

Action Plan

The report's actions will be implemented by the Government according to the following time-table.

No.	Action	Lead Responsibility	Date
CHAPTER 4: EDUCATION AND COMMUNICATION			
1	The Department of Health and the Home Office, in consultation with other departments such as the Department for Education and Skills, the Department for Culture, Media and Sport, and the Department for Environment, Food and Rural Affairs will establish an alcohol communications group to share best practice and agree strategies. The communications group will draw on the expertise of outside stakeholders including the industry and voluntary organisations. This will be established by Q3/2004.	DH, HO	Q3/2004
2	The Department of Health will carry out a re-assessment of the current sensible drinking message, focusing on developing a simpler format for the message, and one which makes it easier to relate to everyday life. This should be achieved by Q2/2005.	DH	Q2/2005
3	The Department of Health will work with others inside and outside Government to identify the most effective messages to be used with binge- and chronic drinkers, and the most effective media for disseminating these messages. The Government communications group should aim to develop these messages and disseminate them from Q2/2005.	DH	Q2/2005

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| 4 | As part of the social responsibility scheme (see Chapters 6 and 7), alcohol producers and manufacturers will be strongly encouraged to add messages encouraging sensible consumption, alongside unit content, to the labels of its products in a form agreed with the Department of Health. | Industry | |
| 5 | As part of the social responsibility scheme (see Chapters 6 and 7), all retailers of alcohol, both on- and off-licence, will be strongly encouraged to display information setting out the sensible drinking message and explaining what a unit is and how it translates in practical terms to the drinks sold. | Industry | |
| 6 | As part of the social responsibility scheme (see Chapters 6 and 7), the alcohol industry will be strongly encouraged to display a reminder about responsible drinking on its advertisements. | Industry | |
| 7 | From Q2/2004, the Department of Health will work with the UK Permanent Representation to the European Union (UKRep) and partners within government to examine the legal and practical feasibility of compulsory labelling of alcoholic beverage containers. | DH | Q2/2004 |
| 8 | By Q3/2007, the Department for Education and Skills (in consultation with the Department of Health and the Home Office) will use the findings of the Blueprint research programme to ensure that future provision of alcohol education in schools addresses attitudes and behaviour as well as providing information. | DfES | Q3/2007 |

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| 9 | This will be complemented by research to review the evidence base for the effectiveness of interventions on alcohol prevention for children and young people both inside and outside the school setting (including youth and leisure facilities). This research should be led by the Department of Health, in consultation with the Department for Education and Skills, the Department for Culture, Media and Sport, the Health Development Agency, and other appropriate research organisations. Research will be completed by Q1/2005, and results disseminated thereafter. | DH | Q1/2005 |
| 10 | The Department of Health will set up a website to provide advice on the warning signs of alcohol misuse and how to handle employees who appear to have an alcohol problem. This will be established in consultation with the Department of Trade and Industry, the Health and Safety Executive, the Trades Unions Congress, the Confederation of British Industry and the Federation of Small Businesses. The site will also include a link to a directory of services for referrals for extra help. This site will be running by Q1/2005. | DH | Q1/2005 |
| 11 | By Q3/2004, Home Office will extend the scope of the National Workplace Initiative, which trains company representatives on handling drug use in the workplace, to include alcohol. | HO | Q3/2004 |
| 12 | Ofcom will oversee a fundamental review of the code rules on alcohol advertising and their enforcement. The review will focus in particular on: | Ofcom | Q4/2004 |
| | <ul style="list-style-type: none"> i. ensuring that advertisements do not target under-18s, and tightening the provisions if necessary; ii. ensuring that advertisements do not encourage or celebrate irresponsible behaviour; iii. the potential of advertisements to encourage alcohol misuse as well as the simple potential to cause offence; and | | |

- iv. **ensuring that, as part of its wider duty to publicise its remit, Ofcom ensures publicity for the regulator's role in relation to broadcast advertising and complaints.**

Ofcom will consult stakeholders and complete this review by Q4/2004.

