

Preston Alcohol Harm Reduction

Central Lancashire
Primary Care Trust



Lancashire
Constabulary
police and communities together

Alcohol in Preston

Estimated in Preston

- 42% of men and 27% of women drink more than the recommended daily limit
- 24% of men and 11% women drink more than double the recommended limit
- Alcohol Consumption among young people increasing
- Alcohol consumption higher in areas of deprivation

Impact of Alcohol

- Approximately 70% of A&E admissions alcohol related at peak times
- Annually there are approximately
 - 650 to 865 hospital episodes for males
 - 364 to 577 hospital episodes for femalesAlcohol related
- Preston has the 5th highest of male alcohol related deaths in England

Impact

- Between 2006 and 2007 there were:
 - 3866 reported violent crimes in Preston
 - 12% of these crimes were carried out in licensed premises
 - 38% of offenders of the crimes were under the influence of alcohol

The Result.....

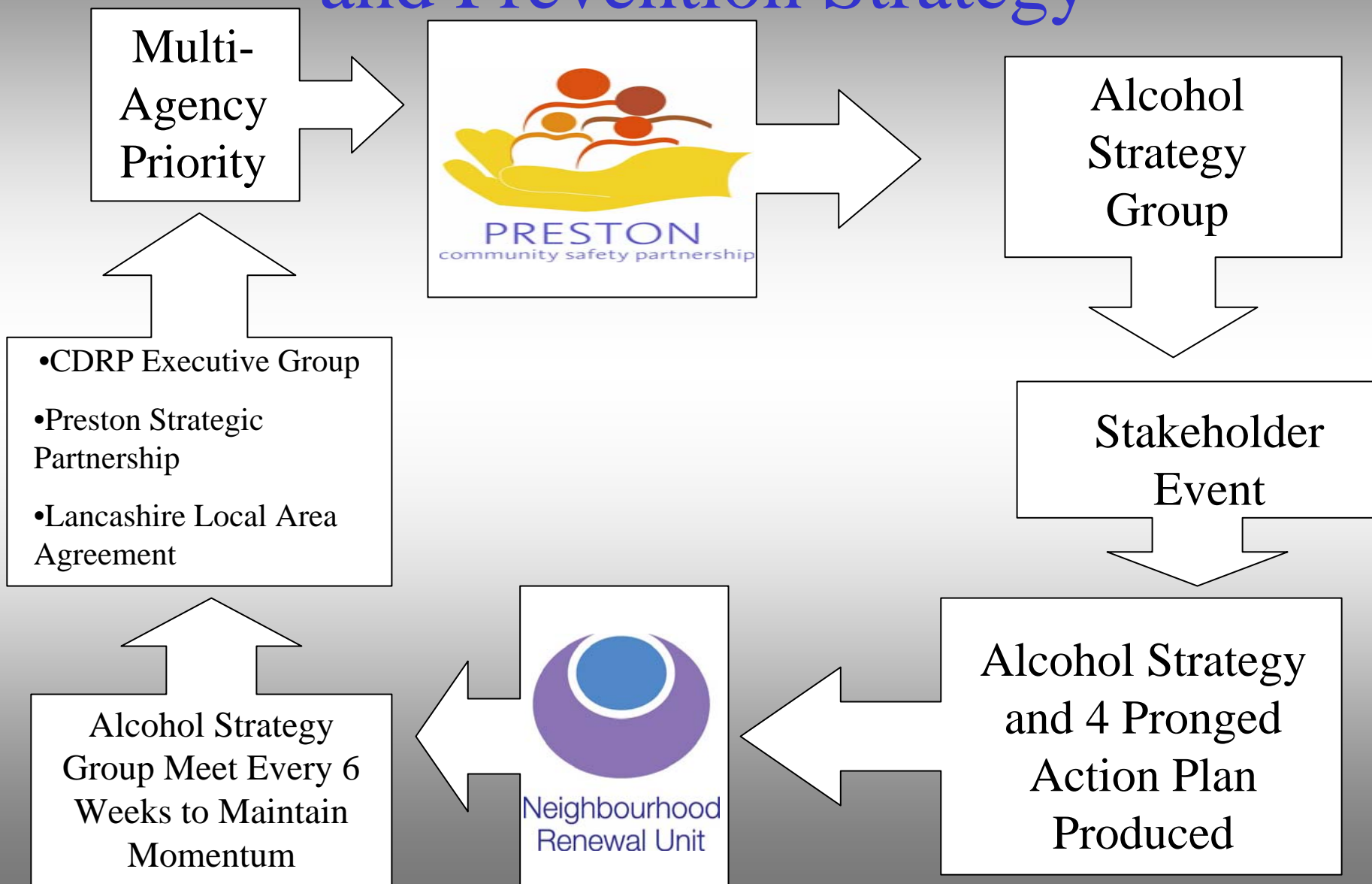
Psycho Alley

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Please note.....

- The harms associated with alcohol are cross cutting and impact on
 - Accidents
 - Sexual Health
 - Economy
 - Violent Crime
 - Family Breakdown
 - Crime and Disorder
 - Mental Health
- The harms associated are broader than city centre binge drinking
- This is a problem close to us all

Preston Alcohol Harm Reduction and Prevention Strategy



A New Partnership

Secondment

Licensees
Conference

Data Collection

Added
Value

Priority
Premises



Pubnet

Multi-agency
Advice Panel

An agreement
to improve

Examples of Activity in Preston

- Alcohol Brief Intervention Training
- Alcohol Self Help Resource
- Alcohol Conditional Cautions
- Licensees Conference
- Pubnet
- Alcohol Project Manager Secondment
- Bar Staff Training
- Christmas Campaign
- Best Bar None

*SUPPORTS BROADER WORK OF LANCASHIRE
LAA*

Lancashire LAA

- Alcohol – Cross Cutting Theme
- Alcohol LAA Targets – Cross Cutting
- LAA Funding
 - Best Bar None
 - Alcohol Service Commissioning
 - Research – Licensing Process / Planning
 - LAA Alcohol Strategy Lead