

TELFORD & WREKIN DRUG & ALCOHOL STRATEGY 2019 – 2022

Reducing substance misuse related harm

DRAFT FOR HWB 06/06/2019

Executive Summary

The harms caused by drug and alcohol misuse to individuals and in families, and in our local communities, are far reaching and well recognised. The costs of substance misuse to society, in terms of the impact on crime and the police and the NHS and social care are significant. Prevention work and restricting access to drugs and alcohol can stop the escalation of substance misuse. Access to high quality treatment and peer-led recovery support saves lives and money. Recovery is wider than being free from dependence and is supported by having a safe place to live, a job, friends and a place in society.

The ambitious programme of work delivered by the Telford & Wrekin Drug and Alcohol Strategy since March 2014, won a series of awards and has been underpinned by:

- Strong partnership working between agencies at a strategic and operational level – both statutory and voluntary sector organisations
- A progressive approach to evolving our peer-led recovery organisation – community-based support driven by our experts with lived experience
- An intelligence-led commissioning approach - informed by extensive service user and partner involvement and shaped by national best practice

In the past five years our treatment and recovery services have been transformed and modernised. As a result local performance outcomes have improved, and at the same time significant cost efficiencies have been delivered. We now have an enviable and inspirational recovery community led by experts with lived experience. Local prevention programmes have also been expanded, both in schools and in terms of advice given to adults.

This refreshed strategy, re-focuses our priorities, assesses local gaps and what still needs to be done, using service user and partner insight, local intelligence and evidence of what works.

Importantly, we have re-framed our ten objectives, recognising the strong link to other local relevant strategies and plans to avoid duplication and ensure a more strategic joined up view of the local partnership context in relation to reducing drug and alcohol misuse harm.

The key priorities of this refreshed strategy are:

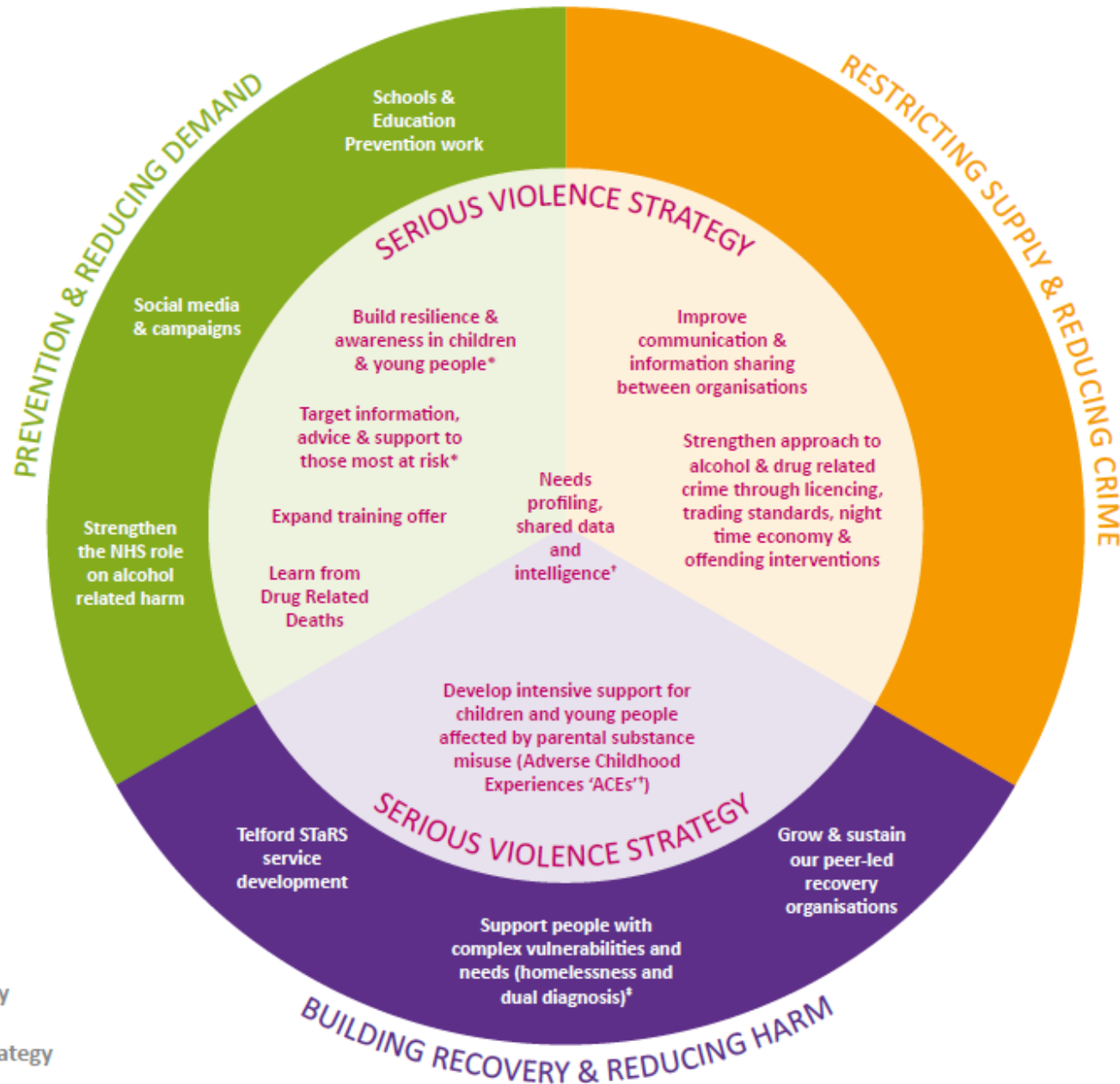
- Targeting alcohol consumption advice to the most vulnerable people to increase the number of people receiving alcohol advice and treatment
- Improving drug misuse treatment and recovery outcomes further
- Developing more intensive support for children and young people affected by parental substance misuse

