

DERBYSHIRE COUNTY COUNCIL

CABINET

22 November 2016

Report of the Director of Public Health

**ALCOHOL AND FAMILIES: RESEARCH AND SOCIAL MARKETING CAMPAIGN
(Health and Communities)**

1. Purpose of the report:

To seek approval to procure a combined research programme and social marketing campaign, to address the impact of alcohol use on parenting in order to achieve improved health outcomes across Derbyshire, to be delivered over two years, commencing on 01 April 2017.

2. Information and analysis:

i) The National Picture

Nationally, the accepted measure to indicate the impact of alcohol on children and young people is provided by the Local Alcohol Profile England (LAPE): "Persons under 18 admitted to hospital for alcohol-specific conditions".

Between 2012 and 2015, there were 12,637 under 18s hospitalised in England, 951 in the East Midlands and 211 in Derbyshire (22.2% of East Midlands). Although the numbers of children (under 18s) appearing nationally in hospital for alcohol-related admissions has been reducing steadily over the last 10 years, the admissions for alcohol poisoning (ethanol poisoning) have remained largely flat over the same time period, which could suggest that the number who are engaged in the most harmful drinking behaviour has not reduced.

There is clear evidence that alcohol use in children has a harmful effect on their health. Alcohol consumption amongst under 18's is associated with increased risk of having sex at a younger age, unprotected sex, teenage pregnancy and the risk of developing a sexually transmitted disease. (Chief Medical Officer 2009). Studies suggest that the age of alcohol initiation is the single biggest predictor of future alcohol problems. Additionally, children who are most vulnerable to the effects of the substance misuse of others (e.g. their parents) are more likely to be at risk of school exclusion and develop emotional wellbeing and mental health issues.

Young people in the least deprived areas are more likely to drink and more likely to drink regularly at the age of 15 years. There is some evidence (PHE Report, 2016) that children, like their adult counterparts, conform to the 'alcohol-harm paradox' in which deprived populations that apparently consume the same, or even lower, levels of alcohol than more affluent populations, suffer greater alcohol-related harm. The project will address these health inequalities and target particular individuals and communities when scoping the research and developing the subsequent campaigns.

ii) The Derbyshire Picture

The most recent data (Local Alcohol Profiles England, May 2016) indicates that the performance for Derbyshire, against the '*under 18 admitted to hospital for alcohol-specific conditions*' indicator is significantly higher compared with both England and the East Midlands.

Derbyshire currently stands at number one in the East Midlands ranking (out of 9 local authorities) for this indicator. It is concerning that the rate has remained the same from the previous reporting period, whereas it is declining for both England and the East Midlands. Two districts in Derbyshire - Chesterfield and High Peak - show above average levels for this indicator.

In addition to this indicator, there will be other children whose drinking causes health conditions, but does not lead to hospital admission. In terms of crime, 5% of alcohol-related crimes in Derbyshire between 2012 and 2016, involved an offender aged under 18 years and 6% involved a victim under 18 years of age.

iii) Social Marketing As A Means To Improve Outcomes

The proposal in this report is intended to address the concerns identified in Derbyshire and there are four main reasons to take action:

- Public Health has a responsibility to address health concerns as they are presented and there is a concern regarding the long term health consequences for both Derbyshire adults and young people, which can be mitigated by the proposed project
- This is an opportunity to invest resources in activities for preventative purposes, which meet the drive to invest resources 'up-stream' for improved long-term outcomes
- An objective in the Substance Misuse Strategic Action Plan requires Public Health to '*co-ordinate an evidence-based substance misuse prevention approach for Derbyshire*'. Additionally, the need to address under 18 alcohol use in a co-ordinated and sustained way has also been endorsed by the multi-agency Derbyshire Substance Misuse Strategic Group

- Finally, social marketing campaigns which are well-researched, evidence-based, targeted and flexible in delivery hold the potential for positive outcomes

Over recent years, a number of initiatives have been delivered to address alcohol in broad terms in Derbyshire, including 'Intoxicated', B-Safe, Community Alcohol Partnerships and input into schools.