CHAPTER 5: IDENTIFICATION AND TREATMENT

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| 13 | The Department of Health (DH) will strengthen the emphasis on the importance of early identification of alcohol problems through communications with doctors, nurses and other health care professionals. DH will do this with immediate effect. | DH | Q2/2004 |
| 14 | The Department of Health will set up a number of pilot schemes by Q1/2005 to test how best to use a variety of models of targeted screening and brief intervention in primary and secondary health care settings, focussing particularly on value for money and mainstreaming. | DH | Q1/2005 |
| 15 | The Deputy Chief Medical Officer for Health Improvement and the Chief Nursing Officer will act as "training champions" to raise the profile of medical and nurse training on alcohol issues, from Q3/2004. | DH | Q3/2004 |
| 16 | The Department of Health will work with medical and nursing colleges and other training bodies to develop training modules on alcohol, covering undergraduate, postgraduate and medical curricula and updated regularly, by Q3/2005. | DH | Q3/2005 |

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| 17 | From Q2/2004, the Department of Health will work with the Home Office, the Department for Education and Skills and the National Treatment Agency to develop guidance within the Models of Care framework on the identification and appropriate referral of alcohol misusers. | DH | Q2/2004 |
| 18 | The Department of Health will conduct an audit of the demand for and provision of alcohol treatment in England by Q1/2005. The audit will provide information on gaps between demand and provision of treatment services and will be used as a basis for the Department of Health to develop a programme of improvement to treatment services. | DH | Q1/2005 |
| 19 | The National Treatment Agency (NTA) will draw up a "Models of Care framework" for alcohol treatment services, drawing on the alcohol element of the existing Models of Care framework. It would look to the Commission for Healthcare Audit and Inspection(CHAI) to monitor the quality of treatment services subject to the formulation of suitable criteria and CHAI's workload capability. | NTA | Q4/2004 |
| 20 | From Q2/2004, remaining Drug Action Teams will be encouraged to become Drug and Alcohol Action Teams (or other local partnership arrangements) to assume greater responsibility in commissioning and delivering alcohol treatment services; though their capacity to do so will have to be carefully considered. | HO | Q2/2004 |
| 21 | From Q2/2004, the Department of Health will work with the Home Office, the Department for Education and Skills, the Office of the Deputy Prime Minister and the National Treatment Agency to develop guidance within the Models of Care framework on integrated care pathways for people in vulnerable circumstances, such as people with mental illness, rough sleepers, drug users and some young people. | DH | Q2/2004 |

CHAPTER 6: ALCOHOL-RELATED CRIME AND DISORDER

- 22 Home Office will consult and work with the police and the courts on enforcing the law more tightly on those who offend, from Q2/2004. We will:
- HO Q2/2004
- i. **encourage greater use of Fixed Penalty Notices (FPNs) to clamp down on low-level drunk and disorderly behaviour such as noise and urinating in public;**
 - ii. **encourage greater use of Fixed Penalty Notices for a wider range of offences, such as littering, and for bar and retail staff found to have sold to those already drunk;**
 - iii. **encourage full use of preventative/prohibitive measures such as Acceptable Behaviour Contracts and applications for Anti-Social Behaviour Orders in appropriate cases to tackle unacceptable behaviour;**
 - iv. **use conditional cautions, once introduced, as a basis for directly targeting the offence – linked to an agreement not to frequent local pubs;**
 - v. **look at making more use of accreditation schemes for non-police staff introduced under the Police Reform Act 2002. These can improve co-ordination and information sharing with the police and, where appropriate, suitable people can be accredited to use a limited range of police powers - for example, door supervisors, who will be licensed by the Security Industry Authority, could also be accredited by the police; and**
 - vi. **encourage police forces to make greater use of Community Support Officers at night (as well as during the day) where appropriate, and consult stakeholders on extending their powers to enforce licensing offences.**

