



# HDAAT Update



Working together for change

August 2005

## Progress in 2004-05

*“Through partnership, we are committed to promoting positive change by addressing all aspects of drug and alcohol use in the Highlands”*

The Highland Drug & Alcohol Action Team (HDAAT) brings together the agencies in Highland which deal with various aspects of substance misuse. The agencies involved include health, social work, police, education, prison service, licensing board and trade, Alcohol Focus Scotland, Scottish Drugs Forum and the voluntary sector. The strength of this partnership is integral in addressing the issues associated with drug and alcohol misuse in this region.

The past year has been a full one for HDAAT. Councillor Ian Ross retired as Chair of HDAAT and was succeeded by Councillor Val McIver. Val has a vast array of experience in leading groups in different fields and she is a welcome asset to HDAAT.

Following our restructuring in 2003, significant effort has been made in 2004-5 to ensure the consolidation of these changes. Capacity issues within the Support Team remain an issue and every effort has been made to ensure momentum with HDAAT's strategic and operational activity has been maintained. Modifications to the HDAAT structure such as the working groups and Strategy & Implementation Group contribute greatly to ensuring a more effective and focused way of working.

Community engagement is an essential component in the work of DAATs and links between HDAAT and local communities have been strengthened through our local Drug & Alcohol Forums and the HDAAT Support Team. The Forum Chairs remain full and active members of HDAAT. Maintaining a balance of strategic priorities

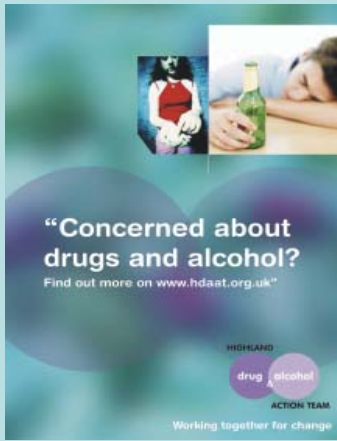
within HDAAT is vital in order to achieve our objectives. Enhancement of services is a main priority but must be complemented by other supportive aspects such as prevention and education, protection of communities from substance related harm and culture change.

Funding issues have remained topical throughout the year with anticipation of additional monies for both drug and alcohol services. HDAAT was invited to submit bids for Treatment and Rehabilitation funding in January 2005 with a resulting allocation of £54,400 announced in June. This was a share of £6 million nationally, of which £2 million had been set aside for Criminal Justice activity. There is widespread disappointment relating to Highland's allocation and discussions with the Scottish Executive regarding this are ongoing. Alcohol funding of £466,000 for Highland was announced simultaneously with the drug monies. This allocation includes existing services funding of £234,000.

Communication and media work remain an important focus for HDAAT. There has been much valuable work done and this has contributed to challenging perceptions, promoting services and providing people with accurate information about drug and alcohol issues.

Other areas of progress have included training. Awareness raising about “Getting Our Priorities Right” was rolled-out to agencies who deal with families encountering substance-misuse. Funding was also secured from a range of agencies to ensure the extension of the STRADA training project in Highland.

## HDAAT Website



[www.hdaat.org.uk](http://www.hdaat.org.uk)

The new website has been live for over a year now and over 12,000 visitor “sessions” have been recorded on the site with a monthly average of around 930.

The site has been promoted extensively and has featured in a series of adverts taken in the Vue cinema magazine, Highland News and Inverness Courier.

There have been some changes to the site recently and the Bulletin Board has been changed into a Discussion Forum. This is already attracting more interest from site users. News stories about drug and alcohol issues are updated every few days.

## Pregnancy and Substance Misuse

Good practice guidelines relating to pregnancy and substance misuse have been developed by Sheena Stubbs from Osprey House and Sandra Harrington from Midwifery Services. These have been devised to assist professionals within maternity and drug services in Highland to provide optimal care to this client group. The guidance has been designed for use alongside other documentation, policies and guidelines which are already in place to support pregnant women. They clarify information about the implications of substance misuse in pregnancy, offer suggestions for types of support and identify appropriate referral criteria and pathways. Training relating to these issues are now in progress in association with STRADA.

