

LDAAT

Newsletter

Issue No 03
January 2008

Circulate

LDAAT Newsletter

Breaking the cycle of substance misuse



Welcome to Circulate, the newsletter from Lancashire Drug and Alcohol Action Team (LDAAT).

It has been designed to help spread the word about how the LDAAT partnership is working towards reducing drug and alcohol misuse and make Lancashire a healthier and safer place to live.

The last few months have been exceptionally busy and highly productive for the team and the partnership. As well as showcasing our services to a number of high profile delegates from across Europe, we have received national recognition for our campaign to tackle deaths caused by overdose.

Our partners have also been working hard to achieve the goals of LDAAT. There have

been a number of new developments to tackle substance misuse in the East of the county and there have been specific events to raise awareness of drugs and alcohol amongst young people.

Also check out the One Year celebration of our Young Persons Service in the South – Young Addaction. You can also read about a User-led service in Fleetwood on page 7.

We are always keen to hear from you and are looking to circulate stories about the good work in Lancashire to tackle substance misuse – if you have some news or you would like to comment on this issue, please email me:

charlotte.billington@centrallancashire.nhs.uk

Progress last quarter

- › OD999 wins an award
- › Successfully consulted with over 200 service users for the New Drug Strategy
- › European Network meets with success
- › Comprehensive Needs Assessment for Drug Treatment completed

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LDAAT Host Prestigious European Network

Delegates from across Europe
are impressed by the Drug and Alcohol
Services in Lancashire



In October 2007 Lancashire Drug and Alcohol Team (LDAAT) showcased their services to substance misuse experts from across Europe as part of a newly established European Network. Delegates from a number of partnerships within Finland, Netherlands, Ireland, Germany, Croatia, Romania, Ukraine, and the Russian Federation took part in the visit.

With the help of the Home Office, members of the Pompidou Secretariat, partner & provider agencies within Lancashire, LDAAT organised a number of project visits & workshops across the county including HMP's Preston, Lancaster Castle and HMP/ YOI Lancaster Farms as well as Burnley Offender Management Unit, Burnley House Project and West Lancs MAPs office.

Thomas Kattau from the Pompidou Group in France (responsible for setting up the Network), was amazed by the level of partnership working in Lancashire "It is truly inspiring to see the number of different organisations who are working together to fight the problem of substance misuse in Lancashire. This has certainly given many members of the network something to take back and work towards"

The visit finished with a small evening event, which included speakers from the Home Office and Government Office North West, an exhibition of current drug and alcohol projects and an opportunity to taste the traditional dish of Lancashire hotpot.

Tom Woodcock Strategic Director for LDAAT explained why the event was so successful; "Delegates were impressed by Lancashire's genuine partnership approach to tackling substance misuse, with the emphasis on treatment and rehabilitation of drug users".

The next meeting will be held in Frankfurt in May 2008.

