



Derby City Council

## HEALTH & WELLBEING BOARD

Date 24 March 2016

# ITEM 10

Report of the Cabinet Member for Cohesion  
and Integration

### New Psychoactive Substances strategy - Campaign 2015/16

#### SUMMARY

- 1.1 Following the PCCM's endorsement of the Derby City New Psychoactive Substances Partnership strategy (2015 – 2018) in December 2015 this report outlines a proposed campaign for 2016 incorporating the awareness raising; harm minimisation; regulation; and safeguarding agendas
- 1.2 The strategy was officially launched on 15<sup>th</sup> December 2015 with media coverage in the Derby Evening Telegraph and on local Radio. Key partners supported this with media releases that included input from DCC councillors, Derbyshire police, Public health and Royal Derby Hospital
- 1.3 The following timeline details planned campaign activity – and media opportunities throughout 2016

#### **January 2016**

Circulation of NPS strategy publication to key stakeholders and key locations.  
Publication of NPS strategy on the DCC website

#### **By the end of February 2016**

Roll out of NPS pilot initiative in 8 schools located in Area 1. This will include: awareness raising and information through posters in schools (and QR codes); Material placed on school websites; delivery of NPS specific drugs education in these schools

#### **April 2016**

A high profile voluntary surrendering of NPS stock by local 'head shops' and other outlets in Derby city – in line with the start of the Psychoactive Substances bill 2015 (led by police and trading standards)

#### **July 2016**

A planned 'week of action' to coincide with the school holidays and summer vacations. This will include key harm reduction messages in the press and media; Smart phone messaging by the CSP; the promotion of new Public Health nursing services across the city's schools addressing 'risky behaviour'; Leafleting and pop up boards in DCC

main public reception

November 2016

Launch of the '12 days of Christmas' week of action with the CSP. This will again include key harm reduction messages in the press and media; Smart phone messaging by the CSP; Leafleting and pop up boards in DCC main public reception

- 1.4 The campaign will again remain cost neutral with the cost of posters, leaflets and publications having already been met by the Substance Misuse treatment providers. The Partnership Strategy group and relevant sub-groups will continue to discharge and oversee the NPS strategy action plan. It is proposed that the PCCM is regularly appraised on the progress on the campaign periodically through the year.

## **RECOMMENDATION**

- 2.1 For information, agreement on the campaign components and endorsement to proceed

## **REASONS FOR RECOMMENDATION**

- 3.1 PCCM requested that a simple 12 month campaign outline be presented following the launch of the Strategy in December 2015

## **SUPPORTING INFORMATION**

- 4.1 Please see PCCM paper presented on 2<sup>nd</sup> December 2015 and the accompanying NPS strategy

## **OTHER OPTIONS CONSIDERED**

- 5.1 Do nothing. This is not considered an option due to the increasing levels of evidence of harm.

**This report has been approved by the following officers:**

<b>Legal officer</b> <b>Financial officer</b> <b>Human Resources officer</b> <b>Estates/Property officer</b> <b>Service Director(s)</b> <b>Other(s)</b>	Dr Robyn Dewis, Acting Director of Public Health
<b>For more information contact:</b> <b>Background papers:</b> <b>List of appendices:</b>	Dr Richard Martin 07970359356 Richard.martin@derby.gov.uk None Appendix 1 – Implications Appendix 2- PCCM paper Appendix 3 - Strategy

<b>IMPLICATIONS</b>
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**Financial and Value for Money**

- 1.1 The strategy is cost neutral as it relates to the coordination of activities already being undertaken. Social Return on investment for substance misuse treatment and prevention demonstrates that for every £1 spent on treatment £7 is liberated in the wider economy

**Legal**

- 2.1 New Psychoactive Substances Bill due to become law in April 2016. The strategy attempts to mitigate against the limited enforcement powers available until that date.

**Personnel**

- 3.1 DCC Public Health staff already commission and co-ordinate substance misuse treatment and prevention activity. Therefore no meaningful personnel implications

**IT**

- 4.1 None

**Equalities Impact**

- 5.1 See Substance misuse EIRA and Risk register. Substance misuse issues tend to affect the most disadvantaged in society and this strategy is designed to mitigate against the effect on these groups.

**Health and Safety**

- 6.1 No issue for DCC

**Environmental Sustainability**

- 7.1 N/A

**Property and Asset Management**

- 8.1 N/A

**Risk Management**

- 9.1 See Public Health Risk Register. Although the work described is already being undertaken, the strategy allows partners to increase the visibility of this and mitigate against reputational risk.

### **Corporate objectives and priorities for change**

- 10.1 Meeting the objectives set out in DCC corporate plan; People Directorate business plan and the Big Conversation public consultation