## “Choices for Life” 2005

The first ever national roll-out of “Choices for Life” was launched on the 30th May 2005 at Eden Court Theatre, Inverness. The show, aimed at primary 7 children, played to capacity houses. There followed 12 days in which the event played to audiences in Glasgow (four one day events), Western Isles, Shetland, Orkney, and Aberdeen ending in Edinburgh on the 10th June. In total 2770 pupils across the Highland and Islands areas were reached and some 60,000 across Scotland. Letters received from both teachers and pupils indicated that the show’s message, style and format was just right for the target audience. This response has been echoed across Scotland and formal evaluation of the event is awaited.



Conon Bridge Primary School pupils and staff enjoy the “Choices for Life” event in June 2005.

These comments alone provide a strong argument for this national event to be repeated annually as a major contribution to positively altering the culture of Scotland’s young people.

## Parents’ Guide to Drugs and Alcohol

Providing clear and accurate information about drugs and alcohol to the public is essential. When two new “Parents’ Guides” were published by the Scottish Executive and NHS Health Scotland in February 2004, HDAAT thought this was an excellent opportunity to get this vital information out to parents and young people in Highland and to encourage discussion about drug and alcohol issues within families. The HDAAT Support Team and colleagues from other agencies joined forces to distribute the “Drugs / Alcohol - What every parents should know” booklets to 12,500 households across Highland. To ensure that the materials were received by parents and carers, the mail-out was posted directly to the homes of secondary school-aged children. This was a mammoth task but well worth the effort as feedback has been very positive. The Executive has since encouraged other DAATs around Scotland to promote the Guides by undertaking similar mail-outs. Copies of the booklets are downloadable from the HDAAT website ([www.hdaat.org.uk](http://www.hdaat.org.uk)) or can be obtained by contacting the HDAAT Support Team.

# Scottish Training on Drugs and Alcohol (STRADA)

## Modular Training Courses

Over the past year STRADA has continued to deliver substance misuse related courses from its current prospectus to many workers across Highland. The current prospectus offers nineteen modular courses on a diverse range of topics. STRADA has also increased capacity and can now offer to develop a small number of tailored training courses aimed at meeting very specific learning needs in the substance misuse field.

## Practice-Based Workshops

A further development is the roll out of practice-based workshops that will be available to workers in Highland later this year. Recognising that experienced workers require more in depth skills based training, STRADA is developing a programme of these workshops on a range of topics. The workshops will be organised by STRADA's Regional Trainer for Highland with the content delivered by 'experienced practitioners'. The practitioners will be people with a wealth of hands-on experience currently working in the substance misuse field. The sessions will provide opportunities for peer education, with small groups of participants invited to bring current examples from their caseload to discuss and work on over the three-day period. A key focus will be on action planning and applying effective interventions.

## Substance Misuse Training Strategy

On behalf of HDAAT, STRADA has developed a Substance Misuse Training Strategy for Highland to ensure a more coordinated approach to substance misuse training and education across partner agencies. Work on the strategy began by mapping current training provision in order to collate information on the range of educational opportunities being accessed by workers in Highland.

Leading on from the mapping exercise, a training needs analysis (TNA) was conducted among 232 front-line workers from health, social work, education and the voluntary sector. Workers were asked to score how relevant particular skills and knowledge are to their job remit and how confident they are in their ability to apply these to everyday practice. The results from the TNA produced some interesting findings that were then used to inform the structure and content of the training strategy.

The main purpose of the strategy is for partner agencies to collaborate to ensure workers participate in quality training that has a robust service user perspective and matches their learning needs for delivering best practice and integrated care to people experiencing drug and alcohol problems.

