



NHS South of Tyne and Wear

Press Release: January 2010

ALCOHOL AWARENESS PROJECTS IN SUNDERLAND RECEIVE £7.5K GRANT

£7,500 Grants Awarded to Education Business Connection for Alcohol Awareness Projects

In conjunction with NHS South of Tyne and Wear's 'Drink Less, Live More' campaign, grants totalling £7,500 have been given to Education Business Connections (EBC) to fund projects that will raise awareness of alcohol misuse across Sunderland and the rest of Tyne and Wear.

The 'Safe, Sensible, Social' Small Grant Scheme has been set up to enable community groups working with 18 year olds and upwards to develop and deliver local initiatives in response to alcohol related problems and issues in their communities.

Two grants, totalling £5,000, were received from Sunderland Council for Voluntary Service (CVS), as well as another grant from Gateshead CVS for £2,500. The money has helped produce a range of educational resources including posters and a board game that can be downloaded from the EBC website and will help raise awareness of the risks of excessive drinking. It also supported trials of the game prototype with both young people and adults.

The posters were designed by people from the North East Council on Addictions (NECA), based on their own experience with alcohol misuse and the impact it has had on their lives and on the lives of those around them.

The free downloadable game, which was developed with the funding from Gateshead CVS and will be promoted throughout Sunderland, raises awareness of the dangers of alcohol misuse in young people, such as the risk of excessive drinking and the damage it can cause to their lives, relationships and careers and even their skin, weight and appearance.

The game is a combination of traditional snakes and ladders and the Monopoly concept of penalty and bonus question cards designed to improve players' knowledge of the risks of excessive drinking as well as triggering informal discussions.

Barbara McClennan, Chief Executive at Education Business Connections, commenting on the grants, said: “The Safe, Sensible, Social Small Grant Scheme is great for local communities to build awareness of alcohol difficulties in their areas. It is important to emphasise the harm that alcohol can do to any type of person.

“The fact that the posters and game have been designed by people who have real experience of the harm that stems from alcohol misuse will really bring the problems to life for all those that use or see the tools. Schools, community groups and businesses will all be able to use them to help people understand the negative issues surrounding alcohol.”

NHS South of Tyne and Wear recently announced the £5.6m investment in developing new services to support people with alcohol problems and reduce alcohol-related harm across the area, in line with the Department of Health’s national campaign to reduce alcohol misuse.

Dr David Hambleton, Director of Commissioning and Reform for NHS South of Tyne and Wear, said:

“The grants are aimed at helping reach people and raise awareness of alcohol misuse at a local level across the South of Tyne and Wear. These projects fit this profile perfectly and because they have been developed by people who have suffered from alcohol misuse themselves, people will really be able to relate to and identify the harm alcohol can have on them and their families.”

Gateshead, South Tyneside and Sunderland all sit among the ten per cent of areas across England with the highest rates of alcohol-related hospital admissions. The new services hope to establish positive, controlled relationships with alcohol - reducing the burden on people’s health and health services.

A number of national and regional campaigns have been launched to help change the way we approach drinking alcohol and the new NHS South of Tyne and Wear alcohol services will work in conjunction with these campaigns to reach people at a local level.

For further information on the new services call: 0800 3286728 or text LIVEMORE to 60003
SOTW Alcohol Awareness Campaign: www.drinklesslivemore.co.uk

To access the posters and game that have been developed by EBC and NECA, please visit:

<http://www.ebcltd.org.uk/SafeSensibleSocialProject.html>

ENDS

Notes to the editor:

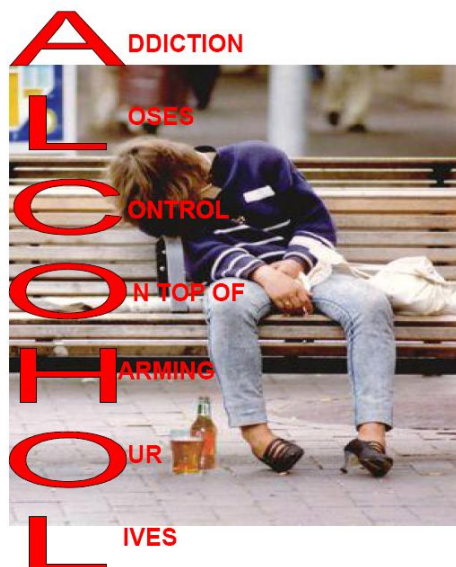
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SOTW Alcohol Awareness Campaign: www.drinklesslivemore.co.uk

Online Alcohol Help Centre: <http://nhssotw.alcoholhelpcentre.net/>

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GIVE £7,500 TO ALCOHOL AWARENESS PROJECT IN SUNDERLAND



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