

# Tackling Substance Misuse NEWSLETTER

Issue 01 November 2008

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## BUCKS ALCOHOL STRATEGY

From initial discussions with representatives from the DAAT, Buckinghamshire PCT, Thames Valley Police, the National Probation Service and Buckinghamshire County Council, an overall vision for alcohol activity in Buckinghamshire was agreed which is :

**“to minimise the harms and costs caused by alcohol to individuals, families, communities and public services in Buckinghamshire.”**

The key messages which the strategy aims to address are as follows:

- Sensible Drinking not zero consumption
- Shared Responsibility
- Reduction in alcohol related crime and disorder
- Increasing support for those who need it

We have been successful in accessing external funding as well including monies from the Drinks Aware Trust and Comic Relief.

In regards to achieving these aims we have developed and implemented to the following activities:

- Piloted brief interventions in a variety of settings including GP'S practices, A & E and for those who have been arrested.
- Increased provision for those who require more specialist treatment through outreach and running drop-ins.
- Working closely with Thames Valley Probation we have piloted Alcohol Treatment Requirements in regards to those who are harmful drinkers which will assist in reducing alcohol related offending amongst this cohort.
- Developed an interactive play for years 7 and 8 regarding alcohol and risky behaviours which is due to go into 5 pilot schools in January next year.

On The 5<sup>th</sup> November the DAAT wider forum meeting looked at the Alcohol strategy one year on. This was a very successful meeting highlighting the progress made in implementing the strategy and looking at the way we continue to move forward.



## THE NEW ADDACTION FAMILY SERVICE

The Bucks Drug & Alcohol Action Team has recently commissioned Young Addaction in Buckinghamshire to provide a **Family Service** for any young person and their family in Buckinghamshire who is affected by a family members' alcohol or substance misuse.

This new project was launched on 23 September 2008 and is being staffed by two family workers and a team leader, but will be supported by the rest of the Young Addaction Buckinghamshire's young people's service, which has its head office base in Aylesbury.

The workers visit families in their homes or at agreed locations in the community to provide support to help them cope with the sometimes difficult situation they find themselves in. By providing guidance and support it enables the family to look at positive strategies and ways to move forward.

The service's ultimate aim is to successfully work with young people within the family environment to enable them to make lifestyle changes and to live a healthy and crime free life.

The new **Family Service** is free and confidential and is open to any family living in Buckinghamshire who is affected by their child's misuse of drugs and/or alcohol, or if a child or young person is affected by a family member's substance misuse.

To find out more about the family service, or to make a referral, please contact 01296 331933.

**Barbara Belmont**  
Team Leader – Family Service  
October 2008



## EVERY UNIT COUNTS

The Buckinghamshire Alcohol Strategy, in line with the National Alcohol Strategy, has highlighted the need to promote the message of sensible drinking this includes drinking at home. It aims to promote and raise awareness of the harm that could be caused by drinking over the recommended daily amount, on a regular basis.

A local public awareness campaign is underway in Buckinghamshire which includes an advertisement in the form of a short film which can be found at [www.bucksdaat.co.uk](http://www.bucksdaat.co.uk) and on You Tube.



The clip is called '**Gourmet Dining**'. It shows a small group of people at a dinner party discussing the effects of alcohol on the liver and what a liver might look like if the person has been drinking harmfully on a regular basis.

After viewing the clip people can then access further information about safer drinking, information concerning alcohol units and the recommended daily limit at [www.bucksdaat.co.uk](http://www.bucksdaat.co.uk)

## NEW SCHOOL INITIATIVE FOR YEAR 7 PUPILS

The Buckinghamshire Drug and Alcohol Action Team (DAAT) have acquired some funding via the Drinkaware Trust to do some targeted work with Year Sevens.

For information on responsible drinking:

**DRINKAWARE.CO.UK**

'The project is designed to engage young people at an early stage to avoid harm arising from alcohol misuse. Positive messages will be promoted in order to support young people's health, well-being and to minimise the risks associated with alcohol use'

To achieve its aims the DAAT are working alongside DPEAP, Healthy Schools, Extended Schools and Teenage Pregnancy. A local acting agency has been commissioned to write a script and source actors to perform in five pilot schools. The performances will be followed by a workshop lead by DPEAP (the Drug Prevention Education & Awareness Project). The schools will also receive a teaching resource pack to enhance the play and workshop.

The script is now written and the five pilot schools have been identified and sessions booked. The pilot for this project will run between 12th Jan and 6th Feb 2009. The project steering group is looking to secure funding to produce a DVD of the play to ensure the sustainability across county.

**DRUGS**  
prevention  
education  
& awareness  
**PROJECT**

[www.dpeap.net](http://www.dpeap.net)



## ALCOHOL UNITS AND YOU

To coincide with the national Alcohol Know Your Limits campaign various events and work has been undertaken throughout the county to promote awareness of alcohol units.

Work has also been undertaken in schools in the Marlow area to promote alcohol awareness and the consequences of under age drinking. This has been followed up by a successful enforcement work conducted by Thames Valley Police and Trading Standards.

The Aylesbury Community Safety Big Day Out also aimed and successfully promoted awareness regarding sensible drinking and knowledge of units. This was done through quizzes and giving out information regarding alcohol and units. Chiltern Breweries were also present promoting the sensible drinking message and also have indicated that they are keen to promote this message through the Farmers Bar in Aylesbury.

