

Cabinet Response

Review Title: Drink Aware? Reducing Alcohol Misuse in Buckinghamshire

T&F Group Chairman: Jenny Puddefoot

Date reported to Cabinet: 29 April 2013

Lead Cabinet Member: Patricia Birchley, Cabinet Member for Health and Wellbeing

Lead Officer: April Brett

Recommendation	Agreed Yes/No	Cabinet Response including proposed action	Responsible Cabinet Member	Responsible Officer	Action by date
1: The Cabinet Member for Health & Wellbeing should ensure opportunities to highlight the risks of excessive alcohol consumption in the home are taken, champion new healthy workplace initiatives, and ensure alcohol awareness raising work is included in any existing or new workplace health initiatives	Yes	<ul style="list-style-type: none"> • The Buckinghamshire County Council Public Health lead chairs and is an active member of the multi-agency alcohol strategy group, which as part of its action plan coordinates a Buckinghamshire alcohol awareness programme. • The cabinet lead will champion alcohol awareness through a range of channels, including with the council and the Health and Wellbeing Board, the BCC newsletter in September (focus older people) and campaign activity in November for alcohol awareness week. • Alcohol awareness promotion in the workplace and alcohol policy guidance will be produced by the Public Health team with the alcohol strategy group and will be disseminated to relevant partners. 	Cabinet member for Health and Wellbeing	A Brett	April 2013
				A Brett	November 2013
				A Brett	February 2014
2: Buckinghamshire County Council's Employee Wellbeing Strategy should include a comprehensive approach to promoting sensible drinking.	Yes	Aligned with the Public Health and Wellbeing Strategy, the Buckinghamshire County Council's Employee Wellbeing Strategy will, among its other aims, address the 'big four lifestyles' – physical inactivity, alcohol misuse, unhealthy eating and smoking. With regards to alcohol consumption, the strategy seeks a	Cabinet Member for Finance and Resources	Evelyn Dare	July 2013

		<p>comprehensive approach to raise awareness of the risks and implications of regularly/repeatedly drinking over the recommended guidelines and will actively promote sensible drinking.</p> <p>Actions include: working with our Occupational Health Provider (HML) to organise awareness campaigns; health checks carried out by the HML nurse which address levels of alcohol consumption; the opportunity to access Identification and Brief Advice (IBA) through HML; advice and signposting being accessible on the staff intranet and the Employee Assistance Programme to be more widely promoted.</p>			
<p>3: That the Alcohol Strategy Group with the strategic support of the Healthy Communities Partnership works with hospital trusts and South Central Ambulance Services to improve the availability of data on alcohol related presentations, and consider the provision of an alcohol liaison nurse at A&E.</p>	Yes	<ul style="list-style-type: none"> The Public Health Team will work with South Central Ambulance Service and with Buckinghamshire Healthcare Trust – which is already sharing some information with the Safer and Stronger Bucks Partnership- to explore the potential to make progress on the recommendations in the College of Emergency Medicine Guidelines on information sharing in relation to community violence. Exploration of the need for a designated role for an alcohol liaison nurse will be taken forward by public health with relevant partners and commissioners. 	Cabinet member for Health and Wellbeing	Tracey Ironmonger/ A Brett	October 2013
				A Brett	October 2013
<p>4: That the Healthy Communities Partnership collaborates with district councils to identify how collection of licensing data can be improved and how it can be used and shared by partners of the Alcohol Strategy Group</p>	Yes	<ul style="list-style-type: none"> The Public Health Team, with the Healthy Communities Partnership, will discuss with other responsible authorities the alcohol related data that is currently available and agree how it could be best shared. Given the current constraints in relation to the data, and the limitations this places on 	Cabinet member for Health and Wellbeing	Tracey Ironmonger/ A Brett	July 2013
				Tracey Ironmonger/	July 2013

		making a representation against any license request, the Public Health Team will agree with the licensing authorities which - if any license applications - the licensing authorities would like the Public Health Team to give specific attention to.		A Brett	
5: Following any changes to licensing legislation, particularly concerning any public health objectives, the Alcohol Strategy Group should work in partnership with district licensing departments to agree an action plan on how the changes are applied locally.	Yes	Following any changes to licensing legislation, particularly concerning any public health objectives, the Public Health team will work with the alcohol strategy group and district licensing departments to agree an action plan on how the changes are applied locally.	Cabinet member for Health and Wellbeing	Tracey Ironmonger/ A Brett	Depends on outcome from recent national consultation
6: That the Alcohol Strategy Group includes in its action plan for 2013/14 the exploration of options to increase engagement and partnership working with off-trade premises (off licenses and supermarkets), and strengthen their contribution to the local alcohol strategy and campaign work.	Yes	The Public Health team and the Alcohol Strategy Group will explore the feasibility of increasing the contribution of off-trade premises in the local alcohol strategy action plan and in relation to campaign work.	Cabinet member for Health and Wellbeing	A Brett	June 2013
7: The County Council and Health and Wellbeing Board should lobby Government to introduce public health as a fifth licensing objective, permitting health to be a consideration in all premises licensing decisions.	Yes	The County Council will take appropriate opportunities to lobby government when they arise.	Cabinet member for Health and Wellbeing	April Brett	Ongoing