

<b>REPORT TO:</b>	<b>HEALTH AND WELLBEING BOARD (CROYDON)</b> <b>10 JUNE 2015</b>
<b>AGENDA ITEM:</b>	<b>14</b>
<b>SUBJECT:</b>	<b>Croydon Local Alcohol Action Area Update</b>
<b>BOARD SPONSOR:</b>	<b>Dr Mike Robinson, Director of Public Health, Croydon Council</b>
<b>BOARD PRIORITY/POLICY CONTEXT:</b> <i>The LAAA Programme supports delivery against the Health and Wellbeing Board's Strategic Priority Improvement Area 2: Preventing illness and injury and helping people recover by reducing the harm caused by alcohol misuse.</i>	
<b>FINANCIAL IMPACT:</b> <i>There are no financial implications or risks from this programme of work.</i>	

## **1. RECOMMENDATIONS**

The Board is asked to note and endorse the proposals made by the LAAA board (section 2.4) for a sustainable approach to reducing alcohol related harm in Croydon.

## **2. EXECUTIVE SUMMARY**

- 2.1 Croydon was one of twenty areas nationally that was awarded Local Alcohol Action Area (LAAA) status in Feb 2014. The LAAA programme provided an opportunity to work with national colleagues within the Home Office and Public Health England to coordinate Croydon's approach to tackling the harmful effects of excessive drinking. The National LAAA programme ends in June 2015.
- 2.2 In early 2014, a multi-agency LAAA Programme Board, led by public health, was set up in Croydon to oversee the local programme. It reported to both the Safer Croydon Partnership (SCP) and the Drug and Alcohol Action Team (DAAT) Board.
- 2.3 The programme identified three priorities: Prevention; partnership and communication; and data sharing. Progress in these areas is described in detail in section 4.
- 2.4 At the final meeting of the LAAA programme board in March 2015, the following proposals were made:
- The DAAT board takes on the strategic lead for alcohol harm reduction in Croydon
  - Two of the three priority work streams (prevention and partnership and communication) report to the DAAT
  - One of the three priority work streams (data sharing) reports to the SCP

- That the DAAT produces a developmental alcohol action plan
- That the links between the SCP and the DAAT are strengthened by greater joint membership and regular updates.
- A report on alcohol harm reduction is presented by the DAAT to the Health and Wellbeing Board at regular intervals
- That the membership and Terms of reference of the DAAT is reviewed to reflect its extended role

2.5 Moving forward Leadership of the LAAA Priorities will be guided by Brenda Scanlon, Director of the Integrated Commissioning Unit (ICU / DAAT), Andy Opie, Director of Safety (Safer Croydon Partnership) and Bernadette Alves, Consultant in Public Health (Public Health).

### 3. DETAIL

3.1 Reducing alcohol related harm in Croydon is a priority for all of its partners and Croydon's alcohol JSNA conducted in 2013/14 found:

- Approximately 1 in 6 of Croydon's adult population (over 50,000 adults) is drinking at increasing and higher risk levels
- An estimated 1 in 9 are binge drinkers
- Excessive consumption increases the risk of developing over 200 conditions, most notably, mental health, heart disease, liver cirrhosis, cancers and injuries
- It is England's second biggest cause of premature deaths, after smoking
- Alcohol related harm costs Croydon an estimated £144 million per year. Half is alcohol related crime, one third is lost productivity and the rest is NHS costs.
- More than two in five (44%) violent crimes are committed under the influence of alcohol.
- Alcohol harm is increasing in Croydon
- Vulnerable groups, including homeless people, people with mental health problems and women experiencing domestic violence are at higher risk of harm from alcohol
- It is a cause of health inequalities. Compared with those living in most affluent areas, people in the most deprived fifth of the country are 3-5 times more likely to die of an alcohol-specific cause.

3.2 Through consultation with stakeholders in June 2014, Croydon identified the following three priorities for the LAAA programme:

- **Prevention.** To encourage sensible drinking habits in the estimated 50,000 adults who drink at increasing and higher risk levels through developing Croydon's alcohol IBA (Identification and Brief Advice) programme.
- **Partnership and communication.** To develop a multi-faceted partnership approach to reduced alcohol harms.
- **Data sharing.** To prevent alcohol related violent crime through sharing anonymized data between A&E (accident and emergency) services and the Safer Croydon Partnership.

3.3 Work stream sub groups were established for both the 'Prevention' and 'Partnership and Communication' themes, which will run to oversee the work programmes until April 2016.

## 4. ACHIEVEMENTS

4.1 The Croydon programme, so far, has achieved the following:

Achievements	Detail
1. <b>Taken forward recommendations of Croydon's alcohol JSNA</b>	Through developing a strategic partnership and through alcohol IBA programme development, it has addressed two of the three key recommendations of the JSNA.
2. <b>Built strong partnership and engagement</b> with local, regional and national stakeholders	Developed a strong strategic and operational partnership through establishing the LAAA Programme Board, running a cross –borough, priority setting workshop, hosting a regional LAAA conference and through LAAA multi-agency working groups.
3. <b>Mapped Croydon's alcohol harm reduction initiatives</b>	The LAAA programme developed a map of alcohol-related initiatives, and harm reduction forums. It illustrated the complexity of alcohol harm reduction across the borough, has generated discussion and led to setting of LAAA priorities.
4. <b>Multidisciplinary working groups</b> supporting development of the LAAA priorities	Multi-agency working groups were established for both the Prevention and Partnership and Communication work streams to provide strategic and operational oversight developing these themes. Work stream groups have each met twice and have established delivery plans, owned by partners for the next 12 months.
5. <b>Evidence based alcohol website tailored for Croydon.</b>	The LAAA programme commissioned the 'Don't Bottle It Up' website tool to raise awareness, assess consumption and support behaviour change in people living and working in Croydon. In the first 5 weeks since the service was commissioned, we have received 775 hits to the site, leading to 389 residents already receiving support around their alcohol consumption
6. Coordinated <b>multi-agency alcohol awareness campaigns</b>	Dry January 2015 achieved four times more sign ups (259) in Croydon than 2014. Evidence suggest that beyond the 31 day challenge, participants are likely to achieve and sustain a reduction in their alcohol consumption and felt more confident to refuse alcohol in social settings.
7. <b>Launch of pharmacy based alcohol IBA pilot</b>	Launch planned for July 2015. Expressions of interest from 28/74 Croydon pharmacies. Target of 750 to 1500 screenings in the first 12 months
8. Discussions underway for an <b>alcohol IBA service in general practice</b>	Public Health Croydon are in discussions with colleagues in the CCG and LMC (Local Medical Committee) to establish a screening programme within general practice.
9. <b>Promoting workforce development</b> to encourage awareness of alcohol harms	30 colleagues from Pharmacy have already been trained to deliver Identification and Brief Advice and we are in the process of discussing how we further support 35 colleagues in the Probation service.
10. <b>Emerging Partnership</b> developed with Croydon University Hospital to establish A&E data sharing	Progress developing this area has been slow; however, recently good communications have emerged to strengthen development of establishing the A&E Data Sharing agreement. Ownership of these priorities by the HWB will hopefully influence delivery of all priorities.

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