



Voices for safe choices



A reflection of children and young people's views and understanding of substance misuse issues and relevant service provision in Bridgend County Borough

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Gratitude is also extended to all the organisations for arranging consultation workshops, providing support for the young people involved and providing data requested.

'If friends do it then you have to do it to keep
the friends' *

NB.* Quotes in this format throughout the document are direct quotes from participants of the consultation.



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1. Executive Summary

The Bridgend Substance Misuse Action Team (SMAT) values the views of children and young people in developing and delivering appropriate young people's substance misuse services.

This report reflects the outcomes of a consultation involving 151 young people aged 8 -23yrs from various community areas within Bridgend County Borough and from various socio economic backgrounds.

The consultation involved a number of young people within vulnerable groups identified in the Welsh Assembly Government (WAG) guidelines as 'at risk groups':

- Homeless younger people
- Involved with crime and younger people in contact with the criminal justice services
- Learning problems
- Teenage parents
- Mental health problems or mental disorders
- Persistent truants and young people excluded from school
- Children of parents who misuse substances
- Children looked after by local authorities

Differentiation of the terms 'misuse' and 'use' puts many of the views expressed by young people into perspective. 'Misuse' 'encompasses the definition of harmful use and dependence or drug taking that is part of a wider spectrum of problematic or harmful behaviour.' (HAS 2001). The majority of children and young people consulted feel they 'use' and not 'misuse' substances but some recognise their 'use' has or could have a negative impact on their lives.

Young people of Bridgend County Borough have expressed a wide variety of views regarding substance misuse and relevant local services but a key element of this report is that most young people view the use of alcohol and cannabis as a means of socialising, relaxing and a 'FUN' activity. Young people interviewed also recognise the need to be educated and informed of the risks and consequences to enable them to make 'safe choices'. Children and young people expressed a need for a safe environment in which they can engage in the activity of their choice and broadening choices could influence their lifestyle.

This report reflects the views of a small proportion of the total population of * 40,106 children and young people aged 0-25yrs consisting of 17476 0-10yrs and 22630 11-25yrs. However these views need to be valued and appreciated to inform future development of young people's substance misuse services and appropriate community support.

(Population figures according to 2001 Census)

2. Background

The Bridgend Substance Misuse Action Team (SMAT) aims to develop and support local services to address the needs of local children and young people up to age 18 years alongside the over 18s access adult service provision.

The Bridgend Substance Misuse Action Plan:

Specific Key objectives

- Increase the knowledge of children and young people about the risks and consequences of Substance Misuse particularly with children and young people aged less than 16yrs and hard to reach groups.
- Increase the number of children and young people accessing appropriate treatment and support

In January 2008 a Substance Misuse Strategic Development Officer for Children and Young People was appointed to identify how young people access information, guidance, support and treatment relating to substance misuse and alcohol within Bridgend County. Based in BAVO, the local Community Voluntary Council the development officer works in partnership with all relevant agencies to support the local implementation of the key national strategies:

- **'Working together to Reduce Harm 2008-2018'** : Welsh Assembly Government Strategy 'for tackling the harms associated with the misuse of alcohol and other substances in Wales.
- **Welsh Assembly Government (WAG) Substance Misuse Framework for Children and Young People (2008)** which supports the Substance Misuse Strategy for Wales

To develop appropriate education programmes as a preventative measure and appropriate treatment services we need to gain some insight into young people's motivation or decision making process for drinking and using substances. This consultation provides a foundation to inform future developments for young people's substance misuse services.

The motivations for young people to drink and use substances is currently a key area of research *'it is clear that how young people choose whether or not to use drugs – or any other decision about a range of risky activities such as driving late at night or having sex – is at the heart of the matter. And if we can understand this – can it help us to develop more informed approaches to drug education?'* (McWhirter 2008)

3. National Context

Working Together to Reduce Harm: The Substance Misuse Strategy for Wales 2008-2011 (WAG)

Children and young people

Section 35 'Services for children and young people who are substance misusers should be based on a whole system approach designed to produce more effective and integrated services.'

Guidance on Good Practice for the Provision of Services for Children and Younger People who Use or Misuse Substances in Wales (WAG 2008)

These guidelines aim 'to assist planners and service providers in establishing effective services for young people in relation to substance misuse.'

- 1.1 Delivering effective universal education: 'The provision of high quality universal education is a key requisite of any systematic approach to the delivery of a strategy for substance misuse.'

- 6.5 Agencies, personnel and venues: the following agencies have a role to play in designing and delivering education regarding substances and substance misuse:
 - LEA PSE advisors
 - The police through the All Wales Schools Programme
 - Healthy School Scheme coordinator
 - Voluntary sector substance misuse agencies
 - LEA to provide an adequate infrastructure for schools and youth services to deliver effective and acceptable education on substances and substance misuse.

The Four Tiered Strategic Approach

Tier 1: Universal primary-level services

Tier 2: Youth-oriented services

Tier 3: Services provided by teams that specialise in treating young people who misuse substances

Tier 4: Very specialised services for young people who misuse substances

* Provider agencies can deliver services within more than one tier in a flexible approach.

Children Act (2004)

- Safeguarding Children - Working Together under the Children Act 2004 (WAG 2006)
- Shared Planning for Better Outcomes (WAG 2007)

NSF for Children, Young People and Maternity Services (WAG 2005)

Promotion of positive health-related behaviour

2.46 Children and Young People's Framework Partnership Plans

(under Core Aim 3) include:

- Tobacco control measures to reduce the numbers of children and young people who smoke or who are exposed to passive smoking;
- Delivery of a Local Substance Misuse Action Plan developed by the Community Safety Partnerships;

Access to services

6.4 Organisations provide inclusive services, and additional **targeted services**, for all children in special circumstances and their families. Take up of service provision is regularly monitored and service planning revised accordingly to ensure equitable access.

