The Alcohol pathway, strategy, priorities and delivery plan

Liann Brookes-Smith
Speciality Registrar in Public Health

Carl Griffin
Consultant in Public Health

Neil Parkes
Alcohol Strategy Manager
The Health and Wellbeing Board (HWBB) identified four key priority areas where they can make an impact up until March 2015, Alcohol was identified as one of these priorities.

Alcohol has been identified as a key priority due to Sandwell having rates significantly worse than England for:

- Alcohol specific mortality in males and females,
- Alcohol-attributable mortality in males and females,
- Alcohol specific hospital admissions in males and females
- Alcohol specific admissions in the under 18s
Adult Need

- Binge Drinkers/Large consumption in one evening: 20% population
  or 23,600 Men 24,917 women
- Those drinking regularly: 20-23% men (by age) 10-23% women (by age)
  or 30,679 Men 22,419 women
- Those drinking large amounts of alcohol regularly* which could lead to long term health impacts: 20% men and 13% women
  or 23600 men and 16196 women
- Those who need alcohol to function: 8.7% men 3.3% women
  or 10,266 Men 4,111 women

* Over 3-4 units per night for men (1.5 pints of beer), 2-3 units for women (one 175ml glass of wine) or 21 units (9 pints) per week for men, 14 units (6.5 glasses of 175ml wine) for women
Adult need

What this means?

- Excessive alcohol consumption causes an average of 70 deaths per year.
- Approx 1600 years of life lost prematurely (under 75) or average of 23 years per person.
In Sandwell chronic liver disease and cirrhosis causes more life years lost than coronary heart disease and lung cancer.
Children Need

• According to the JRF survey 20% of 13yr old and 39% of 15yr old children drank in the last week, 39% had consumed excessive units (between 7-14 units or 3-6 pints of beer).

• Based on this a total of 4708 children from 13-16yrs drank in the last week.

• Of these approximately 1836 children drank excessively (3-6 pints)

• This level of drinking in adolescence may carry on into adulthood causing premature death.
Opportunities to provide prevention?

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Key: NHS services in green

Local Authority services in red
Areas of action

Sustainable communities and places

Healthy Standard of Living

Early Years  | Skills Development  | Employment and Work  | Prevention

Life course

Accumulation of positive and negative effects on health and wellbeing

Life course stages

Prenatal  | Pre-school  | School  | Training  | Employment | Retirement

Family building
Evidence based interventions at key stages

- At each stage there is an opportunity to intervene.
- Review all national guidance and recommendations of interventions
- Ensure that interventions are proven to work.
- Monitor and evaluate all programmes regularly to show their effectiveness.
The amount of savings per person across the life course should one person be prevented from misusing alcohol, by age group*.

The costs from alcohol related neglect, accidents in the home, physical verbal or mental abuse can not be quantified for this model.

Indirect Impact of Family misusers

Data contribution only from Alcohol related: A&E, GP consultations, Deaths, <18 pregnancy, Family support service, Probation, police arrests and youth

Direct

NHS Savings per person

LA Savings per person

Life years cost Savings per person

Overall savings to Sandwell (based on services for alcohol specific usage)
The overall themes:

1. Prevent children being born with Fetal alcohol syndrome within Sandwell by reducing alcohol consumption in pregnancy.
2. Reduce teenage pregnancies, encourage better attendance in school, school achievement and employability of children/adolescence within Sandwell by preventing alcohol misuse at this key life stage.
3. Increase understanding of those within health services and local authority of alcohol misuse. With the goal, as two large employers, to improve the health of their own staff.
The overall themes:

4. Train and encourage the use of screening and brief intervention where appropriate, with the aim is to highlight, inform and potentially support those who misuse alcohol.

5. Provide structured treatment, recovery and re-enablement programmes that are evidence based.

6. Audit and evaluate training, treatment and relapse prevention services to ensure adhering to guidelines and look for opportunities to update practice with more effective interventions.
Next steps

- Engage with all partners (from health watch to secondary care) to receive feedback, develop the work further and ensure that the alcohol strategy work is included within all work plans.
- Current monitoring and performance of the alcohol strategy is carried out by Sandwell Drugs and Alcohol Partnership (SDAP), longer term monitoring and performance ownership will need to be reviewed.
Acknowledgments

- Public Health Intelligence team
- Licensing
- Adult social care
- Children's services
- Sandwell Drug and Alcohol Partnership (SDAP)
- Swanswell
- Community Alcohol Team
- Probation
- Drug education, counselling and confidential advice
- West Midlands Police
- All partners who have contributed to the progression of the report.