

## Southampton Alcohol Strategy 2017 – 2020 Implementation Plan for “Healthy” theme

### **The Alcohol Strategy**

The Strategy has 3 themes: “vibrant” for the economy, “safe” including antisocial behaviour, and “healthy”. The strategy lists a number of commitments under each theme.  
[https://www.southampton.gov.uk/images/alcohol-strategy\\_tcm63-391993.pdf](https://www.southampton.gov.uk/images/alcohol-strategy_tcm63-391993.pdf).

The impact of the alcohol strategy as a whole will be monitored through a range of outcome measures, as listed in the strategy. These measures will be presented as a “dashboard” It is important to note that some national factors are beyond our local influence. The result may be that we at least contain or slow a worsening in alcohol-related ill health.

Annual reports will be shared with the Health and Wellbeing Board and Safe City Partnership.

### **The Healthy theme**

This implementation plan is for the “healthy theme”. The theme is led by Public Health with the Integrated Commissioning Unit of Southampton City Council.

Each of the theme’s commitment is listed below, with actions underneath. It is a working document and will be updated annually.

It is intentionally high level and focusses on the actions within the gift of Southampton City Council. The detail of actions is already contained in lengthy commissioning and workforce development documents.

A range of input, process, output and outcome measures are –or will be- in place to monitor the impact of each action.

**1. *People in Southampton are aware of and understand the health risks associated with drinking too much alcohol.***

*1.1 Develop and deliver campaigns and online resources to raise awareness of health risks associated with drinking alcohol, including making best use of national campaigns.*

*1.2 Work with schools, colleges and universities in Southampton to ensure health related alcohol harm messages are available to young people in the city.*

Progress to date

- a. Public health and communications are running an alcohol campaign in the new year. It includes
  - o Poster and social media campaign to the public, based on national materials, focussed on highlighting the CMO guidelines to drink no more than 14 units a week and the health harms of drinking more than this. The drinks tracker app for monitoring drinking and local behaviour change services will be promoted too.
  - o Asking students at Solent University to create a campaign for students across the city, highlighting what constitutes higher risk drinking and the health harms of exceeding 14 units pw.
- b. ICU are including alcohol support for young people in their recommissioning of substance misuse services from July 2019, which may include educational outreach.

Action for 2018/19

- a. Public health and communications teams, SCC, to refresh and repeat 2017/18 campaigns in Winter 2018.
- b. Public health to liaise with SCC colleagues with links to PSHE and schools and colleges more widely and No Limits (substance misuse service for young people) to understand local alcohol and risk taking education and identify any unmet needs. To include consideration of young people with special needs or not in education, training or employment.

Action for 2019/20

- a. Public health and communications teams, SCC, to refresh and repeat 2018/19 campaigns in Winter 2019.
- b. Public health to work in partnership with SCC colleagues, schools and colleges to meet important unmet needs, subject to resources.

**2 *There is widespread and consistent delivery of brief interventions in health and care services to identify those drinking at higher risk levels and provide advice.***

*2.1 Expand the Making Every Contact Count programme across the city to ensure that front line staff are able to deliver evidence based messages about the health risks associated with drinking alcohol and strategies for reducing intake.*

Progress to date

- a. Health Education England are rolling out a programme of MECC training, in part as an STP priority (Prevention theme).
- b. University Hospital Southampton are considering adopting the national 2018/19 CQUIN for “risky behaviour”, specifically smoking and alcohol.
- c. “Southampton Healthy Living” behaviour change service has been commissioned to provide behaviour change training to organisations across Southampton.

Action for 2018/19

- a. Role out of MECC training to continue through STP and HEE.
- b. UHS to undertake additional training and action if required as part of implementing the CQUIN, if they choose to do so.

Action for 2019/20

- a. STP and HEE to recommend any further action.

*2.2 Improve identification of individuals drinking at higher risk levels by ensuring appropriate staff across all partner agencies including local businesses are trained to deliver Alcohol Identification and Brief Advice interventions.*

Progress to date

- a. Training is in place:
  - From the alcohol care team for UHS.
  - From Southampton alcohol brief interventions and counselling service train for other agencies.
- b. General behaviour change training is also available from Southampton Healthy Living.
- c. Southampton Health Living screen all service users with Audit-C and do brief interventions.
- d. Substance Misuse services provide brief interventions to people of any age who are concerned about their alcohol use. The Young Peoples service works with schools, colleges and local universities to deliver “Buzz” educational sessions on a regular basis and to offer support and advice.

