

**Alcohol Awareness Week 17<sup>th</sup> – 23<sup>rd</sup> November 2014**

<b>Use of Social Media</b>					
	Tweeted daily with different key alcohol related messages to get people thinking about their alcohol intake				<b>Comments</b>  Messages retweeted by health organisation
	Facebook information added on Friday 14 November				1 share, two likes and 227 people reached
	150 A4 Posters and 800 A5 leaflets arrived and were distributed				
Monday 17th	Live Twitter discussion – Council tweeted about this on Monday morning	1 – 3pm	Phoenix Futures		Facebook and Tweets to be utilised throughout the week by Trafford Council. Detail in Comms Plan. PF – Tweeted numerous safer

	<p>Tweeted on Thursday 13 and Friday 14 November prior to start of the week</p> <p>Tweet Monday 17 Nov</p>	<p>Trafford Council is again supporting Alcohol Awareness Week 17-23 November. For more information visit <a href="http://www.trafford.gov.uk/alcohol">www.trafford.gov.uk/alcohol</a></p> <p>Alcohol Awareness Week is next week. Think about how much you drink Go to <a href="http://www.trafford.gov.uk/alcohol">www.trafford.gov.uk/alcohol</a> <a href="http://bit.ly/1eC1t78">http://bit.ly/1eC1t78</a></p> <p>Want to talk about alcohol? Why not join in the Phoenix Future live twitter discussion today between 1-3pm #askphoenixjodie</p>			<p>drinking messages. Had 3 'favourites' and 8 'retweets' during the period and 1 'favourite' and 1 'retweet' after the period</p>
Tuesday 18th	Daily tweet	<p>Alcohol is loaded with calories. Cut back on alcohol, don't let it sneak up on you. Go to <a href="http://www.trafford.gov.uk/alcohol">www.trafford.gov.uk/alcohol</a> <a href="http://bit.ly/1eC1t78">http://bit.ly/1eC1t78</a></p>			
Wednesday 19th	Daily tweet	<p>Women should not drink more than 2-3 units per day, equivalent to a standard glass of wine. Visit <a href="http://bit.ly/1eC1t78">http://bit.ly/1eC1t78</a></p>			

Thursday 20th	Daily tweet	Check your alcohol levels now, cut down and feel the benefits <a href="http://bit.ly/1eC1t78">http://bit.ly/1eC1t78</a>			
Friday 21st	Daily tweet	Enjoy a drink? Remember to pace and space. Sip them and have a glass of water or a soft drink in between Go to <a href="http://bit.ly/1eC1t78">http://bit.ly/1eC1t78</a>			
Saturday 22nd	Daily tweet	If you drink every day, have at least 2-3 days a week off the booze and feel the benefits <a href="http://bit.ly/1eC1t78">http://bit.ly/1eC1t78</a>			
Sunday 23rd	Daily tweet	Thinking about how much you drink could save your life. For more information go to <a href="http://bit.ly/1eC1t78">http://bit.ly/1eC1t78</a> or <a href="http://www.trafford.gov.uk/alcohol">www.trafford.gov.uk/alcohol</a>			

<b>Communication</b>					
					<b>Comments</b>
					Separate Communication Plan produced by Cath Carter.
Monday 17th	Press Release issued –				Covered by Sale & Altrincham and Stretford and Urmston Messenger and on their website
	Website banner promoting Alcohol Awareness Week added to front page of website – linked to press release				Front page of website visited by over
					Links to press release to read more
Tuesday 18th	Daily tweet				
Wednesday 19th	Daily tweet				
Thursday 20th	Daily tweet				
Friday 21st	Daily tweet				
Saturday 22nd	Daily tweet				
Sunday 23rd	Daily tweet				

<b>Visits to Gyms / Health Clubs</b>					
	<b>Location</b>	Numbers of leaflets/ posters/ alcohol measuring cups handed out.	<b>Comments</b>		
Monday 17th					
Tuesday 18th	Pure Gym, Altrincham. Trafford Leisure Centre	PF – AAW material displayed. 50 leaflets/ alcohol measuring cups handed out.			
Wednesday 19th					
Thursday 20th					
Friday 21st					
Saturday 22nd					
Sunday 23rd					