Telford & Wrekin Drug & Alcohol Strategy: Objectives and Priorities

Aim - Reduce substance misuse related harm in Telford & Wrekin		
Reducing Demand & Prevention	Restricting Supply	Building Recovery & Reducing Harm
Objectives		Strategy overlap
1. Continue to ensure our commissioning and planning is intelligence-led, and based on evidence and insight		✓ † ✓
2. Raise awareness of substance misuse through training, social media and campaigns		✓ * †
3. Build resilience in children & young people to reduce risk taking behaviour		✓ * ✓
4. Target appropriate information, advice and support to people most at risk		✓ ✓
5. Improve communication and information sharing between organisations		✓
6. Strengthen our partnership approach to alcohol and drug-related crime		✓
7. Further improve recovery and treatment outcomes through Telford STARS		
8. Ensure multiagency approaches better support people with complex vulnerabilities and needs		✓ #
9. Develop intensive support for children & young people affected by substance misuse (part of Adverse Childhood Experiences ACEs agenda)		✓ †
10. Grow and sustain our peer-led community recovery organisations		
Key outcomes – top 3 priorities in bold		Shared strategy commitments
<ul style="list-style-type: none"> ➤ Clearer understanding of local substance misuse picture ➤ Effective services and support, which meet local need and developed with service users ➤ Wider workforce and partners are trained to better understand substance misuse ➤ Reduced risk taking behaviour in children & young people, especially the most vulnerable ➤ Greater awareness of risks and knowledge of the information and advice available ➤ Increased number of people receiving brief advice and entering alcohol treatment ➤ Greater disruption of illegal drug supply and a reduction in drug & alcohol related crime ➤ Reduction in the numbers of people being exploited ➤ Increase in successful drug and alcohol court orders ➤ Increased numbers of people successfully completing substance misuse treatment ➤ Better support for children & young people affected by substance misuse in families ➤ More people in recovery benefitting from community-based peer support and mutual aid ➤ Improvement in recovery outcomes, including employment, training and housing stability 		<p>Serious Violence Strategy ✓</p> <p>Belonging Strategy *</p> <p>Domestic Abuse Strategy †</p> <p>Early Help Strategy ✓</p> <p>Homelessness Strategy #</p>

See Appendix 1 for Key Performance Indicators and dashboard

Telford & Wrekin Drug & Alcohol Strategy: Overview and Shared Priorities



^{*} Belonging Strategy
[†] Domestic Abuse
[‡] Homelessness Strategy



There are an average of **six deaths per year** in Telford and Wrekin as a direct result of drug use.



ALCOHOLIC LIVER DISEASE



Alcoholic liver disease affects men more than women. In Telford and Wrekin an average of **10 men die early every year** from alcoholic liver disease compared to **seven early deaths per year in women.**

22 DEATHS



There are an average of **22 deaths per year** in Telford and Wrekin as a direct result of drinking alcohol.

31 DEATHS

LIVER DISEASE



In Telford and Wrekin there are an average of **31 early deaths per year from liver disease** that could have been prevented. This is worse than the national rate.

The Local Picture (cont.)

An estimated

929

people in Telford and Wrekin use opiates, crack cocaine or both together.



In 2017/18 there were **273 drug related criminal offences** in Telford and Wrekin.

273



Alcohol misuse was identified as a factor in **19%** (344) child protection episodes.



Drug misuse was identified as a factor in **24.5%** (442) of child protection episodes. This rate is worse than the national rate.

In 2017/18 there were **862** hospital admissions as a direct result of drinking alcohol; **67% of these are male.**



29% of adults in Telford and Wrekin (39,300 people) drink at levels that are **harmful to their health.**



Surveys estimate that **6%** of Secondary School pupils in Telford and Wrekin (600 pupils) drink alcohol at least once a week.

The Local Picture (cont.)



3 in 4 people with alcohol dependency in Telford and Wrekin **are not in treatment**, meaning approximately 1,455 people are living with addiction to alcohol.

There were **16% more non-opiate drug users in treatment** in 2017/18 compared to 2013/14, with **39%** of non-opiate drug users **successfully completing treatment** in 2017/18.

 **16%**

48% 

More people accessing help for alcohol addiction are completing it successfully. **48% of people** who got help for alcohol addiction in 2017/18 **completed treatment successfully**; an improvement on 32% in 2013/14.

 **3%**


There were **3% more opiate drug users receiving treatment in 2017/18** compared to 2013/14, with 7% of opiate drug users **successfully completing treatment** in 2017/18.



1 in 3 people using opiates and/or crack cocaine in Telford and Wrekin are not in treatment, meaning approx. **300 people every year** are stuck in a dangerous pattern of drug misuse and not accessing services.

Impact of drug and alcohol misuse

The prevalence of drug and alcohol harm for families



Public Health England

- Around **20%** of children 'in need' are affected by drug misuse
- Around **18%** are affected by alcohol misuse
- Parental drug or alcohol misuse features in a quarter of cases on the child protection register
- Drug misuse is involved in **38%** of serious case reviews
- Alcohol misuse is involved in **37%**


Drug and alcohol misuse and homelessness



Public Health England

- In services for homeless people**
 - **39%** said they take drugs or are recovering from a drug problem
 - **27%** have or are recovering from an alcohol problem
- Alcohol and drug problems are both a cause and a symptom of homelessness. Rough sleeping, has increased by **134%** since 2010
- Assistance may be needed to access and sustain appropriate housing
- Access to housing can have a positive impact on motivation to change

Drug and alcohol misuse harms communities

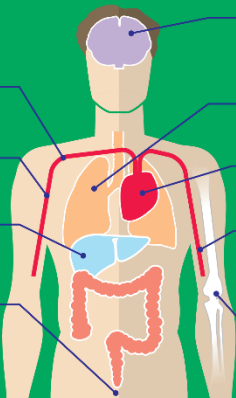


Public Health England

Crime

- Drug & alcohol treatment in England in 2016/17 resulted in 4.4m fewer crimes
 - **44%** reduction in the number of dependent individuals re-offending
 - **33%** decrease in the number of offences committed
- Around **45%** of acquisitive offences are committed by regular heroin/crack users
- 48%** of convicted domestic abuse perpetrators had a history of alcohol dependence; **73%** had consumed alcohol prior to the event
- 40%** of victims of violence believed perpetrators to be under the influence of alcohol

Drug misuse damages health



Public Health England

- Depression, anxiety, psychosis, personality disorder and suicide
- Poor vein health in injectors
- Lung damage from drugs and tobacco
- Overdose and drug poisoning
- Cardiovascular disease
- Liver damage from undiagnosed or untreated hepatitis C
- Blood borne viruses and bacterial infections especially among injectors
- Sexual risk taking (inc. chemsex) and associated STIs
- Arthritis and immobility among injectors

Source: Public Health England¹

National Strategic Context

<p>The Government’s 2017 Drug Strategy² aims to:</p> <ul style="list-style-type: none"> ➤ reduce all illicit and other harmful drug use ➤ increase recovery rates from drug dependence <p>Recognising more needs to be to address the complex and evolving challenges such as, the changing drugs markets and patterns of use, increasing drug-related deaths and needs of ageing heroin and crack users with poor physical and mental health.</p> <p>The key components, building on the 2010 strategy, are:</p> <ul style="list-style-type: none"> ➤ Reducing demand – universal and targeted prevention ➤ Restricting supply – tackling production, distribution enablers of crime ➤ Building recovery – evidence-based treatment and peer-led recovery ➤ Global action – new 4th strand, shaping international policy <p>The West Mercia Police and Crime Commissioner’s (PCC) Drug Strategy also follows these three strands.</p> <p>https://www.gov.uk/government/publications/drug-strategy-2017</p>	<p>Working Together to Safeguard Children³, the national statutory guidance on inter-agency working to safeguard and promote the welfare of children, sets out two key principles:</p> <ul style="list-style-type: none"> ➤ Safeguarding and promoting the welfare of children as everyone’s business. ➤ The wide range of organisations and services which contribute to this agenda should have a child-centred approach. <p>This guidance has clear significance for the substance misuse agenda, given the negative impact parent’s alcohol and drug use can have on children’s physical and emotional wellbeing, their development and their safety. There is an intrinsic link to the ACEs –Adverse Childhood Experiences agenda</p> <p>https://www.gov.uk/government/publications/working-together-to-safeguard-children--2</p>
<p>The Government’s Alcohol Strategy, expected in 2019, is likely to include the following key priorities:</p> <ul style="list-style-type: none"> ➤ Preventing and Reducing Harmful Drinking – focus on dependent drinkers, high risk drinkers, increasing risk drinkers and offenders ➤ Supporting and Protecting Vulnerable People – focus on rough sleepers, victims of domestic abuse, children of alcohol dependent parents, vulnerable individuals in the night time economy ➤ Improving Access to Treatment – focus on dependent drinkers, particularly those with severe/ complex needs and parents. 	<p>The Serious Violence Strategy⁴ is the Government’s response to serious violence and recent increases in knife crime, gun crime and homicide, the exploitation caused through the spread of County Lines as a means by which criminals supply drugs.</p> <p>There is clear recognition that serious a deadly cycle of violence devastates the lives of individuals, families and communities. This strategy clearly aligns with the national drug strategy commitments to restrict the supply of drugs, and also in terms of reducing demand and targeting young people who are most vulnerable to substance misuse and the highest risk of criminal exploitation.</p> <p>https://www.gov.uk/government/publications/serious-violence-strategy</p>

Local Strategic Context

<p>Telford & Wrekin Health & Wellbeing Strategy⁵ Reducing substance misuse aligns across all the HWB three cross-cutting strategy priorities:</p> <ul style="list-style-type: none"> ➤ Encourage healthier lifestyles – e.g. reducing alcohol and drug misuse ➤ Improve mental wellbeing and mental health – e.g. supporting those at risk ➤ Strengthen our communities and community-based support – e.g. peer-led recovery support. 	<p>The Telford & Wrekin Community Safety Partnership⁶ is responsible for reducing crime, anti-social behaviour and substance misuse, and its priorities include: tackling serious and organised crime, domestic abuse and child sexual exploitation.</p>	<p>The Telford & Wrekin Serious Violence Strategy (SVS) is the CSP’s response to the national Serious and Organised Crime Strategy ambitions. The overall mission of the plan is to reduce criminal exploitation and serious violence in the Borough.</p>
<p>The Telford & Wrekin Early Help Strategy outlines how the partnership workforce will work together in the borough to identify needs within families early, and proactively offer preventative support before problems become more complex.</p>	<p>The Telford & Wrekin Homelessness Strategy acknowledges that homelessness can be both a cause and consequence of substance misuse. Therefore partnership action to tackle homelessness will reduce the risk of substance misuse developing and escalating and support people in recovery.</p>	<p>The Council’s Better Homes for All⁷ approach, developed to tackle housing standards in the borough’s private rented sector, will benefit those people who are most vulnerable to substance misuse and those in recovery.</p>
<p>The Shropshire & Telford NHS Sustainability and Transformation Plan is required to deliver the national ambitions of the NHS Long Term Plan⁸. This gives an opportunity to work collaboratively with our local NHS organisations to reimagine the approach to substance misuse taken, given that substance misuse significantly contributes to mental and physical health and puts a considerable strain on the NHS.</p>	<p>The Telford & Wrekin Belonging Strategy has the ambition that every child in the borough will have a sense of belonging in their school and that there is the right support in place to enable every child to succeed. Both parental substance misuse and children and young people’s use of drugs and alcohol can create barriers for achieving good educational outcomes and can lead to school exclusion.</p>	<p>The Telford & Wrekin Domestic Abuse Strategy acknowledges the serious impact and long lasting significance abuse in relationships and families has on victims, children and young people and families. A clear priority of the strategy is the commitment to improve the support offered to victims and children affected in families.</p>

Progress since 2014

The Telford & Wrekin Drug & Alcohol Strategy, approved by the Community Safety Partnership, Health & Wellbeing Board and Cabinet in March 2014, was based on the three pillars of the 2010 national drug strategy², and also included alcohol-related harm in its scope. The strategy included a series of evidence-based objectives, detailed action plans and a performance and outcome framework. The key priorities of the strategy were to:

- Develop prevention programmes for children, young people and adults
- Use intelligence-led and community-based approaches
- Transform treatment and recovery services and improve pathways
- Expand and embed service user-led programmes and mutual aid

Our principles have been:

- **Strong partnership working at a strategic and operational level:** between the Council's Public Health, Public Protection and Neighbourhood & Community Cohesion Teams, Police, Probation, Job Centre Plus, Shropshire Fire & Rescue Service, housing providers and treatment and recovery services
- **A progressive approach to developing peer-led recovery & community-based support** - driven by our experts with lived experience
- **An intelligence-led planning and commissioning approach:**
 - shaped by national best practice
 - extensive service user and partner involvement – through Moving Forward engagement events and procurement processes

In the five years since the launch of the strategy, many achievements have been delivered through strong partnership working at operational and strategic-level, together we have:

- Through the Crucial Crew schools keep safe roadshow, delivered drug and alcohol awareness to over 2,000 children aged 10 and 11 every year
- Performed Loudmouth Theatre in Education Drug and alcohol awareness sessions to over 1,000 12 and 13 year olds in schools every year
- Delivered information awareness and training through the school's Designated Safeguarding Leads network in response to local issues
- Vastly expanded our communication reach, using social media to promote public campaign messages, through the Healthy Telford channels, joining forces with the Police in November 2018 to jointly promote alcohol and road safety awareness, which reached nearly 7,000 people.
- Delivered brief alcohol interventions to over 2,000 people annually, through various services throughout the year, and as part of seasonal campaigns
- Supported Shropshire Fire & Rescue Service deliver Making Every Contact Count advice and signposting as part Safe & Well Visits for vulnerable residents