Hidden Harm 2003 (Home Office)

- Parental problem drug use can and does cause serious harm to children at every age from conception to adulthood
- By working together, services can take many practical steps to protect and improve the health and well being of affected children

Stronger Families – Supporting vulnerable children and their families through a new approach to Integrated Family Support Services (IFSS) Consultation 2008 (WAG)

The consultation paper set out proposals to make legislation in the following areas:

- Strengthening support to vulnerable families through proposals to focus on the complex needs of families where parental substance misuse, mental health problems or mental illness, learning disabilities and domestic abuse may impair parenting capacity and where there is concern for the child's welfare

4. Local context

The **Bridgend County Borough Community Strategy 2005-2016** is the overarching strategy for the Bridgend County Borough.

'Our long term aim will be to ensure crime, disorder and drug misuse are reduced to the levels set in national and local targets set at the time.'

Meeting the Assembly's seven core aims for children and young people requires a concentration on specific priorities in the medium term. These include:

- developing early preventative approaches through the development of an **integrated family support service**, initially targeted at those most in need (CYP2)
- encouraging healthy lifestyles amongst children and young people at risk, covering issues such as substance misuse (including alcohol and tobacco), nutrition, sexual health, exercise and mental health (CYP3)

Health, Social Care & Well Being Strategy (2008-2011)

- **Key Priority 4 – Reducing alcohol misuse**
- 'Around 22% of the 16+ population reported drinking over the average number of recommended alcohol units per week (Welsh average 19%)'
- 'Reducing levels of excessive alcohol consumption and smoking in young people' is identified as a health inequality that will be addressed over the next 3 years.

Bridgend Children & Young People's Single Plan 2008-2011

- **Core aim 6** : All children and young people should be able to be safe in their own home and the communities in which they live.

'Our aspiration in Bridgend County is to ensure that all children and young people have a safe home and community which supports both their physical and emotional wellbeing (UN Convention on the Rights of the Child Articles, 9, 11, 16, 23, 33 supported by Entitlement 10).'

Crime & Disorder Plan 2008 - 2011

'Partnership initiatives, such as those providing advice and guidance on substance misuse issues, quality of life issues and initiatives that reassure community members will be an effective element of this plan.'

Youth Justice Plan: Bridgend Youth Offending Service 2008-09

'The importance of accurate assessment ensuring young people receive the right intervention to assist them in moving on from offending and re-offending cannot be underestimated when looking at effective practice. The key performance measures around health, education training and employment, substance misuse and accommodation reflect the holistic approach to assessment and intervention. In 05/06, 06/07 and 07/08, 100% of young people referred for emotional mental health assessments were provided in the correct timescales. There has been steady improvement over the years in relation to young people accessing substance misuse services from Tier 1 through to Tier 3. The 05/06 performance measure was met in 87% of cases, 06/07 91% and in 07/08 98%. The Health Workers (inclusive of CAMHS, WGCADA and Sexual Health Nurse) work closely together to meet the health needs of young people

Specific Key Performance indicators, which have been met during 08/09
Substance misuse assessment (within five days)
Substance misuse treatment (within 10 days)

'Easy to get alcohol and drugs' (age 15yrs)



Supporting Evidence

Bridgend SMAT Needs Analysis (Feb 2008)

- **Harm from alcohol and drug use in Bridgend County:** In young people the mechanisms of alcohol harm include intentional and unintentional injuries, both of which are related to patterns of drinking, especially binge drinking. Injuries are above average in Bridgend and have been highlighted as a major public health problem.
- Other major health problems related to alcohol in young people include serious and common sexual health problems such as unplanned and unprotected risky sexual activity, increased risk of young age of first sex, unintended pregnancy (highlighted as a public health problem in Bridgend), sexually transmitted infections and HIV, and increased risk of raping and being raped.
- 'Recreational' drug use appears to have become socially accommodated by young people, and poly-substance use – mixing psychoactive substances, including heavy alcohol use – is the key current trend amongst the 16-24 age groups.

Children and Young People's Partnership

- ***Audit of needs and provision – summary 2007-2008***

Needs and priorities for Core Aim 6 focus on ensuring children and young people feel safe in all aspects of their lives, both within the community and at home. Priorities underpinning this core aim include:

- support services for children and young people affected by their own or others' substance misuse;
- improving the emotional wellbeing of all children and young people;
- reducing the number of children and young people who become victims of crime and anti social behaviour, together with reducing the number of incidents caused by young people;
- reducing both the number of children and young people affected by domestic abuse and the impact it has on their lives;
- improving the access to education, training and employment and constructive leisure pursuits to prevent/redirect young people from offending and re-offending behaviour.

Bridgend County Borough Strata Survey 2007 (Year 9).13-14yrs

- Of 1129 Yr 9 pupils within 9 secondary schools; 848 (75.10%) report never smoking; 160 (14.20%) sometimes smoke and 121 (10.70%) smoke regularly
- Of 1131 Yr 9 pupils in 9 secondary schools: 193 (17.10%) report never tried alcohol and don't want to; 782 (69.10%) sometimes drink alcohol and 156 (13.80%) drink alcohol regularly.

5. Local Specialist Substance Misuse Service Provision for Children and Young People

- **Child & Adolescent Mental Health Service (CAMHS) Substance Misuse Service**

Tonteg Hospital, Tonteg: Tel: 01443 443008 Bridgend Outreach/Youth Offending Service

Provides: Specialist support including counselling and detoxification for young people up to age 18yrs who are misusing substances

- Accessed by agency referrals

- **Ogwr DASH**

Nolton Street, Bridgend Tel: 01656 650686

-Dedicated service for Under 18s only every Monday 9.30am-1pm & 2pm -6pm

Provides: Counselling; support and advice; information; needle exchange.

The DASH YES Project (Youth Empowering Service) provides activities and support for 6-16 year olds who are affected by someone else's use of drugs/alcohol reducing the risk of harm. Issue based work includes self-esteem, bullying, keeping safe. DASH YES club meetings for young people aged 6 - 16 years are held in various places in the County Borough.

- Accessed by phone or visiting the service. Agency referrals, family and self referral is welcome.

