

Ten key elements of an effective local Young People and Alcohol Strategy

Aims

Build resilience in young people to enable them to minimise and manage risks to themselves and those around them

Provide and support environments in which young people can thrive and be free from inappropriate pressures and harm

Outcomes

Reduction in the number of young people 14-17 drinking at least once a week (Trading Standards Survey)

Reduction in the number of young people regularly binge drinking (Trading Standards Survey)

Reduction in alcohol related hospital admissions among under 18s (LAPE)

Key Elements	Rationale/evidence	What is required?	Outcomes/Measurables
Senior Leadership and Engagement	Senior leadership is vital in setting the vision and ensuring that the required resources are available to deliver change. Particularly important at a time of structural change and a lack of clarity relating to policy priorities. A shared vision across all key partners will ensure best use of limited resources.	<p>A shared vision for the health and wellbeing of young people including in relation to alcohol.</p> <p>Commitment to ensure sufficient financial and staff resources are dedicated to delivering the vision.</p> <p>Senior level monitoring and performance management reflecting high expectations of both commissioners and providers.</p> <p>A named senior strategic manager to champion and be accountable for outcomes relating to alcohol and young people.</p>	<p>A shared vision statement produced and communicated to all staff working with young people.</p> <p>A senior level accountable body for the strategy identified with sufficient authority to deliver the strategy.</p> <p>A named lead in place responsible for ensuring that the strategy is delivered and reporting on key outcomes.</p>

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Partnership working	Increased flexibilities and reductions in centrally provided services increases the potential range of partners. Working together to ensure consistency of delivery for young people and to reduce duplication and waste is essential. Partnerships with schools and the third sector are particularly important.	<p>Joint commissioning based on a thorough local needs assessment.</p> <p>A mechanism to regularly bring partner providers together to ensure consistency and identify good practice, gaps and common barriers.</p> <p>Promotion of Healthy Schools as a vehicle to deliver health and social interventions in schools.</p>	<p>Local needs assessment completed and providing evidence for commissioning priorities.</p> <p>A provider network in place with clear links to commissioners.</p>
Data collection and local needs analysis	Good quality data enables resources to be targeted effectively and informs performance management and monitoring. Local Needs Assessment should provide the basis for commissioning. Sharing data between organisations reduces duplication and waste. Transparency of investment and outcomes is a key coalition commitment.	<p>Best use should be made of the existing research and data including authority level LAPE and Trading Standards data</p> <p>Contemporaneous data on young people's attitudes to, and use of, alcohol regularly collected.</p> <p>Data sharing agreements between key partners including 3rd sector</p> <p>Local needs analysis enabling identification of 'hotspots'</p> <p>Clear mechanism to ensure data is used to inform commissioning as well as performance management.</p>	<p>Annual report of data produced and delivered to the accountable body for the strategy.</p> <p>Data sharing protocols in place with commissioners and all key providers.</p> <p>Provision of relevant and suitably anonymised data an explicit requirement of all commissioned providers.</p>

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Early intervention	Intervening early increases the effectiveness of prevention initiatives and helps to ensure that behaviours are neither imbedded or significantly damaging. Identifying those that could later have problems in relation to alcohol is a key responsibility for universal services particularly Children’s Centres and Schools. Early intervention is a coalition priority.	<p>Health visitors, Children’s Centres and primary schools to identify and support children living in families affected by alcohol.</p> <p>All staff working with young people aware of the risk factors relating to later alcohol misuse and clear pathways in place to appropriate interventions.</p> <p>Availability of young people friendly support to young people at risk through alcohol.</p> <p>Provision of a programme of positive activities available to young people especially those most at risk.</p>	<p>Multi-agency pathways agreed and distributed to staff</p> <p>All young people’s services meet the ‘You’re Welcome Standards’</p>
Reduced supply of alcohol to young people	Reducing the ease of access and availability of alcohol to young people is crucial in reducing their consumption and delaying onset. Evidence base for minimum pricing is strong alongside controls on underage sales, advertising and promotions. As important is the need to reduce access in the home, particularly to the under 16s.	<p>Existing licencing powers are used effectively to control access to alcohol.</p> <p>Lobbying for a national minimum price for alcohol and local pricing controls in place where possible.</p> <p>Mystery shopper activity to identify outlets selling to under 18s.</p> <p>Information for parents highlighting the potential risks of supplying alcohol outside of supervised settings.</p>	<p>Reduction in young people reporting accessing alcohol through licensed premises.</p> <p>Reduction in young people reporting accessing alcohol through their parents to drink unsupervised.</p>