Progress since 2014

- Provided substance misuse training and awareness raising to on average 350 practitioners across organisations every year
- Established Drug Related Death Review and Early Warning System processes and potentially saved over 30 lives by making Naloxone, an overdose reversal drug, widely available in the community
- Public Protection Team visits to premises with complaints or breaches of licensing conditions, and persistent offenders have had their licences reviewed
- Trading standards sharing intelligence with partners to disrupt and prevent the sale of Illicit and counterfeit alcohol
- Been tackling under age sales through active promotion of challenge 21, challenge 25 and “PASS” scheme, test purchase operations followed up with Night-time Economy Officer visits to premises known to sell to under 18s to offer advice and education
- Created a strong rehabilitative and resettlement culture providing opportunities and encouragement for offenders to change their behaviour on release
- Developed strong collaboration in the Telford & Wrekin Integrated Offender Management (IOM) team, which has been cited as a Beacon of Good Practice
- Significantly expanded our community-based, peer-led recovery support offer, through TACT, Recharge and A Better Tomorrow, achieving one of the highest levels of mutual aid support in the West Midlands
- Developed Strickland House in Wellington into a thriving Recovery Hub
- Hosted five hugely successful annual Recovery Conferences, with circa 170 attendees, over half of which are service users, the conferences are led by volunteers and feature inspirational and motivational talks
- Used an increasingly intelligence-led approach to support the development of our commissioning arrangements, with intelligence on demand and performance informing two significant procurement rounds since 2014
- Monitored our progress on an interactive performance and outcomes dashboard, bringing together a range of rich data sources
- Commissioned an increasingly integrated treatment and recovery services, which have significantly improved alcohol treatment completion rates
- Co-located Telford STaRS with local probation services, provided by the Community Rehabilitation Company⁹ at the Step Centre in Priorslee

Our joined up way of working continues to be the most effective way of assisting those we work with who have chaotic, dysfunctional and lifestyles and provides the most efficient service feasible in spite of all the difficulties and challenges we face across the borough in spite of budget cuts and dwindling resources.”

Director of Operations, Maninplace

The Telford Integrated Offender Management scheme has very effective partner relationships which have grown over recent years and allow decisions to be based on richer information and access to a wider range of expertise. The Telford arrangements have been flagged by others as a beacon of good practice.

Police IOM Manager

Refreshing the strategy

The commitments and objectives in this refreshed strategy have been developed in partnership, through engagement with stakeholders, professionals and service users, and informed by local intelligence on need and a review of evidence-based guidance.

The review of local intelligence indicates the following headlines:

- There is unmet need in terms of the numbers of adults estimated to be alcohol dependant and who are not in treatment or receiving advice
- Treatment completion rates for people misusing drugs need further improvement
- A higher than average proportion of children and young people are affected by parental substance misuse

An evidence-based approach using national guidelines and best practice underpinned the original strategy and the Council's commissioning arrangements and service improvement and development plans during the past five years. The main sources of evidence, are the series of guidance documents from:

- **Public Health England (PHE)** - alcohol and drug misuse prevention and treatment guidance¹⁰
- **National Institute for Health and Care Excellence (NICE)** - Quality Standards for substance misuse prevention^{11,12} and treatment^{13,14}

Moving Forward Engagement workshops, held annually in February demonstrate effective service user involvement, reflecting our commitment to meaningfully involve local people with lived experience in the commissioning, planning and development of services. An average of 70 people attend the workshops every year and at least a third of these are service users. Key themes we hear at the Moving Forward engagement events are the need for:

- More locality and community-based services
- Consistent services and defined pathways to recovery
- Intensive family-based support
- Easy referral process and improved access to treatment
- Targeting vulnerable young adults, before addiction develops into heavier drug use, or involvement in drug supply
- One Stop service, with more visibility and better out of hours provision
- Improve links with the NHS – primary care and hospital
- Better engagement with housing and homelessness services
- Improved communication

“The professionals are listening and taking on board service user’s opinions needs and ideas for improvement, we say we want them to listen - and they are “

Quote from a Service User at the Moving Forward event held in February 2018

Objective 1

Continue to ensure our commissioning and planning is intelligence-led, and based on evidence and insight

Commissioning and Governance

The Telford & Wrekin Drug & Alcohol Action Team (DAAT), is led through the Council's Public Health Team and supported by partner organisations, the Police, Probation Services, Shropshire Fire & Rescue Service, Wrekin Housing Trust and the Council's Public Protection, Community Safety, Cohesion and Environmental Enforcement Teams. (See Appendix 1). The DAAT is accountable to the Community Safety Partnership, which in turn reports to the Health & Wellbeing Board.

The Council commissioned a single drug and alcohol treatment system – Telford STaRS¹⁵, from NHS Midlands Partnership Trust from April 2018. The Trust's Inclusion service runs a prime contractor model, working with Aquarius¹⁶ and Willowdene Farm¹⁷. A number of grant agreements are in place with our peer-led recovery organisations, Telford After Care Team¹⁸, Recharge¹⁹ and A Better Tomorrow²⁰. All the services are funded predominately through the Public Health Grant.

Service User involvement is fundamental to the work of the DAAT, and the Telford Change Forum service user representatives regularly attend the DAAT meetings to provide feedback and discuss issues with local services. The annual Moving Forward events also ensures meaningful engagement insight influences planning work.

Intelligence-led approach

Continuing to our enhance our intelligence-led approach will ensure that a more comprehensive picture of needs in the borough, describes the needs of excluded, disadvantaged and minority groups is used to shape the planning and commissioning of services and support to improve outcomes. A performance and outcomes framework is in place to monitor the impact of service performance and delivery of the strategy (see Appendix 2)

Preventing Drug Related Deaths ensures a multiagency approach and embedding of local and national learning. The **PHE Early Warning System**²¹, is used as a way of sharing warnings on potentially contaminated and potent substances, ensuring that high-quality, valid information is rapidly disseminated appropriately.

Key areas of action

- Assess our commissioning arrangements against best practice guidance from NICE, PHE and the Advisory Council on the Misuse of Drugs²²
- Develop substance misuse needs profiles for vulnerable young people, older people, veterans and children affected by substance misuse
- Review the Early Warning System Professional Intelligence Network membership and process
- Embed learning from drug related deaths and implementation of real time surveillance (Serious Violence Strategy action plan)

Objective 2

Raise awareness of substance misuse through training, social media and campaigns

Substance Misuse Training Programme

Since 2014 our local training offer has developed and expanded, in response to need and demand of practitioners. There has been a wide and inclusive reach of training provided to frontline practitioners, the voluntary sector, service users, stakeholders and partners. On average 350 participants benefit from training every year, which covers subjects such as basic drug and alcohol awareness including brief interventions and advice, volatile substances, New Psychoactive Substances²³, and parental substance misuse. An example of the responsiveness of this approach was the recent training developed on Blood Borne Virus awareness delivered by Telford STaRS clinical colleagues to staff in the Council's Public Protection, Community Safety and Enforcement Teams.

