

# Knowsley Public Health Annual Report 2022-23

## Update on Recommendations from 2022 report – Alcohol and the impact on our community

Recommendation from 2022 report	Update
<p>1. Work to challenge issues around the stigma in accessing treatment support. We will do this by developing an anti-stigma campaign, co-produced by service users to help people recognise problematic substance misuse and access the expanded treatment offer.</p>	<p>Work to challenge stigma includes:</p> <ul style="list-style-type: none"> <li>• Promotion and amplification of the NHS ‘Stigma Kills’ campaign</li> <li>• Collaboratively commissioning alongside other Project ADDER sites an internationally recognised ‘Anti-Stigma indicator’ programme which includes research and interventions for partner services in Knowsley to review and improve perceptions of marginalised groups within front-line services.</li> <li>• Expanded partner training offer now includes routine references to the impact of stigma in accessing services.</li> <li>• Leadership and Member Seminar on Stigma to improve understanding of Stigma in decision making.</li> <li>• Mobilisation of a community outreach team in treatment and recovery services to make the service and workforce more visible and accessible, and to provide routine conversations in the community.</li> <li>• Launch of a Lived Experience Network in Knowsley to input on strategy, interventions, and effectiveness of services.</li> </ul>
<p>2. Publish our Drugs Strategy in 2023. This strategy will expand the capacity and quality of the drug and alcohol treatment offer for young people, families, and adults</p>	<p>A joint strategic needs assessment (JSNA) has been produced which outlines the health and social care needs of people who misuse drugs. The associated delivery plan details how these needs will be met by the Council and its partners.</p>

Recommendation from 2022 report	Update
<p>3. Develop a detailed outreach offer where drug and alcohol workers will engage with our local communities, for example by offering mobile screening and wider access to identify and support those at risk.</p>	<p>A collaboration between Knowsley Council and Change Grow Live (CGL) has been established to reassess and reimagine the delivery of high-quality substance misuse services. This will be achieved through the establishment of a community outreach team who will offer accessible person-centred support within the community.</p> <p>In addition, this has been complemented with the presence of the NHS Cheshire and Merseyside's Operational Delivery Network clinical van. This offers residents the opportunity to test for and treat Hepatitis C and access Liver Disease screening through the use of an innovative fibro-scan which until now has only been available through Hospital Services.</p>
<p>4. Implement recommendations from the Moving Parents and Children Together Programme (M-PACT) and local and national programme evaluations to improve the support for children with alcohol dependent parents.</p>	<p>M-PACT continues to be offered to Knowsley Families, with expanded capacity within 'Engage' – the Children and Young People support service, co-located in partner services such as Early Help to identify and support children with alcohol dependent parents.</p>
<p>5. Update Knowsley's alcohol plan considering effective evidence-based interventions to support a reduction in alcohol harm and risks.</p>	<p>Alcohol is included in the published Drugs Strategy, as treatment and recovery services are expanded – this offer covers both drugs and alcohol support as an Integrated Service. Some examples of amplifying alcohol-related work include:</p> <ul style="list-style-type: none"> <li>• Recruitment of additional Alcohol Workers and Outreach engagement workers.</li> <li>• Better identification of problematic alcohol use, through partner training to use accredited screening tools such as AUDIT-C and Identification and Brief Advice training (having the conversation).</li> </ul>

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	<ul style="list-style-type: none"> <li>• Expanding the use of diagnostic Fibro-scan machines from Acute Care to include use in Primary Care and public settings.</li> <li>• Promoting and amplifying the ‘Lower Your Drinking App’ using social media and Waste Management fleets.</li> </ul>
<p>6. Support the alcohol harm reduction priority of the Cheshire and Merseyside Integrated Care System (ICS) to deliver targeted prevention initiatives. This will also include exploration of advocating for the introduction of minimum unit pricing.</p>	<ul style="list-style-type: none"> <li>• Continue with the ongoing promotion of the ICS Cheshire and Merseyside ‘Lower Your Drinking App’ which includes campaign artwork installed on all of the boroughs Waste Management Fleet vehicles for three months.</li> <li>• Continuing to work at system level to explore advocacy for minimum unit pricing.</li> </ul>
<p>7. Work with Knowsley Chamber of Commerce and local businesses and employers to actively promote health promoting policies in relation to alcohol. We will work closely with employers to deliver Identification and Brief Advice Training and use screening tools to confidentially identify problematic consumption patterns for employees.</p>	<ul style="list-style-type: none"> <li>• The Working Well Co-ordinator, Knowsley Chamber of Commerce continues to work closely with Change Grow Live to promote the service to local businesses and employers. Information and resources are also provided to help them identify alcohol misuse in the workplace and enable them to support their employees to get assistance from the service.</li> <li>• Training has also been organised for those in a supervisory or managerial positions to help them identify potential signs of alcohol misuse in their workplace and how they can signpost someone to support.</li> <li>• NHS Cheshire and Merseyside ODN is visiting large employers to offer fibro-scan screening (liver disease) and Hepatitis C testing to improve workplace access.</li> </ul>