

## Substance Misuse Programme - Communications Plan

This plan covers the period **August 2009** until **March 2010** (to be confirmed) and details the required engagement and activity to support the programme of work undertaken by the Substance Misuse Programme

**Red:** Task not met: key risk to project

**Amber:** Task delayed- impact on achieving timescale

**Green:** Task being met working within agreed timescales

**Blue:** Complete

Deliverable	Type	Target Audience	Delivery Method	Frequency or Actual Dates	Who Responsible?	Status
<b>SALSUS 2008 Report</b>	National Statistic publication	Schools, education, Health services, Alcohol and / or Drug services, policy makers, service managers, analytical services division	Web Based Publication <a href="http://www.isdscotland.org/isd/5955.html">http://www.isdscotland.org/isd/5955.html</a> Paper Based copies available	<b>23<sup>rd</sup> June 2009</b>	Laura Wood	<b>Blue</b>
<b>SALSUS 2010 Questionnaire Review</b>	Information Development	Schools, education, Health services, Alcohol and / or Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, analytical services division	E-mail Meetings	<b>Sept 09 to Mar 09</b>	Laura Wood	<b>Green</b>
<b>Alcohol Information Scotland Website</b>	Information Resource	Schools, further education, Health services. Alcohol and / or Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, Criminal Justice, Media, Enforcement, wider community, analytical services division	Web <a href="http://www.alcoholinformation.isdscotland.org/alcohol_misuse/CC_FirstPage.jsp">http://www.alcoholinformation.isdscotland.org/alcohol_misuse/CC_FirstPage.jsp</a>	<b>Ongoing</b>	Andrea Beard	<b>Green</b>

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<b>Web Site Review – Alcohol and Drugs</b>	Information Resource	Schools, further education, Health services. Alcohol and / or Drug services, policy makers, service managers, National Co-	Web	<b>Under Review</b>	Andrea Beard	<b>Red</b>

		ordinators, ADP's, CPP's, Criminal Justice, Media, Enforcement, wider community, analytical services division				
<b>Web Site Review – Satisfaction Survey</b>	Buy-In and support Engagement	Schools, further education, Health services. Alcohol and / or Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, Criminal Justice, Media, enforcement, wider community, analytical services division	Web	<b>Complete May 10</b>	Andrea Beard	<b>Green</b>
<b>Web Site Email Updates</b>	Awareness Raising	Schools, further education, Health services. Alcohol and / or Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, Criminal Justice, Media, Enforcement, wider community, analytical services division	Web E-mail	<b>Monthly Ongoing</b>	Andrea Beard	<b>Green</b>
<b>Research: Alcohol and Ethnicity</b>	Research Information / statistics	Health services, Alcohol and / or Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, criminal justice, researchers, analytical services division	Web based publication <a href="http://www.alcoholinformation.isdscotland.org/alcohol_misuse/CC_FirstPage.jsp">http://www.alcoholinformation.isdscotland.org/alcohol_misuse/CC_FirstPage.jsp</a>	<b>Published web April 2009</b>	Lynne Jarvis	<b>Blue</b>

