

# Think Drink!

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## Big Lottery Fund – Impact of Alcohol Portfolio

- “to reduce the harm to individuals, families and communities directly affected by alcohol misuse”.
- Each trust invited to submit an application based on voluntary sector receiving 80% of funding
- Applications invited from voluntary sector for N Ireland wide proposals

**Northern Trust** – leaving a legacy after the portfolio has ended of empowered communities who will deliver the vision:

- “That individuals, families and communities throughout its area will confidently take the initiative to reduce the impact of alcohol misuse”.

## Three Key Outcomes:

- the need for greater recognition of the negative impact of alcohol
- working in partnership to help meet gaps in service provision and
- to move towards communities and a society which better recognises and supports people at an earlier stage

## Some Statistics

- It is estimated that alcohol misuse in Northern Ireland costs up to £900 million every year to areas such as healthcare, policing, prison and social services.
- The number of alcohol-related deaths in NI has been increasing over the past decade. Since 2001, there have been a total of 2,785 alcohol-related deaths in Northern Ireland, 68% of which have been deaths to males.
- Alcohol-related admission rates have also been on the increase in Northern Ireland over the past decade with an average increase of 21% (from 528 standardised admissions in 2000/01-2002/03 to 641 in 2008/9-2010/11)

- **Believe in Youth** – peer education and specialised alcohol intervention programmes delivered directly “when and where” young people congregate and socialise.
- **Relationships and Alcohol Misuse** – supporting and improving family relationships through counselling and reducing financial, work pressures and poverty; though advice and advocacy for families most affected by these issues.
- **Healthy Body, Healthy Mind** – recognise, understand and support individuals and families affected by both mental health and alcohol problems through mentoring, education and targeted support interventions.
- **Older Focus** – increasing recognition, understanding and skills around this hidden problem among care providers and families and providing specialist intervention support for older people.

## **Believe in Youth** (Project Co-ordinator on 028 2565 2105 or 075 8788 0386)

### **Staff:**

- Street Based Peer Education Team – Project Co-ordinator and eight Peer Educators (18 – 25 year olds)

### **Overview of Services:**

- Working in each (new) council area to agree target areas for direct street based services through existing partnerships, where possible
- Delivery linked to awareness raising and support to other young people in area, to parents, communities and other stakeholders
- Mapping, Directory of Support Agencies and Community Champions

**Relationships and Alcohol Misuse** (Relate NI on 028 9026 0882 or call into local CAB in Ballymena, Causeway or Cookstown)

### Staff:

- Counsellors and Advisors covering CAB areas plus Training to CABx on how to be “Alcohol Aware”

### Overview of Services:

- Service for anyone who impacted by alcohol misuse and has relationship and /or money / debt problems
- Provides Information and Awareness Raising to communities and other agencies
- Community Asset Mapping and Mobilisation

## **Healthy Mind, Healthy Body** (Impact of Alcohol Project Co-ordinator on 028 9074 4499)

### **Overview of Services:**

- Up to 12 mentoring sessions per individual depending on need
- Up to 10 counselling sessions which may be supplemented with the Lifeline crises intervention package where required
- 12 week Structured Training Programme with 4 optional additional sessions
- Engagement, Information and Awareness programme with community groups based in the area where Personal Development Programmes are taking place
- 40 Community Champions including Train the Trainer qualification



- **Older Focus** (028 9066 4434 or Older Focus Training and Development Officer on 028 7034 4934)

**Staff:** Two Counsellors, and a Training & Development Officer

### Overview of Services:

- Counselling and support to individuals aged 55+ years who are concerned about their alcohol use
- Support available for family members who are affected by an older persons alcohol use
- Provides Training, Development and Awareness Raising to statutory, voluntary and community sectors
- Peer Education (Older Community Gatekeepers)

# Community Champions: This could be You - Individual or Organisation

## Community Champions:

- Individuals
- Associations – general or interest groups
- Institutions – voluntary or statutory

## Other Assets:

- Infrastructure / Physical Resources
- Economic
- Cultural and
- Technology

## Community Champions:

### Five levels for individuals

- 1 – Pathway or Contact point plus Resources
- 2 – plus Two way conduit
- 3 – plus Awareness Raising
- 4 – plus Go-To Person (knowledge of services)
- 5 – direct support to individual/family

**However its up to you – what do you want to do?**

## Community Champions:

### Four Levels of Involvement for groups/organisations

- Level 1 – contact person(s), resources, updates
- Level 2 – plus training and networking
- Level 3 – plus needs assessment and activity
- Level 4 – plus capacity building

**However its up to you – what do you want to do?**

## Community Champions:

### How projects/portfolio can help

- Key Contact for leaflets and resources
- Awareness Raising and Training
- Support and Links to other Community Champions
- Networking and Facilitating Group Development
- Training e.g. Train the Trainer, Alcohol Brief Interventions
- Local Structures and Sustainability

## Join the Advisory Group

### Areas covered include:

- Joining up services - Integrated Care Pathways
- Improved services - Outcome Focused Services
- Services open to all - Community Reach
- Community Champions – Mobilised Communities

**Meets quarterly – next meeting 28 November**



## **We are Taking the Initiative to Reduce the Impact of Alcohol**

In Partnership with us ... make referrals; raise awareness; become Community Champions and make a difference