

GENERAL INFORMATION

Following a number of requests by partners this is the first Alcohol Quarterly Newsletter for Oxfordshire. Its aim is to signpost general information regarding alcohol and cover specific projects or services under 'Treatment Focus' and 'Community Area'.

An Alcohol Coordinator for the county has been appointed.

A new Partnership Alcohol Coordinator has been appointed covering the county. Sarah Pearce has been in post since April 2008 and can be contacted via phone on 01865 260 250 or email sarah.pearce@oxfordshiredaat.org

An Alcohol Strategy for the county is being developed.

The strategy's main aim is to *'Minimise the negative effects and costs associated with alcohol on individuals, families, local communities and public services in Oxfordshire, while ensuring that people are able to enjoy alcohol safely and responsibly.'* The strategy will last for 3 years till 2011 with 5 priorities, each having an annual action plan:

Reduce alcohol related disorder - *Lower the levels of disorder, including perceived levels, associated with irresponsible alcohol consumption.*

Increase the consistency and quality of alcohol awareness for all ages - *Create a cultural change through promoting knowledge and safe drinking concepts.*

Develop key health initiatives and commission alcohol treatment services - *Provide a robust model of care for those affected by alcohol misuse and promote healthy lifestyles to the general public.*

Develop a balanced sustainable leisure economy for the benefit of all ages - *Establish a safe and vibrant environment for the responsible consumption of alcohol and its alternatives.*

Reduce young people's demand for and supply of alcohol and its associated harms - *Cross cutting theme across the four other priorities. Provide relevant accessible information, support and diversionary activities.*

This is a partnership approach to the issue of alcohol including County Council, the five district councils, police and PCT. It is currently in draft format, for more information please contact the Alcohol Coordinator, details above.

The Government launched a Youth Alcohol Action Plan June 2008.

The plan looks to address drinking by young people in 3 main ways. Firstly by working with the police and courts to stop young people drinking in public utilising existing powers and making it clear that this is unacceptable. Secondly young people drinking in the home is the responsibility of parents and families, part of the plan is to produce clear guidelines for families which should be available early 2009. Finally to work with the alcohol industry to reduce sales of alcohol to under 18s but also ensuring alcohol is promoted in a more responsible manner.

A full copy of the Youth Alcohol Action Plan is available at <http://www.dcsf.gov.uk/publications/youthalcohol/>

New national estimated costs of alcohol misuse.

The Department of Health has issued new estimated costs of alcohol to the NHS on an annual basis to be £2.7 billion and the cost to society of alcohol misuse between £17.1 and £25.1 billion. To read the press release and links to the reports see <http://nds.coi.gov.uk/Content/Detail.asp?ReleaseID=374758&NewsAreaID=2>

Know Your Limits Campaign.

Two new aspects have been launched to the 'Know Your Limits Campaign', one concerned with alcohol units and one focusing on binge drinking. For more information and free promotional materials visit the new stakeholder's website: http://www.alcoholstakeholders.nhs.uk/stake_stake.html

Oxfordshire Drug and Alcohol Action Team launched their 3 year Strategy and update the website.

Oxfordshire DAAT have published a new 3 year Drug and Alcohol Strategy, for a copy please contact Pasquale Brammer, DAAT Support Officer on 01865 260 250. Oxfordshire DAAT is also updating their website to include more up to date information including a new section on alcohol and links to national and local organisations. <http://www.oxfordshiredaat.org/index.htm>

TREATMENT FOCUS

There are two DAAT commissioned dedicated alcohol treatment service pilots operating throughout the county:

Alcohol Arrest Referral Service.

Oxfordshire's Alcohol Arrest Referral Service, which offers assessment, non care planned, alcohol specific brief interventions to adult clients and onward referral where appropriate, main office has moved. The service is now located at The Old Music Hall, 106-108 Cowley Road, Oxford and can be contacted on 01865 403210.

Since the service started in November 2007 to the end of June they have had 261 referrals with 98% of people being offered an assessment and 76% of those offered an assessment attending it. From July 2008, the Alcohol Arrest Referral Service will also be providing an Alcohol Awareness Workshop that covers:

- Alcohol consumption, units and what they mean
- The links between drinking and offending
- Health implications of alcohol misuse
- Advice on safe, sensible drinking

Community Based Alcohol Treatment – One Year on.

This service offers community based specialised assessment, structured and coordinated care planned alcohol treatment for moderately and severely dependant drinkers and operates throughout the county. Weekly peer support groups are also run by the service covering subjects such as harm minimisation and alcohol and nutrition. Acupuncture is also offered. The main routes for referral to this service are via GP's, probation and self referral. Those who are assessed as harmful drinkers are offered 4 one hour sessions, while moderately dependant drinkers are offered a twelve week intervention programme. Severely dependant users are usually referred on to the Specialist Community Addictions Service (SCAS) and may remain in treatment with Community Based Alcohol Treatment Service at the same time. The service also works with clients preparing for rehab.

In the first year (April 07 – March 08) the service has engaged with nearly 250 people across the county and demand for the service remains high. Over this summer a volunteer scheme is being introduced. The service operates from a number of satellite offices based around the county. Contact details for the service:

Oxford City	01865 403259 (Heidi Hill)	North	07972 500614 (Natalie Hayter)
West	07891 097615 (Lee Woodward)	South & Vale	07805 262317 (Pam Martin)

COMMUNITY AREA

'Last Orders'.

'Last Orders' is a school based project targeting year 9 students (pupils aged 13-14) in Secondary Schools across the county. It is focused around an excellent hard-hitting interactive drama which shows students how alcohol affects the way people think and can be linked to loosening inhibitions and ultimately their self control. The performance is supported by associated alcohol and sexual health related workshops. The service has been commissioned for 08/09 school year with 32 out of the 34 Secondary Schools offered the project participating in the programme and around 5,000 pupils taking part.

If you would like more information on the project, please contact Bill Russell, School Drug Education Consultant from Healthy Oxfordshire Schools Team on 01865 428 035.

Summer Test Purchase Campaign.

District Councils, Police and Trading Standards are under taking a joint test purchase campaign targeting off licences who sell alcohol to under 18's. The campaign includes support packs sent out to traders with posters and a CD-ROM outlining the law. Results of the campaign will be included in the next newsletter.

To provide feedback or a story to the next quarterly newsletter contact
Sarah Pearce, Alcohol Coordinator for Oxfordshire: 01865 260 250 or sarah.pearce@oxfordshiredaat.org