

AGENDA MANAGEMENT SHEET

Name of Committee Children, Young People and Families
Overview and Scrutiny Committee

Date of Committee 19th September 2007

Report Title Young People and Alcohol Misuse

Summary This report outlines the Committees views and recommendations for improvement as a result of the Young People and Alcohol Misuse Review

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Would the recommended decision be contrary to the Budget and Policy Framework? No.

Background papers None

CONSULTATION ALREADY UNDERTAKEN:- Details to be specified

- Other Committees
- Local Member(s)
- Other Elected Members Cllr Timms, Cllr Whitehouse
- Cabinet Member Cllr Burton, Cllr Seccombe
- Chief Executive
- Legal Victoria Gould
- Finance
- Other Chief Officers Marion Davis - Strategic Director for Children, Young People and Families, David Carter - Strategic Director for Performance and Development
- District Councils

Health Authority

Police

Other Bodies/Individuals Hugh Disley, Mark Gore, Chris Hallett, Leena Pindoria, Lorna Ferguson, Will Johnston, Stella Carr, Russell Marshall, Dave Thomson and Terry Herlihey

FINAL DECISION NO

SUGGESTED NEXT STEPS:

Details to be specified

Further consideration by this Committee

To Council

To Cabinet Date to be agreed

To an O & S Committee

To an Area Committee

Further Consultation

Agenda No

Children, Young People and Families Overview and Scrutiny Committee - 19th September 2007.

Young People and Alcohol Misuse

Report of the Chair of the Children, Young People and Families Overview and Scrutiny Committee

Recommendation

The Committee is recommended to agree the contents of Young People and Alcohol Misuse final report ("Wasted"), and to ask Cabinet to endorse the recommendations outlined in the report

1. The Children Young People and Families Overview and Scrutiny Committee has gathered a large amount of evidence during the last 8 months whilst undertaking the Young People and Alcohol Misuse Review. The attached report provides a summary of the key findings, views and recommendations of the Committee. By analysing the evidence submitted common themes have become apparent. This report outlines those key themes and how we think they should be addressed.
2. The Report which is attached to this document proposes a way forward that is set in the context of the picture of local alcohol misuse among young people as well as national and local alcohol harm reduction strategies.
3. The report identifies several themes to be addressed and makes recommendations in respect of each of these:
 - Education
 - Parents attitudes and role
 - Young people's misconceptions
 - Traders behaviour
 - Diversionary activities
4. It is hoped that this report raises the profile and priority of preventing and diverting young people away from alcohol misuse within the County Council and within our partner organisations.

CLLR RICHARD GRANT
Chair of the Children, Young
People and Families Overview
and Scrutiny Committee
Shire Hall, Warwick, 20 August 2007

Warwickshire County Council
Children, Young People & Families Overview and Scrutiny
Committee

“WASTED”
Young People and Alcohol Misuse

September 2007

1. Introduction

1.1. Background to the review

1.1.1 The inappropriate use of alcohol by young people has an impact not only upon young people, but also upon families, the wider community and key agencies. In addition to the health affects of alcohol misuse, there are links between alcohol misuse and other social issues, for example educational attainment, anti-social behaviour, sexual health and teenage pregnancy. Therefore tackling the issue of alcohol misuse amongst young people is inevitably linked to achieving the five outcomes of the Every Child Matters agenda.

- Be Healthy
- Enjoy and achieve
- Achieve economic well-being
- Stay Safe
- Make a positive contribution

1.1.2 Consequently the Children, Young People and Families Overview and Scrutiny Committee decided that it is vitally important to ensure that there are a range of mechanisms within Warwickshire to educate and divert young people away from alcohol misuse and its related consequences. The scope of the review is attached as Appendix A.

1.2. Methodology

1.2.1 The Committee undertook the review by inviting a number of agencies and individuals to attend meetings of the Committee to give evidence. Below is a list of those who have contributed evidence to this review:

Connexions
Dave Fraser

Lancashire Young People Alcohol Project
Sam Beetham

Drug and Alcohol Action Team
Lorna Ferguson and Will Johnston

Mentor Foundation
Derek Ferguson

Education Social Work Service
Viv Sales

Nuneaton and Bedworth Leisure Trust
Stuart Gealy

Fusion

Positive about Young People

David Bates

Michael Maguire

Healthy Schools Team

Leena Pindoria

The Bradby Club

Rose Piercy

Hybrid:Arts

Stella Carr, Russell Marshall, Dave Thomson and Terry Herlihey

Warwickshire Police

Joanne Sheehy, Inspector Faz Chishty

Youth Offending Team

Vicki Barnes

1.2.2 As part of the consultation element of the review, discussion groups were held with school nurses and with two groups of young people.

