

County Durham LINK

Meeting/Event

Date: Tuesday 23rd February 2010
Event: Alcohol Prevention Group Meeting
Number/range of attendees: 7 out of a possible 25
Purpose of meeting/event: Update for Alcohol Prevention Group
Record completed by: Robin Millerchip
<p>Item 1 Report on current TV campaign that it aimed at adults and is transmitted as a consequence after 9pm. Suggestion that it should be acquired and offered to Further Education places such as New College and Durham University to show to students and staff.</p> <p>Item 2 Alcohol Action Plan Update:</p> <ol style="list-style-type: none"> 1. Concern expressed over lack of marketing resources 2. Concern over lack of Fire/Police attendance and support but also pointed out that there are high demands on their resources following the introduction of Area Action Partnerships 3. Campaign to prevent young people binge drinking is to be restarted 4. Campaign to stop parents and adults supplying drink and drugs to young people is still being developed 5. County Anti Drink-Driving Campaign – awaiting update 6. Effects of Alcohol on Pregnancy and support for mothers with addiction – awaiting update 7. Sale of alcohol and labelling of same – central government not moving with any speed on law changes 8. National advertising over safe drinking levels and making them better understood – again lack of gov. clarity and leadership 9. Accidents caused by alcohol abuse – County has appointed a fire officer to PCT to investigate extent of problem 10. Developing signposting kits for youth and community workers is being undertaken in Derwentside for rolling out across the county but no time-scale 11. Many items on Action Plan have no person as lead or contact and as a consequence no report on them (I find this very worrying)

Item 3

Discussion on proposals to promote non alcohol dependant culture

1. Police force are experimenting with drink less discos in Durham and Consett with some success but a lot of obstacles to be overcome
2. Fire service in Wearside promoting alcohol free events for young people
3. Need for club owners to educated over other ways to success other than by selling alcohol
4. General feeling that whilst an ideal to aim for, achievement is far from realistic

Item 4

Area Action Partnerships

- Shildon has an Alcohol Prevention Worker
- Other AAP's interested in alcohol reduction in the context of reducing anti social behaviour and minor crime which all 13 areas site as items of major concern to residents.

Overall whilst a useful meeting, I felt that if this had been led by the voluntary sector, there would be a far higher demand for both achievable and measurable action, whereas this fitted in with the organisational structure of the County Council/NHS which is controlled by budget and structure.

Actions: