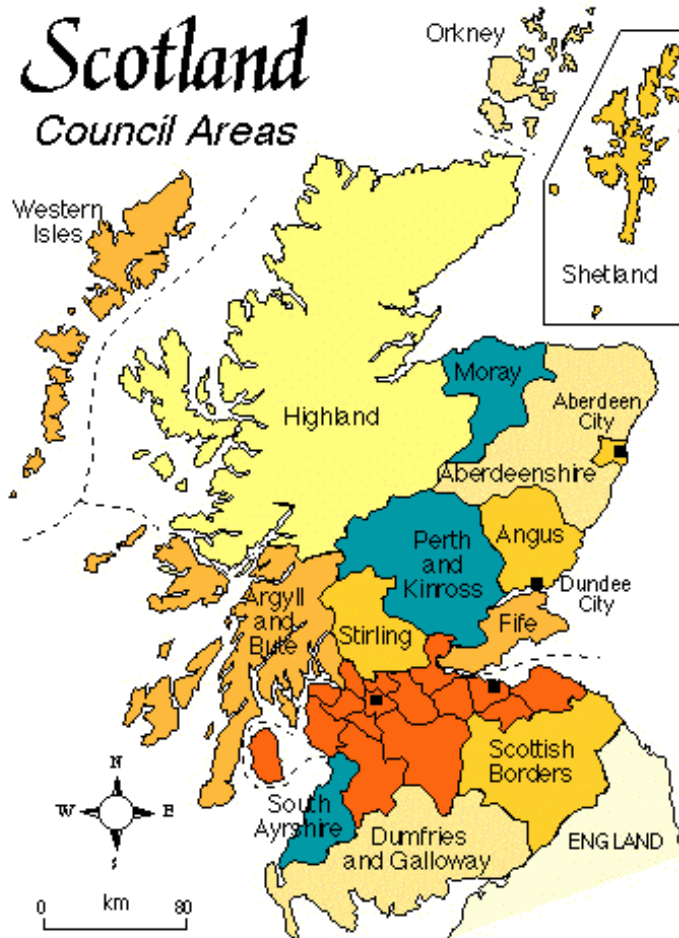




Local Authority Alcohol Strategies: Sharing Experiences from Scotland

Joanne Winterbottom
Glasgow

Scottish Policy Context



- Devolved issues include health, social care, education, licensing
- Licensing Boards
- 32 Local Authorities
- Changed planning structures – partnerships

Evidence based approach

NHS GGC Alcohol & Drug Prevention & Education Model

- Establish partnership – work group
- Agree terms and definitions
- Map existing work
- Develop a draft model
- Consult stakeholders and revise
- Set up implementation structures – networking, training, evaluation

Leadership



Early experiences:

- Local Alcohol Strategy Toolkit
- Lacked appropriate leadership & community support

Progress:

- 2006 - new structures = new links
- Alcohol prioritised & working group formed
- Appropriate representation e.g. Police, Fire

Time & Involvement

- Safe, Sensible, Social: UK Government Local Alcohol Strategy Toolkit – 6 steps
 - Build evidence base
 - Involve stakeholders
 - Negotiate targets, plan implementation
 - Agree strategic frameworks
 - Draft Strategy
 - Monitor and review

Partnership Structure



- Community Planning - organisations working with local people to meet needs
- Across all themes (healthy, safe, learning, environment, economy)
- Resources for project management
- Buy in through “Pledges of Action”
- Communications strategy

Innovation - HIA

- Planning Application for “superpub”
- Rejected by Planning Committee
- Appeal to (then) Scottish Executive
- Independently facilitated HIA with involvement
- Wide range of issues covered - capacity, style, transport, noise, services, behaviour
- Appeal rejected

A recipe for success?

- Balance of innovative “initiatives” and evidence-informed action
- Clear leadership & coordination in a formalised partnership structure – build on strengths
- Time and resources for stakeholder involvement, including meaningful community engagement
- Commitment to robust monitoring and evaluation, planned from the start – is the strategy tackling health inequalities?