1.3 Recommendations

1.3.1 The Committee have identified a number of key areas which need to be addressed to prevent and reduce alcohol misuse amongst young people, the recommendations contained within this report seek to address these key areas. All the recommendations are outlined in Appendix C.

2. Context

2.1 National and Local Strategies

2.1.1 The Government published the Alcohol Harm Reduction Strategy for England in 2004. The strategy outlined four key ways to tackle alcohol related harm:

1. Improved and better targeted education and communication
2. Better identification and treatment of alcohol problems
3. Better co-ordination and enforcement of existing powers against crime and disorder
4. Encouraging the industry to continue to promote responsible drinking and to continue to take a role in reducing alcohol related harm

2.1.2 Recently the Government published a follow-up document to the 2004 Alcohol Harm Reduction Strategy. Safe. Sensible. Social. This outlines the next steps of the national alcohol strategy, including increasing publicity around sensible drinking, continuing to tackle under-age sales, reviewing industry social responsibility standards, and tackling the root cause of the “drinking culture” in England by raising awareness, especially among young people and parents.

2.1.3 Whilst this continued focus upon alcohol issues is welcomed, the Committee is strongly of the view that the national Strategy needs to focus more clearly on younger children (8+) and provide a clearer steer regarding the role schools and parents must play in diverting young people from alcohol misuse.

2.1.4 Warwickshire has developed an Alcohol Harm Reduction Strategy (2006-2009) and the Implementation Plan of the Strategy was launched during the course of this review. The Committee welcomes the work outlined in the

Strategy and Action Plan, but would like to stress that more emphasis needs to be placed upon tackling alcohol harm among young people and challenging the culture of drinking. However, the Committee appreciates that this needs to be led at a national level.

Recommendation A

Warwickshire County Council uses its position to influence the national agenda in relation to alcohol misuse among young people.

Recommendation B

The Community Protection Overview and Scrutiny Committee reviews the progress of the Warwickshire's Alcohol Harm Reduction Strategy implementation plan, and whilst doing so takes into consideration the concerns raised by this report. More specifically, evidence should be sought to demonstrate the effectiveness of the data collecting and data sharing processes mentioned within the strategy.

2.2 The Picture of Alcohol Misuse

- 2.2.1 The Committee received considerable statistical information relating to the national picture of alcohol use and misuse among young people. However, it has proved difficult to provide an accurate picture of the levels of alcohol misuse by young people in Warwickshire. This is largely due to the fact that most agencies do not accurately record alcohol as an influencing factor, more specifically many agencies do not separately record alcohol from drugs. Where the incidence of alcohol is recorded agencies appear to be inconsistent in application, it largely depends upon individual judgement as to whether alcohol is a factor. Additionally it seems agencies had difficulties searching through databases to ascertain the level of alcohol misuse recorded as the databases had not been set up to search for this variable. Those agencies that were able to provide data to the Committee were involved with young people who are severely disaffected and presented with multiple issues, making it impossible to accurately establish a cause and effect relationship to determine the influence alcohol misuse has had upon these young people. Moreover, these young people are the tip of the ice-berg, a large proportion of young people use and misuse alcohol and never come into contact with relevant agencies. Overall, it is currently problematic to develop a clear picture of the alcohol misuse among young people in Warwickshire.

Recommendation C

All agencies and services involved with the Every Child Matters agenda develop systematic recording mechanisms to record the incidence of alcohol use among young people, (including A+E admissions and school exclusions). This data along with the results of the annual Every Child Matters Pupil survey, which includes data on a range of attitudes and behaviours in relation to alcohol, should be made available to the Children, Young People and Families Directorate to inform policy and direct actions.

