



**ALCOHOL AND DRUGS PLEDGE 2008 – 2010**

**ANNUAL REPORT 2008 - 2009**

## **INTRODUCTION**

The East Ayrshire Council area has some of the highest levels of drug use in Scotland with an estimated 1.92% of the population (aged 15-54) having a significant drug problem (Hay et al 2005). This figure of 1.92% places East Ayrshire tenth highest out of the 32 local authority areas.

The East Ayrshire Council area also has some of the highest levels of alcohol use in Scotland with alcohol related hospital discharges in 2008 placing East Ayrshire at number four out of the 32 local authority areas (ISD 2009).

Since the area exhibits higher than average levels of poverty and deprivation, and the proven link with poverty and deprivation to problematic drug use, (Auditor General 2009, Shaw et al 2007, Home Office 1998), the figures may not be that unsurprising.

In order to tackle the drug and alcohol problem effectively, a recognition arose that whilst treatment being offered by Social Work, NHS Addiction Services and voluntary sector providers was effective (Gossop et al 2001), a wider partnership approach was required to tackle the underlying causes of alcohol and drug problems.

Given the vision of Community Planning Partners that:

“East Ayrshire will be a place with strong vibrant communities where everyone has a good quality of life and access to opportunities, choices, and high quality services which are sustainable, accessible, and meet people’s needs”

a seminar was developed under the banner of community planning to bring together key partners and stakeholders to develop a strategic partnership response to alcohol and drugs. This seminar was held in November 2007.

## **ALCOHOL AND DRUGS – KEY STATISTICS**

### **Alcohol**

For years 2003/04 to 2005/06, an average of 260 people per annum were seen in general hospitals in Ayrshire and Arran in relation to Alcohol Related Brain Damage (ARBD). This represents an annual increase of nearly 100 people on the 1996/97 to 1998/99 figures (Hooke 2008).

In 2007, alcohol related deaths among men in East Ayrshire were the highest ever (ISD 2009).

15% of 13 year olds and 37% of 15 year olds in East Ayrshire report that they usually drink at least once a week (SALSUS 2006).

13% of 13-15 year olds in East Ayrshire report having been 'really drunk' more than 10 times (SALSUS 2006).

### **Drugs**

It is estimated that around 1,400 children are affected by problematic parental drug use (Hidden Harm 2004).

In 2007, there were 13 drug related deaths in East Ayrshire. This figure represents the highest ever (GROS 2008).

10% of 13 year olds and 31% of 15 year olds in East Ayrshire report having used or taken an illegal drug. (SALSUS 2006).

24% of young people in East Ayrshire aged 13-15 report not knowing where to get information on drugs (SALSUS 2006).

## **EAST AYRSHIRE COMMUNITY PLANNING PARTNERSHIP ALCOHOL AND DRUGS PLEDGE**

The seminar of November 2007 recognised that a significant amount of activity was ongoing under the banner of Alcohol and Drug Action Teams and

through individual Partner organisations; however, there was a strong feeling that Community Planning Partners could complement this work and ensure a focus on preventative activity. The clear message arising from the seminar was that this is everyone's issue and everyone's responsibility, and Community Planning is a key driver for change at a local level. With the preventative focus in mind, the seminar resolved to focus specific attention on the needs of children and young people and older people.

Subsequently, following the seminar, in order to ensure continuing impetus, Community Planning Partners agreed that for the period from April 2008 until March 2010, particular attention should be paid to addressing alcohol and drug issues. This Pledge which has four key elements is attached as Appendix 1 and was formally approved by Community Planning Partners in March 2008.

- Addressing the Cultural Norm;
- Providing Diversionary Activities;
- Targeting Intervention for Vulnerable Groups; and
- Resourcing Staff.

## **STRATEGIC OVERVIEW**

Since the Pledge was agreed in March 2008, significant developments in the field of drugs and alcohol have been announced by the Scottish Government. In May of 2008, the Scottish Government announced the first national drugs strategy for ten years. The document, "The Road to Recovery" proposed a shift in focus for drug treatment services from being target driven to becoming more outcome focussed with a clear expectation of a need to move towards a more abstinence focussed approach. Drug treatment services in East Ayrshire have warmly welcomed this and the contracts for voluntary sector providers will now reflect this significant change.

