

**TACKLING  
DRUGS  
CHANGING  
LIVES  
IN OLDHAM**

Oldham Drug and Alcohol Action Team  
Communications Strategy

2010 - 2011

Oldham Drug and Alcohol Action Team (DAAT) is committed to ensuring there is effective communication about substance misuse in every way – both internally and externally – in schools, colleges, community venues, businesses, drug provider services and via other professionals and the media. In this way it aims to reach out to all corners of the Oldham community.

The DAAT brings together local agencies in a strategic partnership aiming for greater coherence in the delivery of services. Decisions made by the DAAT are communicated from Senior Management to workers. How this is done is very important and relies on effective internal and external communications.

The Oldham Partnership consists of chief officers from a variety of agencies who have come together to achieve the objectives contained within the governments national drug strategy. Each partner has many things to contribute to the work of the DAAT. For any partnership to work effectively it is necessary to build trusting relationships. The professionalism, skill and commitment of colleagues from partner agencies can combine to make a fundamental impact on substance misuse in Oldham.

It is also important to ensure the delivery of a consistent message that is shared with the wider community. This message should have harm reduction and an increase in protective factors at the heart and underpin all interventions with a prevention ethos.

Messages have varying credibility, and hence effectiveness, depending upon who the messenger is. Parents, recreational users, experimenters, abstaining children, addicts and ex-users will all view the same information differently, depending on who the messenger is.

Many people have unrealistic ideas about the use of substances and the risks and tend to either under- or over-estimate the frequency of use, the effects and the likelihood of developing problems or addiction.

Oldham Drug and Alcohol Action Team will send clear messages to ensure they form part of a cohesive whole which reflects the National Drugs Strategy “Protecting Families and Communities” and wherever possible base these messages on evidence.

This Communication Strategy is based on a multi-agency, holistic approach.

## Background

In 2008 the Government produced and circulated an updated 10 year drug strategy. The aim of this strategy is to build upon the successes of the past ten years and further involve families and communities in the battle against harm caused by the misuse of substances. The new strategy incorporates a strong message of recovery and includes robust measures to ensure that people move on from the substance misuse treatment system to lead positive and fulfilling lives.

The key themes contained within the strategy are:

- Protecting communities through tackling drug supply, drug-related crime and anti-social behaviour
- Preventing harm to children, young people and families affected by drug misuse
- Delivering new approaches to drug treatment and social re-integration
- Public information campaigns, communications and community engagement

## Local Information

- The Drug and Alcohol Action Team commissioned an external consultant and data analyst in 2009 to produce a needs assessment for the future of drug treatment services in the borough of Oldham. The needs assessment identified and analysed issues in the following key areas:

- Alcohol
- ACCE
- PDU's
- Tier 4 Provision and Abstinence Pathways
- Support, Aftercare and Accommodation
- A Whole Systems Approach to Capacity Building
- Workforce Development
- Unmet Need and BME Communities
- Data Monitoring and NDTMS
- Hidden Harm: Families and Children

## Objectives of the DAAT Communication Strategy

- Wherever possible, work within a multi-agency framework to develop and deliver communications and information initiatives
- Raise awareness about provider services and the Drug and Alcohol Action Team amongst service users, potential service users and the general public in Oldham and partner agencies.
- To communicate the aims, targets and work of the Drug and Alcohol Action Team using a variety of media and publicity mechanisms.
- To link the DAAT Communication Strategy to other strategies and plans both within the Oldham Partnership and wider partner agencies
- To deliver performance indicators, actions and milestones relating to communication initiatives, from all the DAAT Plans: Young People's Substance Misuse Plan; Adult Drug Treatment Plan, Diversity Action Plans.