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Reduced demand for alcohol from young people	Reducing young people's demand for alcohol requires a combination enhancing their own personal efficacy and reducing the pull from advertising, community and peer expectations. Good quality health and social education; access to positive activities; appropriate role modelling by parents and communities; and the control of advertising.	<p>Good quality health, risk and lifestyles education and information available to young people, appropriate to their age and delivered creatively and positively.</p> <p>Programmes and interventions delivered through schools, pupil referral units and youth services.</p> <p>Monitoring of emotional health, well-being and self-efficacy at key transition stages in young people's lives.</p> <p>Challenge patterns of parent and adult alcohol use to provide more appropriate role models for young people.</p>	<p>Increase in young people reporting satisfaction with the relevance and impact of PHSE.</p> <p>Increase in the number of young people assessed as having positive emotional health and wellbeing (exact measure will depend on that used by individual schools)</p>
Within a risk taking context	Young people do not see alcohol in isolation from other aspects of their life; it is entwined with their sense of maturity, with pleasure and with confidence. It links closely to sexual behaviours, drug use, violence and mental health. Alcohol responses need to acknowledge this complexity and take a wider risk reduction approach.	<p>Establishment of a multi-agency risk taking strategy and board.</p> <p>Co-location of health and support services for young people in appropriate and accessible buildings.</p> <p>Adoption of "Your Welcome Standards" for all young people's health services.</p>	<p>Reduction in under 18 conception rates</p> <p>Reduction in the number of young people presenting at A&E as a result of alcohol related violence.</p> <p>Reduction in number of young people living with domestic violence</p>

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Involvement of parents	Parents are strong role models particularly to younger children and the setting of clear expectations and boundaries in relation to alcohol is important. Challenging parental behaviours that contribute to alcohol related risk taking in their older children is crucial, but can run counter to adult and community social norms. Engaging parents as partners early is more effective than reacting at crisis point.	<p>An appropriately resourced Parenting Strategy identifying interventions with parents of young children through to late teenagers.</p> <p>Information, support and advice available for parents through appropriately trained staff in Children's Centres.</p> <p>Information available for parents with details of safe and healthy patterns of drinking for themselves and their children.</p>	<p>Increase in the number of parents receiving support packages through Children's Centres</p> <p>Increase in the number of young people reporting receiving advice and guidance from their parents in relation to alcohol and other risk taking.</p>
Involvement of young people	Young people's motivations for drinking are complex, usually positive and often both challenge and reflect adult behaviours. Effective intervention will acknowledge young people's perceptions of their own risk and seek to engage them in finding solutions. Young people should be engaged as partners and their contributions adopted or challenged on their merits.	<p>Mechanisms in place to gain feedback on patient satisfaction with existing services and implement change based upon this.</p> <p>Mechanisms in place to support young people's participation in decision making within services e.g. involvement in commissioning, development, delivery or evaluation.</p> <p>Links made to existing local participation structures and the North West wide young people's involvement processes to ensure good practice is shared and to avoid duplication.</p>	<p>Identifiable changes made to service delivery based on the views expressed by young people through patient satisfaction process,</p> <p>Identifiable changes made to service delivery based on decisions made by young people during participation process's.</p> <p>Implemented changes lead to improved outcomes in other areas and increase in patient satisfaction.</p>

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Workforce Training	<p>Consistency of approach and message is crucial to ensure that key messages and processes are not confused and undermined. The whole children's workforce need to contribute at different levels appropriate to their roles and must feel part of a single approach. Training levels will vary depending on roles but will include signposting to services, basic problem solving and brief interventions. Clear pathways will ensure that all staff understand their own contribution to the whole.</p>	<p>Young people's workforce training plan in place that incorporates training around alcohol into a broader risk taking agenda.</p> <p>A tiered approach that ensures staff receive appropriate training in relation to their role with young people.</p> <p>All staff working directly with young people receive training in relation to signposting and basic information with further training on brief intervention provided to those that need it.</p> <p>Referral pathways developed and shared across the whole young people's workforce.</p>	<p>Year on year increase in the proportion of the young people's workforce receiving training in relation to alcohol and wider risk taking behaviours.</p>