

Blackpool Alcohol Strategy

Steve Morton, Public Health Practitioner



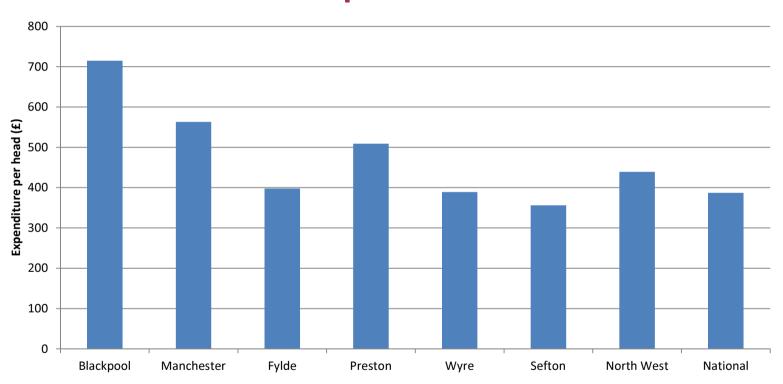
Lifestyles

• Estimated 40,000 Blackpool residents drink at hazardous or harmful levels; more than a quarter of the adult population (28%)

 1,900 licensed premises in the town; one for every 72 residents



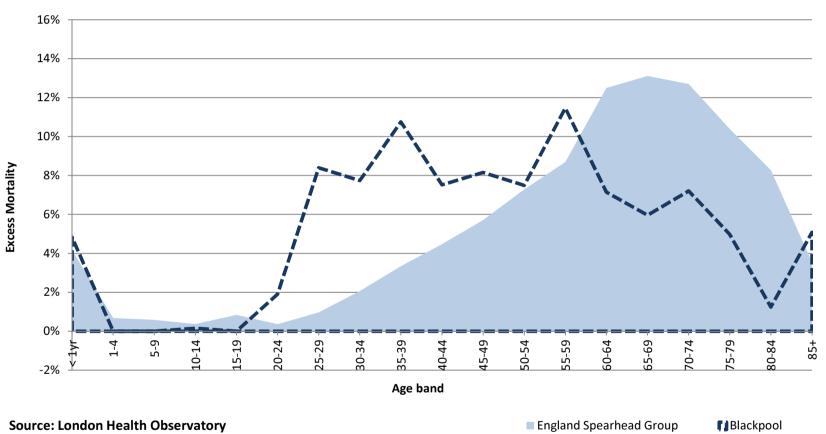
Cost of Alcohol per Person in Local Authority Population







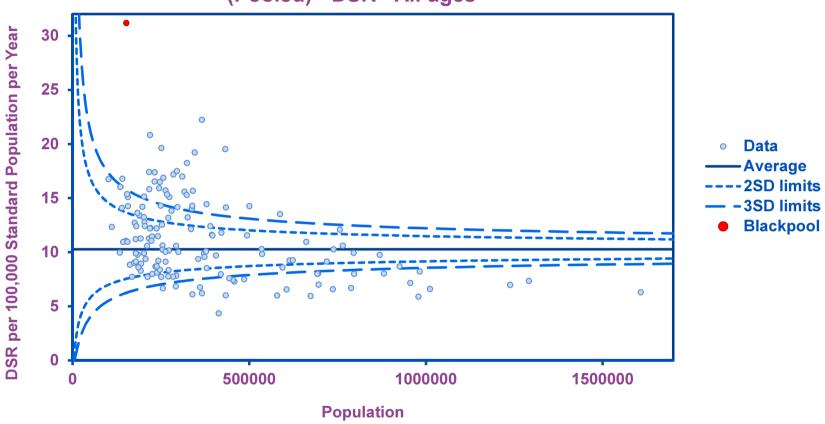
Excess Male Mortality (%) - Blackpool vs. All Spearheads







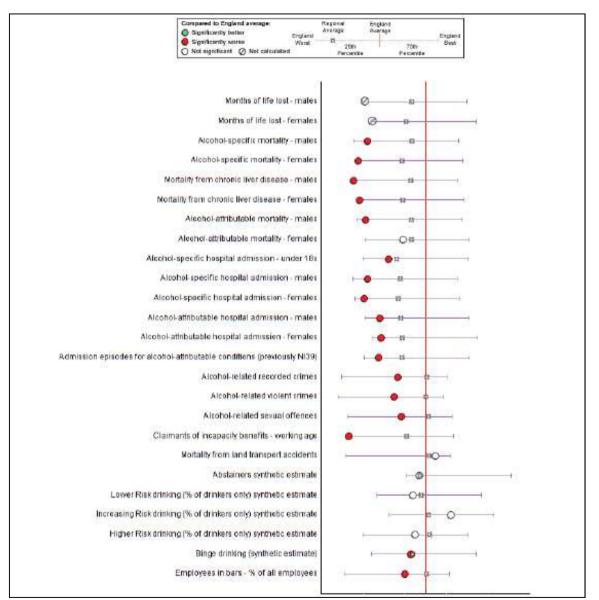
Mortality from chronic liver disease including cirrhosis - 2008-10 (Pooled) - DSR - All ages