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| 23 | Through the Police Standards Unit the Home Office will: | HO | <ul style="list-style-type: none"> i. Q4/2004 ii. Q2/2004 iii. Q4/2004 |
| | <ul style="list-style-type: none"> i. develop a programme to reduce violence in the key violent crime areas in England and Wales with particular emphasis on alcohol-related violent crime, by Q4/2004 ; ii. identify and spread good practice in local policing strategies and tactics which tackle alcohol-related violence, by Q2/2004; and iii. contribute to a concerted marketing campaign and re-enforcing key messages to all major stakeholders that operating outside the law will not be tolerated, particularly where juveniles and young-people are concerned, by Q4/2004. | | |
| 24 | The Home Office will establish a small working group, including representatives from outside Government, to look at whether any additional measures are required to effectively clamp down on those responsible for alcohol fuelled disorder, particularly in city centres. This group will include representations from the police and organisations with an interest and will report by Q2/2004 whether any additional targeted measures may be required. | HO | Q2/2004 |
| 25 | Government will consult with the industry on the introduction of a two-part voluntary social responsibility scheme for alcohol retailers. This will (i) strengthen industry focus on good practice and, (ii) where necessary, seek a financial contribution from the industry towards the harms caused by excessive drinking. The scheme will be voluntary in the first instance and should be established in participating areas by Q1/2005. | Government and industry (retailers) | Q1/2005 |

The success of the voluntary approach will be reviewed early in the next parliament. If industry

actions are not beginning to make an impact in reducing harms, Government will assess the case for additional steps, including possibly legislation.

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| 26 | The Office of the Deputy Prime Minister will provide guidance to all Local Authorities in England on managing the night-time economy as part of existing local strategies, by Q3/2004. | ODPM | Q3/2004 |
| 27 | The Home Office will serve as the focus of good practice on alcohol-related crime and disorder and will co-ordinate a cross-governmental approach by Q4/2004. It will do so by providing a toolkit for tackling issues and act as a source of advice, consultancy and training. It will achieve this by working closely with:

<ul style="list-style-type: none">i. the Improvement and Development Agency to disseminate change in management practice;ii. the Anti-Social Behaviour Unit to ensure that good practice on the ground is rapidly disseminated; andiii. Government Offices to identify areas of good practice (we see merit in identifying ten trailblazer areas to test out approaches). | HO | Q4/2004 |

It will be important to co-ordinate good practice across these areas to minimise bureaucracy.

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| 28 | The Regional Co-ordination Unit will ensure that areas with alcohol-related problems are taking action to tackle them by asking Government Offices to identify areas and work with their Crime and Disorder Reduction Partnerships to develop approaches as part of existing strategies: this should be completed by Q4/2004. | RCU | Q4/2004 |
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| 29 | <p>One of the objectives of the Licensing Act is to reduce alcohol-related disorder. So evaluation of the Act is crucial: the Home Office and the Department for Culture, Media and Sport will work to ensure this happens. The Office of the Deputy Prime Minister will also commission a study to report by Q4/2006 to look at the costs for Local Authorities associated with the introduction of the Licensing Act and how it is working alongside the other measures we have outlined: this will help Government to decide whether regulation is needed.</p> | HO, DCMS,
ODPM | Q4/2006 |
| 30 | <p>Under the Licensing Act 2003 selling to under-18s can already lead to an automatic request for a licence review. From Q2/2004, Home Office will build on this, looking at measures to secure tighter enforcement of existing policies of not selling to under-18s, consulting with the police, the courts, and with young people:</p> <ul style="list-style-type: none">i. ensuring that full use is made of existing powers to tackle under-age drinking, including test purchasing, and, where there is anti-social behaviour linked to alcohol, applications for preventative/prohibitive measures such as Anti-Social Behaviour Orders;ii. we will include powers to tackle sales to under-18s as part of our consultation on new powers for Community Support Officers;iii. we will consult with the police on making more use of powers to target problem premises;iv. Fixed Penalty Notices for disorder are being rolled out in England and Wales from January 2004, allowing a more direct response to alcohol-related disorder; andv. consider introducing Fixed Penalty Notices for bar staff who sell to under-18s. | HO | Q2/2004 |

