

## **Appendix 2: Alcohol Services & Programmes**

### **1. Community Alcohol Champions – Communities in Charge of Alcohol (CICA)**

#### **1.1 Background**

A 'Communities in Charge of Alcohol' (CICA) project has been developed, which aims to develop a network of community alcohol champions across Greater Manchester (GM.) The project builds on the principle that local communities should be empowered to take charge of their own health and people in communities are best placed to influence their friends, families and colleagues.

The project is an innovative partnership between the 10 Greater Manchester Local Authorities, Public Health England (PHE), the Royal Society for Public Health (RSPH) and the University of Salford (who will be evaluating the work). The evaluation will look at whether the champions have an impact on alcohol related harm (including hospital admissions and alcohol related crime) and whether it is cost effective. If the answer is yes, there is a possibility of expanding the initiative at little cost.

CICA reflects the GM strategic commitment to develop innovative community and person centred approaches as part of the GM and Manchester Population Health Plans.

There is an ambition that the residents of GM will be active participants in achieving their own improved health outcomes, through their personal responsibilities and also through their advocacy in networks and social movements for change. Manchester already has a number of excellent examples of how this has been successful through innovation like the Age Friendly Programme and the hosting of the GM Recovery Walk in 2014.

#### **1.2 Rationale**

The social and health harms associated with alcohol hit Manchester and other areas in GM harder than in most areas of England as they do for the most of the North West. This is despite innovation and the provision of quality services in the community.

The 10 GM Local Authorities are identifying neighbourhoods of high alcohol related harm. The neighbourhoods are to consist of two LSOA (or lower super output areas) made up of approximately 3,000 residents.

Analysis has taken place of the following indicators across north Manchester:

- Perceptions of anti-social behaviour (drunk and rowdy behaviour) by Ward 2015-16
- Alcohol related incidents 2014-16
- Alcohol related crime locations 2014-16

- Alcohol related crime offender homes 2014-16
- Alcohol specific hospital admissions 2015-16
- Weekend evening A&E attendances 2015-16

High levels of alcohol related harm across all indicators are confirmed in a number of neighbourhoods in north Manchester including an area of Newton Heath & Miles Platting. A survey of residents in 2015-16 shows that a higher proportion of residents in Newton Heath & Miles Platting (26.9 %) notice drunk and rowdy behaviour in their area more than residents across other areas in north Manchester. Community safety partnership data shows high levels of alcohol related crime call outs to the police also.

Consideration has been given to the location of two suitable LSOAs that are coherently located and represent a neighbourhood. It is proposed that a neighbourhood area in Newton Heath & Miles Platting (which includes Old Church Street and the adjacent end of Briscoe Lane would be suitable. This area contains a shopping district, residential areas, and a number of community services including library and health centre.)

### **1.3 Proposal**

It is proposed that it would be beneficial to pilot the CICA project in this neighbourhood area. This is an opportunity to improve community health and wellbeing, and will involve identifying and training around 10 local residents or individuals who work in the area to become community alcohol champions. The Royal Society of Public Health (PSPH), local authority officers, and CGL will lead on the training. The aim is to provide community members with the knowledge, skills and key contacts to support them to:

- Have informal conversations about alcohol and health with family, friends and colleagues
- Support people to reduce drinking through brief advice or guiding them towards specialist services
- Attending local community events to speak to people about alcohol and health
- Provide support for communities to get involved with licensing decisions by helping them to raise issues with the local authority about venues selling alcohol

Through their conversations they will be able to influence a much large number of people who in turn will share their knowledge with others. Commissioned Public Health services will have a role in supporting the community alcohol champions.

The CICA project has been rolled out across Greater Manchester and the Manchester work started in Miles Platting and Newton Heath in June 2018. Other areas will follow over the next 9 months.

## 2. **Manchester Integrated Drug & Alcohol Service provided by Change, Grow, Live (CGL)**

2.1 The service is for adults (aged 18 +) and provides a number of key components summarised below:

- i) **Prevention and self-care, including training on alcohol for other providers.** A comprehensive programme of alcohol and drug awareness and early intervention training, resulting in increased capacity for prevention of alcohol and drug-related harm.
- ii) **Engagement and early intervention, including harm reduction.** A single referral, triage and assessment process for all alcohol and drug interventions delivered from a range of community-based settings including early help hubs and homeless/rough sleeper settings.
- iii) **Structured treatment.** A comprehensive package of concurrent or sequential specialist drug and alcohol focused interventions that will address multiple/more severe needs.
- iv) **Recovery support.** An increased focus on recovery from alcohol and drug dependence so that more individuals successfully complete their treatment and are able to access education, training and employment opportunities and reintegrate into the community.

2.2 The service is available city wide in a range of community-based settings in Manchester, and provides a single access, assessment, and care coordination process for all alcohol and drug misusers. The service is accessible through a range of referral pathways, with particular focus on those individuals and groups who pose a high risk of harm to themselves and others. The service works with users/misusers of a range of substances including alcohol, illegal drugs, new psychoactive substances (NPS) and misusers of prescription/over the counter medication. As well as providing clinical treatment for alcohol and drug dependency, the service works in partnership with other services to support individuals to achieve a range of recovery goals. These partnership arrangements are summarised below.

- i) Acorn Housing Association Ltd who deliver structured group work programmes, including RAMP (Recovery and Motivation Programme) which aims to motivate people to consider and become abstinent from alcohol or drugs and DEAP (Dependency Emotional Attachment Programme) for people who have achieved abstinence and are motivated to achieve long term recovery.
- ii) Emerging Futures who deliver asset based community development (ABCD) across the city, engaging with people in treatment for 2 years or more.

- iii) LGBT Foundation who support people to access structured treatment, support people involved in chemsex and provide harm reduction advice to communities.
- iv) The Work Company deliver the 'Building Employability and Self Confidence' programme, finding volunteering and employment opportunities and access to mentoring schemes.

### **3. Drinkaware Club Crew**

#### **3.1 Introduction**

There is a memorandum of understanding between the Drinkaware Trust (Drinkaware), Greater Manchester Police (GMP), and Manchester City Council (MCC) to deliver the Drinkaware Crew. The programme aimed at reducing the harm caused by binge drinking and public drunkenness through consumer education and engagement in nightclubs in Manchester City Centre.

The Partnership will be implemented by activity commencing in Manchester City Centre starting in autumn 2018. GMP and MCC have agreed to fund a 3 month pilot of Drinkaware Crew in venues identified as meeting the criteria for needing additional alcohol and vulnerability support. This partnership will last until January 2019 but may be extended with all parties' agreement, and the individual premises are expected to continue employing Drinkaware Crew after the initial funded trial.

#### **3.2 Overview of Drinkaware Crew**

Drinkaware Crew are trained paid members of staff who work in venues at night with large numbers of 18 to 25-year-olds such as bars and nightclubs who are solely focussed on offering welfare support to those who are or are in danger of becoming vulnerable due to alcohol. They wear a clearly identifiable uniform and work in pairs during busy periods. They are trained to identify and deal with a variety of vulnerabilities and sexual harassment.