

Taking responsibility for alcohol

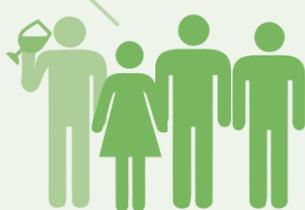
Why is this issue important for Cornwall and the Isles of Scilly?¹

Whole community

Recent regional research suggests that **1 in 3 adults in the South West drink above the recommended level**²

The national estimate suggests that in Cornwall

25% of adults drink above the recommended level



which includes:

84,000 binge drinkers **4,900** dependent drinkers

Alcohol costs the NHS £3.5 billion nationally³

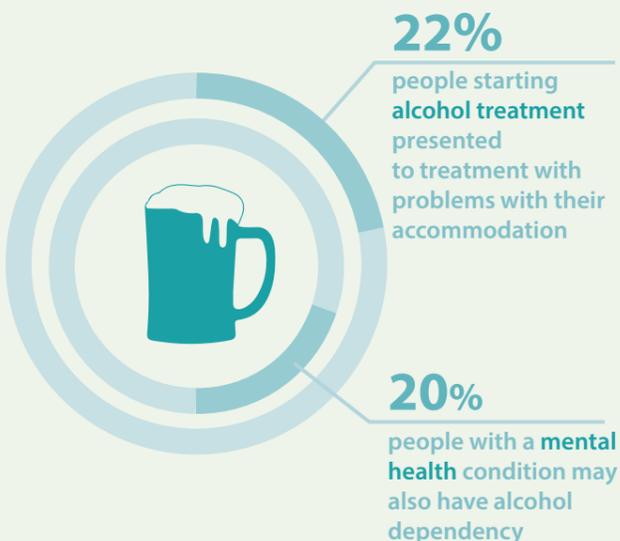
Every 5,000 patients screened in primary care may prevent 67 A&E visits and 61 hospital admissions	One alcohol liaison nurse can prevent 97 A&E visits and 57 hospital admissions	Every 100 alcohol-dependent people treated can prevent 18 A&E visits and 22 hospital admissions
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Costs £25,000 Saves £90,000	Costs £60,000 Saves £90,000	Costs £40,000 Saves £60,000 ⁴
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Rehab case study

“ I was in Boswyns for 6 weeks. I came off the alcohol, then came off the anxiety medication. For the first time in 10 years, my body was free of substances, and it was absolutely terrifying. I was then resident at Bosence Farm for 8 months. I was given time, and an overwhelming amount of love, support and understanding; which allowed me to start to learn how to interact with people and live life. A miracle was worked there. I am approaching 2 years sobriety and have been blessed with a love of life. I'm making positive contributions to my local community. My personal relations with family and friends have been restored. I have a self-confidence and self-assurance of which I could only have dreamed. ”

Inequalities



Personal costs

7,000 people admitted to hospital for alcohol related conditions



Alcohol is a factor alongside **40%** of domestic abuse



50% presenting with self-harm are regular excessive drinkers

What is being done locally to address this issue?⁵

Identification and brief advice

2,000 staff trained in under 3 years
Delivered in a wide range of medical, criminal justice and non-medical community settings



Specialist treatment

In 2014 1,835 people accessed specialist treatment for alcohol misuse. 32 young people in treatment where alcohol was an issue

Health interventions

Alcohol Care Team at Treliske Hospital, to identify cases earlier. Alcohol detox can be delivered at home by GPs, in 4 community hospitals, or in residential units

Families

Breaking the Cycle offers a range of services supporting families affected by alcohol misuse



Alcohol Awareness Retail

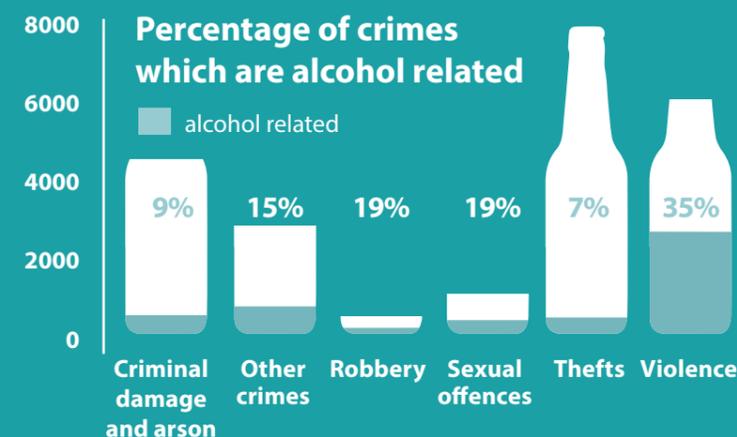
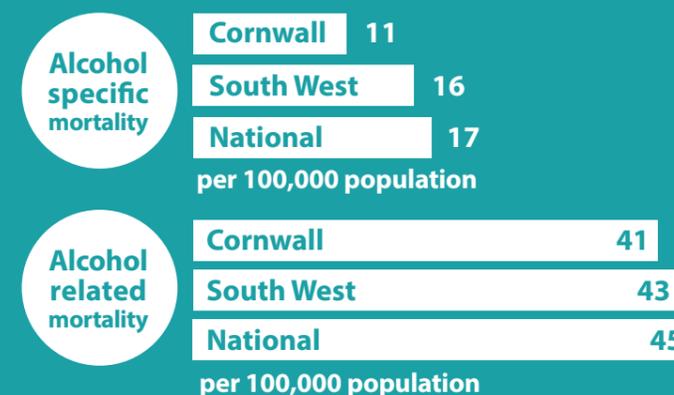
Training delivered to 461 staff in 119 licensed premises. In the last 3 years, over 25 premises in Cornwall have passed the Best Bar None accreditation standards



Prevention

Safer Cornwall's 'What Will Your Drink Cost?' campaign, in key locations addressing alcohol related issues, such as road safety, domestic abuse, violence and health. 2 School worker's who deliver a 'stepped menu' of interventions for Years 7 to 11

What are the local outcomes?



For every eight at-risk drinkers who receive advice, one will reduce their drinking to within low-risk levels⁶

Evidence

Cornwall and Isles of Scilly have an annual Alcohol Needs Assessment to inform the Alcohol Strategy and Commissioning priorities. NICE guidance⁷ provides evidence on effective alcohol interventions

Local advice and support

Anyone in Cornwall or the Isles of Scilly concerned about their own alcohol use (or someone else's) can contact **Addaction Cornwall** for advice or support: **0333 2000 325**

Notes 1. Facts and figures taken from the Cornwall and IOS Alcohol Needs Assessment 2014-15 2. 2015 study conducted by PHA suggests 32% of people in the South West are in the high or increasing risk category. Based on population estimates for 2013 published by ONS (2014) and the areas covered by the survey, this equates to 1.14 million 3. HSCIC (2015) Statistics on Alcohol: England, 2015 (v1.0 25th June 2015) 4. PHE (2015) Alcohol and drugs prevention, treatment and recovery: why invest?

Notes 5. Facts and figures taken from the Cornwall and IOS Alcohol Needs Assessment 2014-15 6. The Government's Alcohol Strategy, Home Office 2012, taken from (Moyer et al, 2002) Brief Interventions for alcohol problems: a meta-analytic review of controlled investigations in treatment-seeking and non-treatment seeking populations, Addiction, 97, 279-292 7. NICE Guidance PH4, PH6, PH7, PH12, PH20, PH24, PH28 © Cornwall Council and Council of the Isles of Scilly