For 2005 STRADA training timetable, visit

[www.hdaat.org.uk](http://www.hdaat.org.uk)



## Local Forums

Local Drug & Alcohol Forums are an integral part of the HDAAT structure. They are all very different and this reflects the diversity in character of the localities that they represent. All Forums work with an annual Action Plan and activities are in response to the substance misuse issues particular to their area.

Caithness Drug and Alcohol Forum (CDAF) for example are one of our most active Forums and have to date seen a fairly busy 2004-2005 session of activities which, with the clear commitment and enthusiasm of the group, is set to continue. The Ardross Drug and Alcohol awareness-raising rock concerts have continued as something of a flagship event and has been successfully rolled out to adult audiences in both Wick and Thurso, with more concerts scheduled for later this year. Leading on from this event, CDAF are currently producing a drug and alcohol information CD which is intended for distribution to local schools, nightclubs and other licenced premises. The group have also delivered a number of interactive presentations at various workplaces closely linked with Scotlands Health at Work. The Forum has also worked with local schools on Healthy Living Days.

In partnership with UKAEA (Dounreay), the group will once again deliver both exciting and informative education to both adults and young people alike in the form of DRED UK. They are also currently working in partnership with the Sutherland Forum on the production of another new drug related initiative though details have not yet been released.

The group have also shown some considerable creativity in pursuing available funding whilst still managing sound distribution of funding to worthy ideas. Partner organisation Caithness Council on Alcohol was successful in gaining a considerable funding commitment from CDAF to assist with IT provision.

## HDAAT Communications & Media Work 2004-05

Over the last two years HDAAT has been fully committed to communications and media work as a way of encouraging more responsible and positive attitudes towards drug and alcohol use. Culture change is an underpinning element in national and local strategy and communication within the public and professional domains can make a significant contribution to engendering these positive changes. During 2004-5 this work was continued with a variety of topics and using new and innovative methods to achieve maximum impact.

A much greater emphasis is being placed on effective communication, especially through the media. A HDAAT Media Protocol is currently being developed to ensure an effective and consistent approach to media activity within the HDAAT structure.

In June 2005, HDAAT distributed new Scottish Executive literature aimed at encouraging parents to discuss substance misuse issues with their families. This was an enormous and worthwhile task which literally put the issues right into people's homes. Positive feedback was received from many parents.

### Drink Driving Campaign

One of our main projects was the "Too Many for the Road" drink driving campaign, which encouraged members of the public to report drink drivers using the Crimestoppers number. This campaign was piloted successfully in the northern counties of Highland during the winter of 2004 then rolled-out in spring 2005. The campaign involved the distribution of key fobs and tax disc holders with the campaign logo and Crimestoppers phone number, so people would have the number to hand if they witnessed a drink driving offence. The materials are currently being promoted through GP surgeries and through HDAAT's partnership with Moray Firth Radio. The campaign was also promoted on car park tickets.



PC Andy Dobson, Val McIver & Elaine Fetherston (HDAAT), and Lisa Graham (HC Road Safety Unit) launch the campaign in December 2004.



### Festive Drinking

As in 2003, HDAAT supported the Scottish Executive's national campaign work to raise awareness about the impact and consequences of binge-drinking during the Festive Season. Risk-taking behaviours associated with excessive drinking were highlighted through distribution of campaign postcards round Inverness pubs and clubs. These contained details of how to get information and advice about sexual health and alcohol issues.

Ian Jobes (Manager of G's Nightclub), Inspector Bob Pollock (Northern Constabulary), Lorraine Mann (NHS Highland Sexual Health) and Suzy Calder (HDAAT) launch the Festive Drinking campaign inside G's Nightclub in Dec 2004.

## Moray Firth Radio Sponsorship



Elaine Fetherston (HDAAT) and Gary Muircroft (MFR) at the Black Isle Show, August 2005.