The training includes information and advice to enable participants to:

- Better understand the prevalence of alcohol and drug use, why and how people use drugs and alcohol and the associated risks and dangers
- Be more confident in bringing up the subject and identifying who and when to screen (avoiding stereo typical assumptions)
- Deliver brief advice or signpost or refer on to specialist support services

Social media and campaigns

Rethink Your Drink and Dry January campaigns evolved in the past five years and increasingly have used social media to increase their reach.

Key areas of action

- Expand the reach of the local substance misuse training programme offer, linking to other training offered as part of the Telford Harm Hub/CSP training network
- The Council's Public Protection Team will offer a training package for licensees on underage sales
- Further develop social media-based campaigns and awareness raising messages, linking to nationally recommended advice and information on substance misuse, such as: [Talk to FRANK²⁴](#)

Objective 3

Build resilience in children & young people to reduce risk taking behaviour

Building confidence and resilience in children and young people, so they can resist risky behaviour is well recognised as a highly effective approach¹¹ and is a shared commitment of various local strategies: the Telford & Wrekin Serious Violence Strategy, the Belonging Strategy and the Early Help Strategy.

The Healthy Child Programme

The Healthy Child Programme (HCP) aims to lay the foundations for a healthy life for all children, with a targeted approach for high priority groups so additional needs are identified early. The Council's Public Health Team have commissioned a new integrated HCP service from September 2019 with Health Visiting, School Nursing and intensive family nursing support in a single service model. The HCP Service will contribute to improving substance misuse outcomes including: young people's use of illicit drugs, alcohol or volatile substances.

Substance Misuse Work with Schools

Personal Social Health Education (PHSE) Respect Yourself Program provides professionals with a consistent and coordinated approach to delivering Relationship and Sex Education. The program addresses three important health issues in an integrated way, providing a spiral curriculum for school in line with best practice in PSHE education. Key PSHE skills such as decision-making, help seeking and consent are developed using imaginative, interactive approaches.

Future in Mind, delivered by the Severn Teaching Alliance, is designed to improve emotional health and wellbeing in local schools. Nominated EHWP leads from each school attend termly Continuing Professional Development and networking sessions and then deliver the learning in their own setting, using the resources provided ensuring a consistent approach.

The Loudmouth Theatre in Education company have developed a bespoke local offer for children in schools. Drug and alcohol awareness sessions, include the emerging threat of New Psychoactive Substances (NPS), and are delivered 12 and 13 year olds each year. **Crucial Crew**, the annual keep safe event for children aged 10 and 11 held at Telford AFC every July, has provided drug and alcohol awareness sessions for an increasing number of young people year-on-year.

Key areas of action

- Map the local offer of programmes and support for schools and education settings aimed at building resilience in children & young people (linked to the Belonging Strategy, Early Help Strategy and Serious Violence Strategy commitments)
- Enhance further the local substance misuse education input and link with other relevant programmes, such as the Future in Mind network and PHSE

Objective 4

Target appropriate information, advice and support to people most at risk

Alongside universal prevention activities, in schools and through campaigns, a more targeted approach is needed for those adults, children and young people who are known to be most at risk, of misusing drugs and alcohol^{2,12,13}. There are strong connections with this objective and local strategies to tackle domestic abuse, serious violence and exploitation and school exclusions (Belonging strategy) given the multiple vulnerabilities affecting those at most risk.

Looked After Children

Children in care have their vulnerability routinely assessed as part of their annual health plan reviews, planning to leave assessments and youth offender assessments. Local assessment processes, which are in line with NICE guidance¹³, give an opportunity to offer early targeted support, which can reduce the likelihood of drug misuse. However, more could be done to reduce the risk and improve outcomes for looked after children through partnership working.

Children & Young People Not in Education, Employment or Training (NEET)

Children excluded from school and those who are NEET are higher than average in the borough. The Belonging Strategy aims to improve partnership working to ensure that there is a systemic approach to working with the families of our most vulnerable learners so actions can be shared here.

Brief Alcohol Interventions

Opportunistic brief advice and extended brief interventions given to those people drinking at hazardous and harmful levels is well recognised as being effective¹⁵. Telford STaRS and Healthy Lifestyles service offer brief advice, however, a more systematic approach is needed, especially targeted in primary care.

Hospital Alcohol Care Teams have been shown to improve the quality of alcohol-related care for people, resulting in significantly reduced accident and emergency (A&E) attendances, bed days, readmissions and ambulance call-outs⁷ Engagement insight from Moving Forward events has regularly identified better care for people with alcohol problems in the NHS as a key issue.

Key areas for action

- Develop an information awareness raising, advice and support programme for the most vulnerable young people, including looked after children
- Work with Shrewsbury and Telford Hospitals NHS Trust to improve the care and support people with alcohol problems receive in hospital
- Develop a comprehensive targeted programme of brief interventions, with a focus on primary care with clear referral pathways into Telford STaRS

Objective 5

Improve communication and information sharing between organisations

Safeguarding children & young people

Alcohol and drug misuse is a factor in a significant number of children in need and child protection episodes in Telford & Wrekin. A higher than average proportion of local adults first entering substance misuse treatment, are living with children under 18 years (page 5). We heard at the Moving Forward event in February 2019 that there is a need for much better joined up working and communication between local services, including schools, the NHS, children's strengthening families and safeguarding and specialist services and substance misuse services.

Public Health England recommend that joint protocols²⁵ are established to promote effective communication between drug and alcohol services and adult, children and family social care services, and set out good working practice guidance for the services involved. (see Objective 9 for further commitments to safeguard children & young people)

The Telford & Wrekin Serious Violence Strategy commits to improve communication and information sharing between organisations so the areas agreed in the SVS action plan align to this objective.

Key areas of action

- Improve working relationships, information sharing and develop joint protocols between Telford STaRS, Family Connect, Strengthening Families and Children and Adults and Safeguarding Teams, in line with PHE recommendations²⁵
- Explore partnership data sharing software e.g. E-CINS (Serious Violence Strategy action plan)
- Improve communication and information sharing with our local prisons (Serious Violence Strategy action plan)
- Develop data sharing systems to enable better links between dependent alcohol and drug users and partners, such as probation and housing providers

Objective 6

Strengthen our partnership approach to alcohol and drug-related crime and offending

The Telford & Wrekin Serious Violence Strategy ambitions contribute significantly to reducing alcohol and drug related crime, through a four step approach:

- Develop pathways to support and safeguard against criminal exploitation through modern slavery, county lines, and the misuse of drugs
- Early intervention and prevention through intelligence-based targeting of localities.
- Build resilience in communities by working with our partners and voluntary organisations to raise awareness and educate
- Use enforcement powers and a criminal justice response to deal with perpetrators and to explore opportunities of diversionary pathways/support

The Telford & Wrekin Integrated Offender Management (IOM) team proactively engages the most chaotic and prolific offenders in a joined up way, enabling decisions to be taken using richer information, and access to a wider range of expertise so the appropriate response can be offered to target individuals problems.

