

national alcohol strategy

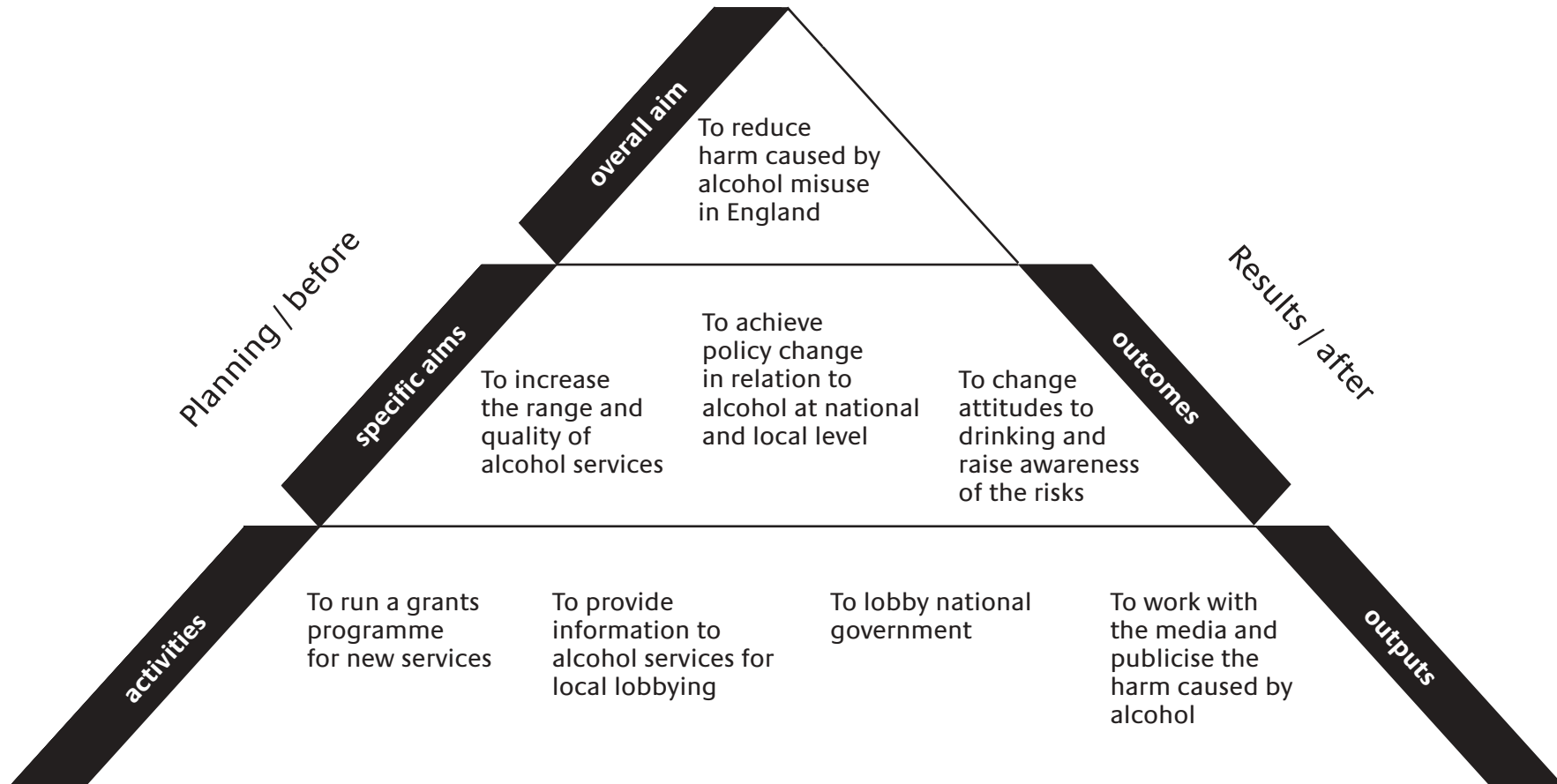
The National Alcohol Strategy is an organisation aiming to reduce the harm associated with the misuse of alcohol in England.

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 to 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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Outcomes

Specific aims	Outcomes
To increase the range and quality of alcohol services	<ul style="list-style-type: none">• More alcohol services• 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 (interim 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 compared with drugs

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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 • MPs' attitude/ approach
Local policy changes	<ul style="list-style-type: none"> • Extent to which local services are empowered to act locally • Extent to which local policy relating to alcohol reflects issues
Greater awareness of harm caused by alcohol compared with drugs	<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