- **West Glamorgan Council on Alcohol & Drug Abuse (WGCADA)**

Court Road, Bridgend Tel: 01656 667717

Provides: A specialist confidential drug and alcohol service for under 18's offering advice, information and support on drugs/alcohol, the effects, risks and ways to stay safe delivered by a dedicated **Young People's Worker and Youth Offending Service (YOS) worker** who work with under 18s with alcohol and/or drug related issues.

WGCADA provides intervention, counselling, education, support and advice. We work with individuals and families making onward referrals to suitable agencies as and when necessary..

- Accessed by drop- in; Tel; agency, family or self referrals

- **Bridgend Community Drug & Alcohol Team (CDAT) Hidden Harm Social Worker Post**

CDAT Trem- y- mor Bettws Tel: 01656 754300

This Hidden Harm Substance Misuse Senior Practitioner is based within the Community Drugs and Alcohol Team (CDAT), with close working links with Bridgend Children's Services.

Provides: Support and advice to parents and joint assessments with children's services where parents substance misuse affects the safeguarding and well being of their children.

- Accessed by CDAT/ Bridgend Assessment Team

- **Progress2work (TEDS)**

Engine House, Depot Rd, Aberdare Tel: 01685 880093

Provides: Specialist service to help young people aged 16 and over recovering from substance misuse to re-engage back into work or training.

The Evaluated Early Parental Intervention Programme 2006-08 (EEPIP)

Bridgend was one of six pilot areas for this programme to support substance misusing parents whose parenting was compromised, to provide improved outcomes for children. The pilot project has now been completed.

'The best way to learn is by experiencing it
yourself'

6. Table 1. Snapshot of Local Tier 2/3 Substance Misuse Service Provision for up to 18yrs of age: July 1st to Sept 30th 2008 as reported by Health Solutions Wales and local agencies.

Organisation/ Service	Number of YP referred/accessed service	Gender Male / Female	Age yrs	Referral Source
YOS WGCADA Young People's Substance Misuse Worker	19	16M 3F	2 x12 1 x14 5 x15 3 x16 8 x17	YOS
WGCADA YP Worker	14 (referrals)	6M 8F	9 x14-16 5x17+	2 Safer Bridgend 1 Ty Cornel 2 Youth Service 1 YISP 2 ISS/Soc. Services 2 Family 2 Arrest Ref 1 Careers 1 Self
Ogwr DASH	4	4M	4x 16-17	Social Services Self referral Family Schools
CAMHS YPDAS	17 (referrals)	11M 6 F	1 x 12 3 x 13 1 x14 2 x 15 8 x 16 2 x 17	GP x 2 YOT x 8 Hospital x 2 CAMHS x 3 Social Services x 2
Total	54			

Most common primary substances are reported as alcohol and poly drug use

'You are more likely to try drugs when you are drunk.'

Table 2. Young People Accessing Additional Local Substance Misuse Services July – Sept 2008

Organisation/Service	Number of Young People	Age/Gender
Ogwr DASH Monday Dedicated Young Persons (open access)	133	
DASH YES (Young People affected by substance misuse issues)	17	7M 10F 13 x 6-11 4 x 12- 16
WGCADA Young People's workshops	12	
Young People's Worker community based support	25	

"Additional Tier 1 substance misuse services include Bridgend Youth Service, Positive Futures project as well as generic youth support services in voluntary and statutory sectors.

Table 3. Health Solutions Wales regional data

South Wales- YP treated for substance misuse	July – Sept 2008
0-11	14
12-15	82
16-17	125

Table 4. Youth Inclusion Support Panel (YISP) Cases Feb –Dec 2008

44 panel cases

Substance use circumstances: **11** own use; **17** others use; **2** own and others use;
14 no substance misuse issues identified

Gender	Age yrs	Own use of Substances	Family/ significant others use	Own use & significant others
Female	1 x12	1		
Male	4 x 11 1 x 12 3 x 13 2 x 14	10		
Female	1 x 9 2x12		3	
Male	2 x 8 5 x 9 4 x10 1x 11 2 x 12		14	
Male	1x 12 1 x13			2
Totals		11	17	2

Alcohol can lead to 'Getting into trouble;
offending; ASBO'

Table 5. Young People presenting at POW Hospital Accident & Emergency with alcohol related injuries

Month	Number of young People	Age yrs	Presenting issues/injuries
Dec 08	11	2 x 15 4 x 16 1 x 17 4 x 18	Intoxication Vomiting Self harm Wrist injury Head injury Fit Assault Fall
Jan 09	9	3 x 15 1 x 16 2 x 17 3 x 18	Self Harm Laceration to finger Head injury Intoxication Head injury Assault/ facial injury
Feb 09	11	1 x 12 2 x 14 1 x 16 3 x 17 4 x 18	Foot injury Spiked drink Abdominal pain Collapsed Breathing difficulties Self Harm Intoxication Laceration to mouth and foot
Totals	31	20 under 18 11 age 18yrs	

'Young People use substances to escape reality and help with stress'

7. Consultation Methodology

The consultation took the form of a semi-structured interview and questionnaire to encourage open discussions around any issues that children and young people wish to raise whilst focusing on substance misuse including alcohol consumption. Young people were consulted face to face in groups or on a few occasions in one to one sessions, using various consultation tools or games. Further information on the responses from the consultation is included in Appendix 2 and Appendix 3.

In order to consult a wide range of children and young people 30 organisations including local substance misuse agencies were contacted to plan meetings with small groups. A key element of the consultation was to engage marginalised groups of children and young people e.g. looked after children, young offenders and young people often described as 'hard to reach' or 'seldom heard'. Some groups included young people identified in national guidelines as 'at risk groups' as outlined on p.3.

To provide consistency in the format of group discussions all consultation were facilitated by the Substance Misuse Development Officer for Children and Young People, BAVO. Children and young people participated freely without any educational or social boundaries regarding the terminology used.

The identity of children and young people involved in the consultation was kept anonymous.

The target age group of children and young people was 10 – 20 years although the study involved some children and young people either side of this age group.

To engage children and young people from each area of Bridgend County Borough the nine geographical forum areas used by Bridgend County Borough Council and adopted by other partner agencies were utilized.