The Reducing Reoffending Group supported by the, police, probation and the Council's Community Cohesion and Neighbourhood Enforcement Team and Telford STaRs, provides routes for people from custody into community support and treatment, to reduce future offending behaviour, for example through the Drug Intervention Programme which operates in Telford Police custody suites.

Public Protection Team: Trading Standards & Licensing, Night Time Economy

The Council's Public Protection Team continue their planned programmed of inspections of licenced premises, dealing appropriately with persistent offenders by using the licence review process or other sanctions more effectively and timely where advice and warnings are unsuccessful. Working with the Police, the Licensing Team are reinvigorating Pub Watch groups, providing a forum to raise awareness of underage sales, compliance with Licensing conditions and other topics.

Key areas of action

- **Deliver the Serious Violence Strategy actions**, including co-ordinated (MATES) Programme, criminal and civil safeguarding and enforcement powers toolkit, target Class A and Meth distribution hot spot, understand the potential use of the National Referral Mechanism, Steer Clear intervention programme
- Agree a set of common standards for working with offenders between the Police, Probation, Telford STaRS and recovery organisations
- Public Protection Team, with the police and HMRC, further develop an intelligence-led approach to tackle the supply of illicit and counterfeit alcohol to disruption and take enforcement action
- Ensure that the Review of Licensing Policy is closely aligned to the Drugs and Alcohol strategy ambitions
- Reinstate the responsible authorities group for licensed premises, including Police, Shropshire Fire and Rescue and Public Health

Objective 7

Further improve recovery and treatment outcomes through Telford STaRS

There is compelling evidence that investment in high quality, effective drug and alcohol treatment and recovery services significantly benefit people's lives, as well as saving money across the public sector¹⁰. In the past five years local services and support have been transformed, developed and expanded moving towards a more effective and efficient treatment and recovery system approach which is improving outcomes. (Appendix 3 picture of system)

Telford STaRS provides a safe and evidence-based service that delivers a range of interventions and treatments, which is more recovery focused than ever before. The new ways of working from April 2018 have enabled the development of clear pathways to specialist assessment for people who are dependent and require structured treatment. (See Appendix 3 for STaRS service model) More people are now successfully completing treatment, but there is clear recognition that there is more to do, to improve treatment outcomes. Many people with drug and alcohol misuse problems, particularly opiate users, have been in treatment for many years. This group of people are growing older and often have additional long term, chronic multiple health problems, and have an increased risk of drug related deaths.

Willowdene Farm, a residential rehabilitation centre in South Shropshire, was established in 1988. In partnership with Telford STaRS, Willowdene provide an intensive 16 week programme that supporting people to move on, into volunteering, delivery of life skills, training, education and work experience.

Aquarius, in partnership with Telford STaRS, provide a variety of alcohol and drug support services across Telford, including specialist support for young people. Aquarius also provide an important role of supporting family members, concerned others and carers both in their own right and in support of the service user which is reflected in the rise in numbers of people who access the service.

Misuse and dependence on medicines

Key areas of action

Deliver the STaRS Service Improvement Plan, to further improve treatment and recovery outcomes, including:

- Building on alcohol and drug outreach provision to improve access
- Earlier identification of people with co-morbidity linking with NHS
- Improve routine testing for blood borne viruses, working with specialist NHS providers to ensure that people who test positive seek treatment

Objective 8

Ensure multiagency approaches better support people with complex vulnerabilities and needs

Dual Diagnosis

Drug misuse is common among people with mental health problems, and research suggests that up to 70% of people in drug and alcohol treatment services also experience mental illness. There is a high prevalence of drug use among those with severe and enduring conditions such as schizophrenia and personality disorders². A dual diagnosis pathway is in place and recovery organisation support those with mental health needs. However, more comprehensive work is undoubtedly needed to link Telford STaRS with mental health services development aligned with the NHS STP Mental Health Strategy.

Housing & Homelessness

Having stable and appropriate housing is crucial to enabling individuals to sustain their recovery from drug and alcohol misuse and in turn sustained recovery is essential for people to maintain stable accommodation Error! Bookmark not defined.. The Telford & Wrekin Homelessness Strategy commits to prevent homelessness and work with partners to support vulnerable groups and to prevent rough sleeping in the borough. The Thrive Partnership²⁶, established in 2013, brings together a committed group of Telford & Wrekin organisations - Stay, Bromford Support, Maninplace, Wellington YMCA and The Salvation Army Kip Project. Working together the Council, Wrekin Housing, other housing providers and Thrive partnership have for many years provided a coordinated local response to improve and develop innovative services for vulnerable local people. Local case examples demonstrate the strength of this partnership, however, more can be done through systematic approach.

People at risk of exploitation

Vulnerable adults and young people are at particular risk of substance misuse and criminal exploitation and the SVS action plan aims to reduce the risk to those vulnerable living House in Multiple Occupation (HMOs) and the private rented sector. The Council's new Vulnerabilities Officer supports this partnership work.

Key areas of action

- Develop a dual diagnosis service improvement plan, as part of the NHS STP Mental Health Strategy
- Evolve further ways for Telford STaRS, recovery organisations and Thrive to work more proactively together to prevent homelessness and support recovery
- Establish clearer links between Telford STaRS and recovery organisation to key support services, e.g. benefits, employment, education and training
- Develop a tracking process to tackle violence, vulnerability, exploitation in HMO premises (Serious Violence Strategy action plan)

Objective 9

Develop intensive support for children & young people affected by parental substance misuse (ACEs agenda)

Parental alcohol and drug use is known to negatively affect children's physical and emotional wellbeing, their development and their safety, the impacts include:

- physical maltreatment and neglect
- poor physical and mental health
- higher risk of using alcohol and drugs at an early age – a prediction of more entrenched use in future
- poor school attendance and low educational attainment
- involvement in anti-social or criminal behaviour

Adverse Childhood Experiences (ACEs) ^{27,28} are increasingly recognised as stressful and traumatic childhood events which have a significant impact throughout people's lives. Given that ACEs contribute to poor outcomes for many families and are relevant to multiple agendas in the borough, a system-wide approach to preventing ACEs and reducing their impact is being developed as a priority during 2019.

