date a newsletter / survey has been sent to over 500 parents/guardians of the young people who participated in the programme.</p>	<p>The survey will be repeated during the summer term and will hopefully demonstrate a shift in understanding of social norms around drinking of peer and self-reported behaviours.</p> <p>The programme will be repeated into 2015/16 school year.</p> <p>We will have the opportunity to follow up the current Year 9 cohort via the North West Trading Standards survey conducted in 2017/18 (when these young people will be aged 15/16) to see if we have observed a delay in drinking onset within this cohort.</p>
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<b>Objective 4: Develop alcohol treatment referral pathways</b>			
Theme(s): Alcohol treatment pathways			
<b>Activity description, including any targets</b>	<b>Resources used (financial and non-financial)</b>	<b>Evidence of impact/ how original performance targets have been met (Quantitative &amp; qualitative)</b>	<b>How will you sustain the activity going forward? (please include details of how financial/ non-financial support was gained)</b>
Development of alcohol treatment pathways (in line with NICE guidance)	Officer time across all relevant partners	<p>Alcohol treatment pathways are being developed in partnership. These pathways cover all life course stages (pregnancy, children and young people, adults and older adults) and cover early identification, treatment and dealing with repeat attenders.</p> <p>A community based recovery pathway has also been developed to ensure more effective joint working and smooth patient journeys between acute trusts, alcohol liaison nurses and the community alcohol treatment service. As part of this pathway data sharing protocols have also been developed.</p> <p>A draft Nalmefene pathway has been developed in partnership with Public Health, Halton CCG and CRI (local alcohol treatment provider) in line with NICE guidance.</p>	Alcohol treatment pathways and nalmefene pathways to be agreed by alcohol strategy implementation group and shared with all local partners.

<b>Objective 5: Ensure local licensing policy supports alcohol harm reduction agenda</b>			
Theme(s): Alcohol licensing, Lack of diversity in evening or night time economy, Negative perception of the town centre/night time economy, Late night violence in the town/city centre.			
<b>Activity description, including any targets</b>	<b>Resources used (financial and non-financial)</b>	<b>Evidence of impact/ how original performance targets have been met (Quantitative &amp; qualitative)</b>	<b>How will you sustain the activity going forward? (please include details of how financial/ non-financial support was gained)</b>
Review Halton Statement of Licensing Policy (SOLP)	Officer Time	<p>Raised awareness of the support Public Health can offer to the licensing decision making process and the need to ensure that local licensing policy supports the alcohol-harm reduction agenda.</p> <p>Public Health supported by colleagues from Halton Borough Council Community Safety team, Public Health England and Drink Wise briefed the local licensing committee on the levels of alcohol-related harm in Halton and examples of best practice in aligning licensing and alcohol-harm reduction agenda from other areas.</p> <p>Drink Wise Statement of Licencing Policy (SOLP) self-assessment tool completed in partnership with all Responsible Authorities.</p> <p>Halton SOLP has been reviewed and updated in line with best practice.</p>	<p>Halton SOLP final draft to go out for formal public consultation prior to Council approval and implementation.</p> <p>Continue to develop partnership working between local responsible authorities and Licensing Committee. For example through development of a local screening tool for new license application or application for a license variation against a series of measures to enable the identification of applications that could have a significant adverse impact within Halton.</p>

Objective 6: Reduction in underage drinking and associated anti-social behaviour			
Theme(s): Reducing underage drinking			
Activity description, including any targets	Resources used (financial and non-financial)	Evidence of impact/ how original performance targets have been met (Quantitative & qualitative)	How will you sustain the activity going forward? (please include details of how financial/ non-financial support was gained)
<p><b>Activity 1:</b> Development of joint alcohol reduction messages aimed at young people.</p>	Officer time	<p>Joint alcohol-harm reduction messages developed and agreed by Halton Borough Council, Young Addaction, School Nursing service, Community Safety Team, Cheshire Police (<i>Linked to Outcome 1 above</i>).</p> <p>Effective partnership working has led to reductions in underage drinking. Since 2006 Halton has seen a sustained reduction in the number of alcohol specific hospital admissions for young people. Since 2006 under-18 alcohol specific admissions in Halton have fallen by 59% (compared to 34% in England and 38% across the North West).</p>	Coordinated alcohol awareness campaign plan to be delivered by Halton Alcohol Strategy Implementation Group.
<p><b>Activity 2:</b> Ensure the effective implementation of Operation Stay Safe</p>	Officer time	<p>Linked to reductions in underage drinking locally Operation Stay Safe has seen a reduction in the number of young people removed to a place of safety and the volume of alcohol confiscated.</p> <p>Commitment from partners to work in</p>	<p>Commitment from all partners to continue supporting Operation Stay Safe in Halton.</p> <p>Local partners committed to work in partnership to deliver diversionary activities for young people in Halton.</p>

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		partnership to deliver diversionary activities targeted at youths known to have engaged with or being at risk of alcohol-related anti-social behaviour e.g. bike project, football training and competitions.	
<b>Activity 3:</b> Explore the added value of Community Alcohol Partnerships (CAP)	Officer time	Trading Standards team was brought into the Council (previously an outsourced service) and as a result a great deal of activity has taken place to build relationships with the local off licence trade and other partners. <i>(See Activity 4 and Objective 7)</i> A Community Alcohol Partnership (CAP) was considered, but it was decided to delay any local implementation until greater local knowledge was developed and relationships built.	Further consideration of the development of a local CAP scheme to build upon existing partnership working between youth services, Council, NHS and local retailers.
<b>Activity 4:</b> Prevention of under-age sales	Print Challenge 25 promotional materials (no design costs as used Drink Aware resources). Shelf edge wobblers and badges for on and off licence staff outsourced: £126  Staff resource : Trading Standards	Advice to all licensed premises from adoption of Challenge 21 to Challenge 25 and provide updated materials.  Challenge 25 advice visits to on and off licence premises  Improved partnership working and sharing of intelligence e.g. between youth services and trading standards team has enabled an increase in the number of Test Purchasing operations being undertaken.  Test purchase operations using an	Advice to be given to all local premises that operate the “Challenge 25” scheme.  Intelligence and information received from licensed premises will be used to indicate possible issues with proxy purchasing which will be investigated further.  Local plans will be developed and implemented to address any areas of concern.

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	<p>Officer: 28 hours advice visits</p> <p>Trading Standards Officer: 3 hours</p> <p>3 test purchase operations: trading standards officer : 24 hours.</p> <p>Technical officer: 24 hours</p> <p>Partnership work with police, licensing and Young Addaction: Staff resource Trading Standards: 6 hours</p>	<p>underage volunteer conducted to 11 premises resulted in no sales.</p> <p>On licence advice regarding operation of under 18 events: draft policy for such events produced in partnership with trading standards, Cheshire Police, licensing and Young Addaction.</p>	
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<b>Objective 7: Work with licensed premises to adopt more responsible approaches to the sale of alcohol</b>			
Theme(s):			
<b>Activity description, including any targets</b>	<b>Resources used (financial and non-financial)</b>	<b>Evidence of impact/ how original performance targets have been met (Quantitative &amp; qualitative)</b>	<b>How will you sustain the activity going forward? (please include details of how financial/ non-financial support was gained)</b>
<p><b>Activity 1:</b> Further development and strengthening of local Pub Watch scheme</p>	<p>Council Officer and Police Licensing enforcement officer time</p>	<p>Widnes Pub Watch running effectively with good attendance.</p> <p>Runcorn Pub watch established during the LAAA and going from strength to strength. Membership growing and attendance up. Five Pub Watch bans have been voted in by the members in the last two months and the members have asked for guest speakers to attend. Guest speakers have presented on topics such as legal highs and the protection of children from harm.</p>	<p>Continue to build on positive relationships and activities.</p>
<p><b>Activity 2:</b> Further strengthening of Arc Angel Scheme (Cheshire Police scheme similar to Best Bar None)</p>	<p>Council Officer and Police Licensing enforcement officer time</p>	<p>Increase in number of licensed premises who have signed up to and met required standards Increase in local profile of this scheme.</p>	<p>Reviewing the possibility of moving to the nationally accepted award of Best Bar None to ensure sustainability and greater recognition of award.</p>
<p><b>Activity 3:</b> Explore the possibility of voluntary agreements related to sales of high strength alcohol</p>	<p>Council Officer and Police Licensing enforcement officer time</p>	<p>Attended Drink Wise Centre of Excellence seminar on the Ipswich “Reduce the Strength campaign” and made visit to Wirral Council who have commenced a similar scheme.</p> <p>Local implementation plan currently being</p>	<p>To develop a Halton Reduce the Strength campaign implementation plan and secure high level Council support for such a scheme.</p>

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		<p>developed in partnership with Public Health and licensing team.</p> <p>Work continues around advocacy around Minimum unit price (MUP) and a consideration of how local areas can harness powers to enable them to tackle cheap alcohol. This is linked into the work of the North West Minimum Unit Price Byelaw Group. Attended an update and discussion event on this topic in early February.</p>	To continue to link to work of North West Minimum Unit Price Byelaw Group.
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### Objective 8: Prevention of alcohol related domestic violence

Theme(s): Domestic violence

Activity description, including any targets	Resources used (financial and non-financial)	Evidence of impact/ how original performance targets have been met (Quantitative & qualitative)	How will you sustain the activity going forward? (please include details of how financial/ non-financial support was gained)
Prevention of alcohol-related domestic violence.	Officer time	<p>Local analysis has revealed that each year in Halton around 50% of domestic abuse cases discussed by MARAC involved alcohol as a contributing factor.</p> <p>Alcohol IBA training delivered for staff who deal with victims and perpetrators of domestic abuse.</p> <p>Development of referral pathway between domestic abuse and alcohol treatment services has resulted in increased referrals into treatment via this referral route.</p>	<p>Continue to develop joint working between local alcohol treatment services and domestic abuse support services.</p> <p>To consider the co-location of services.</p>

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<b>Objective 9: Create a more diverse and vibrant night-time economy</b>			
Theme(s): Lack of diversity in evening or night time economy			
<b>Activity description, including any targets</b>	<b>Resources used (financial and non-financial)</b>	<b>Evidence of impact/ how original performance targets have been met (Quantitative &amp; qualitative)</b>	<b>How will you sustain the activity going forward? (please include details of how financial/ non-financial support was gained)</b>
<p><b>Activity 1:</b> Create a more diverse and vibrant night time economy.</p>	<p>Officer time Support of LAAA Diversity manager</p>	<p>Local action plan developed with support of LAAA diversity advisor.  Overnight self-assessment planned to assess current state of play in local area and priority areas for action. Local Councillors will be involved in this visit.</p>	<p>Implement diversification action plan. To work towards attainment of Purple flag standard in the future.</p>
<p><b>Activity 2:</b> Explore possibility of developing night time events/ venues in Halton which are non-alcohol based.</p>	<p>Officer Time c. £15,000 PHE capital grant</p>	<p>Local community group (formed of members of carers for those affected by alcohol and substance misuse) have been supported by Public Health, Community Development Officers and CRI with plans to open a Dry Café in Halton called Halton Brew. The group were supported and successful in applying for a £15k grant via the Public Health England Drug and Alcohol Capital Grant 2014-15.</p>	<p>Continued support towards the development of the "Halton Brew".  Local safe in town scheme for individuals with additional needs to be rolled out across the night time economy.</p>



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### C) Partners

Please include details of the partner organisations involved in the project and their roles.