### Target Audience

- Residents of Oldham, including vulnerable groups and harder to reach young people and adults.
  - Statutory, community and voluntary sector agencies
    - Frontline workers
  - Partner agencies within the borough

## What Works?

Previous experience with communication of substance misuse and other issues tells us that messages that reach general audiences need to be generic or general

Messages have varying credibility and effectiveness depending on who the messenger is and many people have unrealistic ideas about substance misuse and the risks posed by it. If there are no examples of success in the media and only examples of problems, people assume that substance misuse policy and practice is a failure. Also, because stories involving substance misuse are usually “bad news” there is scope for creating local news stories that are positive.

If activities, objectives and resources do not match up, no strategy looks credible and worth supporting.

Research says that locally-tailored information can be extremely effective in tackling substance misuse related issues. Mainly because it can take into account geographic and cultural variations in substance consumption, in a way that national campaigns often can't.

Local activity can be used to target the right message to the right audience, leaving the national activity to raise awareness and add value to local messages.

### National Guidelines on Communications

- Targeting communications for specific interventions to prevent confusion and misunderstanding by avoiding cross-messaging.
- Targeting communication efforts on the substance misuse that causes the most harm.
- Using the most credible media, messages and messengers appropriate for specific audiences.
- Explaining that the rationale behind the strategy is practical, not ideological, and is based on evidence of what works.
- Telling the story and creating the big-picture from the bottom up: creating local news and feature stories that illustrate real substance misuse problems and the real successes of the drugs strategy, so local examples build a national picture – using real people/examples, not statistics.
- Giving a complete picture in which each example has resources and activities that match the stated objectives

DAAT Communications: events and milestones

## Calendar of Training and Events April 2010- March 2011

<b>Dates</b>	<b>Event/ Training</b>	<b>Details/Client</b>	<b>Contact</b>
<b>April</b>			
08 <sup>th</sup> April 2010	Cannabis Training	ACCESS Clients	Paul Garrett
13 <sup>th</sup> April 2010	Substance use/misuse awareness	Millview Supported Housing	Paul Garrett
21 <sup>st</sup> April 2010	Substance use/misuse awareness	Millview Supported Housing	Paul Garrett
23 <sup>rd</sup> April 2010	Oldham Info Training	DAAT	Rachel Massie
29 <sup>th</sup> April 2010	Screening and Referral	Pupil Referral Unit	Paul Garrett
<b>May</b>			
6 <sup>th</sup> May 2010	Substance use/misuse awareness	Oldham Social Care	Paul Garrett
10 <sup>th</sup> May 2010	Young Peoples Screening and Assessment	Youth Service	Paul Garrett
17 <sup>th</sup> May 2010	Young Peoples Screening and Assessment	Youth Service	Paul Garrett
20 <sup>th</sup> May 2010	Understanding Sexual Health	Multi-Agency	Paul Garrett
21 <sup>st</sup> May 2010	Understanding Sexual Health	Multi-Agency	Paul Garrett
<b>June</b>			
8 <sup>th</sup> June 2010	Alcohol Training	Oldham Social Care	Paul Garrett
11 <sup>th</sup> June 2010	Harm Minimisation Update	Multi-Agency	Paul Garrett
17 <sup>th</sup> June 2010	Screening and Referral	Royton and Crompton School (Teacher Training)	Paul Garrett
24 <sup>th</sup> June 2010	Sexual Health Training	Multi-Agency	Paul Garrett
25 <sup>th</sup> June 2010	Sexual Health	Multi-Agency	Paul Garrett

	Training		
<b>July</b>			
5 <sup>th</sup> July 2010	Substance use/misuse awareness	Oldham Social Care	Paul Garrett
7 <sup>th</sup> July 2010	Screening and Assessment in conjunction with the Local Safeguarding Children Board (LSCB)	Multi-Agency	Paul Garrett
8 <sup>th</sup> July 2010	Screening and Assessment in conjunction with the Local Safeguarding Children Board (LSCB)	Multi-Agency	Paul Garrett
15 <sup>th</sup> July 2010	Sexual Health Training	Multi-Agency	Paul Garrett
16 <sup>th</sup> July 2010	Sexual Health Training	Multi-Agency	Paul Garrett
<b>August</b>			
<b>September</b>			
22 <sup>nd</sup> September 2010	DAAT Stakeholder Event (to be held at Oldham Civic centre)	Multi-Agency (DAAT, NTA, GONW, Partnership etc)	Rachel Massie

### **What we have done (events to date)**

#### **Partnership Expert Group Event**

- On 16<sup>th</sup> September 2009 the DAAT held a partnership expert group event which brought together stakeholders, service providers and other interested parties from across the borough. The purpose of the event was to draw upon the expertise and knowledge of the delegates so that this could be factored into the needs assessment and form the basis of future treatment planning.

