



Key Area	Alcohol Strategic Development
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3 Year Strategic Overview April 2006 – March 2009

The National Alcohol Harm reduction Strategy requires a partnership response across the DAAT to utilise existing resources; personnel and funding, to make an impact on the culture of drinking and improve the identification and treatment of problem alcohol users as well as reduce overall levels of consumption throughout all population groups. Using the template that the Drug Strategy has provided and building on the effective partnerships that exist within the county we will be measuring the scale of problems and the levels of response to meet the needs identified within a significant body of research. By utilising partnership funding in 2006/7 we will set baselines and targets for the forthcoming years alongside the dictates of the Local area Agreements.

National Framework PSA / Themes

National Alcohol Harm Reduction Strategy:

1. To improve the information available to individuals to start the process of change in the culture of drinking to get drunk.
2. To better Identify and treat alcohol misuse.
3. To prevent and tackle alcohol related crime and disorder and deliver improve services to victims and witnesses.
4. To work with the Industry in tackling the harms caused by alcohol.

Key Priorities	Milestones		
	2006/07	2007/08	2008/09
1.1. Alcohol education	9 Primary Schools in county pilot 'on-Track' Education resource.	All Primary schools working towards NHSS including alcohol.	100 % Primary schools achieving NHSS.
1.2 Alcohol Training	50 participants from partnership services trained in Alcohol OCN Award.	Accredited training in alcohol included within workforce development agenda (2008).	All substance workers working towards National Standards (DANOS) including alcohol.

Key Priorities	Milestones		
	2006/07	2007/08	2008/09
1.3 To improve awareness of the risk and responsibilities associated with alcohol use	World Cup Alcohol Campaign delivered including leaflets, posters, radio and other media. Fresher's Week campaign. Christmas campaign	Literature and information available to use for future campaigns and for all identified population groups across the county.	Funding identified to support the rollout of future targeted campaigns for a variety of population groups.
2.1 To understand the scale and nature of alcohol consumption across Nottinghamshire and develop services and Best Practice to meet need.	Research completed allowing formation of baselines for future activity. Appointment of Polydrug worker posts in Tier 2 service provision across the county.	Targets set for all DAAT partnership in respect of alcohol. Evaluation of protocols established via 2006/7 Polydrug posts.	Protocols for data collection and sharing across DAAT Partnership Funding identified to support specialist alcohol provision in substance services.
3.1 Research the scale of alcohol related crime and disorder	Research completed Sept 2006. Develop baselines for future action targets	Work to baselines set by 2006/7	Develop broader response to alcohol related crime and disorder including appropriate funding.
4.1. Reduce problematic binge drinking and related anti-social behaviour. - Reduce access to alcohol and problematic consumption (including binge drinking) by young people and other vulnerable drinkers.	Develop Crimestoppers response to illegal alcohol sales to young and vulnerable drinkers and support good industry practices	Targets to be set following pilot evaluation.	Clear partnership approach to supporting community involvement as a response to trade practices.