For further information

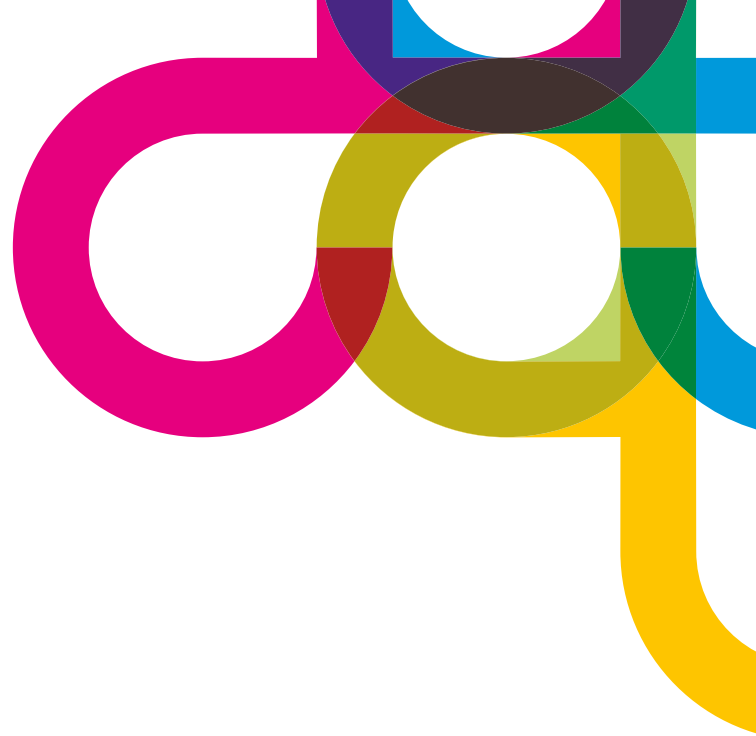
Shirley Phillips

LDAAT

01772 647105

For more information on the Pompidou Group
please visit their website

<http://www.coe.int/t/dg3/pompidou>



OD 999 receives National Recognition

Overdose Campaign was awarded Social Marketing Prize



People in picture (L-R):

Nick Samuels,

Chair, Association of Healthcare Communicators

Charlotte Billington,

Communications Manager, LDAAT

Paul White,

National Social Marketing Centre

Lancashire Drug and Alcohol Action Team's (LDAAT's) OD 999 campaign was named Runner Up in the Best Social Marketing Category as part of the 2007 Association of Healthcare Communicators Awards.

OD 999, which ran earlier this year, was a campaign to help reduce the harm caused to those affected by substance misuse. Due to the nature of their problem, drug users are at risk of overdose but are often too scared to seek help and this campaign aimed to save lives by encouraging people to call an ambulance in the event of an overdose.

The development of the OD 999 campaign relied heavily on the involvement of reformed or reforming addicts who gave their time as volunteers to help choose appropriate campaign materials, with the aim of reaching this vulnerable and often difficult to reach group.

Charlotte Billington Communications Manager for LDAAT was responsible for co-ordinating OD 999, "We are delighted to collect this prestigious award. OD 999 has had a genuine impact in Lancashire. By having ex-users involved we were able to truly understand how we could reach this chaotic audience and ensure the campaign was successful".

OD 999 branded cards, posters and leaflets were distributed to agencies and services across Lancashire who help drug users. These were given out to anyone who has a substance misuse problem. There were also a number of specially organised overdose training events across Lancashire, which provided life saving advice. A special website was also set up where people can access information on the recovery position: www.od999.org

Mark Hindle Chair of Lancashire Drug and Alcohol Action Team (LDAAT) highlighted the importance of targeted campaigns: "As a drug and alcohol action team we have a responsibility to tackle substance misuse in Lancashire. This campaign has helped to create awareness to those who need help the most. By encouraging calls to the emergency services we were also able to promote the specialised treatment and help that is available."

Paul was addicted to heroin for 8 years, he attended several OD 999 focus groups and planning sessions. He was also on the panel, which selected the final artwork for the campaign. Paul explained why he supported the campaign "When I was addicted to drugs I lost everything, being involved in OD 999 has meant that I can use what was a very sad and dark time in my life to hopefully help someone".

For further information

Charlotte Billington

LDAAT

01772 647114



New Website for LDAAT

Lancashire Drug and Alcohol Action Team have a brand new website...



The aim of the website is to increase public awareness on substance misuse and what is being done to combat the issues by the partnership. Inform people what services are available and information on developments in their area. It is also intended for the site to provide up-to-date information for professionals working in the field.

The website will provide the public with an understanding of who the LDAAT Partnership are and how the DAAT Delivery Unit supports the partnership and the roles and responsibilities of the unit.

The information on the website includes:

- › National and local drug strategies, priorities and progress.
- › Latest news and campaigns
- › How to get involved in LDAAT
- › Provider and stakeholder information
- › Links to relevant sites

The site allows the function:

- › For provider/other relevant organisations to post job vacancy or volunteer opportunities onto our website.

