



To: **Community Care, Health & Wellbeing Thematic Board**

On: **8 September, 2015**

Report by:

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## **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. Background**

- 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 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. As such, BRAW centred on disseminating safer drinking messages across Renfrewshire.
- 3.3 Given the timing of BRAW, it was also decided that messages should focus on getting the most out of summer - being safe and having fun without excessive use of alcohol. The recent changes in drink driving legislation were also included as a key BRAW message.



## BRAW Objectives

- ❖ 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

BRAW was held between 15th – 19th June 2015. This aimed ensure maximum participation prior to the summer break.

## 4. Resources

- 4.1 Renfrewshire ADP agreed to allocate £10,000 to support BRAW. Match funding of £5000 was sourced from Renfrewshire CHP (now HSCP) Health Improvement team and Community Planning budgets, giving a total budget of £20,000 for BRAW. This budget was used to fund community events, resources and the street party.

Community funding:	£6145.56
Resources:	£6763.94
Street Party:	£6445.60
Total spend	£19355.10

## 5. BRAW Activities

### 5.1 Road shows

BRAW road shows were taken to supermarkets and retail outlets across Renfrewshire during BRAW week, including Braehead and the Piazza in Paisley.

BRAW resources were distributed to the community, who also had an opportunity to participate in an alcohol quiz and prize draw. Engagement with the road shows varied between venues, interaction in some venues being more successful than others. Engagement ranged from between 30 contacts to in excess of 70.



## 5.2 Community Funding

16 community groups or services were awarded funding to allow participation in BRAW.

Cumulatively, around 580 people engaged with these community events, resulting in a wide dissemination of the BRAW message to a varied demographic, including young people, general public and those accessing services. BRAW and the associated funding supported the promotion of local ownership of addressing alcohol related issues and also allowed engagement with licensed premises.

### 5.3 Community Groups in receipt of BRAW funding

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.	19/06/2015	£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 Shortroads. The workshops will promote alcohol free lifestyles, discuss alcohol related harm by hosting quizzes and physical games.	16 <sup>th</sup> – 19 <sup>th</sup> 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 <sup>th</sup> 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 Football Club)	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 safety messages relating to alcohol will be delivered via the five Street Stuff boxes.	15-19 <sup>th</sup> June 2015	£486.00	All
The George Street Service (Renfrewshire)	Young people aged 16+. 455 current clients of	The George Street Service supports people affected by homelessness in Renfrewshire. As part of BRAW, the service will hold an open day	18 <sup>th</sup> June 2015	£449.75	All



Council)	homeless services to be invited	providing alcohol education and awareness sessions using various resources.			
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> 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, ciders and mocktails free to patrons to promote alcohol free alternatives. Health information will also be distributed along with BRAW resources.	18 <sup>th</sup> & 19 <sup>th</sup> June 2015	£500.00	Paisley North
Our Place Our Families	50 people – general	OPOF will host a glitz and glam event during BRAW week which aims to raise awareness of	18 <sup>th</sup> June 2015	£500.00	Renfrew &



	population	alcohol by offering mocktails and activities.			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 <sup>th</sup> 18 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> June 2015	£187.00	Paisley North

#### 5.4 BRAW Street Party

The BRAW street party took place on Friday 19th June 2015, in Abbey Close, Paisley. The event was publicised widely in community centres, libraries and via adverts in the local press.

Over 1500 people passed through the Close during the street party. People had the opportunity to access health information, food and mocktails, as well as listen to live music and performances which aimed to highlight messages relating to sensible drinking. Alcohol services were also represented at the street party.

Stalls were chosen carefully to ensure that messages relating to sensible drinking were delivered without negativity or stigma, promoting the BRAW objectives, which was to raise awareness of alcohol and promote sensible drinking messages.

BRAW branded resources were distributed to support people to make safer choices about their drinking. Resources included unit measures, flag pens with information about sensible drinking messages and water bottles to encourage rehydration. These will be useful for promoting sensible drinking messages throughout the year.

Feedback from stall holders and those attending the event was very positive.

## 6. Impact

6.1 BRAW and the associated funding allowed a large scale campaign which highlighted sensible drinking messages to the community. Information was directly disseminated to around 2000 individuals via the road shows, community events and street party. BRAW branded posters were distributed throughout the locality, meaning messages reached an even wider audience. Advertising in the Paisley Daily Express further promoted BRAW activity.

6.2 BRAW funding allowed engagement with the wider community, local groups and partner organisations, including licensed premises. This allowed networks to be established which will be useful in future partnership projects.

6.3 Evaluation of the impact funding had on those in receipt of BRAW awards was positive, with participants reporting positive outcomes as a result of their BRAW activity

#### 6.4 Quotes from recipients of community funding

*We feel that this was a valuable event to host and would be happy to participate in the future.*

*There was positive feedback from the young people that participated in the event, including feedback from the 'street party' and other BRAW events within the locale.*



*Highly enjoyable and great interaction with members of public & other agencies  
Everyone had a positive view on alcohol awareness and we made a lot of good  
connections at the event itself.*

*The project was a great idea and loved doing something a bit different in our premises.*

*Our experience participating in the BRAW event was very positive. The hard work and  
preparation put into the event was all worth it as it got the message across. Not only  
was it extremely successful, it was also very fun.*

## **7. Recommendations**

- 7.1 BRAW has allowed a distinct branding for alcohol awareness campaigns in Renfrewshire.
- 7.2 The BRAW steering group have planned a de-brief where the implementation and impact of BRAW will be discussed. Recommendations will be made via this group and will be reported to Renfrewshire Alcohol & Drugs Partnership's Operational Planning Group. This will inform any BRAW activity which may be implemented in future.