

Glasgow Community Planning Partnership

Calton Area Partnership

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GLASGOW'S SINGLE OUTCOME AGREEMENT – PROGRESS ON THE ALCOHOL THEME

Purpose of Report:

To update members on the progress made with regard to Glasgow's Single Outcome Agreement – Alcohol Implementation Plan.

Recommendations:

The Area Partnership is asked to note the progress made in progressing the alcohol theme.

Glasgow Community Planning Partnership priorities:

Specify which priorities this report is in relation to and which underlying principles support the development activity.

SOA <i>Alcohol</i>	Yes / No <input checked="" type="checkbox"/> / <input type="checkbox"/>	SOA Principle <i>Early Intervention</i>	Yes / No <input checked="" type="checkbox"/> / <input type="checkbox"/>
SOA <i>Vulnerable People; Preventing Homelessness</i>	Yes / No <input type="checkbox"/> / <input type="checkbox"/>	SOA Principle <i>Equality</i>	Yes / No <input checked="" type="checkbox"/> / <input type="checkbox"/>
SOA <i>Vulnerable People; In-Work Poverty</i>	Yes / No <input type="checkbox"/> / <input type="checkbox"/>	SOA Principle <i>Sustainable Change</i>	Yes / No <input type="checkbox"/> / <input type="checkbox"/>
SOA <i>Youth Employment</i>	Yes / No <input type="checkbox"/> / <input type="checkbox"/>	If other priority, please provide details here:	
SOA <i>Thriving Places</i>	Yes / No <input type="checkbox"/> / <input type="checkbox"/>		
Other Priority	Yes / No <input type="checkbox"/> / <input type="checkbox"/>		

1. Introduction

- 1.1 Glasgow's Single Outcome Agreement (SOA) Implementation Plan, including those at a Sector level, was approved in April 2014 and will continue to be updated throughout the 10 year lifetime of the SOA.
- 1.2 Governance and reporting arrangements have been agreed by the Strategic Board and include an annual report on each thematic priority, alongside reports from each of the three community planning sectors in the city.
- 1.3 Members will be aware that the SOA performance management framework is currently being finalised. Therefore, this report will provide a narrative of progress in relation to the alcohol theme, future reports will provide evidence of progress against agreed performance measures.
- 1.4 The SOA alcohol theme has now been embedded in the refreshed Glasgow City Alcohol and Drug Partnership (ADP) Strategy of 2014-17. The ADP strategy has three key themes of Recovery, Prevention and Protecting Vulnerable groups. The rationale behind the strategy was to continue the expansion of recovery and prevention by stopping people going on to develop problems with alcohol, and drugs, while at the same time supporting more individuals with alcohol and drug problems to recover from their addiction and reintegrate as equal and participating citizens of Glasgow.

2. Development of the Alcohol Implementation Plan

- 2.1 The Alcohol Implementation Plan at a city level has been driven forward by the ADP. Initially this was developed by a core group, taking comments from key stakeholders. At a sector level, these were driven by the Glasgow Community Planning Partnership Senior Officers Groups in the first instance. Mapping exercises were undertaken to determine the extent of current activity across the agreed alcohol outcomes with a view to facilitating discussion on gaps and identifying where the added value of the Implementation Plans lay.
- 2.2 In December 2013 a consultation event brought together stakeholders involved in the development of the Implementation Plans at a city and sector level. This event provided an opportunity to share experience, feedback on the draft citywide plan and agree a collective way forward. In particular, it was agreed that clear governance arrangements for the development and delivery of Implementation Plans was essential to prevent duplicating structures, approaches and activities.
- 2.3 In March 2014 the ADP reiterated its commitment to the SOA Alcohol priority and its role as the strategic lead. It further committed to embedding the development and delivery of Sector Implementation Plans within the Sector ADP structures with local Heads of Addiction driving this forward. This enables the SOA Implementation Plans to be grounded in the existing alcohol action landscape at a city and local level and connects the SOA clearly with the refreshed ADP Strategy. It was agreed that the role of the ADP structures is to undertake the following;

- Take lead responsibility for developing proposals that will deliver on the agreed SOA Alcohol priority and constituent outcomes;
- Ensure that activities/approaches agreed add value to existing alcohol strategies/policies;
- Ensure appropriate performance management arrangements are put in place to monitor impact;
- Ensure effective engagement of stakeholders; and
- Provide regular reports to community planning structures at a sector and city level.

2.4 Work has also taken place to engage the CPP Area Partnerships more actively in the alcohol component of the SOA. The ADP has facilitated open discussions on alcohol at all 21 Area Partnerships across the city. These provided an opportunity to set out the strategic context on alcohol and initiated a dialogue around the alcohol related issues at a local ward level. A range of issues have emerged from these sessions including;

- A desire to ensure a larger role for local residents in the licensing process;
- Calls for more action on the impact of alcohol on local communities (in particular in relation to safety, anti social behaviour and disorder)
- A request for more data to inform future discussions and to identify/evidence local hotspots that could benefit from targeted action.

