

Notice of Meeting and Agenda Community Care, Health & Wellbeing Thematic Board

Date	Time	Venue
Tuesday, 08 September 2015	14:00	CMR 1, Council Headquarters, Renfrewshire House, Cotton Street, Paisley, PA1 1AN

KENNETH GRAHAM
Head of Corporate Governance

Membership

Councillor M Brown (Renfrewshire Council); D Leese, Lead Officer and Chief Officer Designate, F MacKay and C Walker, H Cunningham, Health & Social Care Partnership; J Ferrie, Engage Renfrewshire; S McLellan, Forum for Empowering Our Communities; P Nelis, Scottish Fire and Rescue Service; N Burns, Police Scotland; A Cumberland, West College Scotland; A Bonar, University of the West of Scotland (UWS); D Goodman, Renfrewshire Carers; J McKellar, Renfrew Leisure Limited; Dr A Van der Lee, GP Representative; D Reid, Renfrewshire ADP; R Telfer, Scottish Care; S McDonald, Active Communities; S Strachan, L McIntyre, R Robertson and L Muirhead (all Renfrewshire Council).

Chair

Councillor I McMillan.

Further Information

This is a meeting which is open to members of the public.

A copy of the agenda and reports for this meeting will be available for inspection prior to the meeting at the Customer Service Centre, Renfrewshire House, Cotton Street, Paisley and online at www.renfrewshire.gov.uk/agendas.

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Items of business

Apologies

Apologies from members.

Declarations of Interest

Members are asked to declare an interest in any item(s) on the agenda and to provide a brief explanation of the nature of the interest.

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|----------|--|----------------|
| 1 | Minute of Previous Meeting | 5 - 8 |
| | Minute of Meeting held on 20 May, 2015. | |
| 2 | Rolling Action Log | 9 - 10 |
| | Report by Director of Finance & Resources, Renfrewshire Council. | |
| 3 | Update on Tackling Poverty Strategy and Action Plan | |
| | Presentation by D Amos, Chief Executive's Service, Renfrewshire Council. | |
| 4 | My Stroke Guide | |
| | Presentation by M Hunter, Stroke Association. | |
| 5 | Update on Progress Report Against Year 1 Targets | 11 - 14 |
| | Report by F MacKay, Renfrewshire Health & Social Care Partnership. | |
| 6 | Housing Strategy | |
| | Presentation by J Davis, Development & Housing Services. | |
| 7 | Adult Health & Wellbeing Survey | |
| | Presentation by C Walker, Renfrewshire Health & Social Care Partnership. | |

8 BRAW Update

15 - 22

Report by D Reid, Renfrewshire Alcohol & Drug Partnership.

9 Integration Fund Update - Infrastructure Proposals

Presentation by R Robertson, Renfrewshire Health & Social Care Partnership and S McDonald, Active Communities.

Minute of Meeting Community Care, Health & Wellbeing Thematic Board

Date	Time	Venue
Wednesday, 20 May 2015	14:00	Johnstone Town Hall, 25 Church Street, Johnstone, PA5 8FA,

PRESENT

Councillor I McMillan (Renfrewshire Council); D Leese, F MacKay, C Walker and H Cunningham (all Renfrewshire Health and Social Care Partnership); D Reid (Renfrewshire Alcohol and Drug Partnership); D Goodman (Renfrewshire Carers); R Robertson, L Finland and L Muirhead (all Renfrewshire Council); and P Nelis (Scottish Fire and Rescue Service).

CHAIR

Councillor I McMillan, Chair, presided.

IN ATTENDANCE

C Johnstone (NHS Greater Glasgow & Clyde); and C MacDonald (Renfrewshire Council).

APOLOGIES

Councillor M Brown (Renfrewshire Council); S McDonald (Active Communities); J Ferrie (Engage Renfrewshire); S McLellan (Forum for Empowering Communities); Dr A Van der Lee (GP representative); S Strachan (Renfrewshire Council); C Burling (Renfrewshire Health & Social Care Partnership); J McKellar (Renfrewshire Leisure Limited); R Telfer (Scottish Care); and A Cumberford (West College Scotland).

ORDER OF BUSINESS

The Convener intimated that he proposed to alter the order of business to facilitate the conduct of the meeting by considering Item 6 of the agenda after Item 1.

1 **MINUTE OF PREVIOUS MEETING**

There was submitted the Minute of the Community Care, Health & Wellbeing Thematic Board held on 5 February 2015.

DECIDED: That the minute be approved.