In addition to clinical and managerial consultation, this event provided us with a valuable opportunity to consult with Oldham's service users and

draw upon their experiences to identify blockages and areas requiring improvement.

### **Service Directory**

- The DAAT have produced a Directory of Drug and Alcohol Services in Oldham. This directory is designed for use by professionals such as GP's and other health/social care practitioners. The directory contains information and contact details for every service in Oldham as well as many of the supporting services which operate on a nationwide basis.

### **Service User Forum**

- The DAAT hosted a service user consultation forum in July 2009, this gave Oldham's service users the opportunity to raise questions and voice any concerns that they had. All the points raised were noted by the DAAT and in October 2009, we produced a service user feedback leaflet to let our users know what we had done to rectify the issues. Copies of this document are available from ADS in Oldham or can be downloaded from the DAAT website.

### **Young Peoples Stakeholder Event**

- This event held on 21<sup>st</sup> September 2009, brought together stakeholders from across the partnership who either work with young people or who have an interest in the furtherance of YP service provision. This forum proved the ideal setting to gather feedback from fellow professionals on both the treatment planning documents and the operational dynamics of the young people's treatment system in Oldham.

### **Oldham Info link**

- The DAAT have worked in partnership with Oldham Info to ensure that all the details of drug and alcohol services in Oldham are listed on the Oldham Info website. This provides professionals and members of the public with another point of reference and is regularly updated in line with changes in service provision.

### **Public Perceptions**

- The Oldham DAAT is responsible for the following National Indicators: NI 41 (perceptions of drunk and rowdy behaviour) and NI 42 (perceptions of drug use and drug dealing). These indicators are measured as part of the biennial place survey, which is due to take place again in September 2010. In the last survey Oldham scored 37% (NI41) compared to a NW average of 31.9% and 43% (NI42) compared to a NW average of 34.8%.

The targets for 2010 are 33% NI41 and 44% NI 42.

It is our aim that the good work done by the DAAT and its partner agencies is brought into the public forum so that the perception of these problems is counterbalanced by knowledge of the action being taken.

Having met with Adele Smaill who works on Bruce Penhales team at OMBC, we now have a clear link with the organisers of the survey. As such, Adele has agreed to notify us of the target audience and survey content prior to the next distribution.

### **Alcohol Awareness Week**

- This commenced nationally on 19<sup>th</sup> October. As part of this national campaign, the Oldham DAAT featured an article in the Oldham Chronicle which encouraged all readers and residents to keep a drink diary for the duration of that week. The article not only raised the public profile of the Oldham DAAT, but encouraged people to challenge themselves and analyse the patterns of their drinking.

### **Workshop Report for PEGE**

- The Partnership Expert Group Event workshop report has been compiled. Copies have been sent electronically to all delegates who provided us with an email address. As regards the service users, multiple hard copies of the report have been distributed amongst all the services in Oldham.

### **Service User Guide**

- 2500 copies of this Guide have now been printed and have been distributed to all of our commissioned services along with fellow health and social care professionals and mental health practitioners.

### **BME Event 23<sup>rd</sup> February 2010**

- This half day session was designed to equip workers and volunteers who work with BME Communities with:
  1. Basic substance misuse knowledge and awareness.
  2. Ability to identify the existence of substance misuse issues within their client group

3. Knowledge of what services are available in Oldham and how to effectively signpost clients to the most appropriate one to meet need.
4. Discussion around current barriers to treatment entry and blockages faced by BME communities.