At present, there are no local social marketing campaigns delivered to the general public in relation to alcohol use, nor any specific campaigns being delivered on behalf of the Young People's substance misuse commissioning team, which directly addresses the indicator. Properly designed and targeted social marketing campaigns, using national and local research to fine tune the messages, are an effective means to improve the welfare of people by creating change in the behaviour of individuals and communities. They deploy a range of communication strategies, different channels of communication and different marketing methods. Examples of successful national campaigns which have changed behaviour can be found in the Drink Drive and Dry January campaigns.

Supportive of the National Alcohol Strategy (2012), the proposed project recognises that parenting style is a key influence on whether a child will drink responsibly in adolescence and adulthood. However, only 17% of parents have a planned conversation with their child about the harm alcohol can cause. There are, however, encouraging signs that parents would be receptive to a campaign message about the impact of their alcohol use on their children, as there is evidence that 80% of adults think that parental drinking is a serious problem for children in the UK and 84% of adults agreed that parental drinking is as harmful to children as parental drug use (Delargy et al., 2010).

iv) The Project Proposal

The proposed project is intended to provide specific, researched and evidence-based social marketing activities, targeted at the 'significant adults' in families (parents, carers and grandparents), in order to influence their parenting style in relation to alcohol.

A two phase project is proposed: Phase 1 will involve research over a six month period to assist in the design and development of the campaign, and Phase 2 will design and deliver a social marketing campaign targeted at adult family members (parents, carers and grandparents) to change attitudes and beliefs around alcohol, in order to improve the health outcomes for both them and their children.

The research will determine the nature and type of campaign to elicit the most effective response from the different adult generations in relation to alcohol. Where appropriate, connections will be made between the proposed project and existing projects in Derbyshire, e.g. Troubled Families and Thriving Communities, which already identify alcohol misuse as a priority health problem.

The provider of the proposed project will be required to communicate and develop treatment pathways with the recently commissioned adult integrated substance misuse treatment service (Derbyshire Recovery Partnership), which was approved by Cabinet on 14 June 2016 and will be operational from 01 April 2017.

The research obtained through this project will benefit wider local Public Health analysis, by providing information on the beliefs and attitudes of specific targeted cohorts in Derbyshire. The findings and campaign outcomes will additionally assist with the re-balancing of resources between the drugs and alcohol elements of the Derbyshire Recovery Partnership as new people access the service.

v) Outcomes

Key outcome indicators will be:

- A reduction in alcohol-related hospital admissions for under 18s
- An increase in numbers of children accessing children's alcohol services
- A reduction in the number of children committing alcohol related ASB
- A reduction in adult alcohol-related hospital admissions
- Self-reported change in adult's beliefs, attitude and behaviour towards alcohol and improvements in parenting
- An increase in the number of adults accessing alcohol treatment
- Effective engagement with Troubled Families and Thriving Communities initiatives

3. Social Value considerations:

Additional benefits are highlighted in the PHE in its report 'Estimating the social return on investment of treating substance misusing parents' (Feb 2016), which noted that encouraging more adults with children into treatment services achieves a number of benefits or 'social returns' including a greater likelihood for recovery and an improvement in parents' ability to look after their children.

The specification and procurement process will contain a section on social value in order to build in and provide additional value to the contract for the people of Derbyshire.

4. Financial Considerations:

The budget for this project is £100,000 for the two year period and shall be provided from within the Public Health budget.

5. Legal Considerations:

The procurement process will be conducted in accordance with the Council's Financial Regulations under Protocol 6, which provides that the award of the Contract shall be approved by the Strategic Director of Adult Care.

6. Other considerations:

In preparing this report the relevance of the following factors have been considered: prevention of crime and disorder, equality of opportunity, human resources, environmental, health, property and transport considerations.

7. Background papers

Cabinet Paper: 14 June 2016 "Adult Integrated Substance Misuse Treatment Service"

8. Key Decision:

No

9. Call-in:

Is it required that call-in be waived for any decision on this report? No

10. Officer's recommendation:

That Cabinet approves the procurement of a combined research programme and social marketing campaign, to address the impact of alcohol use on parenting in order to achieve improved health outcomes across Derbyshire, to be delivered over two years commencing on 01 April 2017.

Dean Wallace
Director of Public Health