As these discussions develop they will influence and shape the Implementation Plans.

2.5 Building partnership momentum on alcohol is a continuing task and as part of this journey a larger event for the city and local stakeholders on progress is being planned as part of the GRAND week activities in September 2015. This event will showcase progress, share emerging themes from the joint resourcing programme of work and allow reflection on the next phase of the SOA implementation plan.

3. Reduce the accessibility of alcohol in communities

3.1 The implementation plan included two key initial programmes towards reducing the accessibility of alcohol in communities; a review of Community Alcohol Campaign's (CAC's) and development of work with the Licensing Board.

3.2 Community Alcohol Campaigns (CAC's). The review aimed to inform the development of a consistent and cost effective model for future Community Alcohol Campaigns in Glasgow City, based on the experiences of over 20 campaigns that had taken place since 2004. The review applied a mixed method approach comprising an analysis of documentation relating to the campaigns and qualitative research with 38 key stakeholders who had been involved. Respondents included representatives from NHS, Community Safety, the Police, Licensing Standards, Youth Providers, Voluntary Organisations and the licensed trade. The review initially reported in May 2014 and a wider dissemination event of the findings was held in September. The review made three clear recommendations

- This should not be about 'campaigns' in isolations but periodic 'campaign' activity as part of a wider alcohol strategy within particular neighbourhoods
- There should be some citywide co-ordination of the what, when and monitoring of any campaign's with bespoke components added in accordance to local need
- That local campaigns should include, as a matter of course, diversionary activity on weekend evenings for young people

3.3 The ADP has now established a citywide CAC working group to take the findings forward. This group contains local and city partners to ensure co-ordination and management of future activity.

3.4 Working with Glasgow's Licensing Board. GCPP and the ADP agreed joint funding for a fixed term post, hosted within the NHS, to work with the Licensing Board. The member of staff came into post in April 2014 and has established systems to record, review and consider any comments and/or representations on applications. Between April and August 86 applications were received and considered and two representations have been made; one on public health and the other on protecting children ground's. The representations have been able to include health and addiction data as well as the findings from previous Ripple Effect work in the areas concerned regarding public perceptions.

4. Reduce the acceptability of misusing alcohol

4.1 An innovative programme of blended social marketing, Whose Round has been agreed by partners as a key means of addressing the challenge of alcohol misuse as part of the SOA implementation plan. It is based on a thorough analysis of the evidence of effective practice. The "blended approach" means using a variety of media approaches, including social media and user-generated content.

4.2 One of its key aims is to reduce the acceptability of alcohol misuse, and its target audience is young people and young adults in the 16-24 year age range. Working with a commissioned consortium of development agencies, Whose Round has engaged with diverse groups of young people to help shape up every aspect of the campaign - this includes a focus on gender issues, connecting with young people in disadvantaged areas and linking specifically with students and local academic institutions. The delivery phase of the "Whose Round" campaign will be implemented in the coming months, and an evaluation strategy to gauge impact has also been put in place. The Whose Round website is; <http://whoseroundglasgow.com/>



5. North East (NE), North West (NW) and South (S) CPP area's

- 5.1 The three community planning area's each have established local partnerships to progress the alcohol theme which connect with the ADP and CPP local structures. Each area is represented in the programmes of work outlined above and are particularly engaged in aspects such as the Ripple Effect programme. In addition each area has been progressing some more localised programmes. These are more fully described in the area updates. One example from each area is described below.
- 5.2 The North East Alcohol SOA sub group has been working with Glasgow Life to develop a programme of activity engaging with hard to reach young people affected by alcohol within the Cranhill area, by encouraging participation in organised events and activities locally. It is anticipated that this can be used as a platform to introduce education and awareness of alcohol misuse by Police Scotland and other partners, addressing the acceptability of excessive alcohol use. The local community have been engaged in a short-life working group to plan an event in November 2014.
- 5.3 The North West. In the North West an innovative piece of work is developing to build an alcohol supply profile for more vulnerable residents and consider future work with suppliers to engage in developments such as the Community Alcohol Campaigns.
- 5.4 The South. A sub-group of the Senior Officers Group is working with housing associations to train and support housing staff to undertake 'alcohol brief interventions (ABI's)' with tenants opportunistically. ABI's have been widely used in health, prison and other key settings and the south was the first area to extend ABI's to community pharmacies during festive periods. This approach offers the opportunity to reach tenants who may not be accessing health and other services regularly.

6. Telling the story of change

- 6.1 The implementation plan has committed partners to refreshing and extending the Ripple Effect project in the city and using the views of people that engage in this initiative as a marker of how community perceptions on alcohol are changing.

