

Task and Finish Specification

Accountable Organisation	Tamworth Borough Council
Descriptive Title	To reduce alcohol misuse by tackling both the inappropriate availability and consumption of alcohol
Statement of purpose	<p>Aim to achieve the following outcomes at a County level:</p> <ol style="list-style-type: none"> 1. Communities in Staffordshire are safer places to live and 2. Individuals and families in Staffordshire feel safer and live healthier lives <p>This dovetails with Tamworth's strategic priority 2 – To be healthier and safer in Tamworth.</p> <p>To achieve this we will: Reduce the harm and wider consequences of alcohol abuse on individuals, families and society.</p> <p>This project supports the TSP commitment to focus on tackling the cause not the consequence of priority issues.</p>
Background	<p>A county led initiative developing a Total Place approach in Staffordshire. The initiative focussed on both place (Blake project) and theme (alcohol). The Total Place Alcohol project has a strategic board chaired by Mike Cunningham Staffordshire Police. Tamworth, Newcastle and Stafford are the three Districts involved in the Alcohol project.</p> <p>Tamworth's approach: A multi-agency project team has been established. A systems thinking methodology has been applied to the project. A review of the data identified two streams of work:</p> <ol style="list-style-type: none"> 1. Prevention – Young people in educational settings 2. Effective pathways for treatment – Adult females
Objectives	<ul style="list-style-type: none"> • Improving prevention and education relating to alcohol misuse • Managing the impact of alcohol misuse on others • A joined up approach to treatment • More effective and genuinely joined up commissioning arrangements
Business Case	<p>The Home Office report 'The Economic and Social Costs of Crime against Individuals and Households 2003/4' with the values inflated by 3% to take inflation into account as the report is seven years old, gives an estimated cost to society of alcohol related violence with injury in Staffordshire of £30m. The figure extrapolated based on crime figures for each district gives a figure of £3m in Tamworth.</p>

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	<p>These figures only provide a snap shot of the costs as it is focussed on consequences and more specifically alcohol misuse related to crime. So the overall figure will be much higher.</p> <p>Findings from the 2009 Staffordshire Children's Alcohol Survey carried out in school by the County Council show that one in four children aged 11-15, reported drinking alcohol in the week prior to interview compared with 18% nationally. Levels of drinking increase with age with 43% children aged 15 having consumed alcohol in the last seven days compared with 14% of children aged 11. Between 2006/07 and 2008/09, there were around 30 alcohol related admissions in children and young people aged under 18 in Tamworth with rates being similar to England.</p> <p>For adults, the prevalence of binge drinking for Tamworth is 17% which is similar to the national average. The local survey found that more men consume twice the recommended levels of alcohol than women. Alcohol specific mortality rates for women in Tamworth are higher than the England average. Alcohol-attributable mortality rates in Tamworth are similar to regional and national levels. Alcohol related admissions in Tamworth are increasing but remain lower than the England and Staffordshire average. Levels of alcohol related crime during 2009/10 in Tamworth were higher than both Staffordshire and England averages.</p>
Sponsor/ Champion	<ul style="list-style-type: none"> • Ian Coxhead/Rob Mitchell
Measures of Success Mandate	<p>Currently being developed through County group led by Pat Merrick. These measures will be at both County and District level.</p> <p>Staffordshire County Council Total Staffordshire Alcohol Board</p>
Accountable Officer	Karen Adderley