The nine Community Forum areas of Bridgend County Borough are:

- Bridgend East
- Bridgend West
- Cynffig & Cefn Cribbwr
- Garw Valley
- Ogmere Valley
- Porthcawl
- Valleys Gateway
- Pencoed
- Maesteg/ Llynfi

8. Consultation Outcomes

Groups: 22

- BCBC After Care Team(2)
- Bad Bikes, Lewistown (5)
- Bettws Boys & Girls Club (7)
- Brackla Communities First (3)
- Bridgend Junior Athletics Club (5)
- Changing Tracks: Griffin Park & Ogmore (7)
- Cynffig Youth Club (10)
- Every Link Counts (6)
- Garw Boys & Girls Club (9)
- Griffin Park Youth Drop in (5)
- HMP Parc Young People's Learning & Skills groups x 3 (9)
- KPC 8-13yrs Youth Club (12)
- Porthcawl Youth Club (15)
- Pupil Referral Unit Yr 10 & 11 (9)
- Solid Rock Café (7)
- The Bridge Mentoring Plus; Get Connected group (7) Youth Club (6)
- Way Forward Project (3)
- YELLOW (9)
- Youth works Wildmill (6) Caerau (4)
- Youth Offending Service (5)

Participants: 151

- 67 F ages 8-22 yrs
- 84 M ages 9- 23 yrs

Key questions to promote discussion:

1. Information and awareness
2. Education: school/community
3. Current local service provision known by young people
4. Preferred model of service provision (location/multi agency)
5. Understanding of health and social impact of substance misuse
6. Service provision that could influence young people's attitudes to intake of alcohol/substances.
7. Positive/negative aspects of substance misuse
8. Further comments/concerns

Proposed actions for service development are included in each section. An action plan for implementing the findings of this study is included as Appendix 1.

Q1. Information and awareness

- Older siblings and friends were identified as the most common sources of drug-related information/advice although it was recognised it was not always very accurate information and mainly focused on personal experience of drugs.
- A high proportion of young people reported that they do not take notice of leaflets and posters; they are unable to or not interested in reading them but often notice the pictures.
- Most leaflets have too much small print
- The more graphic the picture the better to gain attention but picture needs to tell the story.
- A minority of young people report they receive information from parents/uncles about the dangers of substances.
- Most young people feel that there is not enough accessible information provided consistently, it is only provided just now and again at certain times of year like Christmas. (Don't drink and drive campaign as an example)
- Summer campaign posters; not seen by many, those who have seen them not many read the words just see picture. Some did not understand the key messages. Reported as seen at Bridged Bus Station; Bridgend Police Station and some youth projects.
- Dan 24/7 logo: this was not seen or heard of by many; not free phone on mobile so most young people would not ring
- Majority of young people mentioned Talk to Frank as the popular place to seek advice. This was known from TV adverts, MSN favourite and website pop ups
- The internet was the most popular choice of access to information amongst a group of 29 college students.
- Young people passing Ogwr DASH window reported that the displays are eye catching and informative.
- The Just Ask info shop was highlighted as a source of information and young people are directed to specialist service if required, however some young people felt the Digi lab entrance prevented them from seeking advice,
- Some access to information on Info Direct (bus) but mainly highlighted as sexual health advice provision.

Q2. Education

- The majority of young people reported they have received some lessons or workshops in school on substance misuse
- The subject is covered either in PSE lessons by the form teacher, workshops by the Police School Liaison officers or by a drug agency worker (some young people could not identify the organisation of the drug worker)
- Young people stated that the police informed them of the legal aspect of drugs; classes of drugs and what happens if they are caught with drugs as well as describing or exhibiting the drugs so they know what they look like.

- Most young people report only having one workshop a year but some had not attended school so had not attended any workshops or lessons on substance misuse.
- Year 6 and 7 pupils had attended Crucial Crew events and picked up some information.
- Bryntirion comprehensive school was mentioned the most as providing information and advice regarding substance misuse
- Those attending youth support services participated in some discussions/quizzes with youth workers
- The young people in HMP Parc reported good levels of education and advice but most expressed that it was soon forgotten on release.
- Television programmes were highlighted as a source of information; some story lines in soap operas focus on drug/alcohol issues.

Recommendations for Local Service Development: Information, awareness and education:

- Information and advice needs to be available in all areas of Bridgend County; out of town provision of drop-ins
- We need continuous community messages throughout the year in addition to summer/Christmas campaigns
- Young people friendly information on websites, leaflets and posters is needed
- We need to utilise the Youth Service text message service
- We should develop a coordinated education programme strengthening our partnership approach partnership and provide consistent and continuous substance misuse education.
- Education packages need to incorporate health and social implications as well as legal aspects of substance misuse.
- We need to re launch ESIS/BCBC guidelines and Ogwr DASH school pack.
- All local substance misuse agencies should develop dedicated young peoples' pages on their websites: those organisations who do not already have a website should consider the value of developing one using links as appropriate to access recognised national agencies for up to date information.
- All schools to provide local service information/national help lines/advice in school planners
- We should re launch Info Direct service to highlight access to substance misuse information and advice.
- We need to strengthen supply of information for all practitioners working with children and young people including Accident and Emergency staff.
- We need to lobby for free phone calls to Dan 24/7 from mobiles

Q3. Current Service Provision

- The majority of 14 yr olds upwards stated they would not access specialist services voluntarily because they do not recognise their drinking or drug habits as 'misuse' or a problem.
- Ogwr DASH was known mostly by young people walking past to/from Brynteg School or Bridgend College
- Ogwr DASH is visible due to colourful shop front window.
- Mostly young people known to the Youth Offending Service mentioned WGCADA
- Very few young people mentioned CAMHS.
- Ogwr DASH opens for young people on Mondays; young people would like it to be available additional days and more evening and weekend hours.
- Bettws Boys & Girls Club was cited as providing key information and advice by all year 10 & 11 pupils of Pupil Referral Unit
- A minority of young people had been referred to CAMHS substance misuse service, those who had accessed the service reported it was provided as an outreach service making it more accessible.
- Some young people were currently accessing or had previously accessed WGCADA Young People's Service at various settings which influenced their experience some positive whilst others did not feel the service was appropriate at the time.

