



HEALTH AND WELLBEING BOARD

16th January 2020

ITEM 05

Report sponsor: Robyn Dewis (Acting Director of Public Health)

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Drink Free Days Derby Campaign

Purpose

- 1.1 The Director of Public Health was approached in 2019 by Drinkaware to support the development of a three-year Drink Free Days Derby campaign. The project aims to target midlife men and women aged 45-64 to:
 - Raise awareness of alcohol harm.
 - Introduce the concept of “No Alcohol days”.
 - Drive behaviour change with alternative activities.
 - Reduce harmful drinking.
- 1.2 Drinkaware is an independent UK-wide alcohol education charity, which is funded largely by voluntary and unrestricted donations from UK alcohol producers, retailers and supermarkets.
- 1.3 The Drink Free Days Derby project will bring additional resource into the city and aims to improve outcomes for harmful drinkers.
- 1.4 While the project is being delivered by Drinkaware, it is intended that this will be in cooperation with local partners, including the local authority, healthcare providers, local businesses and third sector organisations.

Recommendation

- 2.1 To endorse and support for the Drink Free Days Derby campaign by partner organisations who work with midlife working age adults.

Reasons

- 3.1 Alcohol is a significant cause of ill-health for people in Derby, particularly for women and midlife working age adults, which is the target audience for the campaign.
- 3.2 While the ownership of the project including branding will belong to Drinkaware, the success of this project will be greatly assisted by local partners who work with midlife working age adults.

- 3.3 The project will also complement other local services, projects and initiatives, which encourage midlife working age adults to live healthier lives.

Supporting information

- 4.1 Derby has an estimated 3,222 dependent or very high risk drinkers, 9,000 people drinking harmfully and an additional 38,500 binge drinkers. This is reflected in Derby having a significantly high mortality rate due to alcohol (alcohol-related and alcohol-specific) compared to England and the rest of the East Midlands, particularly in women. The city also has the second highest rate of hospital admissions for alcohol-related conditions for 40-64 years in the region.
- 4.2 Alcohol intake above recommended levels contributes to 60 health conditions, including 20 conditions which are wholly attributable to alcohol. These include a range of cancers, diabetes, stroke, trips/falls and injuries.
- 4.3 A key part of this campaign is to bring together a range of local partners and stakeholders (businesses, healthcare providers, community groups), who will work together to reach and educate the local population in multiple ways about the impact of harmful drinking. Over the three year period of the project it aims to reach over 22,000 drinkers.
- 4.4 A range of different tools and activities will be used to engage people, including:
- Drink Free Days media campaign
 - Work with local media to raise awareness of the project.
 - Supermarket activity with supermarkets using a brief advice tool to encourage people to assess their own drinking.
 - Working with local alcohol retailers to promote 0% alcohol products.
 - Work with a range of companies to deliver the Drinkaware at Work scheme to their employees.
 - Incorporate Drinkaware tools and resources into Derby County Community Trust initiatives.
 - Disseminate resources to local GP surgeries.
- 4.5 Drink Free Days Derby is a move away from the traditional “units” approach, which many members of the public find confusing to promoting a healthier approach to alcohol intake by encouraging people to take drink free days.

- 4.6 An independent evaluation of the project is planned with a similar local authority acting as a comparator. This will provide evidence as to whether this approach is effective in reducing alcohol intake within this population group.
- 4.7 The interventions proposed in this project accord with public health evidence around strategies to promote healthy drinking.
- 4.8 An overview of the project is included in Appendix 1 of this report.

Public/stakeholder engagement

- 5.1 Drinkaware, in cooperation with Derby City Council, held a stakeholder consultation event on 8 October 2019 which included representatives from the local authority, third sector organisations, NHS organisations and retailers.
- 5.2 The presentation today by Drinkaware is a continuation of this stakeholder engagement process.

Other options

- 6.1 Not to engage with Drinkaware or support the project in Derby. This will potentially risk the loss of an extra source of investment in promoting safer drinking messages in Derby and reduce the impact of the project.

Financial and value for money issues

- 7.1 No financial implications

Legal implications

- 8.1 No legal implications.

Other significant implications

- 9.1 None

This report has been approved by the following people:

Role	Name	Date of sign-off
Legal		
Finance		
Service Director(s)		
Report sponsor	Robyn Dewis, Acting Director of Public Health	23/12/19
Other(s)	Wayne Harrison, Consultant in Public Health	23/12/19