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<b>Local Profiles</b>	Research Information / Statistics Support	National Co-ordinators, Health services, ADP's, Alcohol and / or drug services, analytical services division	Web based publication <a href="http://www.alcoholinformation.isdscotland.org/alcohol_misuse/controller?p_service=Content.show&amp;p_applic=CCC&amp;pContentID=2133">http://www.alcoholinformation.isdscotland.org/alcohol_misuse/controller?p_service=Content.show&amp;p_applic=CCC&amp;pContentID=2133</a>	<b>Last published Feb 2008</b> <b>Biennial, Next due March 2010</b>	Joanne Hattie and Laura Wood	<b>Green</b>
<b>Alcohol Statistics Scotland - 2009</b>	Information / Statistics Support	Schools, further education, Health services. Alcohol and / or Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, Criminal Justice, Media, enforcement, wider community, alcohol industry, analytical services division, voluntary sector, social care	Web based publication <a href="http://www.alcoholinformation.isdscotland.org/alcohol_misuse/files/alcohol_stats_bullet09.pdf">http://www.alcoholinformation.isdscotland.org/alcohol_misuse/files/alcohol_stats_bullet09.pdf</a>	<b>Last published Feb 2009</b> <b>Biennial, Next due February 2011</b>	Laura Wood	<b>Green</b>
<b>Alcohol Drug Partnership Information Needs: Discussions with ADP's</b>	Buy-in Support Engagement Information Development Awareness Raising	National Co-ordinators, Health services, ADP's, Alcohol and / or drug services, policy makers, voluntary sector, social care	Face to Face	<b>ADP visits from October 2009</b> <b>Actual dates tbc</b>	Laura Wood	<b>Green</b>
<b>ADP Questionnaire</b>	Buy-in Support	ADP's, Alcohol and / or drug services, analytical services division	Web	<b>From October 2009</b>	Laura Wood	<b>Green</b>

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<b>ADP Information Needs Event</b>	Information / Statistics Buy-in Support Awareness Raising	Health services. Alcohol and / or Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, analytical services division	Face to Face – conference style	<b>August 2010</b> Venue and date tbc	Laura Wood	<b>Green</b>
<b>Alcohol and Drug Waiting Times</b>	Information Development Engagement Statistics Support Buy-in	Health services, Alcohol and Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, Alcohol industry, Health Scotland, SOPRA, Realtime, Analytical services division, social care, voluntary sector	Meetings E-mail Telephone support On-site training	<b>Routine project meetings. Other contacts as required</b>	Clare Haper	<b>Green</b>
<b>MESAS</b>	Information / Statistics Support	Health services, Alcohol and / or Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, Alcohol industry, Health Scotland, Analytical Services Division	Web based publication	<b>Publication date tbc</b> <b>Annual Thereafter</b>	Lee Davies	<b>Green</b>
<b>Scottish Association of Drug and Alcohol Action Teams (SADAAT) – Information Sub-group</b>	Engagement Support Buy-in Awareness Raising	ADP's, Service managers, National Co-ordinators, Health services	Quarterly Meeting	<b>Quarterly</b>	Laura Wood	<b>Green</b>
<b>Alcohol Evidence Group: Alcohol Framework</b>	Research Information Development Engagement Support	Researchers, Health services, Alcohol and Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, Alcohol industry, Health Scotland, Analytical Services Division	Meeting	<b>Quarterly</b>	Lee Davies	<b>Green</b>

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<b>Alcohol Aetiological Fractions: Scottish Health Survey Data</b>	Information / Statistics Support	Health services, Alcohol and / or Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, Alcohol industry, Health Scotland, Analytical Services Division	Web Publication	<b>Publication date tbc</b>	Joanne Hattie	<b>Green</b>
<b>Joint working with National Co-ordinators for Drugs and Alcohol</b> ( <i>programme of work still to be defined</i> )	Engagement Support Collaboration / Partnership	National Co-ordinators, Policy makers and Analytical Services Division, ADP's	Meetings E-mail Telephone	<b>6 weekly Meetings with co-ordinators. Additional / other contact with co-ordinators and ADP's as required</b>	Lee Davies	<b>Green</b>
<b>Drugs Misuse Database: Follow up Project – Alcohol and Drug Clients</b>	Information Development Statistics Engagement Buy-in	Researchers, Health services, Alcohol and Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, Alcohol industry, Health Scotland, Analytical Services Division, social care, voluntary sector	Web based data capture On-site training Telephone support	<b>Ongoing</b>	Gordon Bruce	<b>Green</b>
<b>Alcohol Brief Interventions</b>	Information / Statistics Support Information Development Engagement Buy-in	Researchers, Health services, Alcohol and Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, Alcohol industry, Health Scotland, Analytical Services Division	Web based publication Meetings E-mail Telephone	<b>Publication 29<sup>th</sup> Sept 09</b> <b>Quarterly Governance Meeting</b> <b>Ongoing sub-group meetings</b> <b>Ongoing local support</b>	Clare Harper	<b>Green</b>

