

Healthier Communities Select Committee			
Report Title	Alcohol Identification & Brief Advice (IBA) Training App for frontline staff working in the public sector		
Key Decision	No	Item No.	7
Ward	All		
Contributors	Director of Public Health		
Class	Part 1	Date: 18 th March 2014	

1. Purpose

This report provides an update on the Development of an Alcohol Identification and Brief Advice Training APP for frontline staff working in the public sector.

2. Recommendations

It is recommended that the Committee:

- 2.1 Note the development of the App and plans for dissemination in Lewisham.

3. Policy Context

- 3.1 Promoting Alcohol IBA by frontline public sector staff with patients or clients is a key action in the Lewisham Health & Wellbeing Strategy Delivery Plan.
- 3.2 In addition, Alcohol IBA links to the Council priority 'Active, healthy citizens'.

4. Background

- 4.1 One of the nine priority outcomes identified in Lewisham's Health & Wellbeing Strategy is to reduce the harm caused by alcohol misuse.
- 4.2 Alcohol use has a major impact on health, anti-social behaviour, crime and other important social issues, including the well-being and development of children. In Lewisham there are an estimated: 11,365 higher risk drinkers (5%), 31,873 increasing risk drinkers (15%), 118,194 lower risk drinkers (57%) & 46,029 abstainers (22%).

Alcohol-related hospital admissions are high in England and Lewisham and are rising. England has one of the highest liver disease death rates in Western Europe and it is the only disease where the death rate among those under 65 has been rising.

- 4.3 The Health & Wellbeing Strategy Delivery Plan identifies alcohol brief interventions as a key action for 2014/15. A strong body of evidence demonstrates that identifying a person's level of risky drinking and even a few minutes of brief advice can significantly reduce risky alcohol consumption.

5. An Alcohol IBA Training App

- 5.1 The south east London public health collaborative, which includes King's College London and the London Boroughs of Lambeth, Southwark and Lewisham, developed a smart tablet/phone application that teaches IBA to front line public sector staff. The application was designed by experts in the delivery of alcohol IBA, working closely with educational app developers.
- 5.2 The completed app will show staff how to identify if their patient or client is drinking at a risky level. It then shows staff how to deliver brief advice in a non-judgemental way and provide patients and clients with further information about the benefits of reducing their alcohol consumption to a safer level. The app also shows staff the 'incorrect' way to give brief advice.
- 5.3 The beta test version was demonstrated to members of the Lewisham Health & Wellbeing Board and the Lewisham CCG. Board members agreed to promote and disseminate the app to all relevant staff within their respective organisations and the CCG agreed to promote the app to its membership, once the app is completed and published to the Appstore and Google Play.

6. Financial Implications

There are no specific financial implications arising from the development of the app, although minimal costs may be incurred by H&WB Board member organisations in promoting the app to staff.

7. Legal Implications

There are no legal implications.

8. Crime and Disorder Implications

There are no direct crime and disorder implications arising.

9. Equalities Implications

Although there are no direct equalities implications arising from this report, future activity in relation to the successful use of the app will support the reduction of health inequalities across the borough.

10. Environmental Implications

There are no environmental implications in this report.

Background Papers

1. Lewisham Health & Wellbeing Strategy and JSNA evidence review of alcohol harm are available on the JSNA website www.lewishamjsna.org.uk

For further information on this report please contact Danny Ruta, Director of Public Health on 020 8314 9094.

