



Bristol Health & Wellbeing Board

Progress update – Bristol alcohol strategy	
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Report for Information	

1. Purpose of this Paper

To update the Health and Wellbeing Board (HWB) on progress on the delivery of the Bristol alcohol strategy.

2. Executive Summary

Alcohol misuse presents a major problem in Bristol that requires a system-wide response. The Bristol Alcohol Strategy 2016-2020 has been the culmination of a wide range of stakeholders working collaboratively to identify key issues and propose solutions to ensure that Bristol is a healthy and safe place to live, work and visit. Since its first presentation to the HWB in October 2016, many actions and interventions have been implemented with the focus on prevention, effective treatment and safe environment.

3. Context

Bristol is a large, diverse and vibrant City with a thriving night time economy. It is also host to a number of large public events and sporting occasions throughout the year, where thousands of people come together to enjoy what Bristol has to offer. Maintaining a safe environment, particularly when alcohol is involved, is essential for people to be safe and feel safe. To help achieve this, everyone has their part to play. Unfortunately, alcohol can cause people to act in a negative way, leading to physical and verbal assaults and ultimately, arrest or serious injury. This can have a dramatic impact on those involved and they may live to regret an alcohol fuelled moment for the rest of their lives. It is also

important to recognise the impact such behaviour has on society as a whole as it can be felt by the wider community in terms of experiencing anti-social behaviour, detrimental quality of life as well as the health and cost implications.

4. Main body of the report

Bristol City Council's Public Health Team works in partnership with other agencies to reduce the negative impacts of alcohol consumption on the lives of people living and working in Bristol. In July last year Alcohol Summit was held by the Bristol City Council bringing together a wide range of partners to take a collaborative approach to tackling this issue. A 'Vision for Bristol' and a five year strategy were presented at the Summit, commencing a consultation period. Final draft of the Bristol Alcohol Strategy 2016-2020 was presented to the HWB for a decision in October 2016. With the support of the HWB, a multi-agency alcohol strategy group has continued to deliver actions agreed in the strategy action plan.

For example:

- We have incorporated the national Dry January Campaign into a roadshow across the City and set up Twitter account to enable public communication about the benefits to stay clear of alcohol; we worked with Bristol organisations to support their staff to participate in the campaign
- The Bristol Big Drink Debate was delivered across the City using a variety of techniques, including on-line surveys, focus groups, workshops, stands and social media to engage individuals and communities in thinking and talking about alcohol and the impact of drinking
- We are developing new alcohol badge as part of the Healthy Schools Programme to encourage local schools to adopt a whole school approach to reducing alcohol use among young people and to promote awareness about alcohol harm among families
- We have trained staff in more than 30 community pharmacies in Alcohol Identification and Brief Intervention. Many of these are located in areas of high deprivation and

provide opportunities for local people to gain awareness about their level of alcohol use and to access appropriate interventions early if and when needed

- We have delivered training and awareness campaigns to more than 40 local organisations to increase their employees knowledge of the impact of alcohol consumption on health, safety and wellbeing
- A Substance Misuse health needs assessment was carried out to provide an overview of current service provision against treatment need and identify how services can meet the needs of service users
- A Substance Misuse commissioning strategy was produced to provide evidence base for the current substance misuse treatment re-commissioning process
- We are developing a system approach to alcohol liver disease treatment that will include non-invasive measurement of fibrosis and outreach management of cirrhosis complications

5. Key risks and Opportunities

Delivering the actions set out in the strategy provides a great opportunity to improve public health outcomes for the City by:

- increasing the effectiveness of working together with other partners to achieve common goals
- strengthening the engagement with local communities to change attitudes toward alcohol and to the current drinking culture, and to support local people in changing their behaviour.

6. Implications (Financial and Legal if appropriate)

7. Evidence informing this report.

Bristol Alcohol Strategy 2016-21
Substance Misuse Needs Assessment 2016
JSNA Alcohol in Adult Population 2017

8. Conclusions

Achieving the Vision for Bristol to reduce alcohol-related harm cannot just be the responsibility of public services. Individuals and our communities also need to review their own relationship with alcohol and make judgements as necessary. Changing drinking culture needs a multipronged approach. This can be achieved by raising awareness through social marketing, working with businesses to promote social responsibility, utilising expertise and powers to create the right environment and providing the right interventions at the right time.

The Bristol Alcohol Strategy Group will continue to work in partnership with other agencies and with the local communities to achieve the main goals: to reduce alcohol consumption in Bristol and reduce the harm associated with drinking.

9. Recommendations

- Continue to engage with local communities to increase understanding of the negative impacts of alcohol and of safer drinking using national and local campaigns
- Use the strength of the partnership working to support implementing these messages across a range of services and local communities
- Continue to deliver Identification and Brief Advice interventions in health care settings and Pharmacies
- Utilise the Health Checks for 40-70 years old as an opportunity to access people's current level of drinking and take appropriate actions/early interventions
- Work with partner agencies to ensure that health and social care providers are able to identify risks early
- Increase focus on the impact of alcohol consumption in vulnerable groups, for example in Black and Minority Ethnic communities, "high-performance drinkers".
- Reduce gender health inequalities related to alcohol consumption.

10. Appendices

1. Bristol Alcohol Strategy 2016-20
2. Substance Misuse Health Needs Assessment 2016
3. JSNA Alcohol in Adult 2017