

## Health Improvement Committee – Scrutiny of Alcohol as a Health Issue

### Adopted Recommendations (10 April 2008)

	<b>Recommendations</b>	<b><u>By whom /When</u></b>
<b>1</b>	In the light of the evidence received during this Scrutiny, the Health Improvement Committee believes that the negative/destructive impact of alcohol on health and family life is an issue that requires attention and action from a range of organisations and as such it welcomes the Districts' forthcoming <b>Alcohol Harm Reduction Strategy</b> , recognises the important contribution it will make and resolves to monitor the implementation and effectiveness of the Strategy.	Health Improvement Committee. (2008/09 onwards)
	<b>Alcohol Resource / Information Centre</b>	
<b>2</b>	The committee recommends the creation of a <b>Bradford &amp; District Alcohol Information Service</b> (web and telephone based) which would serve as a hub for the collection and dissemination of information on the harmful effects of alcohol and the availability of suitable treatments and the funding for such treatments.	Bradford & Airedale tPCT (Lead) & Partners (By mid 2009)
<b>3</b>	The committee recognises the value of the information on alcohol treatment and support provision in the District provided at <a href="http://www.nhs.uk/alcohol">www.nhs.uk/alcohol</a> and encourages all relevant organisations to publicise this link.	The Council and all relevant Partners (Ongoing)
	<b>Publicising the harmful effects of Alcohol / Promoting safer drinking</b>	
<b>4</b>	The Committee recommends that the Council and its partners work to ensure that clear information is provided to the public on the potential harmful effects of alcohol, with particular emphasis on the following: <ul style="list-style-type: none"> <li>• Specific health risks for women</li> <li>• What units / harmful levels/hazardous levels actually mean in relation to day to day drinking</li> <li>• Information on the growing incidence of alcohol related liver disease</li> <li>• Targeted information for “at risk groups” such as young people and middle aged drinkers.</li> </ul>	The Council and relevant Partners (Ongoing)

	<ul style="list-style-type: none"> <li>Encouraging people not to be deterred in seeking help at an early stage.</li> </ul>	
5	The Committee commends the work of the Life Caravans in educating children on alcohol in the wider context of Health Education and recommends that it should be available free of charge to all Primary Schools.	Bradford & Airedale tPCT, Children's Services & Bradford District Care Trust (By mid 2009)
6	The Committee supports the promotion of sensible drinking through the use of role models (e.g. local "sporting heros") and encourages further development of this approach.	The Council and relevant Partners (Ongoing)
	<b>Encouraging further action</b>	
7	The Committee recommends that the Government:  (a) Tax alcohol relative to its strength and (b) Amend the 2003 Licensing Act to include considerations of public health.	The Government (As soon as possible)
8	The Committee commends the development of further involvement of dentists and doctors in screening for alcohol related diseases and the training that is being made available for health professional and others in "brief interventions" and in particular requests that <u>all</u> doctors and dentists will be involved and trained in the near future.	Bradford & Airedale tPCT (Early 2009)
9	The Committee commends the work of Street Angels in addressing some of the immediate harms caused by binge drinking and recommends increased partnership involvement and support.	The Council and relevant Partners (As soon as possible)
10	The Committee welcomes the Council's forthcoming Employee Alcohol Policy and requests that it be presented to the Corporate Improvement Committee before it is completed and submitted to the Executive.	Council HR (By early 2009)
11	The committee recommends that the Employee Alcohol Policy of the Council should be used as an example of "good practice" for other companies and organisations in the District.	The Council and relevant Partners (Ongoing)

	<b>The “Supply-side”</b>	
<b>12</b>	<p>The Committee commends the clear alcohol unit labelling on bottles where it already exists (e.g. The information that ASDA puts on its own brand wine bottles) and recommends:</p> <p>(a) that other major retailers and wine producers adopt similar clear labelling and</p> <p>(b) that the Government encourages such an approach.</p>	<p>Major relevant retailers and wine producers. The Government (As soon as possible)</p>
<b>13</b>	<p>The Committee requests all licensed premises in Bradford District to provide zero and low alcohol drinks and reasonably priced soft drinks.</p>	<p>Licensed premises in Bradford District (As soon as possible)</p>
<b>14</b>	<p>The Committee encourages all major retailers to follow the recent initiative by ASDA in taking practical measures to limit access to alcohol and in developing in-store promotion of low and zero alcohol drinks.</p>	<p>Relevant major retailers (As soon as possible)</p>
<b>15</b>	<p>The Committee recommends that the Council and the PCT work with relevant retailers and licensed premises to promote sensible drinking</p>	<p>The Council and relevant Partners (As soon as possible)</p>
	<b>Enforcement / Licensing</b>	
<b>16</b>	<p>The committee recommends that more should be carried out to prevent young people under 18 from obtaining alcohol with a particular focus on Licensing enforcement.</p>	<p>Trading Standards, Police and the Council’s Licensing Department. (As soon as possible)</p>
	<b>Treatment</b>	

17	<p>The committee commends the work being undertaken by all the organisations and agencies in relation to support and treatment and given that there is clearly a lack of capacity and availability in some areas of alcohol support and treatment, the Committee requests:</p> <p>(a) that relevant commissioners work with existing providers of treatment and support to ensure adequate core funding and</p> <p>(b) further information from the relevant commissioners about the gaps in provision and what needs to be done to ensure that appropriate and adequate provision is available.</p>	<p>Relevant Commissioners in Bradford &amp; Airedale tPCT and the Council to supply report and further information requested. (By end of 2008)</p>
	<p><b>Possible Areas for further work</b></p>	
18	<p>There was not enough evidence to come to any conclusions about a number of issues and the Committee recommends it consider in its work planning considerations for 08/09 the following:</p> <p>(a) Alcohol use and harm by and older people</p> <p>(b) Alcohol use and harm and in the Asian communities.</p> <p>(c) The question of what evidence is there in relation to the often stated view that “the majority of people are drinking sensibly”.</p>	<p>To be considered by committee June 2008</p>