<b>Visits to Off Licenses / Supermarkets</b>					
	<b>Retailer</b>	<b>Retailer</b>	<b>Retailer</b>	<b>Retailer</b>	<b>Comments</b>
Monday 17th					
Tuesday 18th	Tesco Altrincham 10am – 2pm (confirmed) Table provided				Stored visited during hours shown. AAW material displayed. Advice given 75 x hand outs distributed

Wednesday 19th	Sainsbury's Altrincham 10am – 2pm (confirmed) Table provided				Store visited during hours shown. AAW material displayed. Advice given 34 x hand outs distributed.
Thursday 20th					
Friday 21st					
Saturday 22nd					
Sunday 23rd					

<b>Work with Young People</b>					
	<b>Location</b>	<b>Young Persons Engaged</b>	<b>Activities</b>	<b>Comments</b>	
Monday 17th	Talk shop, Sale.		There will be a risky behaviour group in the evening; this will focus on alcohol awareness.		
Tuesday 18th	Phoenix YP Service	2	Group at YP Service to focus on Alcohol Awareness	The theme of the group was around alcohol use. The group is a reading group. A poem linked to alcohol addiction read and explored.	
	Youth Offending Service	6 completed questionnaires	Young person questionnaire to be distributed to raise awareness of alcohol.	6 completed questionnaires, correct answers provided within the YOS waiting area	
Wednesday 19th	Trafford College	.	Drop in – Raise Alcohol Awareness		
	Youth Offending Service	4 young people attended the drop in session.	Drop in session for YOS young people to raise alcohol awareness.	4 young people attended the drop in session and discussed issues around safer drinking.	
Thursday 20th	Phoenix YP Service	2	Group at YP	Trafford fire service	

			Service to focus on Alcohol Awareness	delivered a session to our group of young people, raising awareness around fires within the home whilst under the influence of alcohol.	
Friday 21st	Phoenix YP Outreach Worker –	66	Carry out service/school visits and focus on Alcohol Awareness	4 Phoenix staff and 3 YOS/Youth service staff carried out an outreach session between 3.30-6pm. Alcohol awareness messages discussed with people who were engaged. Phoenix (drug & alcohol treatment services) promoted	
Saturday 22nd					
Sunday 23rd					



<b>Visits to Hospitals</b>					
	Location	Training Input	Liaison with Staff	Leaflets / Posters	Comments
Monday 17th	Trafford General, Outpatients Dept.	Staff from GMW to attend 10am – 2pm		Display also set up in GMW premises, 454 Chester Road waiting room.	Display set up in restaurant and out patients dept. , leaflets given out Plus glasses showing unit measurement. Display and stall created interest in both department Number of people engaged in conversations.
Tuesday 18th	Trafford General, Outpatients Dept.	Staff from GMW to attend 10am – 2pm			As above
Wednesday 19th	Trafford General, Outpatients Dept.	Staff from GMW to attend 10am – 2pm			As above
Thursday 20th					
Friday 21st	Information Stall UHSM	Staff from Phoenix Futures to attend 9am -2pm	PF - A number of hospital staff enquired about the service we offer in Trafford	PF - Approximately 15/ 20 people approached the stall. Units glasses/ leaflets/ key rings were given out.	
Saturday 22nd					
Sunday 23rd					

<b>Operation Stay Safe</b>					
	<b>Participating agencies</b>	<b>Locations attended</b>	<b>Engagement with Young People</b>	<b>Comments</b>	
Friday 21st	Safer Trafford Partnership agencies to participate in a Stay Safe operation.	Sale area West area	36 young people 30 young people	Please see attached debrief report. Awaiting update from the youth service.	

<b>Distribution of material to pharmacies / GPs surgeries</b>					
					<b>Comment</b>
Friday 14 <sup>th</sup> November	A letter, posters and leaflets were posted to all GPs Surgeries and Pharmacies in Trafford.	32 x GP Surgeries  51 x Pharmacies			Posters and leaflets were posted with a covering letter to all 83 premises.


<b>Raising employee's awareness Trafford.</b>					
					<b>Comment</b>
Monday 17th	Display to be held on "The Street" Trafford Town Hall.	Distribute Drink Aware material to employees at companies within Trafford.			A display was staffed by the Drug and Alcohol Team for one day. Pull up banners and informational material was kept on display for the week