<b>Partner organisation</b>	<b>Description of role</b>
Halton Borough Council – Public Health Team	Overall coordination Lead on reduction in harm to health activity
Halton Borough Council – Community Safety team	Joint coordination of reduction crime and disorder activity and diversification aims
Cheshire Police	Joint coordination of reduction crime and disorder activity
Halton CCG	Support in delivering reduction in harm to health activity
Halton Borough Council - Trading Standards	Support for reduction of underage sales and licensing activities
Halton Borough Council – Licensing and Enforcement team	Night time economy, SOLP
Halton Borough Council – Children and Enterprise directorate	Coordination of youth service and education based activity
Halton Borough Council – Health Improvement Team	Support in delivering reduction in harm to health activity
Halton Borough Council – Adults and Communities directorate	Support in delivering reduction in harm to health activity
Halton Borough Council – elected members	Support across all LAAA objectives
St Helens and Knowsley Teaching Hospitals NHS Trust	Support in delivering reduction in harm to health activity
Warrington and Halton Hospitals NHS Foundation Trust	Support in delivering reduction in harm to health activity
Bridgewater Community Healthcare NHS Foundation Trust	Support for delivering reduction in harm to health activity (midwifery, health visitors, school nurses)
5 Borough Partnership NHS Foundation Trust	Support in delivering reduction in harm to health activity
Our Life	Support in delivering reduction in harm to health activity
Drink Wise North West	Support in delivering reduction in harm to health activity and alcohol licensing
Halton and St Helens Voluntary Community Action and its members	Support in delivering reduction in harm to health activity
Young Addaction	Support in delivering reduction in harm to health activity, reducing underage drinking and anti-social behaviour.

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CRI	Support in delivering reduction in harm to health activity
Social Sense	Support in delivering reduction in harm to health activity
North West Ambulance Service	Support in delivering reduction in harm to health activity
Local schools and colleges	Support in delivering reduction in harm to health activity
Local businesses	Support for the delivery of local outcomes across all LAAA activity areas.

### D) Key Facts

In bullet point format, please **outline up to five key points in relation to the criteria in the tables below**. These should be short reflective assessments of your work, backed up by qualitative and/ or quantitative evidence where possible. An example has been provided below in the Successes section.

➤ **Successes – *what has worked well and why? What difference has the project made?***

- The LAAA has built upon and given momentum to delivering the Halton all-age Alcohol Harm Reduction Strategy (developed in partnership with, and supported and endorsed by local people)
- The FASD campaign has been successful in raising the awareness of the harms of drinking alcohol during pregnancy
- The Halton Alcohol Inquiry has enabled local residents, who may have not been involved in decision making processes in the past, to become part of a local group that explored the issue of alcohol in Halton and has made recommendations for action.
- The LAAA has helped foster a shared understanding and commitment to tackling the entirety of alcohol-related harm among local partners e.g. health partners committed to reducing alcohol-related crime and anti-social behaviour and crime and community safety colleagues committed to reducing alcohol-related health harms.

➤ **Setbacks – *what challenges did you face and how did you deal with them?***

- National schemes being considered inappropriate for local delivery due to requirement of additional resources e.g. Purple Flag Scheme
- Financial restrictions of local partners to enable larger system changes required
- Change of personnel during life course of LAAA meant momentum of activity needed to be regained.
- The diversification of the night time economy agenda has been limited by the recent recession, with many local businesses closing or struggling to stay open. This has meant that in some areas the retailers and licensed trade have been reluctant to take risks or change their model of delivery.

➤ **Partnership working – *Are you working together better or differently as a result of this project? How has this contributed to your success? If you have faced any issues, how have you tried to overcome them?***

- The principle success of the LAAA has been to enable local organisations to come together with a common understanding and shared objectives. It has provided a ‘golden thread’ which has enabled us to achieve a combined and unified vision of how we can reduce the harm caused by alcohol in Halton.
- It has particularly strengthened the relationship between crime and community safety colleagues and health, ensuring that there is a shared understanding and commitment to reducing all aspects of alcohol-related harm across the Borough.
- As the LAAA status did not generate any additional financial resource, the local partnership has had to look for innovative solutions to delivering projects and the utilisation of existing resources in new and collaborative ways.

