

# Community Safety Partnership

## REPORT

**Subject:** Alcohol Awareness Week and White Ribbon Campaign

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**Security:** None

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### 1. Purpose of Presenting the Item

- 1.1 This item is being brought to the Community Safety Partnership meeting to note the impact that Alcohol Awareness Week and the White Ribbon Campaign has had.

### 2. Alcohol Awareness Week

- 2.1 During Alcohol Awareness Week, the Borough organised 59 events, 33 specifically aimed at young people within the Borough.
- 2.2 It is estimated that in the region of 3700 YP were presented to and approximately 240 individual children were engaged directly by the Subwise staff, resulting in 5 referrals. A further 30 adults were engaged in 1-2-1 interventions, resulting in 2 referrals and 2 re-engagements of previous service users. 35 service users were engaged in lifestyle and health sessions, to assist in healthier living during their treatment and beyond.
- 2.3 This year a roadside poster campaign was instigated to highlight that “drink hurts” and signposting to the boroughs web page that had details of the Alcohol Service within the borough. There were 23 locations used and it is expected that because

of the locations chosen, the Alcohol Awareness Week message was promoted across the borough.

- 2.4 The borough held a car cutting demonstration by the London Fire Service, who cut a volunteer Councillor from a “wrecked” car using the latest equipment. The Fire Service wanted to highlight the dangers of drink and drug driving in the run up to the Christmas period. The dramatic pictures of the event were posted to the Boroughs social media pages.
- 2.5 A very successful Liver Fibroscanning event managed to scan 36 residents, of which 13 were referred to their GPs for further investigation and one person being referred directly to A&E. This event was held in conjunction with the British Liver Trust (BLT), with medical support from Queens hospital. A spokeswoman from the BLT stated that this event in B&D had produced the highest percentage of referrals than any previous event that she had supervised. The event also generated 2 referrals to the adult Alcohol Service and an outreach worker from the Service managed to re-engage 2 service users who had dropped out of their treatment journey.

### **3. White Ribbon Day**

- 3.1 The 2016 campaign was themed to reinforce the message that the Council will not tolerate Domestic abuse, that perpetrators will be held to account and there is local as well as national support services for anyone who is experiencing Domestic Abuse.
- 3.2 Furthermore, a “Supporting child victims of Domestic and Sexual abuse” conference was held predominantly for front facing council and partnership staff. It was well attended with approximately 90 participants, their feedback was collected and reflected the following;
  - That not all services fit everyone
  - Enjoyed learning about new services in the borough and YOT interventions
  - Feel able to raise referrals to other organisations with partner agencies when I work with children in care
  - Better understanding of how prevalent DOMESTIC ABUSE is in the borough
  - Really enjoyed this conference, it gave a good overview of services in the borough and it was nice it focused on children and young people

It also provided a thirst for more knowledge with participant’s feedback stating;

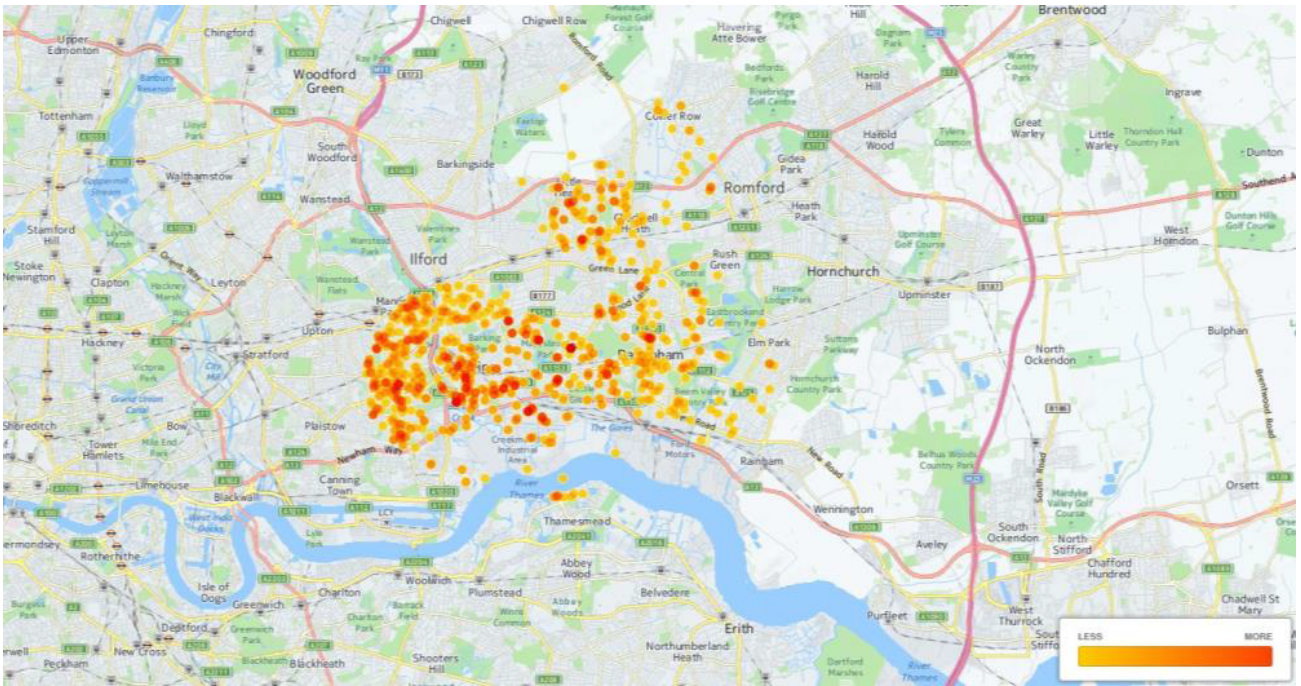
- Would like to learn preventative measures in early intervention and how to recognise and engage vulnerable families
- Know how to support male victims- I didn’t realise Victim Support had access to a male DOMESTIC ABUSE worker, why is this service not promoted more given the level of DOMESTIC ABUSE in the borough?