3 Findings

3.1. Education

- 3.1.1 The only statutory requirement for alcohol education exists within the science elements of the National Curriculum, which prescribes that young people should have an understanding of how alcohol affects the body. However, in addition to this there is some alcohol education delivered through Personal, Social and Health Education (PSHE) and through citizenship. Whereas the content of alcohol education in Science is based on developing knowledge and understanding, alcohol education in PSHE is about exploration and development of skills, attitudes and values. As there is only a statutory obligation to teach a minimum amount of alcohol education, the amount of time and effort devoted to this subject can vary widely from school to school.
- 3.1.2 The Government White Paper *Choosing Health* sets out the aims of the National Healthy Schools Programme to develop effective PSHE across all schools and develop the ethos and environment to support it through a whole school approach. This ensures consistency of messages and provides the best infrastructure for effective alcohol education.
- 3.1.3 Any school achieving National Healthy School Status needs to have a comprehensive Personal, Social, Health Education (PSHE) programme, including drug education, a drug education policy, have arrangements in place to refer pupils to specialist services and use local data and information to inform activities and identify vulnerable individuals early on. The definition of drugs includes illegal drugs, alcohol; volatile substances (including solvents), prescribed medicines and over-the-counter medicines. Approximately 80% of Warwickshire Schools ¹are working towards Healthy Schools Status; to date 29% of Warwickshire Schools have confirmed Healthy Schools Status. ² Appendix B outlines the criteria schools need to meet to achieve Healthy Schools Status.
- 3.1.4 However, young people informed the Committee that the alcohol education they received from schools was irrelevant and boring. Many young people acknowledge that they had already started drinking when they received alcohol education, therefore they were already disengaged. The lack of relevant, interesting and consistent alcohol education in some schools is therefore a major concern and means that whilst some young people will be well informed, a great many will lack the support needed to develop a full understanding of the risks involved with alcohol misuse. Additionally, it is vitally important for young people to understand the dangers associated with alcohol misuse from an early age to enable them to make informed choices; therefore increasing importance needs to be placed upon providing relevant and appropriate alcohol education in the primary sector.

¹ Includes primary schools, secondary schools, special schools and PRU, excludes nurseries.

² At time of writing this report a number of schools are awaiting to go through the quality assurance process. It is predicted that the percentage of schools with confirmed Healthy Schools Status will rise to 36% during September.

- 3.1.5 The Alcohol Harm Reduction Strategy for England suggests that current alcohol education programmes provide sufficient information to young people, but acknowledges that current methods are not particularly effective when it comes to changing young people's behaviour. Moreover, alcohol education which is delivered as part of the tutorial programme in secondary schools by subject teachers who know the pupils, may not be beneficial, because the teacher is familiar and may not feel confident teaching such a sensitive subject. In terms of content, alcohol education that covers the whole range of consequences of alcohol misuse is likely to be far more effective than education that just concentrates on the physical effects of alcohol on the body.
- 3.1.6 Where current approaches to alcohol education are not effective then a new range of approaches needs to be developed to meet the needs of young people. Schools should give consideration to participatory approaches such as group work, role-play, simulation, drama, discussion, debate, structured games, research, as well as offering the opportunities for peers to mentor and educate young people and for appropriate positive role models to address the pupils.
- 3.1.7 Lancashire County Council has been successful in developing a number of innovative projects to educate young people, including a DVD created for Key Stage 4 pupils and a leaflet explaining alcohol and law which was written and designed by young people aimed at secondary school pupils. An interactive website for primary school children has also been developed. Such effective practice could be fully utilised within Warwickshire. Similarly, the DVDs produced by the Hybrid:Arts youth agents could be promoted to schools and youth agencies as a resource to educate young people. However, it must be noted that such resources cannot afford to remain static and should be continually updated to ensure they remain relevant to young people and have the desired impact.
- 3.1.8 In addition to the formal education provided by schools, a number of schools participate in educational services provided by other agencies. For example the Safer Schools Partnership is a multi-agency partnership involving Warwickshire Police, Schools and Warwickshire County Council. The Partnership was launched in 2002 and focuses on early intervention and prevention. The Partnership includes a pilot post of a School Liaison Officer, who supports 19 primary schools and 5 secondary schools within Nuneaton and Bedworth, acting as a point of contact for these schools and delivering advice and education in relation to a number of community safety issues, one of which is drugs and alcohol. Proposals are currently being developed to extend the project throughout the county. The proposals also take on board the need to ensure a co-ordinated and efficient approach across all individuals who attend schools to educate pupils.
- 3.1.9 School nurses are also being used as a resource to educate young people about alcohol in some schools. However, this is not a consistent approach and the content of the education and advice delivered is governed by the schools. While it is correct that schools should develop a local approach which is appropriate for the school, there is a need to ensure that messages

delivered are consistent and meet a commonly agreed standard. It appears that in some instances school nurses only become involved with schools when a pupil's drinking behaviour has become problematic, for example resulting in an Accident and Emergency admission. The Committee is of the view that a more proactive approach is required.

