

Re-thinking Drinking

Cheshire West and Chester Alcohol Harm Reduction Strategy

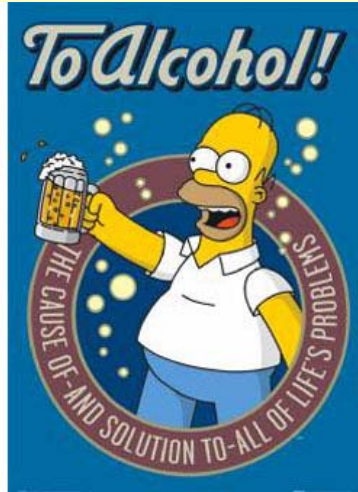


Dr Tony Sharples – NHS Western Cheshire

National Picture

- **Nationally, alcohol misuse costs between £18 and £25 billion per year, and spans all sectors of the economy**
- **For the NHS alone, the estimated financial burden of alcohol misuse is around £2.7 billion per year in hospital admissions, attendances at A&E and in primary care**
- ***Safe. Sensible. Social. The next steps in the National Alcohol Strategy sets out the national agenda on alcohol misuse***
 - This includes a focus on a reduction in alcohol-related violent crime, disorder and antisocial behaviour and a reduction in chronic and acute ill-health, with fewer alcohol related accidents and hospital admissions.

Local Picture



- Around 8,000 people across West Cheshire are dependent on alcohol
- One in four adults in Cheshire West and Chester drinks at levels likely to pose significant risk to their health
- 18% of people in Western Cheshire binge drink
- A third of attendances at Accident and Emergency departments are alcohol related
- Locally, someone is admitted to hospital every 90 minutes due to alcohol
- Locally, alcohol has been linked to more than a quarter of deaths caused by fire

- **Across Cheshire West and Chester there were 2,199 assaults with injury between April 2008 and March 2009**
- **Between April 2008 and March 2009 there were 22,726 incidents of anti-social behaviour reported**
- **A study of drinking behaviour in three city centres including Chester found that 54% of drinkers pre-load and 1 in 10 consumed over forty units**
- **A recent survey of 14 to 16 years olds who drink alcohol found that 1 in 4 had been involved in violence and 1 in 10 had regretted having sex**
- **Nationally 63% of drivers and 80% of pedestrians killed on the road on weekend nights have been drinking**



What do local people think

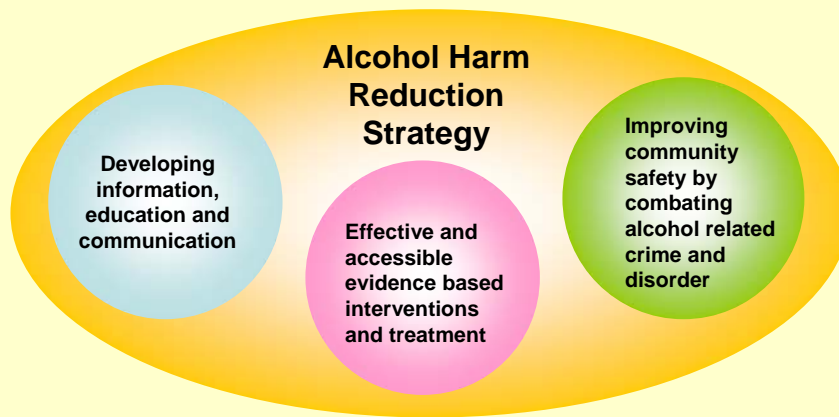
- 25% of respondents do not go into the town at night because of the drunken behaviour of other people
- 68% were concerned about children drinking on the streets and in parks
- 47% of respondents agreed with the introduction of a minimum price per unit to reduce alcohol related harm
- 60% of people drink alcohol to relieve stress and to unwind
- 58% of people indicated that they regularly buy alcohol from supermarkets
- 47% see alcohol-related crime as a concern locally



- Young people think education is important, and that heavier consequences will ultimately make a difference
- Some think that the “lecturing nature of most education around this subject is counter-productive and could make young people more determined to drink”
- They feel that young people have been shocked, as they have become conditioned to seeing excess drinking on TV etc
- There is a lack of diversionary activities in some areas
- They feel that people should focus on protecting young people rather than making judgments about young people’s behaviour



Themes within the Strategy



Key performance indicators - NI20 'Assault with injury crime rate', NI21 'Dealing with local concerns about anti-social behaviour and crime by the local council and police', NI39 'Alcohol-harm related hospital admission rates', and NI115 'Substance misuse by young people'

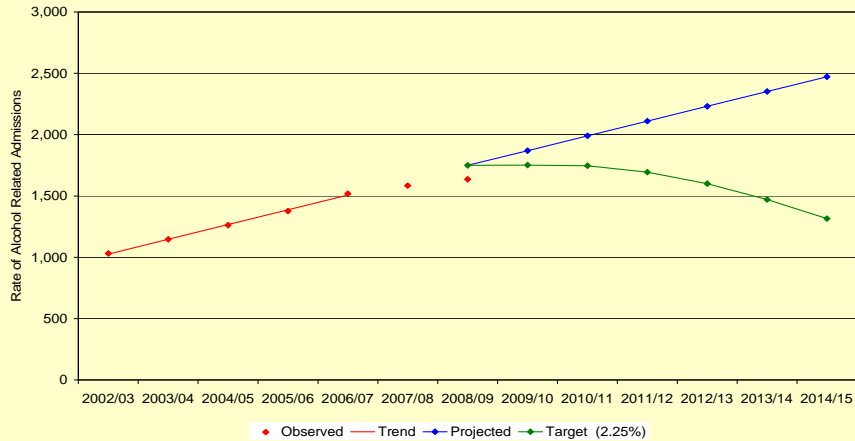
Aims and Objectives

Aim :- To reduce the harm caused by alcohol, including harm associated with chronic and acute ill-health, crime, disorder, anti-social behaviour

Objectives:-

- To reduce the impact of alcohol on ill-health and life expectancy
- To ensure that those who drink alcohol in Cheshire West and Chester are able to do so safely and responsibly
- To reduce alcohol related crime and anti-social behaviour
- To reduce the harm caused to children and young people by alcohol use.

Alcohol related Hospital Admission Rate (NI39), trend and planned reduction for Local Area Agreement targets



Key Actions

- **Developing a multi-agency intelligence group**
- **Amplify messages from the national Know Your Limits campaign across the partner organisations and the local population**
- **Frontline staff in all organisations to be trained in alcohol screening and brief advice**
- **Promote and introduce work-based alcohol policies for local employers starting with partner organisations**
- **Develop legislation to introduce a minimum cost of alcohol per unit across the borough**
- **Introduce home safety checks for high risk and dependent drinkers**

Key Actions

- Improve the availability of temporary housing for homeless people with alcohol problems
- Identify and introduce a consistent range of city safe / borough safe initiatives
- Increase the number of alcohol free zones and fixed penalty notices
- Develop and commission a tier two alcohol service and introduce alcohol liaison nurses into secondary care
- Actively promote health and wellbeing across partner organisations and the local population

**ALCOHOL
KNOW YOUR
LIMITS**

Any Questions