Working together to Safeguard Children 2018³ recognises the impacts of parental problem alcohol and drug use on children requires health, social care and support organisations to take a whole family approach. Local alcohol and drug treatment services can take action to help prevent later harmful consequences for both parents and children²⁶, including:

- screening for problematic alcohol and drug use in parents attending their services
- assessing the impact their current use has on their children
- assessing the risks to their children if their alcohol or drug use escalates
- providing help and support at an early stage

Key areas for action

- Improve the support for children affected by living with alcohol dependent parents and/or domestic abuse, linking with the Council's Strengthening Families and Children's Safeguarding Teams (linking to the ACEs agenda and Telford & Wrekin Domestic Abuse Strategy)
- Improve working relationships and develop joint protocols between Telford STaRS and adult and children's social care services, in line with PHE recommendations²⁶

Objective 10

Grow and sustain our peer-led community recovery organisations

Recovery from substance misuse is more of an ongoing journey, rather than an end state and means different things to different people. One way to describe recovery is the cumulative benefits people experience on their physical and mental health and social circumstances, as a result of support with managing money and debt, access to accommodation, employment and training, and having the capacity to build healthy relationships, including parenting.

We have built an inspirational recovery community in Telford & Wrekin:

- **Telford After Care Team** was established in 2012, on a voluntary basis with a small grant to run a SMART Recovery Group. Now offering a wide range of support e.g. volunteer programmes, support planning, recreation projects, mental health support, and life skills TACT have 900+ service users accessing advice and support and almost two thirds of people are referred directly from other agencies, indicating the service is well known and valued.
- **A Better Tomorrow** established in 2014, offers abstinence based residential recovery project that provides supported housing in Telford to male adults who are in recovery from alcohol and drug addiction.
- **Recharge**, established in 2015, support under 21s to overcome their individual barriers, through group projects and support with drug and alcohol addiction and emotional well-being. Based in Brookside, Recharge support young people, in education settings and in the community. Typically delivering over 60 1-2-1 sessions per year, Recharge have 3 peer mentors and 9 volunteers with varying roles, supporting many young people with mutual aid in recovery.

However, our voluntary sector organisations can evolve further, expanding their offered and becoming more financially sustainable, supporting the Council and partner's vision to build community capacity as part of place-based working.

The Telford & Wrekin Annual Recovery Conference, held every September at The Place Theatre Oakengates, as part of national recovery month, continues to go from strength to strength, featuring national speakers, service user and volunteer award and inspirational and motivational talks from those with lived experience.

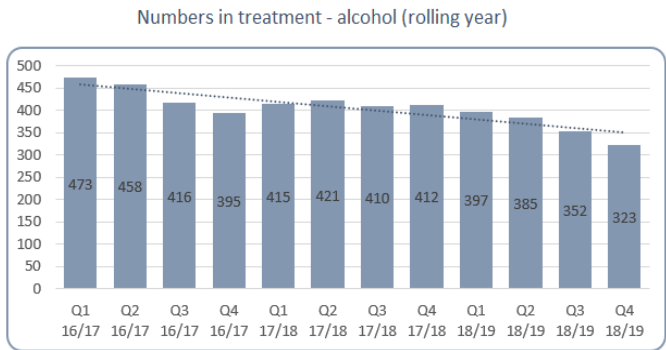
Key areas for action

- Development of a Recovery Dashboard to monitor system-wide improvement in recovery outcomes
- Agree development plans to establish the sustainability of TACT and Recharge

Appendix 1 Key Performance Indicators & Dashboard

DAAT Performance Dashboard Q4 2018/19

Section 1: Treatment numbers, successful completions (i) and re-presentations (ii) (source:NDTMS)



Select substance

- alcohol
- alcohol & non-opiate
- non-opiate
- opiate



(i) Successful completions as a proportion of all in treatment
 (ii) Proportion who successfully completed treatment in the first 6 months of the latest 12 month period and re-presented within 6 months

Section 2: Public Health Outcomes Framework (source:NDTMS)



Proportion of all in treatment, who successfully completed treatment and did not re-present within 6 months (PHOF 2.15 i/ii/iii)

Select substance

- Alcohol
- Non-opiate
- Opiate



Healthcare & Mortality

[home](#)

Healthcare	Previous	Period	Latest	Period	DoT
Persons entering substance misuse treatment - % of eligible persons completing a course of hepatitis B vaccination	4.4	2014/15	9.4	2015/16	↗
Persons in substance misuse treatment who inject drugs - % of eligible persons who have received a hepatitis C test (updated)	77.5	2016/17	76.3	2017/18	↘

Hospital Admissions	Previous	Period	Latest	Period	DoT
Alcohol specific admissions persons - rate per 100K (updated)	462	2016/17	517	2017/18	↗
Alcohol related admissions (narrow) persons - rate per 100K (updated)	671	2016/17	659	2017/18	↘
Alcoholic liver disease admissions (broad) - rate per 100K (updated)	113.2	2016/17	144.9	2017/18	↗
Mental & behavioural disorders due to use of alcohol admissions (narrow) persons - rate per 100K (updated)	27.5	2016/17	23.6	2017/18	↘

Mortality	Previous	Period	Latest	Period	DoT
Deaths related to drug misuse - number	26	2014-16	19	2015-17	-
Drug related deaths - rate per 100K	5.2	2014-16	3.7	2015-17	↘
Alcohol specific mortality persons - number (updated)	59	2014-16	66	2015-17	-
Alcohol specific mortality persons - rate per 100K (updated)	12.0	2014-16	13.3	2015-17	↗
Mortality from chronic liver disease persons - number (updated)	79	2014-16	81	2015-17	-
Mortality from chronic liver disease persons - rate per 100K (updated)	16.6	2014-16	16.8	2015-17	↗
Alcohol related mortality persons - number (updated)	74	2016	82	2017	-
Alcohol related mortality persons - rate per 100K (updated)	49.3	2016	52.5	2016	↗