In the Summer of 2008, the Scottish Government announced a consultation on the development of a new approach to tackling alcohol misuse in Scotland. The document, "Changing Scotland's relationship with Alcohol" was launched

in March of 2009 and has adopted a 'whole population approach' in addressing the high levels of alcohol use in Scotland.

Additionally, in September of 2008, the Scottish Government announced plans to review local planning and delivery arrangements for alcohol and drugs services by replacing the 22 ADATs with more localised alcohol and drug partnerships (ADPs) These ADPs will be brought into the community planning process for each local authority area, including decision-making and accountability systems such as Single Outcome Agreements and NHS performance management reporting.

### **ALCOHOL AND DRUGS PLEDGE ACTIVITY**

In ensuring a coherent partnership approach to delivering the alcohol and drugs pledge, East Ayrshire Council Educational and Social Services agreed to the secondment of the Team Manager (Youth and Addiction) to the Community Planning and Partnership Unit for one year in order to drive this agenda forward.

Partners further agreed to develop an action plan which could be used to monitor and report on progress. This action plan is attached at Appendix 2.



## **‘COMMUNITY PLANNING PLEDGE’**

### **Our Commitment to Tackling Alcohol and Drug Misuse 2008-2010**

Over the two years from 2008 to 2010, we pledge to focus attention and resources on making a difference to the issues caused by the misuse of alcohol and drugs in East Ayrshire. We see the misuse of alcohol and drugs as everyone’s issue and everyone’s responsibility, and Community Planning as a key driver for change. Ours will be a local response to local issues.

#### **KEY PRIORITIES**

We recognise that there is a significant amount of activity ongoing to address the alcohol and drug agenda by the Ayrshire and Arran Alcohol and Drug Action Team (ADAT) and the Partner agencies. However, the problems caused by the misuse of alcohol and drugs are central to the Community Planning agenda and we are confident that together we can make an impact through a key focus on preventative activity in a range of settings.

The following issues are the key focus of attention for Partners over the next two years.

#### **Addressing the Cultural Norm**

We will address the misuse of alcohol as a cultural norm through innovative activity to raise awareness generally of the issues and targeted work with specific groups.

#### **Providing Diversionary Activities**

We will continue to provide and enhance successful diversionary activities for young people, such as New Sporting Futures, which build self-confidence and self-esteem.

#### **Targeting Intervention for Vulnerable Groups**

We recognise that the misuse of alcohol is an emerging and growing problem for older people. However, the scale and precise nature of the problem has not been quantified. An initial audit of the issues will be undertaken to allow baseline statistics to be established and intervention activity for older people to be developed and implemented.

#### **Resourcing staff**

We will build the capacity of frontline staff to identify the signs of alcohol misuse during their routine work to allow people to receive initial face-to-face support and information from staff with whom they have regular contact



## 'COMMUNITY PLANNING PLEDGE'

### WORKPLAN 2008-10

ACTION	OUTPUTS	PARTNER INVOLVEMENT	TIMESCALE	PROGRESS
<b>Addressing the Cultural Norm</b>				
Raise awareness of alcohol issues across the staff groups of all Partner agencies including via Healthy Working Lives.	A range of awareness raising methods utilised including: <ul style="list-style-type: none"> <li>• Email bulletins</li> <li>• Pop-up messages on computers</li> <li>• Information in payslips</li> <li>• Leaflets</li> </ul>	<ul style="list-style-type: none"> <li>• Improving Health Action Plan Working Group</li> <li>• NHS Ayrshire and Arran – Health Promotion Officer for Alcohol and Drugs to develop messages</li> <li>• Partner Agencies – dissemination of information</li> <li>• ADAT Communications Group for dissemination and sharing of good practice</li> <li>• Healthy Working</li> </ul>	2008-10	177 Employees participated in online alcohol quiz (October 2008)  Safer drinking message carried on East Ayrshire Council payslips (November 2008)  Alcohol display at all Council offices (October 2008)  Safer drinking literature distributed to all teaching staff (October