## FREQUENTLY ASKED QUESTIONS

### What is a unit?

Here is the maths

The number of units of alcohol in a drink can be determined by multiplying the volume of the drink (in millilitre) by its percentage ABV (alcohol by volume) and dividing by 1000 (or litres x % abv)

### Therefore

1 unit of alcohol = half a pint of standard beer (alc 3.5 % vol)  
or 25ml service spirits (alc 40 % Vol)  
or half a 175 ml glass of wine (alc 12 %)

### What is the recommended maximum daily amount for a man?

3-4 units

### What is the recommended daily amount for a woman?

2-3 units

### Can I buy alcohol for my 16 year old to take to a party?

NO under the Licensing (Young Persons) Act 2003 it is an offence to purchase alcohol on behalf of a person under 18. To do so could result in an £ 80 on the spot fine or up to £5000 in court.

### Can I get somebody else to buy my alcohol for me?

NO under Section 149 (1) of the Licensing Act 2003 makes it an offence for a person under the age of 18 to buy or attempt to buy alcohol whether or not on licensed premises. To do so could result in an £ 80 on the spot fine or up to £ 5000 in court.

To calculate your units please go to [www.bucksdaat.co.uk](http://www.bucksdaat.co.uk) or [www.http://units.nhs.uk/](http://www.http://units.nhs.uk/)



## FIGHT AGAINST FAKE ID GETS A BOOST IN THAMES VALLEY – AYLESBURY VALE

Thames Valley Police has teamed up with the National Pubwatch Scheme and the Proof of Age Standards Scheme (PASS) in an initiative to help bar and off-licence staff to spot fake ID and to prevent underage sales of alcohol.

In a bid to improve the confidence and knowledge of anyone who may have to ask for ID when selling alcohol, the organisations have produced handy training cards bearing the PASS hologram and a helpful checklist of the five things to look for on a genuine proof of age card.

Each licensed premises within Aylesbury has been provided with a stock of PASS training cards. These credit card-sized plastic cards are for use by any members of staff at the premises.

Robert Humphreys, Chairman of PASS, said: “The need to be sure that customers are of age has never been greater, which has created problems for both retailers, when selling, and for young people who are trying to buy, age-restricted goods.

“PASS is the UK's national guarantee scheme for proof-of-age cards. The scheme provides a common standard, an easily recognisable identity and a robust accreditation process to help protect retailers and their employees who need to be sure which cards are genuine and which are fake.

“The training cards remind staff to check for a PASS hologram; the photograph of the cardholder; the date of birth and whether the card has been tampered with and that they are satisfied the person standing in front of them is the cardholder.”

Steve Baker, Chairman of the National Pubwatch Scheme, said: “There is a lot of pressure on those working within licensed premises to be sure they don't serve someone who is not old enough to buy alcohol – indeed people can receive hefty fines for doing so and licensees risk losing their licence. This scheme will encourage more checks on the age of any customers and help those in the trade to protect their livelihood.”



Aylesbury Vale Local Police Area Commander, Superintendent Richard Auger, said:

“Everyone stands to benefit from a licensed premises where staff know exactly what they are looking for on an ID card and are confident in challenging people they believe are underage. Reducing underage drinking improves the health and safety of our young people and means neighbourhoods are less likely to suffer from alcohol-related anti-social behaviour.

“Anything which can help prevent those who are not entitled to buy alcohol from doing so is to be welcomed and I'm grateful to the work of the National Pubwatch Scheme for brokering the deal which enabled us to provide our Licensees with this extra tool in the fight against the sale of drink to under 18s.”

## DRINK DRIVE CAMPAIGN

The Road Safety Team at Buckinghamshire County Council, have been focusing their 'drink drive' campaign on the 'Morning After'. The campaign targets those that may have been sensible whilst on a night out by getting a taxi home or staying at their friend's house, but are then driving the following morning, whilst not realising that they may still be over the legal limit. The Road Safety Team aims to highlight this issue and for drivers to be aware of how much they are drinking and how long it takes alcohol to leave their system.

The campaign highlight was a 'cut out' event in the Market Square, Aylesbury to show the public what could happen the 'morning after' drinking. The event was supported by Buckinghamshire Fire & Rescue, Thames Valley Police and the Drug, Alcohol Action Team (DAAT) as well as Officers from the District Council. The scene showed a mother who, whilst taking her two young children swimming in the morning, had been involved in a crash. She and the children had to be cut out of the car by the fire brigade; she was breathalysed by the police, before being arrested for being over the limit. Large crowds watched the exercise and agreed it was an issue that they were not fully aware of before this event.

Nearly one in five people who are found drink driving are caught the morning after, but do not realise that they can still lose their licence if they are over the legal alcohol level. Any amount of alcohol affects your ability to drive safely.

Alcohol also tends to make you feel over confident and more likely to take risks when driving.

Over the summer months we used the same message for the campaign, this included Bus back advertising, with the image below:

Posters were sent out to all the pubs, clubs, leisure centres, parish councils, libraries and businesses.

The campaign was promoted primarily through the summer months, when people were likely to drink more than usual if they attended BBQ's, parties etc and also over the Christmas period.

For more information or if you would like to order any posters or leaflets, please contact the Road Safety Team on 01296 382450.

[http://www.bucksc.gov.uk/road\\_safety](http://www.bucksc.gov.uk/road_safety)



## FORTHCOMING EVENTS – 9<sup>th</sup> December 2008

The Substance Misuse Group are hosting a series of events to highlight work being carried out around substance misuse focusing in particular on alcohol. Events will be taking place across the county highlighting:

1. Outreach work in High Wycombe and the work of Night Safe.
2. The launch of the alcohol play for young people with a parents' information session enabling them to interact with their young people around the topic.
3. A workshop highlighting the work done by the new family work at Addaction.
4. Launching a new drop-in for young people run in Burnham by Youth@Act.

We are also hoping to run some fun activities for staff in County Hall during the day.

We extend an open invitation to any member who would like to attend any of the above events. For a more detailed timetable please contact Amy Moore at the Drug and Alcohol Action Team on (01296) 387159