Action for 2018/19

- a. Public health and Integrated Commissioning Unit to work with partners to review progress to date including:
  - primary care, including seeking a champion/clinical lead from the CCG and considering whether we include it into our NHS health check programme from 2019/20.
  - overlaps with MECC and the CQUIN
  - training

Action for 2019/20

To be developed pending the 2018/19 review

3. ***High quality well-coordinated treatment services are accessible to those drinking at harmful levels and those with alcohol dependence to support them to stop or reduce their drinking.***
- 3.1 *Design, commission and deliver evidence based alcohol services to meet the needs of the local population, working across community, hospital and criminal justice settings.*
- 3.2 *Seek to include alcohol service users of all ages, carers and people in recovery in local planning, commissioning and service redesign.*

#### Progress to date

- a. Specialist services are commissioned until June 2019. Services are based on evidence and are in place across the community, hospital and criminal justice settings.
- b. Integrated Commissioning Unit manages the contracts for current provision. The ICU is already working with providers to improve the percentage of clients who complete treatment, without reducing the complexity of clients who being treatment or increasing re-presentations.
- c. Integrated Commissioning Unit has positive feedback from services that the transition from young peoples' to adult services works well. Longstanding pathways in place from for people coming into the area from prison and the Public Health Outcomes Framework shows this is working well.
- d. Public health and the integrated commissioning unit has completed the PHE Alcohol "CLeaR" self-assessment tool and identified areas for development, as reflected in this theme implementation plan.
- e. CCG have funded the hospital alcohol to run for 5 days p.w. The Integrated Commissioning Unit is working with the CCG on a QIPP review to see if funding for 7 days p.w. is cost-effective locally. National funding has been secured for Winter 2017/18 to provide additional care coordination capacity to support people identified through this work.
- f. Integrated Commissioning Unit has begun to review current provision and planned the re-commissioning of specialist services from July 2019. This includes the active involvement of service users, carers and people in recovery.
- g. The STP prevention workstream has identified alcohol has a priority, starting with ensuring adequate hospital provision.

#### Action for 2018/19

- a. Public health and the Integrated Commissioning Unit to continue programme of quality improvement. This includes Public health, with the Integrated Commissioning Unit, setting up a multi-agency group to inform the implementation of the "healthy" theme. In time this group may be led by a local provider.
- b. Integrated Commissioning Unit to re-commission specialist services from July 2019.

#### Action for 2019/20

- a. Public health and the Integrated Commissioning Unit to continue programme of quality improvement.
- b. Integrated Commissioning Unit to support new specialist services from July 2019.

**4. Services are targeted to support vulnerable people and reduce health inequalities linked to alcohol consumption.**

**4.1 Work with organisations and partnerships in the city to increase public and professional understanding of the extent, and impact, of alcohol misuse on vulnerable groups and ensure that local services respond to this.**

This commitment will be delivered through the actions listed under 2 and 3 above, i.e. through staff training and the review and commissioning of services. Additionally:

Progress

- a. The strategy development and 2015 health needs assessment has already raised the profile of alcohol harm

Action for 2018/19

- a. Public health and Integrated Commissioning Unit to work with the Strategic Intelligence Team to update the Joint Strategic Needs Assessment for alcohol, as a source of information for stakeholders. This could include links to existing intelligence resources.

Action for 2019/20

Further actions to be developed in 2018/19.

**4.2 Design, commission and deliver early help and prevention interventions to reduce the negative impact of parental alcohol misuse on children (including unborn children) and address hidden harms.**

Progress

- b. Providers work well together; nevertheless commissioners have noted it would be timely to check for any gaps in provision.
- c. Shared with Public Health England that we would welcome learning from other areas.

Action for 2018/19

- a. Public health and Integrated Commissioning Unit to map what is already in place and identify strengths and weaknesses.
- b. Integrated Commissioning Unit to incorporate findings into the recommissioning of specialist substance misuse services
- c. Public health and Integrated Commissioning Unit to progress recommendations for other services and pathways with colleagues, e.g. for 0-19 commissioning, safeguarding children.

Action for 2019/20

- a. To monitor and continually improve through the theme implementation group, if another forum is not better placed to oversee it.
- b. Further actions to be developed, depending on the outcome of the gaps analysis.

4.3 *Work with partners to ensure that appropriate services and pathways are in place for those with co-existing substance misuse and mental health problems.*

Progress

- a. Dual diagnosis protocol is in place for commissioned mental health and substance misuse services.
- b. Integrated Commissioning Unit attends operational quarterly forum run by Southern Health NHS Trust.
- c. Public health and Integrated Commissioning Unit are starting to scope strategic work that can feed into the commissioning of specialist substance misuse and mental health services.
- d. Integrated Commissioning Unit attends the SHIP-wide co-existing conditions forum, where practice and experience is shared.

Action for 2018/19

- a. Public health and Integrated Commissioning Unit to initiate a multiagency strategic review of how the needs of people with dual diagnoses are being met in practice. The review will include making recommendations for improvement by December 2018.
- b. The group will agree whether to disband or continue.

Action for 2019/20

- a. Integrated Commissioning Unit to ensure that the re-commissioning of specialist substance misuse services and mental health services is informed by the recommendations of the review.
- b. Public health and Integrated Commissioning Unit to ensure that any recommendations related to other services are shared with commissioners and providers.