ACTION	OUTPUTS	PARTNER INVOLVEMENT	TIMESCALE	PROGRESS
<p>Provide Lifestyle Awareness information specific to Alcohol &amp; Drugs to the public as part of on-going CHIP Community Visits &amp; CATCH programme of themed walks</p>	<p>Increase awareness of impact of alcohol and drugs on health and lifestyle via:</p> <ul style="list-style-type: none"> <li>• Face to face consultations</li> <li>• Health MOTs</li> <li>• Leaflets &amp; Booklets</li> <li>• Promotion of positive physical activities including volunteering opportunities as alternatives</li> </ul>	<p>Lives</p> <ul style="list-style-type: none"> <li>• EAC – Leisure Services</li> <li>• NHS Ayrshire and Arran – Health Promotion Officer for Alcohol and Drugs to develop messages</li> </ul>	<p>2008-10</p>	<p>2008)</p> <p>Safer drinking literature and bottles of water distributed at Kilmarnock football club as part of Alcohol Awareness Week by CHIP (October 2008)</p> <p>300 members of public received alcohol information via stalls at Burns Mall and Kilmarnock college as part of Alcohol Awareness Week (October 2008)</p> <p>Alcohol information given to participants on the CATCH programme during alcohol awareness week (October 2008)</p>
<p>Develop social norm messages for young people</p>	<ul style="list-style-type: none"> <li>• A 2-year two year social norms project</li> </ul>	<ul style="list-style-type: none"> <li>• ADAT</li> <li>• Avonlea Youth</li> </ul>	<p>2008-10</p>	<p>Baseline data now developed – 141 young</p>

ACTION	OUTPUTS	PARTNER INVOLVEMENT	TIMESCALE	PROGRESS
	<p>relating to drinking behaviours and attitudes among S2 pupils in East Ayrshire piloted</p> <ul style="list-style-type: none"> <li>• Consider roll out to other areas</li> </ul>	<p>Centre</p> <ul style="list-style-type: none"> <li>• Auchinleck Academy</li> <li>• NHS Ayrshire and Arran</li> </ul>	<p>TBC</p>	<p>people involved, 35% having drunk alcohol in past 30 days with 14% having been drunk in past 30 days</p>
<b>Providing Diversionary Activities</b>				
<p>Enhance existing diversionary activity, through the New Sporting Futures initiative</p>	<p>Engagement with young people to maximise the impact of diversionary activities increased and strengthened, including:</p> <ul style="list-style-type: none"> <li>• targeted programmes for girls and young women</li> <li>• range of new interventions including use of inspirational role models, older persons' volunteering and transitional sports programmes at S2 piloted</li> <li>• specialised training for front line staff at</li> </ul>	<ul style="list-style-type: none"> <li>• EAC – Leisure Services</li> <li>• Secondary Schools</li> <li>• ADAT - Training</li> <li>• Scottish Rocks &amp; Other Private / Voluntary Orgs – Role Models</li> </ul>	<p>Summer 2008 and ongoing</p>	<p>Alcohol interventions delivered to young women at 'Jump to The Beat' sessions –129 young women (August 2008)</p> <p>22 Leisure staff trained</p>

ACTION	OUTPUTS	PARTNER INVOLVEMENT	TIMESCALE	PROGRESS
Explore and implement diversionary activities involving music and theatre	<p>existing and future diversionary programmes – Brief Interventions</p> <p>A range of non-sporting diversionary activities developed, including:</p> <ul style="list-style-type: none"> <li>• ‘Safe Discos’</li> <li>• activity involving theatre and the arts</li> </ul>	<ul style="list-style-type: none"> <li>• Strathclyde Police</li> <li>• EAC – Community Safety, Museums and Arts</li> </ul>	2008-10	in brief interventions delivering brief intervention via street sport cages. 179 young people involved (August 2008)
Measure the effectiveness of diversionary activity in reducing problem drinking among young people	<ul style="list-style-type: none"> <li>• Appropriate mechanism identified</li> <li>• Evaluation of diversionary activity implemented</li> </ul>	<ul style="list-style-type: none"> <li>• EAC – Leisure Services</li> </ul>	TBC	Discussions on going with University of The West of Scotland re comprehensive cohort study
<b>Targeting Intervention for Vulnerable Groups</b>				
Implement interventions in relation to alcohol misuse by older people	<ul style="list-style-type: none"> <li>• Recommendations from the ADAT needs assessment for alcohol related brain damage reviewed</li> <li>• Appropriate interventions in</li> </ul>	<ul style="list-style-type: none"> <li>• ADAT</li> <li>• NHS Ayrshire and Arran – Stuart McGregor</li> <li>• EAC – Educational and Social Services</li> </ul>	Mid-July 2008 and ongoing	Tele care provision for older people with alcohol problems to enable them to remain at home delivered July 2008