- › To submit a question or query to the DAAT Delivery Unit
- › To provide a suggestion

The website is in its infancy and on-going developments have been planned and will be available soon. These developments include:

- › Service finder including google map facility
- › Information on local areas – services, data, financial information
- › Access to minutes and reports of meetings
- › Access/purchase resources – publications, training aids

Please log onto our website and let your friends/colleagues know the address www.ldaat.org. If you have any queries or suggestions for developing the site please contact Ann Gawne, Support Service Manager, LDAAT (ann.gawne@centrallancashire.nhs.uk) or Charlotte Billington, Communications Managers, LDAAT (charlotte.billington@centrallancashire.nhs.uk)

For further information

Ann Gawne

LDAAT

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LDAAT Alcohol campaign



As the BBC revealed that 43% of young people are adopting drinking habits as young as 13, there really is no time like the present for LDAAT to initiate the launch of a new alcohol campaign. It's becoming ever more apparent that this readily available substance is being misused and more importantly misunderstood by the younger generation and that key messages aren't being received.

This new campaign aims to provide a responsible drinking brand that will be designed so other related campaigns can associate with it after the initial launch. The team has been researching previous national and local activity along with scoping out forthcoming activity to assist in shaping the objectives of the campaign. As well as sourcing research from trading standards and alcohol concern, they have conducted extensive research within some of Lancashire's drinking hotspots with the assistance of local radio station Rock FM. The Rock FM team had a great response

and the results have revealed the alarming drinking habits and attitude of the 18-24's.

The first stage of the campaign will create and promote the responsible drinking brand and highlight the many problems associated with excessive drinking amongst young people. The initial campaign will run for two months with the possibility of extending it over a twelve-month period.

The LDAAT will be working in conjunction with 'Know Your Limits' on this campaign as they had originally planned some pilot scheme activity within Lancashire but both parties recognised the potential in working together; bringing both regional and national alcohol strategies together.

The team is a strong believer in the region working together to improve the potential success of any initiative and are always eager to build upon existing partnerships so please don't hesitate to contact the team if you would like to help us in developing the campaign and associated activities.

For further information

Charlotte Billington

LDAAT

01772 647114

One Year On – Young Addaction

Young People ‘Check Out’ Drug and Alcohol Services in Central Lancashire



People in picture:

[Young people enjoying the activities](#)

School and college pupils from South Lancashire joined the staff, partner agencies and service users of South Lancashire Youngaddaction to help them celebrate ‘One Year On’ since their launch in September 2006. The event gave young people the opportunity to hear first hand about personal experiences of drug and or alcohol misuse, as well as learning more about the service and help available.

The event which was described as ‘exciting and interesting’ by young people was largely interactive with a market place where young people could ask questions and collect further information, and activities such as an inflatable bungee run and sumo wrestling. Professionals from a wide range of young people’s organisations also attended the event, one evaluation comment stated; ‘it’s great that the young people get to meet Addaction and the faces behind it, in such a fun and informal way – they are more likely to engage with a service that puts good association in their minds’. Both young people and adults took part in workshops in the afternoon, one of which looked at a young person’s journey with Youngaddaction.

The achievement of young people was marked in a special award ceremony, which also included a speech from Lancashire Drug and Alcohol Action Team (LDAAT) who commissioned the service. Samantha Jones from LDAAT highlighted the importance of Young People’s services ‘We are committed to ensuring that there are genuine services available like this which meet the complex needs of children and young people in Lancashire’.

Looking forward, Project Manager Ruth Fielding commented ‘We have had 447 young people referred into our service so far. We hope to continue to raise the profile of the service for children and young people to ensure that we access all young people in need.’ Reflecting on the days events; ‘hearing the feedback from young people today has made the teams work all worthwhile. Young people seemed to not only enjoy the day but have told us that they have learnt a lot and that the speakers had a real impact on them.’

