

Health Promotion Service – Project Overview

TITLE	Young People’s Alcohol Health Promotion Worker
NATIONAL TARGETS / LOCAL PRIORITIES	<p>Safe, Sensible, Social: The National Alcohol Strategy</p> <p>Alcohol Education and the National Healthy School Standard</p> <p>Alcohol Harm Reduction Strategy (PMSU)</p> <p>Binge Drinking: Nature Prevalence and Causes (Institute of Alcohol Studies)</p> <p>Calling Time: Reducing alcohol harm in the South West – a blueprint for joint action</p> <p>Interventions in schools to prevent and reduce alcohol use among children and young people: Guidance</p>
SCOPING	<p>Action and Awareness on Alcohol: A Better Quality of Life for Cornwall & Isles of Scilly – An Alcohol Strategy for Cornwall & Isles of Scilly, 2006-2009</p> <p>Alcohol and schools: Epidemiology review (PHIAC 14.3c)</p> <p>Roles and Responsibilities of Doctors in the Provision of Treatment for Drug and Alcohol Misusers (2005)</p> <p>Alcohol - problem drinking Clinical Knowledge Summaries (2007)</p> <p>Sex, Drugs Alcohol & Young People: A review of the impact drugs and alcohol have on young people’s sexual behaviour (2007)</p> <p>Safe. Sensible. Social. The Government’s Alcohol Strategy</p> <p>NICE guidance for schools published to prevent and reduce alcohol use in children and young people</p> <p>Cornwall Alcohol Strategy 2010-2013 (forthcoming) – use needs assessment section to understand need of different localities, and how to meet these needs. Member of online forum of experts, to discuss implementation, and keep up to speed with current trends / projects.</p> <p>Young People’s Alcohol Strategy Group – attend group</p>

	<p>meetings, to discuss past present and future work, to meet the needs of young people in Cornwall and the Isles of Scilly.</p> <p>Continued membership of Blitz Project Steering Group, obtaining funding, organising and delivering 2010-11 campaign, and compiling feedback from 2009-10 project.</p> <p>Continue to work as part of 'Newquay Safe' team, to address the need to reduce underage and young people's alcohol consumption in and around the resort town.</p>
<p>AIM(S)</p>	<p>Create / deliver local campaigns in line with social marketing.</p> <p>Support schools, colleges, PRUs and non-educational youth settings in providing information, resources and education to promote sensible drinking.</p> <p>Work with local schools and other groups to maximise audience and impact of multimedia messaging campaign.</p> <p>Collaborate with local authority agencies to produce relevant sensible drinking campaigns (e.g. Trading Standards, Police).</p> <p>Explore existing work with parents/families within the county to address issues relating to the reduction of health inequalities and promoting social inclusion.</p> <p>Promote and inform existing signposting mechanisms for young people and their families providing help and treatment.</p>
<p>OBJECTIVES</p>	<p>Assist in the delivery of the National and Local Strategies relating to alcohol and young people.</p> <p>Work with DAAT Young People's Alcohol Group in the delivery of this programme of work and agree set targets and outcomes on an annual basis.</p> <p>Provide reports monitoring and outcomes as required, to the Young People and Alcohol Steering Group and the DAAT.</p> <p>Collect and collate information for evaluation and monitoring.</p> <p>Work with agencies that provide services for children and young people aged 10-19 years and their families.</p> <p>Work with agencies and organisations, concerned with young people's (unsafe) risky behaviours, in order to explore</p>

