

Birmingham Alcohol Strategy 2012-16

Vision: To prevent and reduce alcohol related harms and promote personal responsibility in Birmingham through effective working across local government , the criminal justice system, health services, the drinks industry, voluntary sector, private sector and community members.

Key aims : (1) Increased healthy life expectancy; (2) Reduction in alcohol related crime and disorder; (3) Reduction in the adverse impact of alcohol on families and the wider community

	Outcome	Action	Measure	Target
Promote a safe and sensible approach to alcohol consumption	Reduce number of hazardous drinkers	Engage 15% of hazardous drinkers in brief interventions	Number of brief interventions delivered	increase
	Improve the perceptions of safety	Policing and other activity focussing on alcohol related antisocial behaviour and alcohol related crime	Levels of alcohol related antisocial behaviour and alcohol related crime	reduction
	Management of supply	Ensure compliance with licensing legislation	Extent of licensing activity	increase
	Reduced alcohol harm for children and young people	Targeted campaigns/interventions	Levels of alcohol related harm for CYP	reduction
Protect families and the wider community from the adverse impacts of alcohol	Reduced impact of hazardous drinking on families and the wider community	Introduce Think Family agenda	Impact of alcohol on families and CYP	reduction
	Reduction in offending	Ensure access to treatment for offenders and PPO's	Levels of offending	reduction
	Improve the health of the workforce	Work place based alcohol information and advice	Levels of alcohol related absenteeism	reduction
	Reduced alcohol related harm for CYP	Targeted CYP alcohol intervention work	Levels of alcohol related CYP harm	reduction
Reduce the impact of alcohol related harms	Prevention of unnecessary alcohol related and specific hospital admissions	Hospital and primary care based treatment responses	Rates of alcohol related and specific hospital admissions	reduction
	Reduction in harmful and dependent drinkers	Delivery of effective treatment and recovery services	Successful completion of treatment	increase
	Reduction in problematic alcohol use in CYP	Delivery of CYP and family focused interventions	Successful completion of interventions	increase