Recommendation D

All schools in Warwickshire be encouraged to provide comprehensive alcohol education that covers the whole range of consequences of alcohol misuse (including sexual health, teenage pregnancy and personal safety) and is not just limited to the minimum level prescribed in the National Curriculum

Recommendation E

Schools should be encouraged to develop a local approach to using school nurses to deliver elements of alcohol education which are consistent and meet a commonly agreed standard.

Recommendation F

The Strategic Director of the Children, Young People and Families Directorate be requested to work with a small number of schools to undertake a pilot programme to establish the effectiveness of using the resources described in paragraph 3.1.7

Recommendation G

The primary sector should be encouraged to use the website created by Lancashire County Council to educate and inform children.

Recommendation H

A programme of talks by appropriate positive role models should be developed and offered to all secondary schools within Warwickshire.

Recommendation I

The County Council should give support to the proposal of a county - wide Safer Schools Partnership.

3.2 Parents

- 3.2.1 Parents have a huge influence on their children and can help encourage sensible drinking by setting a good example and by providing guidance and information. Many parents find it difficult to talk to their children about alcohol, and may also feel that they lack the knowledge needed to provide useful guidance. However, there appears to be no work being undertaken to actively target parents in order to get them more involved in raising awareness of the

dangers of alcohol misuse. This represents a missed opportunity and needs to be addressed.

- 3.2.2 It is important schools and parents work together in order to provide more comprehensive alcohol education. Parents need to be encouraged to set a good example, as young people are unlikely to accept advice about drinking sensibly if parents do not do so themselves and they also need to be involved in the process of providing alcohol education in schools. Parents should be informed when schools are planning to provide alcohol education and be encouraged to support the message that is being provided in these lessons.
- 3.2.3 Schools should be encouraged to experiment with a variety of methods to involve parents in alcohol education, for example they could consider holding parents evenings before they provide alcohol education so that parents and teachers can discuss how they can work together to get the message across more effectively. However, the Committee acknowledges that different approaches will be more effective with different parents. Therefore, support should be given to schools to enable them to develop a range of options to involve parents, especially hard to reach parents.
- 3.2.4 One of the most successful initiatives carried out by the Young Persons Alcohol Project at Lancashire County Council was the CLEAR campaign, Children Learn by Example and Adult Responsibility. The CLEAR Guide to responsible drinking outlines three steps for parents to follow, the overriding message being do not leave it to Schools and do not leave it too late. The Committee is of the view that a campaign similar to this would be useful within Warwickshire to reinforce parental responsibilities and to educate parents about alcohol.

Recommendation J

Schools be encouraged to establish a variety of methods to involve parents in alcohol education. Support should be given to schools to engage with parents, especially harder to reach parents.

Recommendation K

A campaign similar to the Lancashire CLEAR campaign be developed by Warwickshire County Council, and adopted by key agencies that work with parents

3.3 Young People's Misconceptions

- 3.3.1 Extensive research of young peoples misconceptions has shown perceived norms that young people have of unhealthy behaviours, such as binge drinking, are much greater than the actual norms. Young people think that more people their age are engaged in this behaviour and more frequently than the reality. For example, younger pupils (year 7 and 8) have greater misconceptions about older pupils; which might result in younger pupils expecting to engage in that behaviour by Year 10.

- 3.3.2 The consequences of not challenging these perceived norms are that risky behaviour increases because it is thought to be the norm. Delivering a strategy to challenge these misconceptions through peer-led work, as well as interventions, will have a positive impact on young people's behaviour, including alcohol use and misuse.

