



To: **COMMUNITY CARE, HEALTH & WELLBEING THEMATIC BOARD**

On: **20th May 2015**

Report by:
Renfrewshire Alcohol & Drug Partnership

BRIGHTER RENFREWSHIRE ALCOHOL AWARENESS WEEK (BRAW) –UPDATE

1. Summary

- 1.1 The purpose of this report is to update the Community Care, Health and Well Being Thematic Board on progress in relation to Renfrewshire Alcohol Awareness Week (BRAW).

2. Recommendations

- 2.1 It is recommended that members note the contents of the report.

3. Introduction

- 3.1 In response to alcohol related performance reported to the Renfrewshire Community Care Health and Wellbeing Thematic Board the ADP was tasked with developing a local alcohol awareness week. As a result, a multi-agency planning group has been established to progress the project, branded 'BRAW' – an acronym for Brighter Renfrewshire Alcohol Awareness Week.
- 3.2 BRAW will be held between 15th – 19th June 2015 and messages will focus on getting the most out of summer by being safe and having fun without excessive use of alcohol. The recent changes in drink driving legislation will also be included as a key BRAW message.
- 3.3 The Scottish Government's Alcohol Strategy , 'Changing Scotland's Relationship to Alcohol' states that in order to effectively address Scotland's issues with alcohol, interventions should take a whole population approach – ensuring health messages reach communities as a whole as opposed to specific demographics.

To reflect this whole population approach, BRAW will involve three key areas:



1. A fund that allows local community groups and services to bid for up to £500 to allow participation in agreed BRAW activities within their local areas.
 2. Road shows at supermarkets/shopping centres within each of the LAC areas during BRAW week
 3. A large showcase event on the final day of BRAW – 19th June 2015.
- 3.4 To ensure visible, recognisable branding a logo was developed and will be displayed on a number of resources which will be given out during BRAW. This will include T- Shirts, water bottles, wine and spirit unit pourers and flag pens. Posters, leaflets and a BRAW guide to summer will also be developed which will highlight key messages and sources of support.
- 3.5 Funding has been received from Renfrewshire ADP, Renfrewshire HSCP and Community Planning Partnership giving a total budget of £20,000 for implementing BRAW.

4. BRAW Fund and Activities

- 4.1 A funding panel, made up of representatives from Renfrewshire ADP support team and NHS Greater Glasgow & Clyde's (NHSGGC) Health Improvement team met to review all sixteen bids which were received from across Renfrewshire. Each bid was scored on its ability to meet BRAW objectives as well as NHSGGC Prevention and Education (P&E) model core elements.

BRAW Objectives	NHSGGC P&E Core Elements
<ul style="list-style-type: none"> To promote sensible drinking messages To encourage people to seek support To change attitudes to alcohol To involve communities in tackling alcohol issues To prevent or reduce harm caused by alcohol To celebrate and support recovery from addiction 	<ul style="list-style-type: none"> Resilience and protective factors Environmental measures Community involvement Diversionary approaches Brief Intervention approaches Education Training Parenting programmes Social marketing Workplace alcohol and drug policies Harm reduction – alcohol Harm reduction - drugs

All sixteen bids received were funded. A breakdown of all funding bids are detailed:-



BRAW Funding Bids 2015

Organisation	Anticipated numbers/target group	BRAW project	Date of event	Funding Award	LAC Area
Create Paisley	30-60 young people aged 12-21	Create is a third sector organisation specialising in working with young people across Renfrewshire. They intend to host a BRAW street party which will focus on alcohol awareness messages, quizzes and activities.	19 th June 2015	£500.81	All
Youth Services (Renfrewshire Council)	60 young people	Youth Services intend to run workshops at the end of term in Glenburn, Ferguslie and Shortroods. The workshops will promote alcohol free lifestyles, discuss alcohol related harm by hosting quizzes and physical games.	16 th – 19 th June 2015	£350.00	Paisley North & Paisley South
Intensive Support Service (Renfrewshire Council)	15-20 vulnerable young women known to Social Work Services aged 14-21	The Intensive Support Service intends to host an open evening focussing on alternatives to alcohol, safety and diversionary activities. Health and beauty activities will be offered to encourage attendance.	17 th June 2015	£200.00	All
Community Safety Service (Renfrewshire Council)	General public	Community Safety's Safe Bus will be taken to Barshaw gala day, where messages about relating to alcohol safety and accessing support will be delivered via a large panel displayed on the side of the bus.	Tbc	£500.00	Paisley North
Street Stuff (Renfrewshire Council/St Mirren)	500 young people aged 10-18	Street Stuff offers diversionary activities such as football and dancing to young people across Renfrewshire. During BRAW week, community	15-19 th June 2015	£486.00	All



