

national alcohol strategy

The National Alcohol Strategy is an organisation aiming to reduce the harm associated with the misuse of alcohol in England.

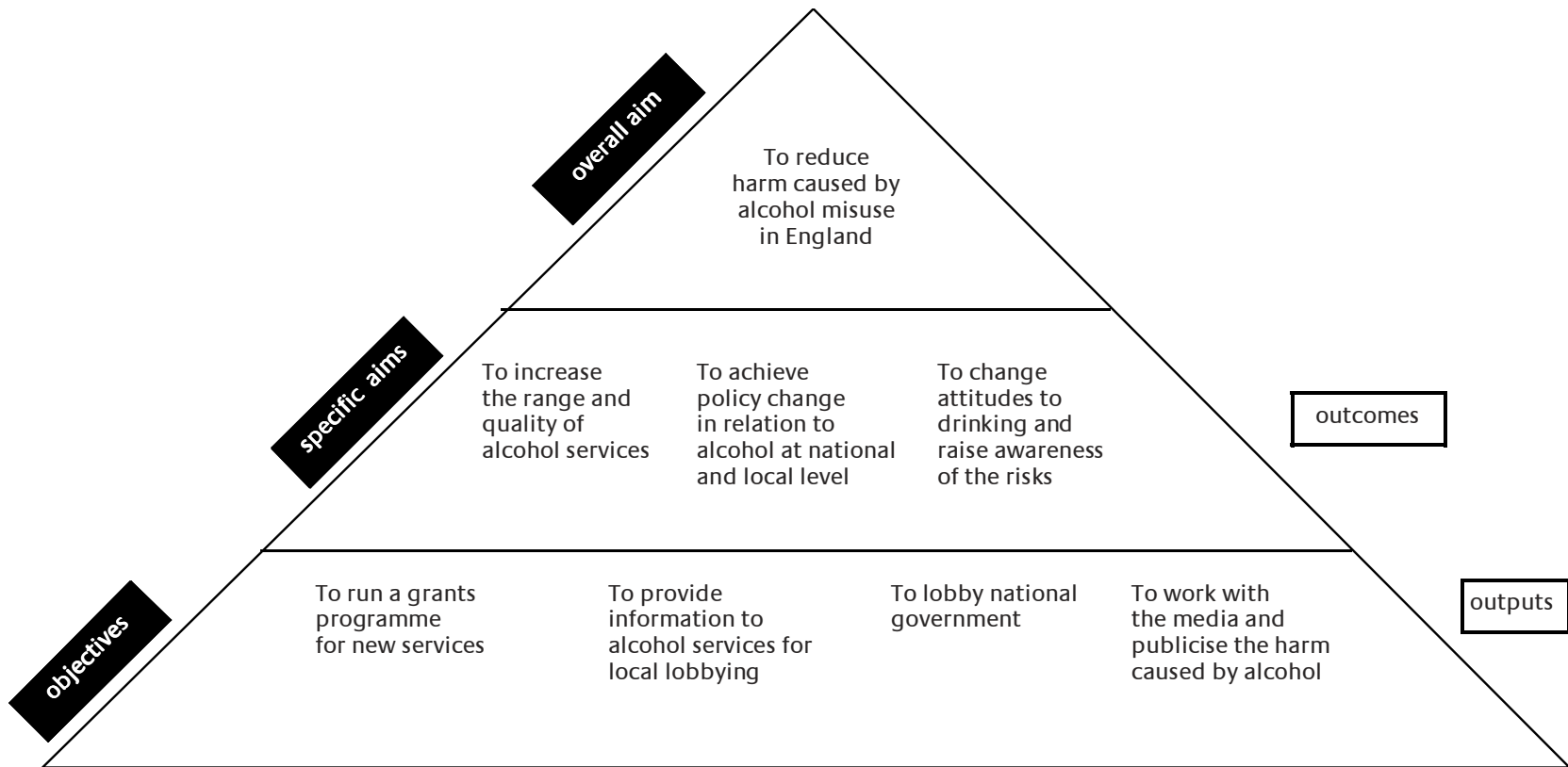
As a national organisation, it has a number of target groups and specific aims for change within each of those target groups. There are therefore a number of teams and areas of operation. The Services Team works directly with existing alcohol misuse services around the country and also carries out periodic work to identify gaps in service provision. They offer advice and information, in written and electronic form and through seminars and conferences for these alcohol services. Much of this work aims to increase the quality, sustainability and effectiveness of local services, as well as to instigate new services to fill gaps.

The organisation also has an important policy, lobbying and campaigning function. This aims to improve policy in relation to alcohol at both national and local level. Often attention is paid to related policy or practice guidelines, including around health and crime, drawing attention to the links between alcohol and these other policy areas.

Another important target group is the general public in England, particularly those who are drinking at harmful levels, perhaps unaware of this, or not knowing how to seek help. Aims for awareness raising include tackling some of the attitudes to drinking as well as increasing awareness of the risks associated with alcohol misuse.

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using the CES planning triangle[©]



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Outcomes

Specific aims	Outcomes
To increase the range and quality of alcohol services	<ul style="list-style-type: none">• More alcohol services• Services have more sustainable funding• Improved quality of service provision• Gaps in service provision filled
To achieve policy change in relation to alcohol at national and local level	<ul style="list-style-type: none">• National policy changes• Local policy changes• Reference to alcohol issues in other policies• Changes in approach/ interest by policy makers (intermediate outcome)
To change attitudes to drinking and raise awareness of the risks	<ul style="list-style-type: none">• Greater awareness of the risks of alcohol misuse• Greater awareness of safe limits• Greater awareness of harm caused by alcohol

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Outcomes and indicators

Outcomes	Indicators
More alcohol services	<ul style="list-style-type: none">• Number of services in England• Number of people using services
Improved quality of service provision	<ul style="list-style-type: none">• Number of services working towards quality standards• Extent of innovation in services
National policy changes	<ul style="list-style-type: none">• Extent to which policy relating to alcohol (licensing, drink driving, etc) reflects issues• Extent to which alcohol issues are included in other policy documents (eg, health, mental health)• Whether/ how the National Alcohol Strategy is consulted over policy
Greater awareness of harm caused by alcohol	<ul style="list-style-type: none">• Level and type of media coverage of alcohol• Level and type of questions in parliament• Level and type of helpline enquiries

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Objectives, outputs and output indicators

Objectives	Outputs	Indicators
To run a grants programme for new services	<ul style="list-style-type: none"> • Grants 	<ul style="list-style-type: none"> • Number of organisations receiving grants • Amount of grants • Type of organisations receiving grants • Purpose of grants
To provide information to alcohol services for local lobbying	<ul style="list-style-type: none"> • Publications • Briefings 	<ul style="list-style-type: none"> • Number of publications, briefings etc distributed • Number and type of alcohol services receiving information • Level of user satisfaction with information
To work with the media and publicise the harm caused by alcohol	<ul style="list-style-type: none"> • Articles • Interviews • Press releases 	<ul style="list-style-type: none"> • Number of articles published and where • Number of interviews given and where broadcast • Number of press releases issued • Number and type of requests for information received from the media

