

Tel: 01702 224600
Fax: 01702 224601

Our ref: IS

SU/DoH Consultation
Room 4.6
Admiralty Arch
The Mall
London
SW1A 2WH

15 April 2003

Dear Sirs,

**Re: National Alcohol Harm Reduction Strategy - Response from the Southend PCT
(Consultation)**

The PCT supports the strategy and feels that the content sets an excellent way forward for the development of services to reduce harm through alcohol. However a number of comments were made on the structure of the consultation document and the fact that wealth of questions asked make it difficult to understand the focus the final strategy will take.

The following comments from members of the PCT should also be noted:

- The document should help quantify the consequences of alcohol misuse
- It would be useful if information could be provided on the revenue of Government taxes on alcohol. Options for how this revenue could be used to help resource treatment models should be considered.
- The key areas must be educating children appropriately and helping those at risk
- Stronger links should be specified between alcohol abuse and other addictions
- The perspective of presenting an alcohol free lifestyle needs to be included in the document. The problems associated with alcohol at an early age needs to be addressed in schools and through good parenting
- Within 'what we know' there should be a section on the foreseeable impact of the forthcoming 24 hour opening of pubs
- Concern that revenue from advertising means that we will never have an unbiased alcohol strategy
- Local planning mechanisms to implement the strategy must be linked to existing DAT structures.

I look forward to receiving the next version of the strategy in the not too distant future.

Yours sincerely

Ian Stidston
Head of Primary Care Development
SOUTHEND PCT