➤ **Engagement with local businesses – Did you engage with local businesses as part of this project? If so, what worked well?**

- Trading Standards and licensing enforcement officers have promoted and trained licensed premises on Challenge 25
- Support and strengthening of local Pub Watch schemes, with the establishment of the Runcorn Pub Watch
- Promotion of Arc Angel best practice standards for on licensed premises (Cheshire Police version of Best Bar None Scheme).
- Local licensees have been invited to the Halton Alcohol Inquiry Launch event to hear and discuss the recommendations for action.

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➤ **Engagement with the local community – *Did you engage with the local community? If so, what have you achieved and what have you learnt?***

- We have commissioned Our Life to run the Halton Alcohol Inquiry as part of the LAAA process which was about informing and empowering local people to propose solutions as to how we can reduce the harm caused by alcohol.
- The development of the local alcohol strategy was informed by additional local engagement activity and has been through a process of local consultation which has informed the development of its content and also local delivery and action plans.
- Throughout the life of the LAAA, there has been a range of local media, press releases and social media activity by all partners.

➤ **Governance – *how have your governance structures worked? Is there anything you would do differently in future?***

- The LAAA Steering Group was developed to oversee activity and ensure the action plan was adhered to.
- The Steering Group reported to the Safer Halton Partnership and the Health and Well Being Board as well as having scrutiny from the Council's Safer Policy and Performance Board.
- Quarterly meetings with PHE and the Home Office to review progress against action plan.

➤ **Sustainability – *Have you made plans to sustain local activities following the end of the LAAA programme? Please give details, including any barriers you have faced/ overcome.***

- We have ensured that the LAAA built upon and supported the implementation and delivery of the Halton Alcohol Strategy
- The LAAA Steering Group will now merge with the Alcohol Strategy implementation Group and continue to build upon actions and report as above.
- The LAAA has enabled closer links between crime and community safety, the Council and health colleagues to be developed which will now be maintained and developed upon.

## E) Case Studies

Please provide one or two case studies (**of no more than 1000 words**) focusing on particular problems you have tackled. These should include a description of the problem, what you did to tackle it, any barriers you overcame, impact of the project activity (using quantitative and qualitative data e.g. crime data) and how the work is being sustained.

### **Case study 1: Reducing alcohol consumption during pregnancy social marketing campaign**

Halton Public health and the Halton Health Improvement Team have developed and launched an integrated multi-channel social marketing campaign to reduce alcohol consumption during pregnancy.

#### **Insight based public health approach**

A baseline piece of research was undertaken to establish women's knowledge of Foetal alcohol spectrum disorder (FASD) and their attitudes towards drinking in pregnancy. A set of questions were developed from previous research data delivered in USA and Canada. These were delivered via face to face interviews on street and in children's centres plus an online questionnaire.

The findings revealed that the term FASD did not resonate with the general population and that there was a general disengagement with the subject. Women did not identify themselves as a 'heavy drinker', although they were unclear as to what 1 unit of alcohol was, and FASD in their mind was an 'alcoholics' issue.

Most women were shocked that drinking alcohol during conception could be detrimental to the developing foetus, so this was clearly an indication that work needed to be done around the pregnancy planning preventative messaging.

#### **The campaign**

A FASD awareness campaign will launch in Halton on 20th February 2015 that aims to raise awareness around the issue of drinking alcohol in pregnancy and thus help to reduce harm caused to the unborn foetus. The campaign will run until around the 20th July 2015.