For further information

[Ruth Fielding](#)

South Lancashire Young Addaction

[01772 255307](#)

Lancashire Tower Programme

More help to tackle Substance Misuse for Offenders in Accrington

Accrington Police Station is helping offenders with drug and alcohol problems by opening their doors to the local Addaction Office. Addaction are the providers of LDAAT’s Tower Programme -specialised criminal justice treatment service

The Tower Programme is a special programme to help offenders who have a drug and alcohol problem. It brings together existing schemes such as arrest referral, conditional cautioning, court referrals, prison link and treatment services so that an offender can access them all under one programme, which gives offenders a single point of contact. The benefits of having a single point of contact mean that offenders can be managed more closely and it also

gives offenders some stability in their often-chaotic lives.

The Tower Programme, which was launched last year, helps significantly towards

- Reduce drug related offending
- Reduce reconviction rates
- Reduce drug related deaths
- Improve health and social functioning of drug misusing offenders
- Reduce and prevent relapse

The new office will allow Addaction to provide a full range of treatment options and allow 3 full time staff to support the criminal justice clients of Hyndburn and Ribbles Valley.

Lancashire Local Area Agreement (LAA)

Leading the Way with Alcohol Harm Reduction



£500,000 Lancashire Local Area Agreement (LAA) Funding has been committed to fund alcohol harm reduction initiatives across Lancashire between 31st March 2006 and 31st March 2009. To date this has funded a total of 15 projects.

The last few months has seen a number of the short term LAA Funded alcohol harm reduction projects completed. These have included 2 pieces of research by Liverpool John Moores University (LJMU) regarding how Licensing Legislation is being utilised across Lancashire and how Planning can be utilised to support the development of safer night time economies.

Both of these pieces of research incorporate a number of practical recommendations that if adopted locally will support a reduction in the harms associated with alcohol misuse across Lancashire. Both of these reports can be accessed at: www.cph.org.uk/publications.aspx

Below is another example of how an element of the Lancashire LAA Alcohol Funding is being utilised to resource alcohol harm reduction activity in the criminal justice sector.

For further information

Andrew Ascroft

Central Lancashire Primary Care Trust
01772 645609

Alcohol Treatment Requirement (ATRs)

Dedicated Alcohol resources within the Criminal Justice System are Piloted in Lancashire



The Alcohol Treatment Requirement (ATR) is a criminal justice intervention aimed at addressing alcohol misuse where it has a link to offending. It is being piloted in two areas, the Preston, Chorley and South Ribble area and in Blackburn.

The ATR can be imposed as part of a Court Order on offenders who are dependent upon alcohol and who have committed offences involving harm to others. Offenders made subject to the ATR will usually have complex needs and a substantial history of alcohol misuse. If the court sentences the offender to an ATR a Probation Officer will work in conjunction with colleagues from Lancashire Care Trust (NHS) and any other appropriate agencies, to deliver alcohol treatment and other interventions. This will include addressing alcohol misuse, improving the lifestyle and

health of the offender and reducing the risk of reoffending. A high level of contact will be required with the offender, with any failure to comply being met with swift enforcement action and a return to court.

The ATR pilots will be evaluated in Summer 2008 to ascertain if the intended outcomes of reducing offending and improving health, lifestyle and community integration have been achieved. If successful, methods of sustaining the Alcohol Treatment Requirement across Lancashire will be investigated.

For further information

Andrew Ascroft

Central Lancashire Primary Care Trust
01772 645609

Young People's Alcohol Conference



A successful bid to the Children & Young Peoples Block of the Local Area Agreement resulted in the funding of a conference, which took place in December aimed at Years 9 and 10 secondary pupils from North Lancashire. The conference aimed to address a wide range of risk taking behaviours associated with drinking alcohol. The conference was organised by The Young Person's Alcohol Project and Lancashire County Council's School and Community Partnerships Team.

