



To: Community Care, Health and Wellbeing Thematic Board

On: 14 September 2016

Report by:

Fiona MacKay, Head of Planning & Health Improvement
Renfrewshire HSCP

TITLE:

Brighter Renfrewshire Alcohol Awareness Week (BRAW)

1. Summary

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

2. Recommendations

- 2.1 Members are asked to note the BRAW update.
- 2.2 Members are asked to support Renfrewshire HSCP's representation to Renfrewshire Licensing Board relating to the Festive Terminal Hours.

3. Background

- 3.1 In 2015, as a response to alcohol related performance reported to the Renfrewshire Community Care Health and Wellbeing Thematic Board, Renfrewshire Alcohol & Drugs Partnership (ADP) was tasked with developing a local alcohol awareness week. As a result, a multiagency planning group was established to progress the project, branded 'BRAW' – an acronym for Brighter Renfrewshire Alcohol Awareness Week.

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

3.2 BRAW 2016

As a result of a successful BRAW 2015, it was decided to repeat BRAW week from 20th – 24th June 2016. As BRAW was implemented over the summer, messages focused 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.

3.3 Funding

Funding for BRAW 2016 was sourced from Planning and Health Improvement budgets, and Healthy Working Lives. In total, the budget for BRAW 2016 was £8500. Funding was used to allocate grants to local groups or services who wanted to participate in BRAW and for materials to support the campaign.

3.4 BRAW Bids

Fifteen local services and community groups bid into the BRAW fund to access money to allow them to participate in BRAW week.

The bids came from across Renfrewshire. Bids covered a range of demographics, including children and young people, older people, vulnerable adults as well as the general population.

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 and approve bids. 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 messagesTo encourage people to seek supportTo change attitudes to alcoholTo involve communities in tackling alcohol issuesTo prevent or reduce harm caused by alcoholTo celebrate and support recovery from addiction	<ul style="list-style-type: none">Resilience and protective factorsEnvironmental measuresCommunity involvementDiversionary approachesBrief Intervention approachesEducationTrainingParenting programmesSocial marketingWorkplace alcohol and drug policiesHarm reduction – alcoholHarm reduction - drugs

3.5 BRAW Grant Recipients

BRAW 2016 saw fifteen groups/services receive funding, including Police Scotland, Homelessness Services, Schools, Parent Councils, Scottish Fire and Rescue Service, Recovery Groups, Housing Associations and other local community groups. Initiatives ranged from a 1950's themed alcohol free BBQ at a care home, running a mocktail Bar for high school pupils and alcohol free live music events.

Group	Award (£)	Idea
Glentamar Court Social Club	450	1950s themed BBQ. Healthy Food, mocktails and information
Police Scotland	425	BBQ and mocktails for young people
Our Place Our Families	500	Alcohol Awareness Event
Linstone Housing Association	334	BRAW Nightclub
RCA Trust	200	Coffee morning
Kilty Kilty	500	Promoting and distributing alcohol free drinks
Cafuffals	500	Raising awareness of drink driving legislation
Erskine Music & Media Studio	500	Live music event
Kintyre Base - Linwood High	250	Mocktail bar
Route 66	130	Coffee morning
Scottish Fire & Rescue Service	230	BBQ and mocktails for young people in care facilities
Youth Services & Home Link	500	End of term mocktails
Sunshine Recovery Café	500	Celebrating Recovery BRAW Event
Barsail Parent Council	475	Summer Fayre
Neighbourhood Challenge	500	Aff it and feeling BRAW Event
George Street Service	300	Event
Total	6,294	

3.6 BRAW in Renfrewshire House

A stall with BRAW resources and alcohol awareness information was situated in Renfrewshire House atrium on Friday 24th June. Staff were able to get information and an Alcohol Brief Intervention (if required) from members of Renfrewshire HSCP's Health Improvement Team.

3.7 Evaluation

Each grant funding recipient was required to complete an evaluation of their BRAW event. The BRAW working group will convene in September 2016 to go over the evaluations and reflect on any relevant learning points for future BRAW activity.

3.8 Future BRAW campaigns

BRAW is now a recognisable brand with an associated logo and campaign materials. Renfrewshire ADP has allocated funding to develop a Festive BRAW campaign to highlight alcohol awareness messages. Festive BRAW will focus on the development of health information resources for distribution throughout Renfrewshire, rather than granting funding to local groups or services.

3.9 Renfrewshire Licensing Board: Festive Terminal Hours

Renfrewshire Licensing Board has proposed extending the terminal hours for sales of alcohol over the festive period 2016. As a statutory consultee, Renfrewshire HSCP responded highlighting concerns relating to the extension of terminal hours. Concerns relate to the increase in alcohol consumption associated with increased availability. The HSCP response specified that extensions to the availability of alcohol via the extension to terminal hours is incongruent with initiatives which aim to reduce the harms caused by excess alcohol consumption such as BRAW and the Safe Bus. The letter is attached as an appendix to this report.

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Appendix 1 – Letter to Renfrewshire Licensing Board

**Renfrewshire
Health & Social Care Partnership**



Date: 8th August 2016
Our Ref: FM/RA
Your Ref: FM/RA
Enquiries: Alison.Hardie@ggc.scot.nhs.uk
Tel: 0141 618 7657

Depute Clerk to the Licensing Board
Licensing Section
Finance & Corporate Services
1st Floor, North Wing
Renfrewshire House
Cotton Street
Paisley
PA1 1TT

Dear Sir/Madam,

SUBJECT: Festive terminal hours 2016/17

Thank you for the opportunity to comment on the proposed festive terminal hours 2016/17.

It is disappointing to note that Renfrewshire Licensing Board proposes extending the hours which people can drink alcohol over the festive period. Increased access to alcohol, which includes extending the hours in which alcohol can be purchased, is known to predicate increases the volume of alcohol that people drink.

I am sure you will appreciate that Renfrewshire has a poor relationship with alcohol and resulting health inequalities are well documented. We have amongst the highest rates of alcohol related hospital admissions and alcohol related deaths in Scotland.

Extending the terminal hours will encourage people to drink more. This can have very serious consequences for their health and wellbeing. Binge drinking is associated with increased risk of injury as a result of accident, increased risk taking behaviours and can have significant impact on health in the longer term.

Renfrewshire HSCP and Renfrewshire Alcohol & Drug Partnership (ADP) work throughout the year to minimise the harms caused by alcohol. At the request of Renfrewshire's Community Care Health and Wellbeing Thematic Board, we have implemented Brighter Renfrewshire Alcohol Awareness Week (BRAW), which aims to increase awareness of the risks associated with alcohol consumption. BRAW will be repeated during the festive period 2016 as a way of encouraging people to make sensible decisions about their alcohol consumption over the festive period. For a number of years, Renfrewshire ADP has also funded the Safe Bus over the Festive period. The Safe Bus aims to mitigate the harms caused by excess alcohol consumption by offering a point of

safety in Paisley town centre for those who become intoxicated over the weekends running up to Christmas.

Extending the licensing hours over the festive period is incongruent with the objectives of these incentives, supported by the Community Planning Partners and the Alcohol and Drug Partnership.

I would ask that Renfrewshire Licensing Board note our concerns.

Yours faithfully,

Fiona MacKay
Head of Planning & Health Improvement

cc: Catherine Chiang, Consultant in Public Health Medicine, NHS Greater Glasgow & Clyde
Sgt Jeff Curran Licensing Division, Police Scotland, Mill Street, Paisley