### **Workshop Report BME Event**

- This has now been compiled and distributed electronically to all attendees and contributors

### **Training and Workforce Development**

- Knowledge and training is a key component of communication both internally and externally. The Oldham DAAT recognises this and has in post a full time dedicated and experienced training professional. This Workforce Development and Training Officer has delivered a total of 73 courses during 2008-2009 which break down as follows:

#### **Oldham**

- 40 one day sessions of substance misuse training
- 6 two day sessions of substance misuse training
- 6 one day sessions of alcohol misuse training
- 2 two day sessions of sexual health and harm minimisation training

#### **Tameside**

- 11 one day sessions of substance misuse training

#### **Stockport**

- 8 one day sessions of substance misuse training

### **What we are doing (ongoing projects and deadlines)**

#### **Community Leaders BME event**

- The objective of this event is to increase knowledge and awareness of substance misuse issues within local BME communities by engaging influential individuals to act as community champions.
- In June/July 2010, we are to host a second BME Event which will focus upon community members and key individuals. In order for this event to

achieve the desired objectives the DAAT SIO will liaise with workers and religious leaders who have the necessary contacts within local BME communities

### **BME Needs Assessment**

- The DAAT SIO is to conduct a full Needs Assessment of substance misuse in Oldham's BME (primarily Asian) community. Evidence gathered and conclusions drawn from this process will form the basis of a targeted piece of work utilising the Peer Mentoring model. The expected project start date (given the necessary funding) will be March 2011.

### **DAAT Website**

- This is a major means of advertising and publicity for the DAAT. The newly designed website is now live and needs updating with all relevant material, service information and related links. The DAAT SIO and JCM have now received the relevant training and will update the website on a regular basis.

The website will contain the following:

1. Details and Information of all drug and alcohol services available in the borough of Oldham. (Either via listing or via a link to the service directory document)
2. Links to all relevant related services and support networks.
3. Adult and Young Peoples Treatment Plans
4. Current Needs Assessment
5. Harm minimisation information
6. Information relating to Coca-ethylene and its effects
7. Criminal Justice
8. Night time economy

### **Dual Diagnosis Clients**

- This is an important area as many clients who have been diagnosed with a mental illness also have accompanying substance misuse problems. Very often, mental conditions are attributed as being a result of the substance misuse, when in fact, research has shown that the two issues (although connected) are separate. A person with a personality disorder is much more likely to gravitate towards the over-use of alcohol and/or drugs than a similar individual without such a condition. Research into conditions such as bi-polar, antisocial personality, borderline and schizophrenia have shown that sufferers have a tendency to opt for alcohol and drugs as a

means of self medication. This can be in addition to, or instead of their prescribed anti-psychotic medication.

While the PCT and community mental health teams have responsibility for these patients, it must be recognised that they are not equipped to deal with substance misuse issues and the level of referrals into treatment services is extremely low.

The DAAT will ensure that mental health practitioners and care workers in Oldham have copies of the professional Service Directory and are aware and receptive to the referral options available. Clients that do not present a risk could therefore be treated in tandem by mental health and substance misuse services.

### **Coca-ethylene Campaign**

- Website to be updated with a section on coca-ethylene

Production of posters and laminated fliers to be distributed around licensed premises in Oldham

### **Marketing of ACCESS service**

- This service reflects the needs of current drug and alcohol profiles for 18-25 year olds in the borough of Oldham. The service is to be fully commissioned and put out to tender. It follows that there must be sufficient uptake to make it viable and worthwhile and this requires a vigorous marketing strategy.

The website needs to be updated with all relevant ACCESS information.

The DAAT will produce posters and leaflets promoting ACCESS. These are to be displayed in services, GP's surgeries, community centres, libraries and other relevant venues.

### **Public Information on Drug Related Crime**

- Publication of a regular update on drug related crime figures via the DAAT website utilising Crime Mapper. This Home Office resource enables us to track drug related crime in the borough and undertake year on year comparisons. We are also able to compare Oldham with other neighbouring boroughs and track the changing trends on a region wide basis.