In summer of 2005 HDAAT joined forces with MFR to sponsor their outside-broadcasts from summer shows and galas such as Inverness Highland Games and the Black Isle Show. This has been an ideal opportunity to highlight the drink driving campaign and over 4,000 HDAAT goodie bags containing the “Too Many for the Road” key fobs and tax disc holders, HDAAT pens, erasers, leaflets and branded balloons were distributed through the events. Duncan Chisholm from MFR said: *“The HDAAT and MFR partnership proved to be highly successful in radio listenership figures, and has also been a great way to promote the HDAAT profile and information throughout events within the North and North East. All in all, a very successful campaign that MFR would look to continue and extend further in future years.”*

## Alcohol-related Fire Safety

The majority of recent fire deaths in the Highlands and Islands involved excessive drinking. Working in partnership with HIFB and other northern DAATs, HDAAT was part of a communications campaign to encourage people to give more thought to the connection between fire and alcohol. Activities such as smoking and cooking, which are often associated with drinking, were highlighted in the campaign. Posters with the “Alcohol – Fuel for Fire” message were distributed to licensed premises, schools and many other community outlets during spring 2005.



Brian Murray (Highlands & Islands Fire Brigade), Inspector Matthew Reiss (Northern Constabulary), Ramsay McGhee (Scottish Licensed Trade Association) and Suzy Calder (HDAAT) at the launch of the Fire Safety campaign.

## Needle Safety Advice

The issue of drug use and discarded needles in public places is a growing concern in Highland. In response to this, a small group involving HDAAT, Highland Council TEC Services, the safeinverness initiative and Northern Constabulary was formed to develop two publications giving advice on dealing with these issues.

One booklet advises businesses and public premises about effectively preventing and dealing with incidents of drug use on their premises. The other is a leaflet designed to reassure the public and give them basic information about what to do if they find discarded needles. Both publications can be downloaded from the HDAAT website.

The publications were circulated to colleagues around Scotland and a lot of positive feedback was received from several areas. There is considerable interest from professionals in community safety, DAATs and other agencies in undertaking similar work in their own areas.

# BUDGET 2004-05

## NHS Highland

Income		2004-05
HCHS Allocation		435,000
HCHS Allocation Alcohol Action Plan		140,000
From HC Social Work		20,000
Converted from last year- recurring		50,000
Carried over – non-recurring		15,000
<b>Total allocation</b>		<b>660,000</b>

Recurring expenditure	Allocated to	Annual Budget	Actual Spend
Treatment & Support Services	Blast!, CAMHS, NHS, CHPs	609,750	609,750
Non-recurring expenditure	Allocated to	Annual Budget	Actual Spend
Training etc	HDAAT, HNHSB, NHS, STRADA	30,000	30,000
<b>SubTotal</b>		<b>639,750</b>	<b>639,750</b>
To the HDAAT Co-ordinating Structure		20,250	20,250
<b>Total Expenditure</b>		<b>660,000</b>	<b>660,000</b>

## Local Authority

Income		2004-05
Social Work Services – Changing Children’s Services		318,000
Rehabilitation		282,000
Additional Mainstream Funding		540,500
<b>Total allocation</b>		<b>1,140,500</b>

Recurring expenditure	Allocated to	Annual Budget	Actual Spend
From CCS	Support to projects	318,000	318,000
From Rehab	Support to projects	282,000	282,000
Additional Mainstream	Support to projects	540,500	540,500
<b>Total Expenditure</b>		<b>1,140,500</b>	<b>1,140,500</b>

## HDAAT Co-ordinating Structure

Income		2004-5
Scottish Executive		157,078
Local Authority/NHS Highland		48,200
<b>Total allocation</b>		<b>205,278</b>

Recurring expenditure	Allocated to	Annual Budget	Actual Spend
	Staffing	128,814	128,814
	General running costs	44,796	44,796
	Support to Forums/ communities	18,245	18,245
	Communications	13,423	13,423
<b>Total Expenditure</b>		<b>205,278</b>	<b>205,278</b>

## Highland User Involvement Project

The SDF Highland User Involvement project came into existence in February 2005 and Nina Semple was appointed as User Development Officer. The project is funded by the New Opportunities Fund and supported by SDF and HDAAT. It is one of four SDF User Involvement Projects in Scotland and recruitment of members commenced in March 2005 with a total of 12 referrals made to date. A planned programme of networking to raise awareness of the group was also part of this initial period.