Q4. Preferred model of service provision (location /multi agency)

- Majority of young people suggested the option of both town centre based and local community based provision.
- Young people wanted a town centre based service which was more substantial or specialist with an outreach service for information and advice
- Anonymity was highlighted by a high number of young people therefore accessing a multi agency service was preferred.
- Some young people preferred a separate specialised agency model as they felt they would not want mix with hard end substance users when accessing advice on other issues.

'Don't need help or support; not a problem'

Recommendations for Local Service Development Service Provision:

We need to:-

- Promote current service provision to community members and front line service providers/practitioners.
- Clarify and promote access and referral routes to specialist services to Tier 1/2 practitioners

- Provide an element of out reach and drop in services in out of town areas
- Provide accessible services during evenings and weekends particularly Friday evenings
- Provide support and awareness of local services at times of crisis e.g. Accident and Emergency for family members and the young people involved.
- Enhance detached youth work service (statutory and voluntary sector) to cover all areas of county.
- Strengthen transitional protocol and care pathways between young people's provision to adult provision. Ensure young people are supported during the transition period adequately and appropriately.

'Smoking pot is better than alcohol; it chills you out, you get more aggressive with alcohol'

Q5.Understanding of health and social impact of substance misuse

- The majority of young people had a good understanding of the health impacts of drugs and alcohol
- Young people were able to identify specific body organs that could be affected by substance misuse as well as how they could be personally affected.
- Young people described specific side effects of particular drugs.
- Effects on emotional well being and mental health were highlighted by most groups
- Young people felt that substance misuse often leads to being in prison
- Some young people demonstrated a good understanding of the social impact
- The majority of young people did not express a clear understanding of the wider impact on community members.
- Discussions regarding possible impacts on local community members demonstrated a willingness amongst most young people to respect the consequences although they stipulated that most 'young people don't care when they are very drunk.'

Recommendations for Local Service Development: Health and Social Impact

We need to:

- Continue and strengthen the health and social impact messages in health promotion and /or healthy schools initiatives.
- Strengthen PSE curriculum in all schools to address the health and social impact of substance misuse

- Improve coordination between all agencies delivering workshops on substance misuse to young people to ensure consistency and quality assurance.
- Support the development of substance misuse training events
- Strengthen the participation of youth support service and Local authority education personnel in substance misuse training events.
- Continue to invest in quality resources to support the delivery of substance misuse education amongst young people.
- Highlight positive behaviours of young people in local communities
- Support intergenerational projects to break down negative perceptions of young people and for young people to build relationships with older citizens.
- Provide information to raise awareness of implications of substance misuse amongst family members at Accident and Emergency departments which are crisis points.

'It's my choice to drink alcohol it's not affecting anyone else'

Q6. What service provision could influence young people's attitudes to the intake of substances?

Young people consulted said that in Bridgend County we need:

- A wider range of accessible local youth support service provision,
- Additional evening and weekend youth support service,
- A larger version of Solid Rock Café type provision,
- A similar venue to Solid Rock Café in the valleys,
- A venue that young people can take ownership of in order to chill out, listen to music and socialise,
- Somewhere for young people to go when it's cold and wet,
- Accessible music/media projects that do not charge too much
- Paintball/outdoor pursuits and adrenalin rush activities
- Youth shelters in all communities which are away from houses
- More free leisure activities in local communities,
- To encourage and support young people to take up a hobby or interest,
- To make it more difficult for young people to get alcohol or drugs.



Recommendations for Local Service Development: Prevention

- Utilise data from CYP audit of current youth support provision to identify gaps in services in all areas of Bridgend County Borough
- Analyse CYP youth support audit data for times/days of provision and realign services as necessary to provide evening and weekend activities.
- Strengthen partnership approach amongst youth support services to provide comprehensive countywide youth service.
- Seek funding opportunities to develop and support the development of community based drop in /café provision in 'out of town' areas.
- Promote and support the development of low cost/free sport/leisure activities in local communities
- Strengthen the focus on prevention of underage sales and accessibility of alcohol and substances.

Q.7 Young people's views on substance misuse

Young people identified positive aspects of substance misuse. The most prevalent views was that young people misuse substances because 'It's fun' and 'To get the buzz'

Other responses include:-

- To be with friends;
- If friends do it then you have to do it to keep the friends
- To be more chatty/confident
- To escape reality
- To forget problems /forget this 'shit life'
- Stops you from being bored/relieves boredom
- It's entertaining
- Alcohol tastes nice especially WKD
- Chill out/relax
- Helps with stress

Negative effects of substance misuse noted by young people:

- 'It could kill you'
- Cause brain damage
- The 'come down'
- Hangovers
- The cost
- Getting ripped off by the dealer
- It's sad that most young people drink so much on the weekends
- Getting into trouble; offending; ASBO
- Going to prison
- Messes up your life
- Vomiting /feeling sick
- Being paranoid
- Becoming violent/fighting
- Dizzy /falling down stairs
- Litter in park
- Overdose
- Regrets

Further comments/concerns

- Worried about people drink driving
- Violence in town centre
- Too easy to get alcohol
- Younger age groups (primary school age)drinking alcohol
- Young people think they are 'hard/tough in front of friends when they drink or smoke weed'
- Once you get a reputation you live up to it
- Local Sports clubs known for heavy drinking and some for drugs
- Feels like we not allowed to hang out in our own area if group of us together

10. Key Recommendations

National

- **WAG recommended service delivery approach**

Universal programmes: those services that are offered to all children and young people irrespective of their individual profiles of risk and resilience and usually because the intention is to promote wellbeing and to increase resilience.

Selective or targeted programmes are those programmes that are aimed specifically at groups of children, young people or young adults whose profile of risk and resilience factors is considered to place them at greater risk of either using substances or moving from their use to misuse.

