

GLOUCESTERSHIRE HEALTH & WELLBEING BOARD

Minutes of the meeting of the Gloucestershire Health & Wellbeing Board held on Tuesday 28 November 2023 at Shire Hall, Gloucester.

To view a recording of the meeting, please visit the Gloucestershire County Council website at the link [here](#)

Present:

Gemma Artz
Bronwyn Barnes
Tom Beasley
Tracey Birkinshaw
Nigel Brinn
Beth Bennett Britton
Chris Brown
Angela Claridge
Matt Gilby
Des Gorman
Dr Bob Hodges
Andrea Holder
Nathaniel Hooton
Mary Hutton
Ann James
Matt Lennard
Riki Moody
Barbara Piranty
Dr Amanthakrishnan Raghuram
Nikki Richardson
Charlie Sharp
Guy Stenson
Mark Walkingshaw

Presenting Officers:

Pete Carr
Dr Emily Moseley
Dr Mala Ubhi
Dr Graham Mennie

1. APOLOGIES FOR ABSENCE

The following apologies for absence and non-attendance were noted at the meeting: -

Cllr Carole Allaway-Martin (Chair)
Sarah Scott
Siobhan Farmer
Angela Potter (substituted by Des Gorman)
Keith Gerrard

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Ruth Saunders
Alistair Cunningham
Nigel Brinn
Rachel Pearce (NHS England)
Nick Evans (Deputy Police and Crime Commissioner)
Dame Gill Morgan
Professor Mark Pietroni (NHS Gloucestershire)
Olesya Atkinson
Gail Pasquall
Chris Witham
Helen Edwards
Chris Brown
Tracy Clark
Chief Sup Jane Probert
Sarah Danson

New members Tracy Birkenshaw, Emma Keating Clark and Raghu Ananthakrishnan were welcomed to the meeting.

In the absence of the Chair and the Vice Chair, it was agreed and accepted that Mary Hutton would Chair the meeting on this occasion.

2. DECLARATIONS OF INTEREST

No declarations of interest were made at the meeting.

3. MINUTES OF THE PREVIOUS MEETING

The minutes of the Board meeting held on 25 July 2023 were agreed and confirmed as a correct record of that meeting. It was confirmed that Nikki Richardson, representing Healthwatch Gloucestershire, had attended the meeting.

4. PUBLIC QUESTIONS

No public questions were submitted for consideration at the meeting.

5. MEMBER QUESTIONS

No member questions were submitted for consideration at the meeting.

6. DIRECTOR OF PUBLIC HEALTH REPORT 2023: JUST ANOTHER DROP: THE RIPPLE EFFECT OF ALCOHOL

6.1 In the absence of the Director of Public Health, Siobhan Farmer, GCC Head of Commissioning (Complex Needs) Public Health and Communities, Helen Flitton, introduced the Director of Public Health Annual Report 2023

6.2 The report, entitled 'Just Another Drop – the Ripple Effect of Alcohol' is published on the Gloucestershire County Council website and can be viewed at the link [here](#).

6.3 A video on the background and the work invested in the development of the report can be viewed at the link [here](#).

6.4 It was explained that the purpose of the report was to raise awareness of the issues surrounding alcohol, including the significant effects on the culture and economy of Gloucestershire, including the potential harm it can cause.

6.5 Emphasising the need for a system-wide response to prevent and reduce alcohol dependency, it was acknowledged that many people are able to drink and enjoy alcohol without harm or detrimental effects. The report included a series of recommendations, the successful outcomes of which will be dependent on partnership working and community involvement.

6.6 The recommendations, (outlined below), are divided into actions for the Public Health and Communities Team to progress, supplemented by activities for wider system partners to take forward.

6.7 The Public Health and Communities team to: -

- 1) Strengthen the role of the 'NHS Health Check' in identifying people with higher risk alcohol intake and encouraging them to access support. The NHS Health Check is a free checkup carried out at the GP Surgery. It is offered once every five years to people aged 40 to 74 years and can help spot early signs of stroke, kidney disease, heart disease and type 2 diabetes. The health check also provides an opportunity to speak to a health professional on alcohol related issues and to learn about the support available to reduce alcohol intake, if needed).
- 2) Ensure all health care providers know how to and who to refer for alcohol treatment;
- 3) Explore opportunities to work in partnership with communities to equip local people to deliver brief interventions to support people who are concerned about their alcohol use in order to access support;
- 4) Build on the opportunity for closer working between the Public Health and Communities Team and District Council licensing leads to strengthen the approach to licensing in the County;
- 5) Maximise opportunities to use the 'Gloucestershire Healthy Award' to address work-related factors that can drive harmful drinking; raise awareness of the risks of drinking; promote healthier ways of socialising, relaxing and coping with difficulties and provide signposts to support. The Gloucestershire Healthy Award is a free award scheme open to all

Gloucestershire organisations in recognition of the work they do to support employee health and wellbeing.