Recommendation L

Misconceptions should be challenged by presenting young people with real life evidence they are able to relate too. A range of options should be made available for schools and youth agencies to challenge misconceptions, including:

- **Using organisations like Hybrid:Arts youth agents and DVDs to get messages across to young people**
- **A peer mentor programme**
- **Talks by appropriate positive role models**

3.4 Traders

- 3.4.1 Traders can play a fundamental role in reducing alcohol misuse amongst young people. Although the issue of alcohol test purchasing fell outside the scope of this review, comments were raised by a number of speakers regarding the effectiveness of test purchasing programmes. These comments have been forwarded onto the Head of Trading Standards and the Community Protection Overview and Scrutiny Committee. However, evidence received by Lancashire County Council in relation to engaging and training traders requires further exploration.

Recommendation M

The Community Protection Overview and Scrutiny Committee should continue to scrutinise the effectiveness of the alcohol test purchasing programme.

Recommendation N

The Head of Trading Standards investigates how the resources developed by Lancashire County Council can be used to maximum effect in Warwickshire and reports the findings to the Community Protection Overview and Scrutiny Committee.

Recommendation O

Scope for cross border working with Coventry City Council in relation to alcohol test purchasing and training traders be explored to promote the co-ordination and efficiency of activities.

3.5 Diversionary Activities

- 3.5.1 The message from young people is that they drink because there is nothing else for them to do at key times when they want to meet up with friends (eg at the weekends). There is currently a shortage of appropriate facilities within Warwickshire available for young people to socialise with friends during these periods in a safe environment without access to alcohol. A debate needs to take place regarding the viability of opening youth centre facilities at these times. However, it must be acknowledged that this approach may not be what young people want and may not result in reduced alcohol misuse.
- 3.5.2 Whilst all services could do more to engage young people and reach those on the edge of disaffection and encourage them into activities, there is also a need for all stakeholders to work together to maximise resources to develop effective diversionary activities. This needs to be directed by reliable consultation with young people to establish their needs and wants.
- 3.5.3 The Committee considered a large number of diversionary activities that are currently available for young people within Warwickshire, all of which appeared to face difficulties in securing sustainable funding. The Committee is of the view that if alcohol misuse amongst young people is to be addressed, diversionary activities need to be supported and promoted.

Recommendation P

More activities and facilities should be made available to engage young people and divert them away from alcohol misuse. However, regular consultation should be carried out with young people and youth workers to seek their views regarding the appropriateness of activities and to target resources effectively.

Recommendation Q

The local drinks industry should be encouraged to contribute to establishing sustainable and effective diversionary activities within Warwickshire as part of their social responsibility standards.

Recommendation R

Diversionary activities need to be advertised to inform young people about the range of activities available within each area.

Recommendation S

The County Council needs to review the funding issues that organisations and projects delivering educational and diversionary activities are facing.

4. Conclusion

4.1 The Way Forward

- 4.1.1 The Committee acknowledges and welcomes the huge amount of work that is currently being undertaken in an effort to educate and guide young people away from alcohol misuse. However, although some good work aimed at raising alcohol awareness is being carried out in Warwickshire, services are heavily weighted in favour of tackling the problem of drug use. The Committee strongly recommends that the issue of tackling alcohol misuse amongst young people should be given higher priority by the County Council and our key partners.

Recommendation T

That the issue of tackling alcohol misuse amongst young people should be given a higher priority by the County Council and our key partners

- 4.1.2 The recommendations contained in this report will help to re-prioritise reducing alcohol misuse amongst young people. However, in order to ensure a co-ordinated and consistent approach the Committee strongly recommends that the work to take forward the issues raised by this report should be undertaken by a multi-agency steering group, similar to the Young Persons Alcohol Project established by Lancashire County Council. The Committee is of the view that the establishment of such a group is a crucial step towards reducing alcohol misuse amongst young people in Warwickshire. Consideration should be given as to whether this group could be established as a sub group of the Children and Young People's Strategic Partnership Board.

Recommendation U

That the work to take forward the issues raised by this report should be undertaken by a multi-agency steering group. Data relating to the incidence of alcohol use amongst young people (Recommendation C) should be reported to the multi-agency steering group to ensure projects to tackle alcohol misuse are targeted appropriately. Additionally it should be the role of the steering group to ensure that all agencies develop common and compatible methods of data collection.