	<p>common core curriculum issues such as self-esteem, assertiveness skills and emotional literacy.</p> <p>Support initiatives relating to Healthy Colleges scheme.</p> <p>Contribute to the Continued Professional Development in PSHE programme for teachers by linking with the Cornwall Healthy Schools Programme.</p> <p>Provide input into the Health Promotion Service newsletter, website and other publications as necessary to support and inform a wide range of agencies about the local alcohol health promotion agenda.</p> <p>Develop and co-ordinate campaigns to address local need and to deliver the current government social marketing strategy relating to alcohol.</p> <p>Support schools and PRUs to develop and maintain policy relating to alcohol as part of the CHSS criteria relating to substance misuse education.</p> <p>Support the development of alcohol education in schools and PRUs through training and signposting where help is required.</p> <p>Support educational providers and others to identify their health promotion needs in the area of alcohol education.</p> <p>Review and / or develop alcohol policies in the light of evidence based good practice.</p> <p>Develop a range of interventions for a number of key issues that have particular relevance to Cornwall e.g. beach / surf festivals, outdoor drinking and drinking in other high risk situations.</p> <p>Identify current best practice relating to family engagement and the options for delivering information and education.</p> <p>Assist EEFO workers to promote and update the website information and signposting functions relating to alcohol.</p> <p>Identify and consult with a wide range of groups to ensure local knowledge and expertise informs local campaigns.</p> <p>Together with partners develop and promote some key message relating to alcohol that will form the basis of all local information and promotions and will inform the Change 4 Life campaign.</p>
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	Keep up to date with national developments and governments guidelines relating to social marketing and alcohol.
PROJECT TARGETS and BEHAVIOURAL GOALS	<p>Complete 09-10 Blitz Project delivery (July), and compile evaluation statistics from whole project.</p> <p>10-11 Blitz Project – organisation, preparation and delivery.</p> <p>FXU – with DAAT and student services, ensure student union bars support sensible drinking, obtain media coverage.</p> <p>Roll out of Newquay summer work – alcohol knowledge and brief interventions training for Streetsafe, street pastors, St John’s Ambulance workers etc.</p> <p>Roll out alcohol and brief interventions training for budget accommodation providers in Newquay (April).</p> <p>Obtain feedback from Newquay Tretherras peer education project, and roll out similar projects in more secondary schools.</p> <p>Maintain 100% of current secondary school alcohol PSHE policies and schedules of work around alcohol.</p> <p>Develop and roll out county-wide multi-media messaging campaign around responsible drinking – subject to funding.</p> <p>Colleges – Continue to update all signposting services and promote the services across the various campuses. Establish timetable of campaigns in line with national campaigns.</p> <p>Festive Campaigns – ensure pubs and clubs adopt national and local campaigns (with DAAT, Police etc.).</p> <p>Festive Campaigns – ‘localise’ campaigns and obtain media coverage.</p> <p>Ensure alcohol section of EEFO and Health Promotion websites are regularly updated.</p>
THE PROPOSITION	<p>To improve overall knowledge of alcohol among secondary school students, so they can make informed choices and stay safer. Promote individual responsibility, and resistance to peer pressure and persuasion, through interactive workshops.</p> <p>To improve accommodation providers knowledge around</p>

	<p>alcohol, the law, and basic first aid. Thus making it more difficult for under 18s to consume alcohol.</p> <p>By ensuring all college sites have up to date resources and signposting information, college students can improve their alcohol knowledge and understand safe limits etc.</p> <p>By working with student services, we can promote safer, sensible drinking on campus bars at FXU, and signpost problem / at risk drinks accordingly.</p> <p>‘Newquay Safe’ street workers to engage with young people, provide more information around alcohol and encourage them to know and respect their limits.</p> <p>Staying safe – encourage young people to keep themselves and their friends safe, to reduce the number of drink spiking incidents, accidents and casualties.</p> <p>Via multimedia messaging campaign – to improve alcohol knowledge, and change young people’s attitudes and behaviour regarding binge drinking and risky behaviours.</p>
<p>EVALUATION</p>	<p>Surveys / questionnaires in schools, followed by post lesson evaluations.</p> <p>Utilise the (forthcoming) Cornwall Alcohol Strategy 2010-2013, section on needs assessment. By addressing the identified needs, we will begin to reach our behavioural targets.</p> <p>Obtain up to date figures from the police and A&E, i.e. alcohol related arrests, underage alcohol seizures, hospital admissions etc.</p> <p>Evaluate multimedia messaging campaign by asking percentage of audience to provide feedback.</p>
<p>DELIVERY PARTNERS and Stakeholders</p>	<p>Schools Colleges PRUs DAAT Addaction Youth Offending Team YZ-UP GP surgeries A&E departments Chlamydia Screening team</p>

	<p>Trading Standards Police 'Newquay Safe' team Cornwall Council FXU (Falmouth University) Leaving care team Looked after children Trelva In Touch team EEFO Connexions SHARE Alcoholics Anonymous Narcotics Anonymous Barnardos Freshfield Service Cornwall Youth Service Healthy Schools team Voluntary Groups, e.g. YMCA, YWCA, WILD, Young People Cornwall</p>
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