

Briefing note Alcohol Awareness Week 17th – 23rd November 2014

It is a mandatory requirement that all councils participate in Alcohol Awareness Week in an effort to raise the public's awareness of safe and sensible drinking. Each year the initiative has a theme, the theme this year was "Facing our alcohol problems, taking back our health and high streets."

The participants in this year's activities in Trafford were the Council Drug and Alcohol Team, Council Communication Team, Phoenix Futures alcohol service providers, GMW alcohol service providers, Youth Offending Service, youth street based Talk Shop Team and partners engaged with Operation Staysafe.

Activity was held under the following headings.

Social Media

There was a daily use of tweets and Facebook; this makes information more accessible for young people.

Communication

News stories were placed in the Messenger Newspaper and on their website.

Posters and leaflets were distributed in public buildings throughout the borough.

Supermarket Visits

Display stalls were set up in Tesco and Sainsbury's supermarkets in Altrincham. Information and advice was given on safe and sensible drinking and the support available.

Visits to Leisure Centres and Gyms

Visits were made to display information and advice in order that members can make informed decisions about their drinking.

Highlighting issues in Hospital premises

Displays were put on with advice given in Trafford General and University Hospital South Manchester, Outpatients Departments.

Work with Young People

The Talk Shop in Sale held a risky behaviours evening.

Phoenix Futures Young Peoples Service held several alcohol awareness sessions for young people. The service caters for those up to the age of 25 years. The service also held a display and advice session at Trafford College.

The Youth Offending Service worked with young people in their service to educate individuals about alcohol harm and associated risks.

Operation Staysafe

This is a multi-agency operation that is held every Friday evening to provide outreach work for young people in public outdoor spaces across the borough. On Friday 21st November the patrols were targeted toward providing alcohol advice to young people found on the street and public parks etc. A total of 66 young people were given advice.

Publicity in GP Surgeries and Pharmacies

The Council Drug and Alcohol Team wrote to the 32 GP Surgeries and 51 Pharmacies in the borough distributing posters and leaflets for them to put on public display.

Display and advice for staff in Trafford Town Hall

A display was put on in The Street at Trafford Town Hall; advice on safe and sensible drinking levels was given at key times.

Summary

Partners provided help and support to raise public awareness of alcohol related issues during the week. Activities held have helped to raise awareness and given the public an opportunity to make informed decisions as to their habits and lifestyle. This drive will continue with the “Dry January” campaign.

The Council DAAT obtained several pull up banners relating to alcohol as part of this initiative. There will be the opportunity to continue to use these props during other health and wellbeing events.