2 **ROLLING ACTION LOG**

CCH&W.05.02.14(2) – MIDSPAN EVENT

It was noted that the training/information session held on 3rd March, 2015, was successful. It was agreed that this action could now be removed from the action log.

CCH&W.04.09.14(7) – STROKE – RISK FACTORS & LOWERING THE RISK

R Robertson intimated that the Stroke Association were in the middle of planning their events and she would keep the Board advised. She also intimated that a new guide entitled “My Stroke” guide had just been published.

DECIDED:

(a) That it be agreed that completed action CCH&W.05.02.14(2) – Midspan Event be removed from the action log;

(b) That the information relating to the Stroke Association be noted; and

(c) That the Rolling Action Log be noted.

3 **INTERIM PROGRESS REPORT ON YEAR 1 TARGETS**

There was submitted a report by the Community Planning Lead Officer relative to an update on remedial actions and progress achieved to improve the impact measures that were 10% or more outwith target.

F MacKay intimated that there were 4 impact measures that had target red alert status. Appendix 1 of the report provided an update on remedial actions; outlined progress achieved; and provided details of the work which was ongoing to improve the performance of the red alert indicators.

DECIDED:

(a) That the update provided on the indicators as detailed within Appendix 1 be noted; and

(b) That it be agreed that the updates would be reported to the Community Planning Partnership Board at its meeting on 24 June, 2015.

4 **DEVELOPING A RESPONSE TO THE POVERTY COMMISSION RECOMMENDATIONS**

D Leese advised that the Tackling Poverty Commission published its report on 13 March and identified 24 recommendations which were grouped under five priority areas proposed by the Commission. Renfrewshire Council had formed a Tackling Poverty Steering Group to oversee the development of an action plan. He intimated that against each of the recommendations clear, measurable and specific impact measures had been developed and the recommendations would be put to a special meeting of the Community Planning Partnership Board on 5 June 2015 and thereafter the Council meeting on 25 June 2015.

DECIDED: That the verbal update be noted.

5 **INTEGRATION UPDATE**

There was submitted a report by the Chief Officer Designate, Health & Social Care Partnership relative to the progress of the integration work. The report advised that a Programme Board had been established to lead the integration work and a summary of progress was attached as an appendix to the report.

DECIDED: That the report be noted.

6 **CLINICAL SERVICES REVIEW**

C Johnstone gave a presentation relating to the Renfrewshire Development Programme (RDP), NHS GG&C Clinical Services Review. The presentation highlighted the person centered approach; key features and advantages of this approach; new services that had come into operation; the various workstreams that were in place; and the communication and engagement that had taken place.

DECIDED: That the presentation be noted.

7 **BRIGHTER RENFREWSHIRE ALCOHOL AWARENESS WEEK (BRAW)**

There was submitted a report by Renfrewshire Alcohol & Drug Partnership relative to the project event Brighter Renfrewshire Alcohol Awareness Week (BRAW).

The report advised that a multi-agency planning group had been established to develop the event which would take place between 15 and 19 June 2015 with the message focused on getting the most out of summer by being safe and having fun without excessive use of alcohol. It was highlighted that BRAW would involve three key areas:

- A fund that allowed community groups and services to bid for up to £500 to allow participation in agreed BRAW activities within their local areas;
- Road shows at supermarkets/shopping centres within each of the LAC areas during BRAW week; and

- A large showcase event on the final day, 19 June 2015.

Councillor McMillan intimated that he was pleased to see that a large number of community groups had embraced the concept and looked forward to the event. He also asked that his thanks be passed on to the organisers of the events.

DECIDED: That the report be noted.

8 **MIDSPAN EVENT AND DISSEMINATION**

F MacKay gave a verbal update on the Midspan training/information session which was held on 3 March, 2015. She intimated that the event went very well and was very well attended by Elected Members and partner organisations. She advised that plans were being made for a roadshow to take place in the coming months.

DECIDED: That the update be noted.

9 **PUBLIC HEALTH REVIEW - STAKEHOLDER ENGAGEMENT**

There was submitted a report by the Head of Planning and Health Improvement, Renfrewshire Health and Social Care Partnership relative to the response by Renfrewshire Community Planning Partnership (RCCP) to a stakeholder consultation on public health by the Scottish Government.

The report provided the context for the review and outlined key challenges and potential opportunities for public health. It was noted that the Scottish Government Review Group had asked for the paper to be shared widely in order that they could have the benefit of feedback from a range of stakeholders. Appendix 2 detailed the RCCP response to the consultation.