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<b>Hepatitis C – Injecting Equipment Provision</b>	Information / Statistics Support Information Development Engagement Buy-in	Researchers, Health services, Alcohol and Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, Alcohol industry, Health Scotland, Analytical Services Division, Health Protection Scotland	Web based publication Meetings E-mail Telephone Workshops	<b>Development 2010/11 Implementation from 2011/12</b>	Cheryl Heeley	<b>Green</b>
<b>Drugs Misuse Statistics Scotland 2009</b>	Information / Statistics Support	Schools, further education, Health services. Alcohol and / or Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, Criminal Justice, Media, enforcement, wider community, alcohol industry, analytical services division, voluntary sector, social care	Web based publication <a href="http://www.drugmisuse.isdscotland.org/publications/publications.aspx">http://www.drugmisuse.isdscotland.org/publications/publications.aspx</a>	<b>Last published Dec 2008 Annual, Next due March 2010 then again December 2010</b>	Joanne Hattie and Laura Wood	<b>Amber</b>
<b>Drugs Misuse Information Scotland Website</b>	Information Resource	Schools, further education, Health services. Alcohol and / or Drug services, policy makers, service managers, National Co-ordinators, ADP's, CPP's, Criminal Justice, Media, Enforcement, wider community, analytical services division	<a href="http://www.drugmisuse.isdscotland.org/">http://www.drugmisuse.isdscotland.org/</a>	<b>Ongoing</b>	Andrea Beard	<b>Green</b>
<b>Alcohol and Drugs Information Support (Including PQ's, and Information Requests)</b>	Local and National Information/ Statistics	Researchers, Health services, Alcohol and Drug services, policy makers, service managers, National Co-ordinators, ADP's,	Adhoc Electronic	<b>Ongoing Specific 6 monthly ADP reports (April and September)</b>	Chris Black Robyn Munro	<b>Green</b>
<b>Implement Enhanced Scottish Drug Misuse Database</b>	Local and National Information/ Statistics	ADP's, Alcohol and Drug Services, policy makers, service managers	Secure Web based Data Entry and reporting system Info Page: <a href="http://www.drugmisuse.isdscotland.org/sdmd/sdmd.htm">http://www.drugmisuse.isdscotland.org/sdmd/sdmd.htm</a>	<b>Ongoing</b>	Gordon Bruce	<b>Amber</b>

Deliverable	Type	Target Audience	Delivery Method	Frequency or Actual Dates	Who Responsible?	Status
<b>Implement Drugs Deaths Database</b>	Local and National Information/ Statistics	ADP's, Alcohol and Drug Services, policy makers, service managers, researchers, Academics	Secure Web based data entry system. Reports published via <a href="http://www.drugmisuse.isdscotland.org/publications/publications.aspx">http://www.drugmisuse.isdscotland.org/publications/publications.aspx</a>	<b>2010</b>	<b>Sion Matthews</b>	<b>Green</b>
<b>Prevalence 2006</b>	Local and National Information / Statistics	ADP's, Alcohol and Drug Services, policy makers, service managers, researchers, Academics	Published Document <a href="http://www.drugmisuse.isdscotland.org/publications/abstracts/prevalence2009.htm">http://www.drugmisuse.isdscotland.org/publications/abstracts/prevalence2009.htm</a>	<b>Published Oct 2009</b>	<b>Cheryl Heeley</b>	<b>Green</b>
<b>Drugs and Alcohol analytical Strategy</b>	Local and National Information/ Statistics	ADP's, Alcohol and Drug Services, policy makers, service managers, researchers, Academics	Published document	<b>TBC</b>	Joanne Hattie	<b>Amber</b>