The figures for 2008/2009 are encouraging with only 751 recorded offences in Oldham compared to 1074 in neighbouring Rochdale and 1490 in Salford.

### **SMS Staff Surveys**

- The DAAT has sent out a comprehensive survey to all case holding staff in the borough of Oldham. The survey contains a total of 15 questions relating to recording protocols, caseloads and wraparound provision. We anticipate between 25 and 45 responses will be received. The information will be fed into a coding frame and analysis of the results will take the form of a published report

### **Oldham 6<sup>th</sup> Form College Pupil Surveys**

- This questionnaire was sent out to all year 12 and 13 students at Oldham 6<sup>th</sup> Form College. The response was very positive with more than 1000 students completing the survey. The questions related to the young people's knowledge of alcohol, drugs, patterns of use and services available. The results of this survey have now been analysed and the subsequent report can be viewed on the DAAT website.

### **Service User Feedback Surveys**

- This is a simple form consisting of sixteen questions asking service users about their experiences with/views of Oldham's treatment services. This questionnaire will be a very useful tool enabling us to evaluate service performance and analyse where the blockages lie in order to make future improvements.

### **Partnership Consultation Event 2010**

Building upon the success of last years Partnership Expert Group Event, the DAAT are to host another event in the autumn of this year. The event will take place on Wednesday 22<sup>nd</sup> September 2010 at the Crompton and Lees suites of the Oldham Civic Centre. In addition to key treatment professionals, the delegation will include prominent local politicians and senior figures from GMP and OMBC. The theme of this year's event focuses upon the important areas of Alcohol and Think Family, with keynote speakers who are eminent in the relevant fields.

### **Equality Impact Assessments**

- The DAAT SIO has been tasked with the completion of Equality Impact Assessments on both the Adult and Young People's Treatment Plans. These EIA's will ensure that the Oldham Drug and Alcohol Action Team:
  - (a) Complies with all statutory requirements surrounding the six strands of equality
  - (b) Commissions a treatment system which is accessible to all regardless of age, gender, race, religion, sexual orientation or disability
  - (c) In the event that an adverse impact is identified, takes reasonable steps to cancel out/counterbalance, that adverse impact to ensure equality for all.

### **Diversity Action Plans**

- Based upon the findings of the Equality Impact Assessments, the DAAT SIO will formulate a separate Diversity Action Plan for both the Adult and Young People's Treatment Services. These Action Plans will be working documents with clear goals based upon evidence of need and identified shortfalls.

### **Training and Workforce Development**

- As of 1<sup>st</sup> April 2010 the DAAT Workforce Development and Training Officer will be concentrating all resources within the borough of Oldham. The main focus will be workforce development and a training needs analysis of all substance misuse treatment staff will be completed by September 2010. The goal is to further enhance and uplift the specialist skills of operational staff enabling them to meet client need and provide best value for the treatment system.

## Summary of Communication Initiatives – Oldham Drug Alcohol Action Team

### Multi-Agency Initiatives

- Service User Guide – a comprehensive guide to all the drug and alcohol services in Oldham. This has been published specifically for Oldham’s service users.
- DAAT Service Directory – this details all the drug and alcohol services in Oldham and has been published for distribution amongst professionals and members of the partnership.
- Linking into the Oldham Info website – details of all drug and alcohol services in the borough are now mapped in this domain and updated regularly
- Joint working with Brook – Peer Educator Programme around substance misuse
- Development of BME Peer Mentoring Project following completion of the needs assessment
- Examine opportunities to incorporate service information into local publications
- Continue to work with the media and PSO Communications Manager

### Campaigns

- Drug Driving Campaign
- Coca-ethylene Campaign
- Marketing of newly commissioned ACCESS service
- Equality and Diversity Campaign

### Public Consultation – A Partnership Approach

- Partnership Expert Group Event
- BME drugs awareness training for workers
- Community based BME event
- Opening launch of new ODAS premises in early 2010
- British Crime Survey
- Training and back-to-work schemes – via ETE and H20
- 2010 Partnership Consultation Event

