



**Health and Wellbeing Board**

**24 July 2014**

**Report from**

**Director of Public Health**

Wards affected:

WARDS

## **Brent Alcohol Harm Reduction Strategy 2014 - 2017**

### **Summary**

The Brent Alcohol Harm Reduction Strategy has been developed by a wide partnership of public health, licencing and community safety within the Council, the Police, the NHS, alcohol misuse service providers and service users.

It recognises that alcohol is an integral part of British society and that when used responsibly has an important economic and social role in the borough. However it also recognises the potential for alcohol related harm.

The Strategy evidences the pattern and extent of alcohol related harm in Brent and proposes a strategic response to alcohol related harm for the population of Brent through measures to achieve three desired outcomes:

Outcome one: A healthier community

Outcome two: A safer community

Outcome three: A more responsible community



## Recommendations

The Health and Wellbeing Board is recommended to

- Approve the Strategy
- Support the establishment of an Alcohol Harm Reduction Strategy Group with membership from public health, communications, licencing, community safety, the Police and the CCG to:
  - develop and implement an action plan to deliver the three objectives
  - monitor the impact of this action plan.

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