Football Club)		safety messages relating to alcohol will be delivered via the five Street Stuff boxes.			
The George Street Service (Renfrewshire Council)	Young people aged 16+. 455 current clients of homeless services to be invited	The George Street Service supports people affected by homelessness in Renfrewshire. As part of BRAW, the service will hold an open day providing alcohol education and awareness sessions using various resources.	18 th June 2015	£449.75	All
Community Learning & Development – Youth Services (Renfrewshire Council)	25 13- 16 year olds	Youth Services intend to host a Fiesta Friday which will include alcohol workshops and a Hawaiian themed cocktail evening.	19 th June 2015	£350.00	All
Linstone Housing	50 residents & community of Johnstone Castle	Linstone Housing intend to host a community BBQ with an emphasis on healthy living without alcohol. Sensible drinking messages and interactive resources will be used.	17 th June 2015	£250.00	Houston, Crosslea, Linwood, Riverside & Erskine
Paisley South Housing Association	Tenants of Paisley South Housing Association	PSHA will host a mocktail afternoon. Safer drinking messages will be delivered along with information on how to eat healthily on a limited budget.	18 th June 2015	£382.00	Paisley South
Police Scotland Youth Volunteer	14 – 17 year old school pupils – Castlehead High	Police Scotland Youth Volunteers will host a BBQ focussing on healthy eating and drinking. A guest speaker from RADAR (drug and alcohol youth service) will attend to provide information on alcohol consumption	10 th June 2015 (publicity embargoed until BRAW week)	£350.00	Paisley North
Kilty Kilty	General population	Kilty Kilty is a public house on New Street, Paisley who are heavily involved in the licensing forum. As part of BRAW, Kilty Kilty will offer alcohol free beers,	18 th & 19 th June 2015	£500.00	Paisley North



		ciders and mocktails free to patrons to promote alcohol free alternatives. Health information will also be distributed along with BRAW resources.			
Our Place Our Families	50 people – general population	OPOF will host a glitz and glam event during BRAW week which aims to raise awareness of alcohol by offering mocktails and activities.	18 th June 2015	£500.00	Renfrew & Gallowhill
Barnardo's	10+ young parents aged 16 -21	Young parents will be invited to participate in a workshop style day where information relating to alcohol and its impact will be explored with exercises and quizzes.	16 th 18 th June	£140.00	All
Sunshine Recovery Café	30+ people in Recovery & general population	The Sunshine Recovery Café will work with a photographer (also in recovery) to capture portraits of people who have recovered from addiction. These pictures will then be shown at an exhibition in Paisley Arts Centre to celebrate recovery.	16 th June 2015	£500.00	All
Erskine Music and Media Studio	10 Young People involved in making clip; 40-50 people viewing clip at showcase	EMMS will work with young people to develop a short, dramatised media clip showing the risks involved in misusing alcohol. The clip will also promote a sensible approach to drinking	19 th June 2015	£500.00	Houston, Crosslea, Linwood, Riverside & Erskine
Route 66	General public	Route 66 will host a stall a venue within the West End of Paisley. The stall will supply the public with information on services and information around alcohol.	18 th June 2015	£187.00	Paisley North

- 4.2 On the final day of BRAW (Friday, 19th June 2015), a large scale street party will be held on Abbey Close. Marquees will line Abbey Close and will contain various activities relating to alcohol. Paisley Abbey will provide catering to add to the BBQ/street party theme.

Those who successfully bid in to the BRAW fund will be invited to host a stall and other agencies will be in attendance, i.e. Glasgow Science Centre will deliver information on how alcohol affects the body and a professional bar tender will make mocktails and entertain the crowd with a flamboyant performance.

Local services will also be represented, including NHS and Council Drug and Alcohol Services, Scottish Fire & Rescue Service and Police Scotland.