6.8 Recommendations to System and Partners included: -

- 1) Develop a stronger data-informed approach to the identification of risky drinking in Gloucestershire to inform action for early intervention to reduce alcohol-related harm and associated inequalities.
- 2) Undertake a benchmarking exercise to review what organisations are already doing in terms of identifying people who could be at increased risk, and what more they could do.
- 3) Run a campaign to raise awareness of alcoholic liver disease, including its silent nature and the importance of early identification, and take a data driven approach to reviewing opportunities to offer screening for early stages of disease among high-risk groups. For example, offering support within community treatment services, GP Practices, A&E and other frontline service settings, as well as within treatment outreach locations.
- 4) Upskill and support health and care services to embed brief interventions and use of screening tools in routine care. Key opportunities include new patient assessments and chronic disease reviews in primary care, or as a self-assessment while people are waiting in A&E. This proposal will help identify more people with higher risk alcohol intake and increase the number of people accessing support.
- 5) Develop a needs assessment to identify areas requiring targeted Tier 2 work and deliver prevention and early intervention initiatives to groups of young people with a higher level of risk of alcohol misuse identified through the needs assessment.
- 6) Build on the Purple Flag accreditation to review opportunities to encourage business to the nighttime economy that do not serve alcohol or promote no and low alcohol alternatives and are attractive to a range of ages. The Purple Flag Scheme is an accreditation that promotes safety and supports excellent practice in managing the evening and night-time economy.
- 7) Under the auspices of the Combating Drugs Partnership, work with partners to undertake a CLear self-assessment of local arrangements for preventing and reducing alcohol-related harm and incorporate recommendations into the Partnership Action Plan. The Alcohol CLear system level self-assessment tool is an evidence-based approach to better understand the effectiveness of local arrangements for preventing and reducing alcohol related harm. It aims to identify areas for further development and help prioritise action across an alcohol partnership.
- 8) Encourage partners and communities to advocate for change by introducing interventions known to be the most effective in reducing alcohol related harm

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and to better understand the role of the alcohol industry in advertising and promotion to children and young people.

9) Promote evidence-based digital self-help tools as part of a local campaign targeted at harmful and hazardous drinkers.

10) Consider personal risks and become more mindful about personal drinking.

6.9 Members were encouraged to consider the report in detail and to submit any comments or questions to the Public Health Team via jo.moore@gloucestershire.gov.uk.

6.10 One member enquired if the report could be presented to Voluntary Sector organisations, and this was noted. It was agreed that as much community involvement as possible was essential to the success of the work.

6.11 Several members referred to links between the report and smoking, including the opportunities to address both issues.

6.12 Questioning how best to take forward the recommendations, it was agreed that it would be important to involve and promote the work with as many partners and organisations as possible. It was suggested that the establishment of a task group from which to steer the work might be useful, and this was noted. **Action by - Public Health Team**

6.13 Members commended the detail and relevance of the report and requested a follow up presentation at a future meeting. **Action by - Public Health Team**

7. HEALTH AND WELLBEING BOARD PRIORITIES ANNUAL UPDATE 2023

7.1 Members received a detailed update on the progress achieved by the Gloucestershire Health and Wellbeing Board over the past year within each of the seven priorities outlined in the Joint Health and Wellbeing 2019-2030 Strategy. The priority areas include: -

- 1) Physical Activity
- 2) Adverse Childhood Experiences
- 3) Mental Wellbeing
- 4) Social Isolation and Loneliness
- 5) Healthy Weight
- 6) Best Start in Life
- 7) Housing

7.2 For each of the 7 priorities, members were presented with an overview of the key highlights and challenges that related to each priority and an outline of proposed next steps. The report presented at the meeting sets out the detail of the update and can be viewed [here](#).

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7.3 It was agreed that it would be important to monitor the challenges, and to note the successes and achievements that might emerge in the forthcoming year (2024) as an evaluation of the investment that had made in the county.

7.4 Responding to the update on the Housing priority, several members supported the suggestion that the Partnership become more actively involved in work associated with the Gloucestershire Strategic Housing Plan. It was agreed that further discussions on the proposal would be useful after the meeting. **Action by – Members/Lead Officers**

7.5 In noting the extent of the work being undertaken in each of the priority areas, it was suggested that lead partners and the relevant work streams report back to the Board at its meeting on 30 July 2024. **Action by – Priority Leads**

7.6 Members were asked to encourage those people within their teams/organisations with an interest in the priority areas to become more actively involved and to provide support to progress current activities. **Action by – Members**

8. FUTURE MEETINGS

Health and Wellbeing Partnership Meeting – 30 Jan 2024

Health and Wellbeing Board/Partnership Meetings – 19 Mar 2024

Health and Wellbeing Partnership Meeting – 07 May 2024

Health and Wellbeing Board/Partnership Meetings – 30 July 2024

Health and Wellbeing Partnership Meetings – 24 Sept 2024

Health and Wellbeing Board/Partnership Meetings – 26 Nov 2024

CHAIRPERSON

Meeting concluded at 3.00pm