Indicated programmes are provided as individualised and planned programmes of assessment, intervention and care for certain identified children or young people who are misusing substances. These programmes include assessing the full range of each child's unique array of needs and providing responses to meet those needs with the intention of remedying current problems and restoring individuals to non-use of substances. Where that is not possible, indicated programmes are aimed at minimising the harm to the younger people and/or to others that may occur if they continue to misuse substances.

Local

The key recommendation is to consolidate the partnership working or joined up approach which is recommended by WAG and local partnerships.

Services need to be planned and delivered to address the needs of all children and young people in all areas of Bridgend County Borough. Service providers need to collaborate to deliver a comprehensive service particularly in prevention, education and diversionary activities but also amongst Tier 2 specialist services.

In order to achieve this we need to:-

- Develop a coordinated approach to the delivery of all substance misuse education and training in schools and community,
- Develop and support the provision of out of town services. These should include a range of approaches i.e. visible/accessible information and advice; accessible drop- in centres, specialist outreach services and the provision of informal settings/cafes,
- Develop and implement transparent care pathways into services, clarifying referrals routes for practitioners working with children & young people,

- families and carers and young people to strengthen accessibility and ensure appropriate treatment,
- Develop a consortium of cross sector agencies working with young people at risk; e.g. Youth works; Positive Futures; Boys & Girls Clubs; Changing Tracks etc to deliver a comprehensive provision throughout the Borough,
 - Enhance detached youth workers provision in both the statutory and voluntary sector,
 - Adopt a multi agency approach to develop a county wide provision of accessible, free or low cost leisure or sport activities based within local communities,
 - Increase focus on prevention of underage access to alcohol both directly from local stores and by proxy from older friends, family and *'random adults'*.
 - Provide information packs and training events to strengthen knowledge of local service provision at crisis points including Accident and Emergency Departments,
 - Integrate substance misuse awareness into all children and young people services including family support and parenting programmes,
 - Ensure all agencies implement transitional care pathways during the transitional period for all young people receiving treatment approaching their 18th birthday and beyond,
 - Implement the local Information Sharing Protocol and the Common Assessment Framework when fully developed.

National Research

- 'Despite their own active involvement in underage drinking a number of measures for reducing alcohol-related crime and anti-social behaviour were favoured by the young people:46% favoured diversionary sports and leisure activities to reduce alcohol-related crime, disorder and anti-social behaviour. 56% of young people on the Positive Futures programme, which uses sport and leisure activities to engage young people in deprived communities thought Positive Futures had directly helped them reduce their drinking. It also said that 38% wanted better health information and 33% wanted underage sales from off licenses and shops to be tackled.' (Crabbe & Talbot, Crime Concern 2007)
- Looking at risk and resilience factors may be helpful and in particular suggest ways to 'change the changeable'. Programmes aimed at working to improve school affiliation can be effective and a targeted but holistic approach. One of the major psychological factors in deterring young people from drinking is anticipated regret – a fear of harming their future. (Reconstruct 8/9/08)
- 'Current evidence suggests that specialist adolescent support teams in the community with good links with a range of agencies, who have a shared commitment to young people and a clear, well coordinated multi agency involvement appear to offer the best opportunities for engaging these hard to reach young people.' (Reconstruct 8/9/08)

**Appendix 1
Action Template**

Key Issue	Action	Lead Agencies	Resources	Timescale
1.Information & 2.Education	<ul style="list-style-type: none"> Information & advice needs to be available in all areas of county; out of town provision of drop-ins 	CSP; SMAT; CYPP	Community notice boards/ advice info points	April 2010
	<ul style="list-style-type: none"> Deliver continuous community messages throughout the year in addition to summer/Christmas campaigns 	S. Wales Police NPHS	Promotional resources/radio campaigns	March 2010
	<ul style="list-style-type: none"> Utilise young people friendly information; on websites; graphic posters & leaflets delivered as part of workshops 	NPHS Substance misuse agencies	Promotional resources/printing costs	March 2010
	<ul style="list-style-type: none"> Further partner agencies to utilise the youth service text message service 	CYPP Youth Service	Text message service costs	Dec 2009
	<ul style="list-style-type: none"> Promote multi agency use of Just Ask info shop 	CYPP Youth Service	Partnership working	Sept 2009
	<ul style="list-style-type: none"> Develop a coordinated education programme strengthening partnership approach partnership to provide consistent substance misuse education. 	S. Wales Police NPHS; ESIS; Schools Ogwr DASH	Partnership working	April 2010
	<ul style="list-style-type: none"> Re launch ESIS protocol and Ogwr DASH schools pack 	CYP/PET task group	Partnership working	Jan 2010

	<ul style="list-style-type: none"> All local substance misuse agencies to develop young people pages on their websites: Ogwr DASH to develop a website Lobby for free phone to Dan 24/ from mobiles All schools to provide local service information/national help lines/advice in school planners Re launch info direct service to highlight access to substance misuse information and advice. 	<p>NPHS/ Substance misuse services</p> <p>CYP/PET;SMAT Youth Council</p> <p>Schools</p> <p>BCBC Youth service</p>	<p>Website development costs</p> <p>Partnership working;</p> <p>Additional page to current design</p> <p>Event/promotional costs</p>	<p>March 2010</p> <p>July 2009</p> <p>Sept 2010</p> <p>July 2009</p>
<p>3. Accessible services & 4. Service model</p>	<ul style="list-style-type: none"> Promote current service provision to community members and front line service providers. Develop transparent care pathways; access/referral routes to specialist services Develop & deliver out of town drop-in information & support service Provide accessible services during evenings and weekends 	<p>CYP/PET SMAT sub group</p> <p>SMAT; substance misuse service providers</p> <p>SMAT partner agencies</p> <p>SMAT partner agencies</p>	<p>Promotional resources/training events</p> <p>Re commission service to meet need</p> <p>Sustainable funding; multi agency working</p> <p>Commission services to meet need</p>	<p>Dec 2009</p> <p>March 2010</p> <p>July 2010</p> <p>March 2010</p>