Since their induction day on 3 May 2005 the group has held weekly meetings where the main focus is to provide an opportunity to look at areas where work may be identified, establish the priorities of the group and review work and progress to date.

The group currently consists of five active (3 female and 2 male) members who collectively have varying backgrounds in substance misuse and experiences of related services.

### Group Activities

The current focus of the group is undertaking and completing a Baseline Survey looking at service accessibility within Inverness. On discussing local issues in depth, the group have established and designed the questionnaire by combining established SDF good practice with the questions raised regarding locally identified issues.

To date, training has comprised mainly of attendance at a number of SDF Conferences in Glasgow and Stirling. Also, as part of the group's underpinning knowledge training, Suzy Calder, HDAAT Strategy and Implementation Manager, visited the group and a visit to Osprey House Substance Misuse Service (NHS Highland) was scheduled, with both being very well received by the group members and agency staff.

There has been a very positive and welcome response to the User Involvement Group with partnerships beginning to develop with HDAAT, Apex Scotland, Blast, STRADA and the SDF Community Engagement Team.

### Future Development Work

In relation to the next six-months and setting of milestones for HIG, the following areas have been identified as the key areas for sustaining and developing the group:

- ▶ Continuation of the group's focus on the Baseline Survey and to facilitate the completion of the interview process scheduled for September 2005 with the view to having the final report completed for November 2005.
- ▶ Linking in with SDF's nationwide roll-out of Critical Incident Training. This is an innovative project looking at drug death prevention through first-aid and critical incident training. There is an option for UI involvement to be observational and/or participatory dependent on local agencies eligible for training.
- ▶ Continue to develop and maintain a network of contacts at service, community forum and service planning level with the view to enhancing awareness of HIG and identifying potential pieces of future work for the group.
- ▶ Based on the variety of experiences of the individual UI members, it is planned for more representatives of services to be invited to meetings and, where possible, visits to other agencies to support both group and individual development. It is also planned for user representation to be incorporated into the HDAAT meeting structure at sub-group, task group and at Forum level.

For further details about the project contact

Nina Semple on 01463 226569 or email [nina@sdf.org.uk](mailto:nina@sdf.org.uk)



## The Future

This year difficult decisions need to be made about distribution of funding, as there is keen competition for very limited amounts of money. There will be consultation with relevant agencies to assess where most need lies. In spite of monetary restrictions there are many exciting plans and opportunities ahead in 2005-6.

A Voluntary Sector Event is being planned which aims to strengthen the links between voluntary sector agencies which deal with substance misuse issues.

STRADA continues to run a wide range of courses around Highland with key developments in practice-based workshops and the implementation of its training strategy.

One of the Scottish Executive's strategic priorities is to enhance the range of interventions offered to those in treatment. With this in mind, the HDAAT Support

Team is exploring new therapeutic options for service-users. The project is at an early stage but therapies such as acupuncture and reiki are being considered as useful for detoxification and symptomatic relief. There has been much positive encouragement from community staff for this type of project.

There will be further significant developments in the treatment field with the introduction of new data collection documentation in the form of the SMR25, which takes account of alcohol use as well as drugs. This will make an important contribution to gaining a more accurate picture of drug and alcohol misuse in the region. The use of the Waiting Times Framework will also assist with more effective data collection.

For more information about the work of Highland Drug & Alcohol Action Team, contact the Support Team (details below).

Highland Drug & Alcohol Action Team  
Assynt House, Beechwood Park  
Inverness IV2 3HG  
Tel: 01463 704853

[www.hdaat.org.uk](http://www.hdaat.org.uk)

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