



Suffolk Community Safety Partnerships – Christmas Alcohol Harm Reduction Campaign

(Updated 2 Dec 13)

Action	Owner	Updates	Status
<p>Use of media to raise awareness of alcohol harm</p>	<p>Suffolk Police Corporate communications</p> <p>Suffolk County Council Communication</p> <p>District Council Communication teams</p>	<p>Build on the “Think before you Drink Another Drop” campaign introduced last year.</p> <p>Countywide drink safety message to be run on Heart radio during December.</p> <p>C/I Cutler has agreed to an alcohol card being handed out to all attending the PIC’s as a result of alcohol consumption highlighting the cost involved in their arrest.</p> <p>Waveney District council have agreed to support the “Street graffiti” project in Lowestoft where full colour media messages are displayed on pavements with relevant NTE messages linked to the campaign.</p> <p>Ipswich buses – Additional funding from Suffolk police has been made available to develop the media campaign for use on buses within Ipswich.</p>	<p>Heart radio currently developing</p> <p>Being developed</p> <p>Media being developed</p> <p>Currently progressing with Ipswich buses.</p>

			<p>14 Oct 13 – Meeting held with Richard Jones, Corporate Communications, Suffolk police and Sandra Graffham, Communications manager PCC office to update them on progress to date.</p> <p>4 Nov 13 – Media campaign with Heart radio now finalised.</p> <p>4 Nov 13 – Bus advertising now finalised.</p> <p>5 Nov 13 – Planning meeting with Waveney District Council arranged for 12th Nov with regards street graffiti project.</p> <p>13 Nov 13 – Due to time constraints the Waveney graffiti project will not take place.</p> <p>25 Nov 13 – Visual link to radio campaign finalised. To be sent out via social media and through Q&R code link.</p>
<p>Use of Suffolk County Council CSU Twitter accounts to tweet alcohol safety messages throughout the month.</p> <p>Suffolk Police CSU to link in</p>	<p>Sue Burstall/Chis Woods</p> <p>Alan Osborne/David</p>	<p>A bank of tweets to be developed reflecting the main issues that arise at this time of year, personal safety, mobile phone theft and alcohol misuse. On confirmation of the joint Suffolk/Norfolk sexual offences campaign details, links will also be made with this.</p> <p>Where appropriate tweets will reflect the operational priorities within</p>	<p>Being progressed</p> <p>Sue Burstall has developed the virtual advent calendar and</p>

with operational messages via police Twitter accounts.	Kane	the NTE from a policing perspective. Working with partners to develop the virtual advent calendar, with a different safety message displayed each day.	is liaising with various departments to include relevant messages. 2 Dec – Virtual advent calendar now in place on Twitter.
Promotional material	David Kane/Chris Woods	Re-stock the posters used during last year's campaign. Consider the impact of last year's Q&R code links to the website with a view of developing it further to link it in with video. Town Pastors – source suitable material appropriate for Town pastors to use as an engagement tool during this period.	Chris Woods has updated the website to accept the video link 4 Nov – material for Town Pastors obtained 27 Nov – All publicity material distributed to CRO as point of contact for local distribution.
Promotional material	District Licensing Departments Community Safety Officers SNT's	To assist in the distribution of campaign material to licenced premises prior to the December launch of the campaign.	5 Nov – liaison with Insp Neil McKay with regards licencing team support in engagement with licenced premises in promoting the various campaign messages within their establishments.
Policing – Operation Facilitate	Suffolk Police	To link partnership activities to Op Facilitate nights, 14 th , 19 th , 20 th , 21 st , 24 th , 28 th and 31 Dec 13 where possible.	

<p>Policing – Operation Facilitate Joint police/paramedic patrols</p>	<p>Suffolk Police</p>	<p>To look at deploying joint police and paramedic patrols during Op Facilitate nights to:</p> <ol style="list-style-type: none"> 1. Reduce A&E admissions 2. Release officers back to patrol duties quicker. 	<p>4 Oct - Contact made with Craig King, Resilience Manager, Ambulance Service who supports the proposal but will follow up on his return from leave.</p> <p>1 Nov – Full details of costs involved in providing a paramedic and vehicle on each of the nights received.</p> <p>4 Nov – Op Facilitate planning meeting it was agreed to support the joint patrol initiative within Ipswich, subject to a full evaluation of the project being carried out. Funding for both police overtime and paramedic services to come from funds held with in police CSU.</p> <p>5 Nov – Craig King informed.</p> <p>18 Nov – planning meeting with ambulance service arranged.</p> <p>18 Nov – Meeting with ambulance service and Insp Cook to finalise the</p>
---	-----------------------	---	---

			details of how the service will be provided, command and control etc. Staffing now being progressed by both organisations.
Licensee Support packs	Inspector Mckay	Events planned during November with regards deployment of support packs with a view for distribution to licenced premises during December.	13 Nov 13 – Waveney and Coastal CSP packs collected for distribution.
Ion Tracker	LPC Inspectors	LPC Inspectors to consider Ion Tracker deployment during December.	
Bluetooth media messages	David Kane	Two Bluetooth units to be obtained to allow video based messaging to compliment the media strategy.	29 Nov -Units obtained and messaging developed.