	<ul style="list-style-type: none"> • Provide support and awareness of local services at times of crisis i.e. A & E for family members and young person involved. • Enhance detached youth worker provision (stat/Vol sector) including Street Pastor Service 	<p>ABMNHS Trust</p> <p>CYPP; youth support services</p>	<p>Promotional/info resources</p> <p>Training/recruitment costs</p>	<p>Dec 2009</p> <p>March 2010</p>
5. Understanding Health & Social Impact	<ul style="list-style-type: none"> • Ensure the delivery of the health and social impact messages in health promotion/ healthy schools initiatives. • Strengthen PSE curriculum in all schools to address the health and social impact of substance misuse • Coordination between all agencies delivering workshops on substance misuse to young people to ensure consistency and quality assurance. • Support the development of substance misuse training events • Strengthen the participation of youth support service, education personnel and sports clubs in substance misuse training events. 	<p>NPHS/ Healthy Schools Scheme; schools</p> <p>ESIS/LEA/schools</p> <p>NPHS;EEN; Youth Service; S. Wales Police; Specialist Service providers</p> <p>SMAT CYP/PET sub group</p> <p>NPHS/ Youth Service Training officers/BAVO</p>	<p>Incorporate in lesson/workshop plans</p> <p>Teacher resource</p> <p>Partnership working</p> <p>County wide Training programme resources</p>	<p>March 2010</p> <p>Sept 2010</p> <p>Sept 2009</p> <p>March 2010</p> <p>March 2010</p>

	<ul style="list-style-type: none"> • Continue to invest in quality resources to support the delivery of substance misuse education county wide; community approach 	SMAT	Sustainable funding	March 2010
	<ul style="list-style-type: none"> • Highlight positive behaviours of young people in local communities 	Community Forums/Councils & Media	Media input	March 2010
	<ul style="list-style-type: none"> • Support intergenerational projects to break down negative perceptions of young people and for young people to build relationships with older citizens. 	CYPP & NTOAT	Specific project costs	March 2010
	<ul style="list-style-type: none"> • Provide information to raise awareness of implications of substance misuse amongst family members at A & E dept (crisis points) 	ABM NHS Trust NPHS	Promotional resources; pocket size cards	Sept 2009

6. Service provision that could affect YP attitudes to substance misuse; alcohol consumption	<ul style="list-style-type: none"> Utilise data from CYP audit of current youth support provision to identify gaps in services in all areas of Bridgend County Borough 	CYPP & SMAT CYP/PET sub group	Partnership working	Jan 2010
	<ul style="list-style-type: none"> Deliver youth support services according to identified audit gaps to provide evening and weekend activities. 	CYPP; youth support services	Partnership working and additional resources	Jan 2010
	<ul style="list-style-type: none"> Strengthen partnership approach amongst youth support services to provide comprehensive countywide youth service. 	CYPP/EEN/Youth Service	Additional resources to cover additional areas of County	Jan 2010
	<ul style="list-style-type: none"> Identify funding opportunities to develop and support the development of community based drop in /Solid Rock type café provision in 'out of town' areas. 	CSP; CYPP; Third Sector agencies	All partner agencies	Dec 2009
	<ul style="list-style-type: none"> Expand provision of low cost/free leisure activities; particularly for females; including local access to extreme sports' 	BCBC Well being: Leisure Services; Youth Support services. CYPP	Partnership working and additional resources for equipment/staff	March 2010
	<ul style="list-style-type: none"> Reduce local accessibility of drugs and alcohol particularly proxy sales. 	CSP; Trading Standards NPHS	Targeted public information resources.	Sept 2010

Appendix 2

Bridgend County Borough Consultation Responses

Key Questions to promote informal discussions

Question 1: Education/Awareness

Where do you /could you find out information on drugs and alcohol?

(Accessible - easy to understand- used information/helpful - Format: leaflets/posters/face to face/internet/media- levels of awareness - school/college)

- Family; some family members use substances
- School: mixed provision of lessons; mainly PSE some covered in Science (cocaine; marijuana; legal/illegal)
- Reported no drug & alcohol awareness in school or Police workshop in school
- Youth Clubs/Youth Workers: voluntary and statutory
- Info direct/Just Ask shop
- Hospital
- Internet (Talk to Frank)
- Prince's Trust
- YOT worker
- Summer campaign posters; not seen by many those who have seen them not many read the words just see picture. Some did not understand the key messages.
- Ogwr DASH
- Dan 24/7 poster: not seen by many not free phone on mobile so would not ring
- More likely to ring Talk to Frank than use internet; need to use phone box to get free call
- Young people learn through experience and from each other
- Put posters in job centre
- Blaengarw Primary School 'Stick IT' project
- Fire Service project ;Pontycymmer
- Police Officers come into school
- The best way to learn is through experiencing it yourself
- The digi lab place in town, the info shop
- School Counsellor
- ASDAN / projects at YBC
- ELC health workshops
- Video at Ynysawdre
- Radio stations
- Substance misuse education should be compulsory for age 14 +
- Ex users who have recovered/ceased using substances

Question 2: Support & Guidance

What drug & alcohol services are you aware of in Bridgend County Borough for young people? How did you find out about these services?

(Local knowledge - accessible - appropriate)

- Nothing; its too late
- Doctors/GP
- Hospital
- Talk to Frank adverts (TV)
- Don't know of any specialist services for drug & alcohol
- Never heard of Ogwr DASH/WGCADA
- Ogwr DASH; mainly YP who have walked passed
- WGCADA: referred to the service
- Don't need help or support; not a problem
- Never heard of DAN 24/7
- Doesn't make much difference just go there put up with it while you got to then go back to using
- Substance misuse Sessions in Prison
- Info bus; cited as Condom bus/sexual health provision
- Just Ask shop; cited as a digi lab by some/ YASH on Saturday
- Social Services
- Police
- Every Link Counts worker
- Ogwr DASH but I wouldn't go there (learning disability)
- Family
- Domino project
- WGCADA needs to be more suitable for young people (image)

Question 3: Appropriate Service provision

Do you think young people would prefer a stand alone specialist service or one based within a multi agency/service provision? Where should services be based town centre/local community?