“Like the ripple effect created by a pebble in a pond, the 'ripple' effect of alcohol & drugs is known to go far beyond the individual and their immediate family.”

- 6.2 The central ethos of the project is that community members receive training on alcohol and drug issues, research skills, data analysis, report writing and presentation skills. Once trained, the ACEs (Alcohol and Drug Community Engager's) will then carry out the fieldwork (including qualitative and quantitative research) in between September and December 2014. The research aims to consult with 3000 community members covering the nine thriving communities in Glasgow City, and three other areas that have been agreed locally based on local knowledge of alcohol related issues. To date 19 new ACEs have been recruited, and their induction and training has

commenced. These community engagers will work alongside the 7 existing members.

- 6.3 The initial feedback on the process the ACEs have been involved in so far has been extremely positive. This is demonstrated in the testimonials from volunteers below:

“What I didn’t expect when I applied to be a volunteer with The Ripple Effect was a well-planned and a beautifully executed training pack. The training was an enjoyable experience and was an ice breaker to meet people with the same motto of building the community, but from different backgrounds, with different experiences, interests and opinions.... For me, being a volunteer with The Ripple Effect has been an unforgettable trip and I am looking forward to travel miles more with this excellent team.”

- 6.4 The research plan for the Ripple Effect is well developed with the sampling tool and sampling methods established and the quantitative fieldwork has commenced. The overall analysis report that summarises the findings from the individual reports and provides additional detail on process, methodology and overall findings will be available by the summer of 2015, however the success of the Ripple Effect will not be the reports but the body of community members working and championing for change with partners in the years to come.
- 6.5 The Glasgow Schools Wellbeing Survey will be carried out across all secondary schools in Glasgow from October to December 2014, reporting in April 2015. The questionnaire includes sections on alcohol and drugs as well as questions in relation to more generalised and associated risk –taking behaviour’s. In both the alcohol and drug sections, questions have been included in relation to the consumption of alcoholic/drugs, (frequency and choice of alcohol/drug), how much is spent on alcohol/drugs, sourcing of alcohol/drugs. A main report for the city of Glasgow as well as 3 individual locality reports will be disseminated widely and used to inform future local and citywide activity for the alcohol theme of the SOA. This will also act as the baseline data for change in the reported alcohol consumption patterns of secondary school pupils over time.
- 6.6 The fieldwork for the NHSGGC adult wellbeing survey has commenced, and will continue until end December 2014, reporting by Spring 2015. The adult survey has a series of questions in relation to alcohol that include an alcohol diary to capture data on frequency of consumption, quantities consumed, and types of alcohol drunk. Data from these questions will be used in the report to highlight binge drinking, and drinking out-with safe alcohol limits. Additional questions have been included in the survey this time in response to the SOA implementation plan, including questions on pre-loading, sourcing of alcohol and perceptions of over-provision. Reports will be available for the city, each of the three CPP sectors and for three ‘thriving’ places (one in each sector).

7. Equalities

- 7.1 The Ripple Effect and Social Marketing programmes both adhere to the “Fair for All” policy and practice guideline and are actively working with equalities groups in their design, messaging and engagement processes.

7.2 An ethnographic research study has been undertaken in South) communities to gain a clearer understanding of health issues and perceptions around smoking, alcohol, addictions & drugs, food, exercise and general health Glasgow's with Black Minority Ethnic (BME). The BME communities participating in the research were Pakistani, Polish, Slovakian Roma and Romanian Roma and represent the four main BME population groups within South Glasgow. The researcher used ethnographic research methods to engage with some established and hard-to-reach minority ethnic communities, over a 6 month period. In relation to alcohol the key findings differed with each community. The Pakistani community reported youth peer pressure from Scottish friends to drink alcohol which is forbidden in Islam. Some community members also suggested that Pakistanis are moving from alcohol to 'shisha' usage. The Polish communities have often migrated to Glasgow for economic reasons and are fairly established within South Glasgow. Although, the Polish community acknowledged an enjoyment of alcohol they suggested a 'healthier' style of drinking. The Polish tend to drink at home in social family situations, drink smaller amounts and do not mix drinks. The Slovakian Roma had mostly migrated and settled in South Glasgow during the last ten years. Most of the community only drank alcohol on special occasions and could not afford to consume on a daily basis. Some Slovakian Roma did not drink alcohol for either religious or health reasons. The Romanian Roma is fairly recent migrants to South Glasgow and reported that alcohol use was not problematic within their community. It was seen to be expensive and could have a negative impact on family life. All of the BME communities within the research suggested that drinking from an early age and the excessive use of alcohol is a problem of Scottish people and report a more positive relationship with alcohol within their own communities.

8. Recommendations

8.1 The Area Partnership members are asked to note the progress made.