Appendix 1 Key Performance Indicators & Dashboard

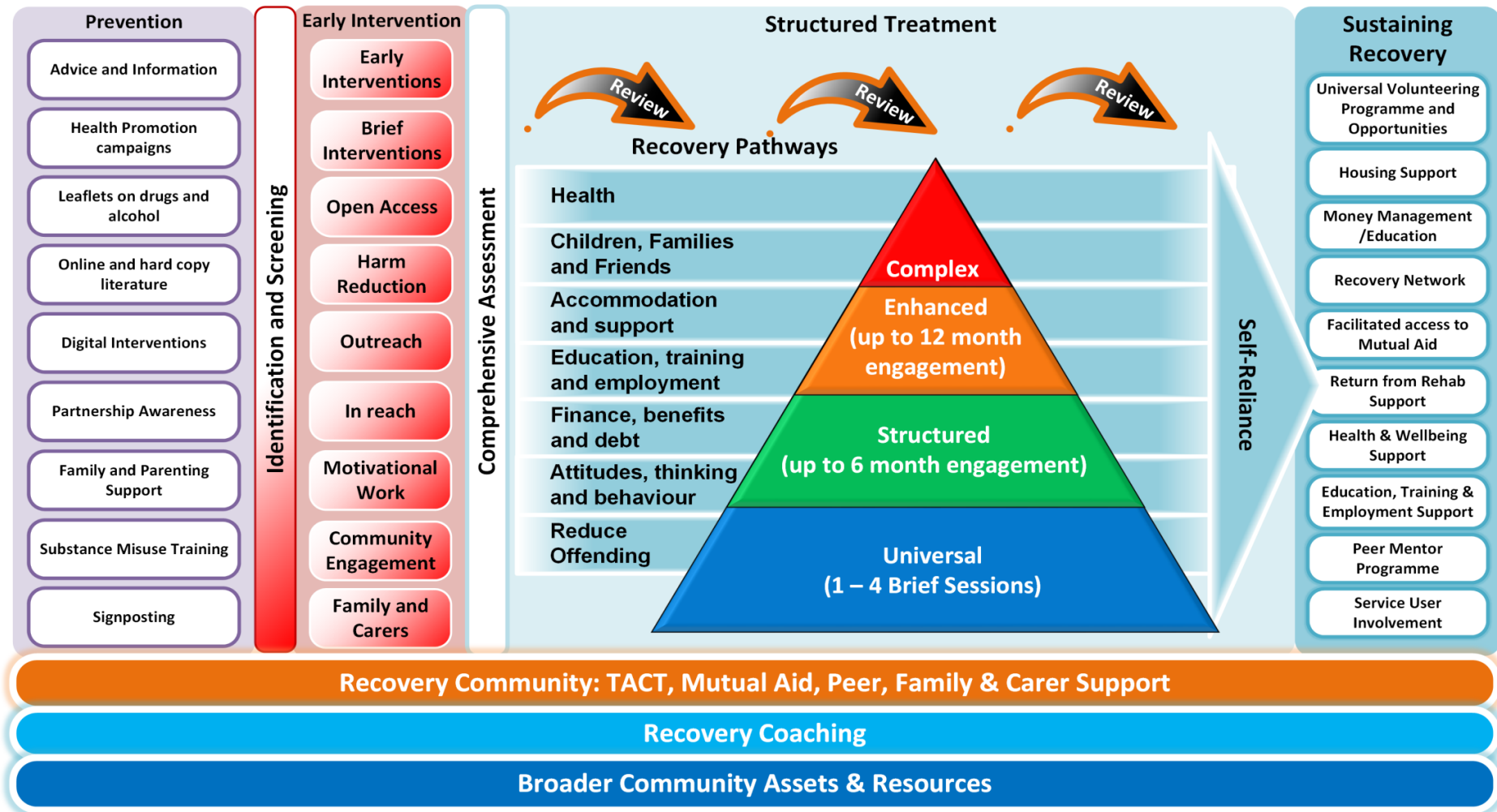
Treatment Population	Treatment Outcomes
New presentations – alcohol	Successful completions – alcohol
New presentations – alcohol & non-opiate	Successful completions – alcohol & non-opiate
New presentations – non-opiate	Successful completions – non-opiate
New presentations – opiate	Successful completions – opiate
Numbers in treatment – alcohol	Re-presentations – alcohol
Numbers in treatment – alcohol & non-opiate	Re-presentations – alcohol & non-opiate
Numbers in treatment – non-opiate	Representations – non-opiate
Numbers in treatment – opiate	Re-presentations – opiate
Numbers in structured treatment – alcohol	Successful completions - opiate (PHOF Indicator 2.15i)
Numbers in structured treatment – alcohol & non-opiate	Successful completions – non-opiate (PHOF Indicator 2.15ii)
Numbers in structured treatment – non-opiate	Successful completions – alcohol (PHOF Indicator 2.15iii)
Numbers in structured treatment – opiate	Clients with no reported housing need at exit
Adults with substance misuse treatment need who successfully engage in community-based structured treatment following release from prison (PHOF Indicator 2.16)	Clients working >= 10 days in last 28 at exit
Proportion in treatment non-opiate 2 or more years	Successful completions treatment population in contact with criminal justice system – alcohol
Proportion in treatment opiate under 2 years	Successful completions treatment population in contact with criminal justice system – non-opiate
Proportion in treatment opiate 6 or more years	Successful completions treatment population in contact with criminal justice system – opiate
Estimated proportion of people dependent on alcohol not in the treatment system	
Estimated proportion of people dependent on opiates and crack cocaine	
Estimated proportion of people dependent on crack cocaine not in the treatment system	
Estimated proportion of people dependent on opiates not in the treatment system	
% of the treatment population in contact with the criminal justice system	

Appendix 1 Key Performance Indicators & Dashboard

Healthcare & Mortality	Crime & Harm
Deaths related to drug misuse	Alcohol related offences
Alcohol specific mortality	Drug related offences
Mortality from chronic liver disease	Attendances at A&E for assault where drugs/alcohol are a factor
Alcohol related mortality	
Alcohol specific admissions	Children & Young People
Alcohol related admissions (narrow)	Proportion of new presentations who live with children under the age of 18 – alcohol
Alcohol related admissions (broad)	Proportion of new presentations who live with children under the age of 18 – alcohol & non-opiate
Alcoholic liver disease admissions (broad)	Proportion of new presentations who live with children under the age of 18 – non-opiate
Persons entering substance misuse treatment - % of eligible persons completing a course of hepatitis B vaccination	Proportion of new presentations who live with children under the age of 18 – opiate
Persons in substance misuse treatment who inject drugs - % of eligible persons who have received a hepatitis C test	Children in need & child protection episodes where alcohol misuse is a factor
Clients with no reported housing need at exit	Children in need & child protection episodes where drug misuse is a factor
Clients working >= 10 days in last 28 at exit	YP referrals to treatment
	YP numbers in structured treatment
	YP % in treatment more than 12 weeks
	YP number exiting the service

Appendix 2 DAAT Membership

Appendix 3 Telford STaRS Service Model



References

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- 2 <https://www.gov.uk/government/publications/drug-strategy-2017>
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- 7 http://www.telford.gov.uk/info/1010/housing/3418/better_homes_for_all
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- 22 <https://www.gov.uk/government/organisations/advisory-council-on-the-misuse-of-drugs>
- 24 Talk to Frank is a Public Health England website aiming to provide clear, unbiased information about drugs to young people in a way they are comfortable with. It also offers help and advice to people worried about drug use by others.
- 25 <https://www.gov.uk/government/publications/safeguarding-children-affected-by-parental-alcohol-and-drug-use/safeguarding-and-promoting-the-welfare-of-children-affected-by-parental-alcohol-and-drug-use-a-guide-for-local-authorities>
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