Source: Compendium of Population Health Indicators

Note: Population is adjusted due to Standardisation Calculations







Blackpool's alcohol profile

BlackpoolCouncil

Blackpool Alcohol Strategy 2013-16

PUBLIC HEALTH



Reduce alcohol related mortality and increase Blackpool's average life expectancy

Reduce alcohol related ill health

educe alconol ated anti-social ehaviour and crime

environment for visitors and residents to improve the town's economy

Provide a sate alcohol-free environment for children and empower young people to make nformed decisions in relation to alcohol

Increase accessibility to treatment . Reduce frequent hospital readmission. Improve early identification. Immediate treatment to avoid A&E pressures.

Reduce Foetal Alcohol Spectrum Disorder incidence

Use legal tools to reduce access and opening times.

Increase multi agency intelligence sharing and operations.

Reduce illegal sales.

Reduce the number of irresponsible alcohol retailers.

Reduce incidence of sexual abuse.

Provide a strategic steer on alcohol policy. Include residents in efforts to reduce alcohol harm

Reduce the volume of alcohol sold & consumed.

Increase school attainment.

Increase awareness of alcohol harm. Improve the living conditions of drinkers.

Increase awareness of alcohol harm.
Reduce availability and attractiveness of alcohol to young people.
De-normalise alcohol consumption.
Ensure early intervention for young people

Make treatment available in more locations. Provide a wider range of treatment pathways. Increase IBA delivery..

Increase hospital support.

Expand Night Safe Haven style services.
Raise awareness of dual diagnosis and FASD

Introduce EMROs and evaluate Saturation policies..

Establish Responsible Authorities Group Carry out multi agency enforcement activity. Provide treatment and advice for offenders. Increase alcohol related domestic abuse services.

Support the introduction of MUP, Multi-buy Deals ban etc.

Develop Community Alcohol Partnerships. Implement Alcohol in the Workplace Policies. Support national and develop local marketing campaigns.

Improve twilight economy.

Develop Alcohol Champions

Implement alcohol marketing code of practice. Build support services around hidden harm. Promote alternative activities to drinking alcohol.

Develop alcohol PHSE policy.
Continue young people's treatment services.
Carry out test purchases.

Cultural change of attitudes to alcohol

Reduce excess alcohol consumption



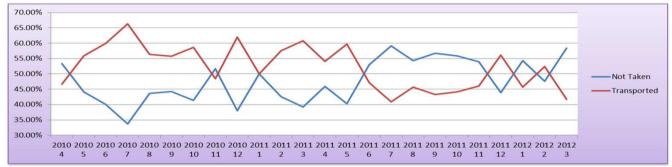
Interventions

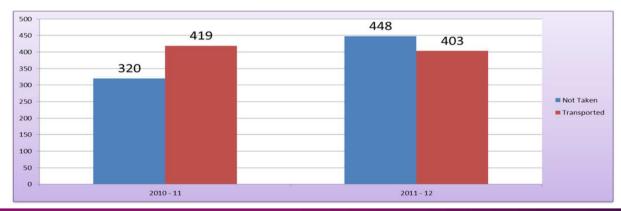
- Horizon Services
- Alcohol Liaison Nurses & other hospital activity
- Enforcement, CIP, Drink bans
- Night Safe Haven
- Pharmacy IBA & generic IBA training
- Campaigns & education (altn8/modr8)
- Supported Housing













Local Alcohol Action Area

- One of 20 in England & Wales
- Support from the centre
- Joint working with other areas
- Focusses efforts
- Treatment
- Night Time Economy Crime
- Diversification
- Industry contribution



Minimum Unit Price





Good news!

- Alcohol related mortality Down
- Alcohol related hospital admissions Down
- Alcohol related crime Down
- Successful treatment Up
- Life expectancy- Up

Still a long way to go...



Further opportunities

- Continue to improve treatment
- MUP
- Registered retailer status
- Late Night Levy?
- Diversification
- Regular review of Licensing Statement
- Wider determinants