Responding to the insight, the campaign aims to:

- Improve women's understanding of the risks by drinking alcohol in pregnancy to make informed choices
- Dispel the myths around drinking alcohol in pregnancy "Guinness is good for you as its full of iron"
- Increase understanding of the detrimental effects of drinking alcohol in the first three weeks of pregnancy (preconception and

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conception in planned pregnancies)

- De-normalise' drinking alcohol during the pregnancy and it's acceptance in certain social groups.

The target audience for this campaign is defined as follows:

- Pregnant women aged 20 – 35
- New mums aged 20-35
- Young women/girls aged 15 years +
- Advocates or “torchbearers,” will be critical components of the campaign.
- Professionals including doctors, midwives, health visitors, mental health providers, social workers, psychologists and teachers will play a crucial role in preventing FASD.

### **What will the campaign look like?**

Concept testing was undertaken with the primary target audience to examine how the campaign creative, headline and copy would be perceived. Based on testing results, alternative routes were devised and developed to produce final creative.

In summary, two creative elements will combine to form this campaign:

1. The main campaign headline will be – Please stop drinking mummy! (with the visual support of a 3d scan image of a foetus)
2. The secondary campaign headline will be - If you're trying for a baby or are pregnant, we're 100% positive you shouldn't be drinking alcohol (with the visual support of a positive pregnancy test stick)

### **How will the campaign be communicated?**

The campaign will be an integrated, multi-channel campaign that enables all people across Halton to be informed and encourage key audiences to change their perceptions and behaviours. Utilising a mix of tactics, the campaign consists of advertising (billboards on key arterial routes, supermarket entrance posters, Pillar Posters and bus advertising); social media; posters - distributed across all GP surgeries, hospitals, scan waiting rooms and other public locations such as libraries and children's centres; Face to Face – via midwives and other local health professionals a leaflet has been developed to support discussions on the topic and deliver key facts about alcohol damage in pregnancy; media (print, online and broadcast) across Cheshire and Merseyside; local partner websites e.g.

<http://www.haltonhealthimprovement.co.uk/project/alcohol-pregnancy/>

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### **How will the campaign's success be measured?**

The campaign will be monitored and evaluated using a number of analytical tools including, web analytics, social media analytics, media coverage and engagement contacts:

- Quantitative - 20/30 pregnant women to be identified at booking in sessions to complete a survey about alcohol in pregnancy. Attitudes and opinions to be established throughout the pregnancy via a quantitative questionnaire approach.
- Website “click-throughs” from Facebook adverts
- Hashtag #boozefreebump usage across social media accounts
- HIT website FASD page visits

A follow up independent post-campaign survey will take place at the end of July, repeating and building on the pre-campaign survey carried out in July 2014. This will include 100 on street face to face interviews.

Initial feedback on the campaign from local partners and the public has been very positive. Anecdotal evidence shared by the local community alcohol service provider at a recent alcohol strategy implementation group meeting is that this campaign and the campaign leaflet directly influenced a local mother’s decision to move from problematic drinking to abstinence during pregnancy. Evaluation is ongoing at this stage.

### **Case study 2: Halton Alcohol Inquiry**

In 2015 Halton Council commissioned Our Life to deliver “Talking drink: Taking Action- The Halton Alcohol Inquiry”. The Inquiry was commissioned to understand how alcohol impacts upon local people and to better understand what the public would like us to do to reduce alcohol-related harm in Halton. Community perceptions tend to concur that alcohol related harm is a problem but there is little or no opportunity for community members to come together to agree what an appropriate response should be.

The Halton Alcohol Inquiry was developed to initiate and encourage discussion and debate about alcohol and the problems it causes as a way of deepening people’s understanding and appreciation of the issues and to reach informed conclusions about how these might be tackled at different levels (personally, community-wide, nationally). This process has been found to culminate in communities being engaged, motivated and up-skilled to take actions themselves and to address policy makers and advocate for their views about how to tackle alcohol harms. It therefore forms part of the democratisation of public services and can with sufficient support help develop a model of co-production. The results of this Inquiry will give us strong evidence as to the causes of the problem and a clear public mandate to take the action needed to fix it.

