

**DRUG ACTION TEAM**

*Consultation*

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Our Ref: D19522

6 November 2002

Ms Carol Sweetenham  
Team Leader Strategy Unit  
Alcohol Misuse Team  
SU/DOH Consultation  
Room 4.6 Admiralty Arch  
The Mall  
London SW1A 2WH

Dear Carol

**Re: National Alcohol Harm Reduction Strategy  
- Consultation Document**

Thank you for forwarding a copy of the above document as part of your consultation process. In preparation of the National Strategy being formulated we have begun to look at this issue within our Drug Action Team developing an outline action plan that will incorporate the strategy over 4 objectives.

As part of the Strategy Unit's initial consultation I did respond to the outline project plan and recently attended the launch seminar in October.

All within the drug and alcohol field, welcome the development of a national strategy and we look forward to reading the interim report early in 2003.

Yours sincerely

*Elaine Beautridge*

pp **Elaine Beautridge**  
**Drugs Resource Manager**

c.c. Cathy Hamlyn

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Drugs Resource Manager

c.c. Cathy Hamlyn



Received 22/08/02

**DRUG ACTION TEAM**

**Joint Response to outline of the  
Strategy Unit Alcohol Project**

Thank you for sending out the proposed project outline for the above. In consultation with the District of Dover Crime Reduction Partnership, please find a list of the issues, which are **not** clear from the outline.

**Issues to consider:**

In terms of the project outline is the Government's overall objective to:

- (a) Reduce the loss of revenue caused through bootlegging or tackle
- (b) Youth drinking patterns which are related to anti-social behaviours, the associated health effects or
- (c) Gaps within the educational literature available to young people?
- (d) Change Britain's drinking culture?

**Section 28**

**1<sup>st</sup> aim:** the linkage made reference to '...possible instruments and policies...' – are you looking for a cause and effect patterns between these two variables and if so what is meant by possible 'instruments' (are you referring to treatment and support services) and is it possible to specify which policies you are referring to.

**2<sup>nd</sup> aim:**

- What is meant by 'existing activities'
- What will happen to the expected DoH alcohol strategy?
- Will the results of this project act as an addendum to the proposed DoH strategy or it is intended to replace it.
- It is also unclear as to what the focus of the DoH alcohol strategy is?

**Other questions:**

- Which of the external agencies are being involved in this study.
- What is the methodology being used?
- Is there going to be any mapping of existing alcohol services and if so where will it be undertaken? Who will do it? Will it involve the local DAT's or CDRP's? Are key geographical areas being considered? (i.e. Dover, Folkestone, Thanet, Rural areas)



10. Could more be done to align the interests of pubs .....

Q: Is this going to focus on the implementation of ID cards – or marketing campaigns currently being run – or the implementation of the new licensing laws coming into play? Or all three factors – again this is not clear

11. Is it possible to raise concern about healthy lifestyles....

Q: Who are the 'at-risk' groups? Again it would be useful to clearly specify these

Also when looking at the project outline, the study does not seem to address the following:

1. Employers – Misuse of alcohol in the workplace and the potential dangers associated with that
2. Whether a consultation process will be undertaken – and if so with whom and by what means
3. What the methodology of the study is – questionnaires, focus groups etc
4. Timescale of the project
5. Geographical areas the project will target
6. Sample size
7. Drink drivers, pregnant women, sex industry, probation clients, elderly population.
8. Night time economy
9. Mapping alcohol flows – where alcohol is most purchased from (i.e. geographical areas; establishments (shops, pubs, the continent, other outlets)
10. The health benefits of passive drinking – confused messages
11. How do groups view alcohol and how do they consume it
12. What is wrong with our attitude to alcohol
13. Stress related drinking
14. Why are people drinking
15. How do other nations view alcohol - Sweden's model and government approach
16. Will other agencies that are currently developing an alcohol strategy have the opportunity to become involve? – for example, the Kent Drug/Alcohol Action Team are currently developing a strategy for implementation locally

### Section 33.

- There is lots of data available locally in Kent – is there any means by which this information can be collated together and sent in to be part of the study data? Is there a form or website?
- Will the data be available before the strategy is developed and implemented nationally – will resources be available for local DAT's and CDRP's?
- Who will write the final strategy – SU, DoH, Home Office – do any of these departments have a vested interest in implementation - e.g an increase in tax revenue?