

Background

- Alcohol is the UK's most common psychoactive drug and is associated with a wide range of health and social problems. Its misuse is associated with the rise in emergency admissions, numbers of complex cases and delayed transfers of care, in addition to alcohol-related violence
- Evidence suggests there are up to 30,000 deaths associated with alcohol each year in the UK and alcohol misuse costs the NHS alone approximately £1.7 billion per year - much of this is preventable

How can the Improvement Foundation help?

- The Improvement Foundation is now offering a 12-month national improvement programme to help primary care organisation and other stakeholder organisations to reduce alcohol misuse and help commissioners redesign an improved integrated pathway for alcohol services
- This programme capitalises on the many successful results we have achieved in improving care delivered by general practice as well as utilising community engagement to improve health outcomes through our award-winning Healthy Communities Programme – a combined clinical and community engagement approach that is unique

What results have been achieved previously?

- Results from our Healthy Communities Collaborative include a significant (32%) reduction in falls amongst older people, widening access to healthy diets and improvements in awareness raising and earlier promotion of cancer and CVD
- In a recent NICE review of the use of community engagement, our approach was identified not only as successful in improving health outcomes, but also one of the few national programmes that could identify the cost effectiveness of community engagement through a focus and attention to measurement of results

What are the benefits of taking part in this programme?

- Engagement of interested multi-agency stakeholders to participate in delivering the national alcohol strategy, also linking in to other national priorities including the health and wellbeing agenda, shifting services into the community and reducing emergency admissions
- Identification of hazardous and harmful drinking through utilisation of a well-validated brief questionnaire, clinical case-finding in patients with trigger and related diagnoses
- Providing models of intervention following the modified recommendation used in the WHO clinical trial of brief intervention in primary health care
- Most importantly, in the context of the complex challenges involved in tackling alcohol misuse, we will help participants benefit from our experience of using community engagement and partnership working as a powerful tool to impact on diet, physical activity and behaviour
- Significant savings - evidence suggests that £1 spent on alcohol misuse prevention saves £5 elsewhere

What is the cost to join this programme?

- The cost of the improvement programme depends on the numbers of PCTs / practices involved

Why the Improvement Foundation?

- The Improvement Foundation leads the field in service improvement work across the public sector in the UK and overseas
- Experts in quality improvement, we have an eight-year track record of demonstrating significant, sustainable impact and value for money