## Evaluation

- Annual review and update of the DAAT Service Directory
- Service User Feedback (in response to July user consultation forum)
- Review provider service leaflets – ensuring that there is adequate distribution and that information is up to date
- SMS Staff Survey
- Questionnaire for Oldham’s Service Users
- BME substance misuse awareness questionnaire
- Oldham 6<sup>th</sup> Form College Survey
- Process mapping of ETE and housing provision

## Groups to steer and support communications initiatives

- Road to Recovery Meeting
- Service Managers meeting
- Alcohol Steering Group
- Young People’s Harm Minimisation Action Group
- Safer Tasking Meeting
- User Forum Oldham

## Internal Communications

- Continue to develop, review and enhance DAAT communication protocols
- Forward plan meetings; publicise dates well in advance; send out papers electronically; regularly review membership of DAAT meetings and groups
- Deliver presentations to colleagues, teams and management within the local authority and partner agencies to publicise the work of the DAAT, provider agencies and new initiatives

## Oldham Drug and Alcohol Action Team Performance Indicators / Actions / Milestones (Communication)

### Directories

Continue to review and update the Directory of Services and Service User Guide on an annual basis

Review SUG in 6 months and incorporate suggested amendments prior to further publication

<b>Performance Indicator/Action/Milestone</b>	<b>Objective Number</b>	<b>Strategic Plan</b>	<b>Status/Deadline</b>
Review Content of Directory of Services and add updated details of Intuitive Recovery and Turning Point.			October 2010
Ensure that copies of the Directory of Services have been given out to every GP in the borough and obtain a list from the PCT which quantifies this			May 2010
Ensure that all mental health practitioners and mental health care workers in the borough have a copy of the Directory of Services		Communications Strategy	August 2010
Review Content of Service User Guide, taking into account feedback from Oldham's service users.			September 2010

### Equality, Diversity and Underserved Groups

<b>Performance Indicator/Action/Milestone</b>	<b>Objective Number</b>	<b>Strategic Plan</b>	<b>Status/Deadline</b>
Ensure that a plan of targeted work exists to reach out to Oldham's BME communities and encourage them to engage with treatment services	Planning Grid 2 Objective 2	Adult Treatment Plan Part 3	Ongoing
Organise a substance misuse services event for professionals working with BME groups in the community to look at tangible ways to improve access to treatment	Planning Grid 2 Objective 2	Adult Treatment Plan Part 3	Completed 23 <sup>rd</sup> February 2010
Forge strategic links within the south Asian community by bringing key individuals on	Planning Grid 2	Adult Treatment Plan	Delivered via BME

board to raise awareness and acceptance of substance misuse services.(This programme will be loosely based upon the community champions model pioneered in other parts of the UK)	Objective 2	Part 3	Communities Event June 2010
Ensure that Equality Impact Assessments are completed on both the Adult Treatment Plan and the Young peoples Treatment Plan	Planning Grid 1 Objective 6	Adult Treatment Plan Part 3	31 <sup>st</sup> May 2010
Ensure that the Hidden Harm agenda is established as a priority for Oldham	Planning Grid 3 Objective 7	Young Peoples Treatment Plan	April 2010
Develop an awareness raising session with colleagues who work with young people and diverse groups in other services to make them aware of the impact of substance misuse and the services that can help	Planning Grid 3 Objective 4	Young Peoples Treatment Plan	February 2010

