

Summary Briefing

Alcohol Awareness Week 18th -24th November 2013.

- **Introduction**

The theme of this year's Alcohol Awareness Week AAW was to hold a Conversation Week 'it's time to talk about drinking' to suit our local priorities.

During the week efforts were made to highlight the importance of understanding the effects and dangers of alcohol in order that the general public can identify the risks and then make informed decisions.

The Alcohol Needs Assessment was used to identify some areas for targeted activity during the course of the week.

- **Partnership Activity**

AAW involved a number of partners from across the Local Authority and externally. They included Greater Manchester Police, NHS, Greater Manchester Fire and Rescue Service, Youth Services, Safer Communities, Youth Offending Service, drug and alcohol providers, DAT and education facilities. All commissioned alcohol services contributed to the implementation and provision of activities throughout the week.

Activity was planned and took place under the following headings –

Distribution of leaflet packs, information and advice in Partington.

Displays were established in the two pharmacies in the area and at the Library and Wellbeing Centre where advice was also available from a Council Health and Wellbeing Officer and PCSOs.

Interactive Advice and Information Sessions for Young People.

Sessions for young people were delivered at Davyhulme, Sale West and Broomwood Youth Centres. The Youth Team also delivered street based sessions in Broadheath with further sessions at the Talkshop at Sale Waterside.

Inputs were also given to pupils in schools at Sale Grammar including the 6th Form and Altrincham Grammar School for Girls. The Young Persons Section of Phoenix Futures intend to continue this work in schools throughout the next year getting into as many establishments as possible.

Distribution of leaflet packs, information and advice in Alcohol Retailers

Displays were established throughout the week at Sainsbury's in Sale and Tesco in Stretford. Certain smaller retailers were also targeted in Sale West they included Booze Busters, The Co-op, Tesco, Londis and NISA.

Pro active multi-agency patrol aimed at Young People

Operation Staysafe was held on Friday 22nd November and was aimed at attending hot spot areas for youth nuisance. Particular attention was paid to Partington and the Sale West Estate. Young people were invited to take part in a quiz about alcohol and engaged in conversations about the dangers of alcohol use and risky behaviours.

Drop in sessions for adults at Alcohol Providers

Sessions for adults were held at Phoenix Futures offices at Alchemy House, Sale.

Communication and Social Networking

A Facebook page was added to the Council site, 532 people visited the site during the week. Phoenix Futures produced a Podcast that was viewed by 111 people.

The Council site issued daily tweets on alcohol issues and Phoenix Futures set up an interactive chat site to answer the public's questions. In addition to this the Council Communication Branch arranged interviews throughout the week with Imagine FM, Trafford Advertiser and the Messenger.

Conversation Cafe

Thirty five people attended at a Conversation Café held at Longford Park on Tuesday 12th November. Those attending consisted of professional people with an interest in reducing the harms caused by alcohol and service users.

Those present were asked to summarise the most important messages of the day. Comments included making improvements to partnership work, the exchange of information, communication, awareness raising, outreach work, education in schools for both parents and pupils and promoting recovery groups.

Additional Conversation Cafes are to be held in the New Year as part of Dry January and other alcohol campaigns. The aim will be to build on the information and ideas established during AAW.

Workforce Engagement

Greater Manchester Fire & Rescue Service held two information and awareness sessions for their staff. Displays were set up for staff at Trafford Town Hall with advice and leaflet packs given on request.

- **Summary**

AAW does not have any funding attached from a central source; the activities of the week were coordinated by the Council Drug and Alcohol Team and succeeded due to the commitment of local partners. In the next year it is intended to build on some of the activity initiated during the week. In particular efforts will be made to obtain a

clearer picture of alcohol harm and the provision of alcohol services in the Partington area. Phoenix Futures are to continue with their good work in schools and colleges visiting many more educational establishments. It is also felt that it would be advantageous to look to extend the use of social networking in order to reach a wider audience. Further use can also be made of the Council Website in order to improve the availability of advice to the public and help to ease access to alcohol services.

A multi agency meeting has been held in order to evaluate activity during AAW. Further improvements could be made next year if some funding can be found to assist with displays and activities. The week could also be used in order signpost future events such as Dry January. Partners felt that the weeks activities had been useful and had served to show some practical ways in which alcohol services can be further improved across the Borough.