DECIDED: That the response to the stakeholder consultation be noted.

10 **TIMETABLE OF MEETINGS FOR THE COMMUNITY CARE, HEALTH & WELLBEING THEMATIC BOARD - SEPTEMBER 2015 TO OCTOBER 2016**


There was submitted a proposed timetable for meetings of the Community Care, Health & Wellbeing Thematic Board for the period September 2015 to October 2016.


DECIDED: That the timetable of meetings until October 2016 be approved.


RENFREWSHIRE COUNCIL


COMMUNITY CARE, HEALTH & WELLBEING ROLLING ACTION LOG






KEY

Action is on track 

Areas for concern that will impact on completion date if not fixed. 

Action required to bring up to satisfactory level 

Past deadline date and action required. 

Action No.	Action	Action Owner	Status	Expected Date of Completion	Actual Date of Closure	Update & Comments
<u>CCH&WB.15.05.14 (7)</u>	<u>A More Active Scotland 10 Year Implementation Plan</u> A working group be set up to consider and develop the recommendations within the report.	CHP S MacDonald		Future Meeting	<u>21.8.14</u> A draft set of terms of reference to be developed with a view to the working group meeting before the end of the calendar year. <u>CCH&WB.20.11.14(2)</u> A report to be submitted to a future meeting of the Board.	
<u>CCH&WB.04.09.14 (6)</u>	<u>Integrated Care Fund 2015/16</u> Integrated Care Fund Plan to be submitted to a future meeting.	Lead Officer		Future Meeting	<u>CCH&WB.20.05.15(4)</u> Update provided at meeting	
<u>CCH&WB.04.09.14 (7)</u>	<u>Stroke – Risk Factors & Lowering the Risk</u> Development of a campaign to centre around preventability with involvement from GPs, British Heart Foundation and other appropriate groups. Sources of funding to be investigated to develop the campaign and a report to be submitted to a future meeting of the board.	R Robertson/ CHP		Future Meeting	<u>CCH&WB.20.11.14(5)</u> Contact to be made with Stroke Association to obtain a follow up report. <u>CCH&WB.20.05.15(2)</u> Stroke Association are in the middle of planning their events and an update to be given to the Board at a future meeting. A new guide entitled "My Stroke" guide had just been published.	
<u>CCH&WB.04.09.14 (9)</u>	<u>Renfrewshire Development Programme/Clinical Services Review</u> Update to be submitted to a future meeting.	CHP		Future Meeting	<u>CCH&WB.20.05.15(6)</u> Update provided at meeting.	
<u>CCH&WB.04.09.14 (10)</u>	<u>Community Planning Update</u> Annual review report be prepared to note progress against the impact measures in the Community Plan	D Goodman /Partners ADP		Future Meeting	<u>CCH&W.20.11.14(5)</u> a) That a meeting of relevant partners take place with the intention of organising a joint meeting with the Carers Forum to discuss and develop an increase in carer engagement across Renfrewshire; b) That a meeting between representatives from the Board and ADP take place to identify key priorities and develop ideas for programme 2015/16.	



To: The Community Care, Health and Wellbeing Thematic Board

On: 8th September 2015

Report by:

Fiona MacKay, Head of Planning and Health Improvement, Renfrewshire HSCP

UPDATE ON PROGRESS REPORT AGAINST YEAR 1 TARGETS

1. Summary

1.1 On 20th May 2015, an update on progress against year 1 targets for the Community Care, Health and Wellbeing indicators was presented to the Community Care, Health and Wellbeing Board. At this point the HSCP did not have the results of the Adult Health and Wellbeing Survey 2014 and the Community Profile 2014 and could not therefore provide data against some of the indicators.

1.2 The Survey results and Community Profile data are now available for the following measures and a summary of progress is provided in this report:

- Reduce the gap between minimum and maximum (male) life expectancy in the communities they live in (Bishopton/Ferguslie).
- Increase the number of people who assessed their health as good or very good
- % of people who have a positive perception of their quality of life
- Increase in the number of people participating in 30 minutes of moderate physical activity 5 or more times a week
- Reduction in the number of adults who smoke
- Reduction in percentage of adults that are overweight or obese
- Increase in the average score on the short version of the Warwick- Edinburgh Mental Wellbeing Scale (WEMWBS).




2. Recommendation

2.1 It is recommended that the Board notes the update provided on progress against the indicators detailed in this report.