### **The model**

Talking Drink: Taking Action – The Halton Alcohol Inquiry was loosely based on the model of the Citizens’ Jury. At Our Life we believe that citizens have a right to be involved in the way that services are run. These decisions should not be left only to those who have lots of power and influence. Through Inquiries and Citizens’ Juries like Talking Drink: Taking Action, we want to make sure that the general public are able to have their voices heard, especially those who have had very little opportunity to be listened to in the past. We believe that the approach of the Citizens’ Jury is a very good way of achieving this. Citizens themselves decide what things they want to talk about and after hearing from a range of outsiders, decide what they think should be the priorities for change.

### **Recruitment**

A general invitation was distributed, via email, to a number of voluntary sector, community and faith groups, with a request for them to distribute to their local contacts. In addition, the local Healthwatch advertised the opportunity, and 2000 local residents, who are part of a local authority ‘consumer panel’, were also encouraged to apply to participate. In addition, local media was utilised, through both paid adverts and editorial to inform local people and encourage them to apply to take part. Applicants were encouraged to complete an electronic application form, and telephone support was provided to anyone who felt unwilling or unable to complete an application online.

In total, 28 people applied to be a part of the Inquiry. One participant described himself as a 19 year old living in the area attending college. He explained why he felt motivated to get involved in the Inquiry:

*“I was concerned with the amount of advertising I have seen in my local area, and the level of underage drinking. I wanted to have an impact on improving this”*

### **The Process**

The Inquiry ran for nine weeks from January to March 2015. After an introduction and overview of the Halton Alcohol Inquiry process, the group were encouraged to explore the subject of alcohol. They tried to answer the question ‘What are the things that make it difficult for people to have a healthier relationship with alcohol?’ Sessions two to eight were structured around commentators joining the group to talk about the barriers identified in session one. Sessions eight and nine were for writing recommendations.

The structure of a typical session with a commentator was as follows; the commentator presented on the issue they had been asked to speak about. We encouraged commentators to try to make their talk as stimulating as possible. We discouraged lengthy PowerPoint presentations with lots of text. The participants were all given a red card and they were encouraged to hold this up if they had difficulty understanding what



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was being said (for example if the commentator was using too much complex language or jargon).

After the commentator finished their presentation we asked them to leave the room to allow participants the space to talk with each other about their learning. We asked the participants to think of any questions they would like to ask the commentator. Facilitators removed any duplicate questions and commentators were then invited back into the room and the questions identified during the previous activity were asked.

In addition to commentator sessions there were a number of activities designed to encourage participants to share their own experiences and opinions with each other and to reflect on learning so far.

11 commentators presented to the group this included the Halton Director of Public Health, and colleagues from Licensing enforcement, trading standards, Young Addaction, Cheshire Police, Drink Wise, Diageo, Beer and Pub Association, University of Manchester.

### **Findings and recommendations**

Recommendations for change produced by the Inquiry group relate to:

- Alcohol education in schools
- Alcohol licensing
- Targeted work with parents
- Alcohol advertising
- Diversionary activities for young people
- Alcohol communications
- Education around alcohol units

The recommendations will be fed back to local stakeholders at a launch event on the 4<sup>th</sup> June. Local partners have committed to implementing the recommendations.

Initial feedback received from participants reflects a feeling of increased engagement and trust:

*"I have more faith in the local council, I now feel that they do care about issues in the community and are trying to do something about them".*

*"I feel much more involved and connected in my community."*

## **F) Further information**

If there is any further information that you wish to provide, please do so in the box below.

## **G) Images**

If there are any photographs or other images you would like to submit to supplement your report, please contact a member of the LAAA team, who can advise on how you can send these in.

- 1) FASD Campaign Materials – 2 x Posters and 1 x Leaflet**
- 2) Image of Halton Alcohol Inquiry Group**