ACTION	OUTPUTS	PARTNER INVOLVEMENT	TIMESCALE	PROGRESS
	<ul style="list-style-type: none"> <li>relation to alcohol misuse by older people identified/developed</li> <li>• Interventions implemented</li> </ul>	<ul style="list-style-type: none"> <li>• Fire and rescue</li> </ul>		<p>Fire safety checks being carried out by Strathclyde Fire and Rescue to vulnerable service users via specialist addiction services</p>
<p>Implement interventions for vulnerable young people</p>	<ul style="list-style-type: none"> <li>• Recommendations from the ADAT needs assessment for children and young people reviewed</li> <li>• Appropriate interventions in relation to alcohol misuse by children and young people identified/developed</li> <li>• Interventions implemented</li> </ul>	<ul style="list-style-type: none"> <li>• ADAT</li> <li>• EAC – Educational and Social Services</li> </ul>	<p>July/August 2008 and ongoing</p>	<p>Contract for young peoples service agreed March 2009</p> <p>Pan Ayrshire service being developed for children and young people most at risk</p> <p>Residential units in East Ayrshire receive weekly visits by Leisure services staff where personal leisure plans/diversionary activities are developed with and for young people</p>
<p>Implement parenting programmes to support vulnerable children and young people</p>	<ul style="list-style-type: none"> <li>• Review the work done by Strathclyde University re the Parenting Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• EAC – Educational and Social Services</li> </ul>	<p>2009-10</p>	<p>Funding agreed 2009 – to provide families affected by alcohol use rapid support and guidance</p>



ACTION	OUTPUTS	PARTNER INVOLVEMENT	TIMESCALE	PROGRESS
	<ul style="list-style-type: none"> <li>Programme comprising theatre production and interactive workshops developed and implemented in S2</li> </ul>			
<b>Enforcement</b>				
Continue to ensure effective enforcement activity in relation to the misuse of alcohol and drugs	Action Plans implemented as appropriate	<ul style="list-style-type: none"> <li>Strathclyde Police</li> </ul>	Ongoing	Alcohol test purchasing schemes operational. 82 test purchases resulting in 7 reports to procurator fiscal.  235 reports to fiscal for under age drinking (2008)
<b>Resourcing Staff</b>				
Roll out Brief Interventions Training to all staff working directly with the public	Brief Interventions training delivered to a range of staff working directly with the public, initially: <ul style="list-style-type: none"> <li>Home carers</li> <li>CHIP Project staff</li> </ul>	<ul style="list-style-type: none"> <li>NHS Ayrshire and Arran</li> <li>EAC – Leisure Services/Educational and Social Services/Housing</li> </ul>	2008-10	22 Leisure Services staff already trained

ACTION	OUTPUTS	PARTNER INVOLVEMENT	TIMESCALE	PROGRESS
	<ul style="list-style-type: none"> <li>• CATCH Project staff</li> <li>• Homeless support staff</li> <li>• Voluntary organisations</li> <li>• Anti-social Behaviour investigators</li> </ul>			CATCH delivered brief interventions to 12 participants (August 2008)
Pilot early interventions model with children and young people	<ul style="list-style-type: none"> <li>• Feasibility of model for work with young people considered</li> <li>• Model piloted with New Sporting Futures staff</li> </ul> <p>Subject to positive outcome:</p> <ul style="list-style-type: none"> <li>• Youth Outreach staff trained</li> <li>• Evidence base in respect of young people developed</li> </ul>	<ul style="list-style-type: none"> <li>• NHS Ayrshire and Arran</li> <li>• EAC – Leisure Services/Educational and Social Services</li> <li>• ADAT</li> </ul>	TBC	

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