### Consultation and evaluation

<b>Performance Indicator/Action/Milestone</b>	<b>Objective Number</b>	<b>Strategic Plan</b>	<b>Status/Deadline</b>
Quantify Oldham's existing services and provision and map out referral pathways, ensuring that all services follow these pathways and have clear channels of cross communication between adult and young peoples services	Planning Grid 3 Objective 2	Adult Treatment Plan Part 3	June 2010
Ensure better publicity and signposting to existing support groups such as AA, NA, NACOA and others	Planning Grid 3 Objective 5	Adult Treatment Plan Part 3	Ongoing
Establish a Recovery Forum to ensure that service users are still cared for following the formal discharge from treatment services. This forum will be supported by volunteers, drug services and other agencies	Planning Grid 4 Objective 3	Adult Treatment Plan Part 3	September 2010
Joint initiative with Brook for the recruitment of peer educators with previous experience of substance misuse. Following training, these volunteer recruits will deliver substance misuse training	Planning Grid 2 Objective 2	Young Peoples Treatment Plan	April 2010
Establish a Family Team to improve joint working between adult services and children and young people's services to identify, assess and increase referrals of appropriate children and young people into	Planning Grid 1 Objective 2	Adult Treatment Plan Part 3	April 2010

treatment and /or support			
Map out provision around employment, training, accommodation and tenancy support and ensure there are pathways in place	Planning Grid 2 Objective 1	Adult Treatment Plan Part 3	July 2010
DAAT will undertake a quality assurance audit of all treatment services to look at caseloads, quality of care and value for money	Planning Grid 1 Objective 4	Young Peoples Treatment Plan	September 2010
Substance misuse to be an integral and priority part of Oldham's Homelessness Strategy	Planning Grid 4 Objective 2	Adult Treatment Plan Part 3	April 1 <sup>st</sup> 2010
Ensure that there are referral pathways into treatment that prioritise the Problematic Drug Users, Prolific Priority Offenders and the NI38 Cohort	Planning Grid 5 Objective 1	Adult Treatment Plan Part 3	April 1 <sup>st</sup> 2011
A joint local protocol to be developed at an operational level to establish links and joint working between adult drug and alcohol treatment services and children parenting and family services and clear referral pathways	Planning Grid 1 Objective 3	Young Peoples Treatment Plan	September 2010
SMS Staff Survey			August 2010
Oldham 6 <sup>th</sup> Form College Survey			April 2010
Service User Satisfaction Survey			August 2010

## Training

<b>Performance Indicator/Action/Milestone</b>	<b>Objective Number</b>	<b>Strategic Plan</b>	<b>Status/Deadline</b>
Ensure there is a well qualified workforce for all adult service providers and all staff have attended safeguarding training on child protection issues	Planning Grid 3 Objective 1	Adult Treatment Plan Part 3	Ongoing
Ensure that staff working with young people complete the basic awareness sexual health and substance misuse training	Planning Grid 3 Objective 3	Young Peoples Treatment Plan	Ongoing
Establish links with the parenting course co-ordinator to ensure that parenting programmes start to address substance misuse issues and how to work with families where there is an issue	Planning Grid 3 Objective 5	Young Peoples Treatment Plan	April 2010

Develop a training programme that can support parenting practitioners to work with families where substance misuse is an issue	Planning Grid 3 Objective 5	Young Peoples Treatment Plan	September 2010
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## Plans and Strategies

Ensure that all plans and strategies are interlinked  
Publicise (where possible) all plans via the DAAT website

Performance Indicator/Action/Milestone	Objective Number	Strategic Plan	Status/Deadline
Ensure that the Treatment Plans are available for scrutiny by the general public or other agencies / partnership representatives			Ongoing
Ensure that the Young Peoples Treatment Plan is linked into the strategic plans of other partners (i.e. Youth Justice Board, Youth Offending Service)			Ongoing
Develop a marketing strategy for the ACCESS Service		Communications Strategy	November 2010

## Closing Summary

The Oldham Drug and Alcohol Action Team has a vision for the future of Oldham's treatment system as an integrated whole, with an ethos of partnership working.

Clear communication and effective cross agency working are the means by which this vision will be achieved and the responsibility lies with all partners to maximise our diminishing resources and draw together in pursuit of this goal.

The achievements to date have been considerable and we at the DAAT look forward to forging stronger links with you all over the coming months and years.

Rachel Massie  
Service Improvement Officer  
Oldham Drug and Alcohol Action Team