4.2 Future Work

- 4.2.1 This report represents a huge amount of work undertaken by the Committee over the last eight months, and the Committee would like to thank everyone who contributed to this review. However, the work doesn't end here, this report is not the solution but a means to enable Warwickshire County Council and our key partners reprioritise reducing alcohol misuse amongst young people. It is fundamentally important that the impact of all the recommendations are reviewed and evaluated to direct further work in this area. It is also important that work in this area is on-going and not solely focussed upon this report, Officers need to continue researching and

understanding this issue, in order to achieve effective targeted high level support for young people, especially vulnerable young people.

Warwickshire County Council
Children, Young People & Families Overview and Scrutiny

“WASTED”
Young People and Alcohol Misuse
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Scrutiny Review Outline

Review Topic (Name of review)	Alcohol and Young People
Panel / Working Group – Yes/No? Members	Review to be conducted by full Committee
Scrutiny Officer Support	Michelle McHugh 01926 412144
Rationale (key issues and/or reason for doing the review)	The inappropriate use of alcohol by young people has an impact upon young people, the wider community and key agencies throughout Warwickshire.
Purpose/Objective of Review (specify exactly what the review should achieve)	<ul style="list-style-type: none"> • Identify and scrutinise all preventative initiatives • Develop a programme of preventative initiatives that is regarded as best practice • Achieve an understanding of the different context of drinking throughout Warwickshire. Including socio-economic factors, difference between urban and rural areas, ethnicity, age, gender and looked after children • Review progress made by individual agencies in delivering key objectives relating to preventative work outlined within the Warwickshire Alcohol Strategy
Scope of the Topic (what is specifically to be included/excluded)	<p><u>Included:</u> Alcohol misuse by under 18's Educational / preventative initiatives Engaging / diversionary activity Health & Well being Families Culture of alcohol Children aged 8-15 – looking at differences in Key Stages Context: socio-economic factors, urban/rural areas, ethnicity, age, gender and looked after children</p> <p><u>Excluded:</u> Alcohol use / misuse by 18+ Community Safety issues Trading Standards issues relating to illegal sales of alcohol</p>
Indicators of Success (what factors would tell you what a good review should look like)	<ul style="list-style-type: none"> • A consistent approach to educational / preventative initiatives throughout Warwickshire • Establish a menu of effective opportunities available to all agencies throughout Warwickshire

Specify Evidence Sources (Background Information documents to look at)		DAAT – National Initiatives Alcohol Support and Guidance for Schools (Alcohol Concern) Opportunities for drug and alcohol education in the curriculum	
Specify Witnesses/Experts (Who to see and when)		Alcohol Concern DAAT Connexions Young People – particularly hard to reach Parents – Employers Pupil Re- Integration unit Education Welfare Officers District / Borough Councils Youth Offending Team Education Support Worker (Police + Education) Police Community Support Officers Teachers Healthy Schools Positive about Young People Positive Future Nuneaton & Bedworth Leisure Trust The Young Peoples Substance Misuse Service The Bradby Club (Rugby) School nurses / GP's Extended schools	
Specify Site Visits (where and when)		Identify best practice authorities Visit different services	
Consultation with Stakeholders (who should we consult?)		Young People / Parents / Families People who work with young people Methods: Focus groups Interviews – one to one Online questionnaire Texting service	
Level of Publicity (what level is appropriate and what method should be used)		Internet Local Newspapers School Bus Adverts School notice boards Youth Club Notice Boards Existing methods of consultation School newsletters Police website www.wpthezone	
Barriers/dangers/risks (identify any weaknesses or potential pitfalls)		<ul style="list-style-type: none"> • If scope is too wide and review loses focus • Project Plan needs to be achievable • OSC being seen as repressive • Not being able to engage “hard to reach” young people 	
Projected Start Date		Dec	
Meeting Frequency	Committee meetings and extra evidence gathering meetings	Draft Report Deadline	
Date to evaluate impact		Projected Completion Date	September 07

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Schools that have achieved Healthy Schools Status (HSS) would have the following in place:

- A planned alcohol education programme that includes monitoring, evaluation and pupil assessment in line with DfES and QCA guidance
- An up-to-date drug education and incidents policy in place (including alcohol) – developed through wide consultation, implemented, and monitored and evaluated for impact
- Involvement of professionals from appropriate external agencies to create specialist teams to support PSHE delivery and to improve skills and knowledge
- Arrangements in place to refer pupils to specialist services who give professional advice on matters such as alcohol misuse
- The use of local data and information to inform activities and support national priorities such as reducing alcohol misuse
- Provision of appropriate PSHE professional development opportunities (including alcohol education) for staff
- Mechanisms in place to ensure all pupil’s views are reflected in curriculum planning, teaching, learning and the whole school environment in relation to alcohol education
- Processes to identify vulnerable individuals and groups and establish appropriate strategies to support them and their families
- Clear leadership to create and manage a positive environment which enhances emotional health and well-being in school – including the management of behaviour and rewards policies
- Explicit values underpinning positive emotional health which are reflected in practice and work to combat stigma and discrimination
- A clear confidentiality policy

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Recommendations

- A** Warwickshire County Council uses its position to influence the national agenda in relation to alcohol misuse among young people
- B** The Community Protection Overview and Scrutiny Committee reviews progress of the Warwickshire’s Alcohol Harm Reduction Strategy implementation plan, and whilst doing so takes into consideration the concerns raised by this report. More specifically, evidence should be sought to demonstrate the effectiveness of the data collecting and data sharing processes mentioned within the strategy
- C** All agencies and services involved with the Every Child Matters agenda develop systematic recording mechanisms to record the incidence of alcohol use among young people (including A+E admissions and school exclusions). This data along with the results of the annual Every Child Matters Pupil Survey, which includes data on a range of attitudes and behaviours in relation to alcohol, should be made available to the Children, Young People and Families Directorate to inform policy and direct actions.
- D** All schools in Warwickshire be encouraged to provide comprehensive alcohol education that covers the whole range of consequences of alcohol misuse (including sexual health, teenage pregnancy and personal safety) and is not just limited to the minimum level prescribed in the National Curriculum
- E** Schools should be encouraged to develop a local approach to using school nurses to deliver elements of alcohol education which are consistent and meet a commonly agreed standard
- F** The Strategic Director of the Children, Young People and Families Directorate be requested to work with a small number of schools to undertake a pilot programme to establish the effectiveness of using the resources described in paragraph 6.7
- G** The primary sector should be encouraged to use the website created by Lancashire County Council to educate and inform children
- H** A programme of talks by appropriate positive role models should be developed and offered to all secondary schools within Warwickshire
- I** The County Council should give support to the proposal of a county wide Safer Schools Partnership

- J** Schools be encouraged to establish a variety of methods to involve parents in alcohol education. Support should be given to schools to engage with parents, especially harder to reach parents
- K** A campaign similar to the Lancashire CLEAR campaign be developed by Warwickshire County Council, and adopted by key agencies that work with parents
- L** Misconceptions should be challenged by presenting young people with real life evidence they are able to relate too. A range of options should be made available for schools and youth agencies to challenge misconceptions, including:
- Using organisations like Hybrid:Arts youth agents and DVDs to get messages across to young people
 - A peer mentor programme
 - Talks by appropriate positive role models
- M** The Community Protection Overview and Scrutiny Committee should continue to scrutinise the effectiveness of the alcohol test purchasing programme
- N** The Head of Trading Standards investigates how the resources developed by Lancashire County Council can be used to maximum effect in Warwickshire and reports the findings to the Community Protection Overview and Scrutiny Committee
- O** Scope for cross border working with Coventry City Council in relation to alcohol test purchasing and training traders be explored to promote co-ordination and efficiency of activities.
- P** More activities and facilities should be made available to engage young people and divert them away from alcohol misuse. However, regular consultation should be carried out with young people and youth workers to seek their views regarding the appropriateness of activities and to target resources effectively.
- Q** The local drinks industry should be encouraged to contribute to establishing sustainable and effective diversionary activities within Warwickshire as part of their social responsibility standards.
- R** Diversionary activities need to be advertised to inform young people about the range of activities available within each area
- S** The County Council needs to review at the funding issues that organisations and projects delivering educational and diversionary activities are facing
- T** The issue of tackling alcohol misuse amongst young people should be given higher priority by the County Council and our key partners
- U** The work to take forward the issues raised by this report should be undertaken by a multi-agency steering group. Data relating to the incidence of alcohol use

amongst young people (Recommendation C) should be reported to the multi-agency steering group to ensure projects to tackle alcohol misuse are targeted appropriately. Additionally, it should be the role of the steering group to ensure that all agencies develop common and compatible methods of data collection.