

# Communities in Charge of Alcohol



## What is a 'Community in Charge of Alcohol'?

The Communities in Charge of Alcohol Programme (CICA) is a community-centred approach to reducing alcohol harm through evidence-based interventions – first rolled out in 2017 across Greater Manchester and evaluated by a team led by the University of Salford.

The programme recruits and trains networks of locally engaged and RSPH accredited '**Alcohol Health Champions**' (AHCs) – local residents who learn skills to address issues around alcohol consumption in their communities. Alcohol Health Champions are trained on how to:

Provide **individual level brief advice**, information and support  
+  
Champion **local action on alcohol availability**, such as through influencing licensing decisions.



Community teams were recruited out in the shopping centres, in the pub, in the street, through one to one conversations in an informal way, and brought on a journey where they could start talking to people about alcohol and about their lifestyle behaviours.

Local lead, AHC programme



CICA is a pioneering programme led by community volunteers who are trained to help family, friends and colleagues rethink their drinking habits, with a view to reducing the amount of excessive drinking across the Greater Manchester region.

Prof Kate Ardern, DPH, Wigan



## The making of an Alcohol Health Champion

The Greater Manchester CICA programme delivered the first alcohol focused health champion role of its kind.

### 1. Recruitment

Volunteers are recruited through local authority and community networks, and include a mixture of lay people (people from the local community) together with local professionals (working in population health and lifestyle services).

## 2. Training

A two-day training programme in the cascade ('train-the-trainer') model was designed by RSPH and the Greater Manchester collaboration partners.

### Day 1 – RSPH Level 2 Award in Understanding Alcohol Misuse

- ✓ Support individuals to reduce drinking, using AUDIT-C, an alcohol harm assessment tool in the form of a three question scratch card.
- ✓ Guide individuals towards specialist services
- ✓ Organise community events
- ✓ Use a range of data sources to capture evidence of alcohol impact.

### Day 2 - Community action and cascade training

- ✓ ½ day – Establish community action against alcohol harm
- ✓ ½ day – Training of subsequent AHCs, using the PTLLS approach ('Preparing to Teach in the Lifelong Learning Sector')

“Being an AHC has opened up different opportunities with other agencies for me to get involved with, and gain awareness around other issues with alcohol – how it can affect other members of the community.”

**Alcohol Health Champion testimony**

## 3. Cascade delivery

Local CICA leads in each area deliver at least one cascade event with the support of the existing AHC network. This delivery is targeted predominantly at lay people, creating a cohort of second generation AHCs embedded within their communities. This train-the-trainer model provides long term sustainability to the building of support networks and local activism around alcohol issues within communities.

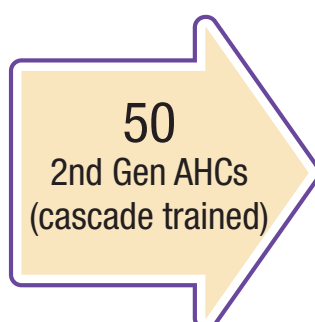
## The Greater Manchester CICA Programme

Rolled out across nine of the ten Greater Manchester local authorities over the course of 18 months between September 2017 and March 2019, the GM-CICA programme was jointly delivered by RSPH, Greater Manchester Combined Authority, and Public Health England.

Sept '17 – May '18



March '18 – March '19



As of October 2019 the rollout has been responsible for:

- **249 AUDIT-Cs** completed by AHCs.
- **1,129 brief conversations** recorded.
- **65 community events** attended.
- **Action on licensing activity** – AHCs were mobilised to take forward licensing action: including **direct complaints** to premises, and issue reporting leading to **compliance visits**.
- **Social value to AHCs** – securing employment, increased confidence, widened social networks, reduced alcohol use.



**RSPH**  
ROYAL SOCIETY FOR PUBLIC HEALTH  
VISION, VOICE AND PRACTICE

**Public Health  
England**

**University of  
Salford  
MANCHESTER**

**Wigan  
Council**

**GMCA** GREATER  
MANCHESTER  
COMBINED  
AUTHORITY

**UNIVERSITY  
of York**

**University of  
BRISTOL**

**SUPPORTED BY**  
**NIHR** | National Institute  
for Health Research

The Royal Society for Public Health, John Snow House, 59 Mansell Street, London, E1 8AN  
For more information, please contact Kiran Kenth at [kkenth@rsph.org.uk](mailto:kkenth@rsph.org.uk)



@R\_S\_P\_H



Royal Society for Public Health



@rspublichealth