31	The social responsibility scheme for alcohol retailers (see section 6.1) will strongly encourage:	Industry	
	<ul style="list-style-type: none"> i. better training for staff; and ii. an expectation that all premises with a licence, on and off licence, will make it clear they do not sell to or for under-18s - for example, by a clearly displayed poster - and that identity will be sought as a matter of course, building on the provisions of the Licensing Act. Retailers will be encouraged to ask for a PASS card, passports or driving licences if in doubt. 		
32	The Home Office and the Department of Health will:	HO, DH	Q4/2007
	<ul style="list-style-type: none"> i. consider establishing pilot arrest referral schemes for evaluation with an aim of having clear emerging conclusions by Q4/2007; and ii. encourage Crime and Disorder Reduction Partnerships to work with Local Criminal Justice Boards to implement the conclusions of those schemes if there is a clear case for effectiveness. 		
33	The Home Office, the Department of Health and the Office of the Deputy Prime Minister will consider commissioning research to report by Q4/2007 to explore the effectiveness of diversion schemes in protecting repeat offenders and combating alcohol misuse among these offenders.	HO, DH, ODPM	Q4/2007
34	Crime and Disorder Reduction Partnerships will build the results of this research into their plans if there is a clear case for effectiveness (from Q4/2007).	HO	Q4/2007

- 35 The Home Office and the Department of Health will, from Q2/2004: HO, DH Q2/2004
- i. **ensure that the work to develop the Models of Care commissioning framework takes account of the need to ensure that perpetrators and victims of domestic violence receive help from both domestic violence and alcohol treatment services, as appropriate to their needs;**
 - ii. **explore the potential for partnerships with alcohol producers and sellers to promote key messages - for example, helpline numbers to victims and the message that domestic violence is unacceptable to perpetrators; and**
 - iii. **encourage local partnerships to consider using money from the Fund (described in section 6.1) to support local domestic violence projects and support services.**
- 36 Although policies have worked very well, the Department for Transport will monitor closely trends which are giving cause for concern and consider whether more should be done to target 18-25 year olds, especially [from Q2/2004]. DfT Q2/2004
- 37 As part of the proposed social responsibility scheme, the industry will be encouraged to make more prominent use of the existing "I'll be Des" scheme and to display information about drinking and driving Industry

CHAPTER 7: SUPPLY AND INDUSTRY RESPONSIBILITY

38	Government will consult with the industry on the introduction of a three-part voluntary social responsibility scheme for alcohol producers. This will (i) strengthen industry focus on good practice, (ii) seek a financial contribution from the industry towards the harms caused by excessive drinking, and (iii) encourage producers to promote good practice down the supply chain. The scheme will be voluntary in the first instance and should be established by Q1/2005.	Government and industry (producers)	Q1/2005
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The success of the voluntary approach will be reviewed early in the next parliament. If industry actions are not beginning to make an impact in reducing harms, Government will assess the case for additional steps, including possibly legislation.

CHAPTER 8: DELIVERY

39	The Minister of State for Policing and Crime Reduction (Home Office) and the Parliamentary Under-Secretary of State for Public Health (Department of Health) will assume joint responsibility for delivery of the strategy [from Q2/2004]: <ul style="list-style-type: none">i. they should report quarterly to an appropriate Cabinet;ii. the Cabinet Committee will be supported by regular meetings of designated officials from Whitehall departments with an interest to ensure better co-ordination of policy, communications and research. This will be organised by DH and HO officials and chaired alternately by the two ministers; andiii. an external stakeholder group will be created to bring an outside perspective and serve as a sounding-board for initiatives.	HO, DH	Q2/2004
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| 40 | Government will have a clear commitment to deliver an over-arching alcohol harm reduction strategy from Q2/2004. This will be: | HO, DH | Q2/2004 |
| | <ul style="list-style-type: none">i. assessed against indicators of progress for the four key harms identified;ii. set against a clear baseline;iii. supported by better co-ordination of research; andiv. regularly monitored. | | |
| 41 | From Q2/2004, where appropriate to local need, Crime and Disorder Reduction Partnerships - including representation from the local Primary Care Trust – will provide a co-ordinating body for agreeing local priorities and determining future direction. We will not be seeking compulsory strategies from Local Authorities, but expect to see measures for tackling alcohol misuse embedded within existing strategic frameworks. Government Offices will work with areas that have identified particular issues. | HO | Q2/2004 |