- This type of conference should be open to families, to enable them to gain an understanding of the impact of domestic abuse. Hearing from the survivors was amazing and victims would find their stories empowering
- More work needs to be done in schools to educate young people about healthy relationships and to also include the stories from the survivors
- Domestic abuse training needs to be made compulsory for frontline practitioners
- A workshop around YOT services and interventions- the YOT and Gangs police presentations was useful

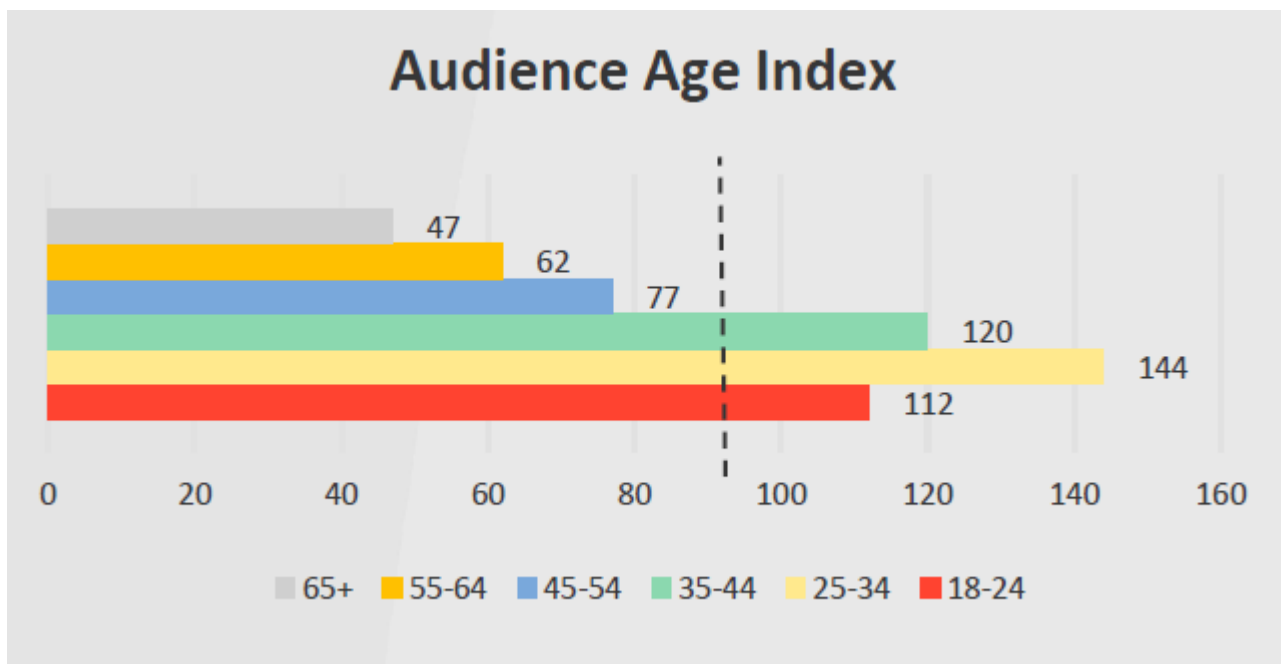
Participants also added the following comments;

- Would be interesting to know more about what we are doing to support perpetrators in LBB
- Very emotional but useful stories from the survivors, they make a great difference to peoples understanding and of how to approach victims
- The survivor's stories had such an impact on me. Why is this service not promoted within health? (I am a school nurse)
- The Hestia app should be downloaded on all work mobiles so it is available during home visits.

- 3.3 Other raising awareness events included raising the White Ribbon Day Flag at the Town Hall. This was supported by Councillors and around 40 council staff,
- 3.4 There were 15 borough wide Domestic Violence banners displayed detailing the local support help line.
- 3.5 The Metropolitan Police bespoke Domestic Violence video was played on loop in the Town Hall Reception.
- 3.6 The social media campaign was delivered via Ad Media; this consisted of a scrolling banner appearing on people's phones via their web-browser, the message again highlighted the local Victim Support number. A total of 136,838 messages were delivered, with 1,511 engagements between 25 November – 02 December. The heatmap below shows the areas that were targeted, and whilst some hits are out of borough, their phone signal had been in borough at the time of the message launch.



Based on the webpages used and previous analysis of age groups, the following graph shows an average of the most hits per age demographic



- 3.7 It is believed this campaign achieved the aim of raising awareness of support services evidenced in the increased number of referrals to our domestic abuse service in November and December 2016.
- 3.8 Finally, tickets for a pick a box raffle with prizes donated by local businesses were sold as well as white ribbons at both the Town Hall and Roycraft receptions, this raised a total of £200 for local providers of domestic abuse services.