"Up Front", a theatre group, stimulated discussions based on a range of themes including the promotion of sensible drinking messages, the impact of anti-social behaviour and crime and issues of personal safety. Representatives from partner agencies including North Lancashire Teaching Primary Care Trust, Trading Standards, The Lancashire Teenage Pregnancy Partnership, Lancashire Constabulary and Lancashire Air Ambulance delivered workshops - a tried

and tested approach in engaging young people to discuss issues outside of the school environment.

The conference raised awareness among young people of the impact of alcohol misuse and the health risks related to drinking alcohol and provided information on the support available for those concerned about theirs or other people's drinking. A teacher from each of the secondary schools attended a workshop separate to the pupils in order to receive training around alcohol education.

The conference, which was attended by over 70 pupils, was successful in raising awareness in schools and enhancing the school curriculum by reinforcing messages to reduce alcohol-related harm. A report of the conference and accompanying DVD will be produced and sent to secondary schools and agencies working with young people in Lancashire. Further conferences targeting Central and East Lancashire are planned for later in the year.

For further information

Catherine Westwell

Alcohol Project

01772 532228

Wyre Support Project

Wyre Support Group, Fleetwood



The Wyre Support Group was established in February 2007 with funding from LDAAT and Wyre Community Safety Partnership, by Dave Rankine, an ex service user from the area. Dave had been in contact with LDAAT discussing service user involvement, and had raised the issue that Fleetwood had no open access service for substance users in the area, and that accessing established services could take time, resulting in many people falling out of the treatment system.

The group was established to provide that open access support in the area, with the primary aim of supporting those outside of the treatment system and supporting those who wished to be referred into local services. Dave has substantial experience and he is well placed to offer this peer support. Since February 2007 the group has continued to grow and now offers:

- ▶ Open access for anyone, from wanting a brief chat or advice to longer term support
- ▶ Referral into treatment services
- ▶ One to one peer support
- ▶ Advocacy with housing providers, social services, treatment services etc.
- ▶ Bacon sandwiches, tea and coffee!

The group is based at:

West View Community Centre, Eden Avenue, Fleetwood.

Opening times:

Wednesday	9:30 to 12:30
Thursday	1 to 4
Friday	9:30 to 12:30

The group is funded by the Wyre Community Safety Partnership.

For further information

Dave Rankin

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LDAAT Complete Needs Assessment

A comprehensive audit to identify
key needs in Lancashire



Background

LDAAT has recently conducted a Needs Assessment, which is a vital component of the commissioning cycle. The National Treatment Agency has a set of minimum requirements for the needs assessment, but the DAAT has expanded these to include additional analysis of data regarding criminal justice, housing, skills and employment services, harm reduction, families, carers and consultation with service users.

A comprehensive document has been produced which outlines in detail the evaluation of the substance misuse related need in the County. A County Needs Assessment Expert Group will meet regularly and ensure that the data gaps identified in the report are investigated with a view to building upon existing data and developing the needs assessment further.

Recommendations:

The NDTMS statistics and Glasgow University prevalence data report that there are 1656 problem drug users (class A) in Lancashire that require treatment but are not yet receiving it. An extensive service mapping exercise has been carried out within each locality. It has been identified through the needs assessment process that although

significant re-commissioning has taken place for young people and criminal justice, there are some major gaps, inconsistencies and inequities within the adult drug treatment system. Recommendations from the needs assessment will feed into the Adult Treatment Plan 2008/2009 under the following headings: -

- › Commissioning a Local Drug Treatment System
- › Access and Engagement
- › Retention and Effectiveness
- › Outcomes, Discharge and Exit

The recommendations put forward focus on the need to re-model the adult treatment system to truly meet the needs of Lancashire clients, and to consider developing a combined drug and alcohol system to ensure value for money and effective use of resources from across the partnership

The Needs Assessment Group will continue to meet to ensure recommendations are incorporated into the Adult Treatment Plan and monitored regularly throughout the year. Feedback will be provided quarterly to the Locality Groups, the County Co-ordinating Group and DAAT Executive Group.

For further information

Suzy Renshaw

LDAAT

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