3. Progress against 7 Key Indicators








3.1 Table 1 below shows that 5 of the 7 indicators are on target and 2 are close to target.

Table 1: Summary of performance

Impact Measure Status		Total
	On target	5
	Warning	2
	Alert	0
Total (where data is available)		7

3.2 Table 2 highlights performance against year 1 targets for the following 7 indicators:

Table 2:

Community Care Health and Wellbeing Indicators	Current Status	Baseline	Year 1 Target	Year 1 Actual
Outcome 1. By 2023 our residents will have an increasing life expectancy regardless of the community they live in				
Reduce the gap between minimum and maximum (male) life expectancy in the communities they live in (Bishopton/Ferguslie).		16.4 years	16.1 years	14.8 years
Increase the number of people who assessed their health as good or very good		80%	80%	77%
Outcome 2. By 2023 our residents will be valued and respected irrespective of age, physical disability or other needs				
New performance measure for this outcome: % of people who have a positive perception of their quality of life		71%	75%	92%
Outcome 4. By 2023 our residents will have improved positive healthy behaviours: eat healthier; be physically active; only use drugs as prescribed; and avoid or stop smoking				
Increase in the number of people participating in 30 minutes of moderate physical activity 5 or more times a week		30.1%	32%	53%
Reduction in the number of adults who smoke		24%	23%	19%
Reduction in percentage of adults that are overweight or obese		55%	55%	49%
Outcome 5. By 2023 our residents will enjoy good mental health				
Increase in the average score on the short version of the Warwick- Edinburgh Mental Wellbeing Scale (WEMWBS).		55.1	57	53.4

4. Areas for Improvement and Remedial Action

4.1 Two indicators are below target in year one:

- The increase in the number of people who assessed their health as good or very good.

In the Health and Wellbeing Survey 2014, respondents were asked to describe their general health over the last year on a five point scale (very good, good, fair, bad or very bad). Overall, just over three in four (77%) gave a positive view of their health, with 33% saying their health was very good and 44% saying their health was good. However, 23% gave a negative view of their health, with 16% saying their health was fair, 5% saying it was bad and 1% saying it was very bad:

- The increase in the average score on the short version of the Warwick-Edinburgh Mental Wellbeing Scale SWEMWBS).

The survey used the Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) to assess positive mental health and wellbeing. This uses 14 positively worded questions. Scores are derived by summing responses to each of the 14 questions on a 1-5 Likert scale. Thus, the maximum score is 70 and the minimum score is 14. The scale is designed to allow the measurement of mean scores in population samples. The Scottish Health Survey has consistently shown the mean WEMWBS score for the Scottish adult population to be around 50, with the 2012 survey showing a mean score of exactly 50.0.

The overall mean WEMWBS score for respondents in Renfrewshire in 2014 was 53.4.

4.2 There are a number of activities in Renfrewshire to support improvement in the health and wellbeing of the local population.

The HSCP run weekly stop smoking groups and a drop-in pharmacy service in order to meet all needs. Preparation is underway to support the introduction of smoking free NHS grounds.

In early summer, the BRAW event (Brighter Renfrewshire Alcohol Awareness Week) raised awareness of the impact of alcohol misuse and promoted a healthier relationship with alcohol. It was well attended with positive feedback.

Funding was provided to Active Communities (Scotland) Ltd for community lead health activities. Examples of activities have been a Feel Good Renfrewshire Campaign, and developing a concept of engaging and supporting community champions to promote health & well being in their local area.

There have been many opportunities to promote opportunities for physical activities; fun runs 10k, promoting of walking routes and the cycle path network. Additional funding from the NHS has provided physical activity classes in care homes and for community groups. As a Community Planning Partnership we have access to Commonwealth Games Legacy Funding to enhance and increase opportunities for the local community; a bid is currently being prepared to access these funds.

4.3 With regards to mental health, a programme of training 'Understanding Mental Health' is offered in the community to raise the awareness of mental health. In Renfrewshire the Mental Health Film and Arts Festival is an annual event to promote positive mental health.

Financial support is being provided by the Renfrewshire Poverty Commission to support a pupil counselling service and a peer mentoring programme for the secondary schools.



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

On: **8 September, 2015**

Report by:

Rowan Anderson, Renfrewshire Alcohol & Drugs Partnership



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 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 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 th 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 th 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 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, ciders and mocktails free to patrons to promote alcohol free alternatives. Health information will also be distributed along with BRAW resources.	18 th & 19 th 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 th 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 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

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.