(One-stop-shop - anonymity - holistic approach – locality)

- Multi agency preferred: other people won't know why you are going in there
- Could get help on different problems at same time
- Town centre preferred but could be a problem if you have no money for transport so could be some of both local and town.
- Should be available in different areas on each night of week/town centre on weekends.
- Some young people referred to Ogwr DASH from school
- Some YP referred to WGCADA
- Only those involved with the YOT mentioned CAMHS service
- Needs to be local costs £3 to get to Bridgend
- Mobile van in valleys
- Valley based drop in

Question 4: Perception/understanding

What impact could drug & alcohol misuse have on young people's lives?

(Health - social – community)

Health

- Liver/kidneys; could die
- Loose weight/look old
- Brain damage/mental
- Don't know what your doing
- Kill you
- Paranoia: particularly amphetamine
- Hallucinations
- Tired
- Paralysed

Social

- Affects school work
- Others; young children can't use community park too many drunk people there
- Make new friends; other smokers
- Loose friends and affects relationships
- Drugs and alcohol help you to be more sociable
- You are more likely to try drugs when you are drunk
- Smoking grass is less likely to cause anti social behaviour than alcohol
- Smoking grass is better value than alcohol so spend less money
- Lose control; do stupid things
- Smoking pot is better than alcohol; it chills you out, you get more aggressive with alcohol
- Community damage/annoyance
- Bad role models
- Fighting

Question 5:

What services, if any, could influence young people's attitudes regarding drug use and alcohol consumption?

(Support services - education/awareness – recreational- community safety)

- Need shock factor: posters/TV adverts/drama
- More free activities e.g. motor cross track
- More youth clubs; youth workers on streets/in community
- Increase drinking age limits
- Nothing to do in Bridgend; need more things in community somewhere to go.
- Open Wildmill Youth Club more evenings
- Larger Solid Rock type café; in valley areas
- Somewhere to chill out and listen to music
- 'Teddy Bear' Health Promotion kit Yr 6/7
- Most YP don't read leaflets/posters need other ways of getting their attention
- Stop the supply; dealers
- Stop random people buying alcohol for underage young people
- More/easier access to extreme sports or outdoor pursuits ; scrambling; rock climbing/abseiling; shooting range
- Make it more difficult to get alcohol and drugs
- Our own building for a Boys & Girls Club (Garw)
- More information everywhere
- Raise age for buying alcohol
- Police should take alcohol off kids in streets and parks
- Stop people selling drugs
- MUGA; basketball court
- More support in community
- Target shops that sell alcohol to underage
- Reduced rates to leisure activities
- Show severe reactions
- Email/text messages
- Youth shelters with youth workers dropping in

Any further comments/issues

- YP think they are cool & hard by drinking (age 10)
- Due to peer pressure
- Due to sibling pressure: older brothers (age 16)
- Staff in Solid Rock are like a second family
- We know young people our age (14) who use weed/cannabis and cocaine.
- Older people buy drinks for young people
- Concerned about people drinking and driving
- We make fun of street pastors but its good they are there
- YP drink because they are stressed from school work or break-up in relationships
- Taking drugs is 'FUN'
- Drugs help you chill out
- Drinking helps relieve boredom
- Some rugby clubs are known for drugs (steroids and cocaine)
- Alcohol makes you more confident
- Easy to get alcohol and drugs (age 15yrs)
- YP bring drugs to school, smoke weed in school and offer it to others
- Cost of transport to get to town
- Some of the football boys use more drugs than we do
- Smoking ban in pubs means more adults outside to ask for alcohol
- Transport costs and inconvenience of town base only
- Need to learn to say 'no'
- Young people's choice no matter what

3. Where do you think children and young people access information?

- Schools x 15
 - Clinics x 7
 - Internet x 12
 - After School clubs x 2
 - GP x 3
 - Youth Clubs/centres x 3 e.g. Solid Rock
 - word of mouth x 2
 - Leaflets/books/posters x 6
 - Not sure/don't know x 2
 - Social groups/places
- Parents x 9
 - Peer groups
 - Help lines
 - Friends/ family x 10
 - college

4. Is there information available in your local community?
Please name your local community

- Courthouse/ yes Maesteg x 4
 - Some Kenfig Hill
 - Some, Bridgend Town x 3
 - Cefn Cribbwr, No
 - Bryncethin, No
 - Brackla, not sure
 - Llantrisant , yes
 - Barry, don't know
 - Peterston Super- Ely, No
 - Not aware of any RCT x 3
- Maesteg, no x 2
 - Yes, Bridgend Town x 5
 - Pen y Fai, No
 - Ogmore Vale, No
 - Aberkenfig, No
 - Llanharan , No
 - Margam, No
 - St Brides Major, No



Appendix 4

Glossary of terms

ABM NHS Trust: Abertawe Bro Morgannwg University NHS Trust

BAVO: Bridgend Association of voluntary Organisations

BCBC: Bridgend County Borough Council

CAMHS: Child and Adolescent Mental Health Services

CDAT: Community Drug and Alcohol Team

CSP: Community Safety Partnership

CYPP: Children and Young People's Partnership

CYP/PET: Children and Young People/Prevention Education and Training

EEN: Extending Entitlement Network

ESIS: Education and Schools Improvement Service

HSW: Health Solutions Wales

MUGA: Multi Use Games Area

NPHS: National Public Health Service

NTOAT: Never Too Old Action Team

POW: Princess of Wales hospital

SMAT: Substance Misuse Action Team

WAG: Welsh Assembly Government

WGCADA: West Glamorgan Council on Alcohol and Drug Abuse

YOS: Youth Offending Service

YP: Young People

YPDAS: Young People's Drug and Alcohol Services

References

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WAG; Guidance on Good Practice for the provision of services for children and Younger People who Use or misuse Substances in Wales

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WAG 2008: Working Together to Reduce Harm; The Substance Misuse Strategy for Wales 2008-2018

WAG GSR (2008) Children & Young People's Well-being Monitor for Wales