

# A LONDON NETWORK

TO PROMOTE BRIEF INTERVENTION  
AMONGST FRONT LINE ROLES

INEBRIA POSTER PRESENTATION  
SEPTEMBER 2014  
JAMES MORRIS

## ASSESSING THE IMPACT OF A REGIONAL LONDON NETWORK TO PROMOTE SBI ACTIVITY: AN 'SBI NETWORK'

In 2012, a London Network to support front line roles in the delivery of Screening and Brief Intervention (SBI) was established.

The Alcohol Academy, a not-for-profit organization committed to promoting effective alcohol harm reduction approaches was commissioned to establish the Network with £21,000.

### WHAT FOR?

The aims of the London SBI Network were to:

- Establish a group of Network 'members' who would support and promote SBI delivery
- Facilitate SBI Network meetings
- Support the sharing and dissemination of news, learning etc including via online mediums



### WHO FOR?

The Network intended to engage any front line health and social care roles suitable to deliver SBI. For instance, Doctors, Nurses, Health Care Assistants, Criminal Justice roles etc.

The Network was not intended to engage drug and alcohol workers, policy roles or commissioners.

### RECRUITMENT

Significant resource was invested in recruiting potential members – well over 100 hours contacting, following up, tweeting, discussing with organizations etc. Over 40 bodies or organizations were asked to help with recruitment.

# LESSONS LEARNT?

## DESPITE SIGNIFICANT ATTEMPTS TO RECRUIT MEMBERS, SIGN UP WAS LOW...

Despite extensive efforts to recruit, only 116 members joined the Network, out of potentially hundreds of thousands of front line roles.

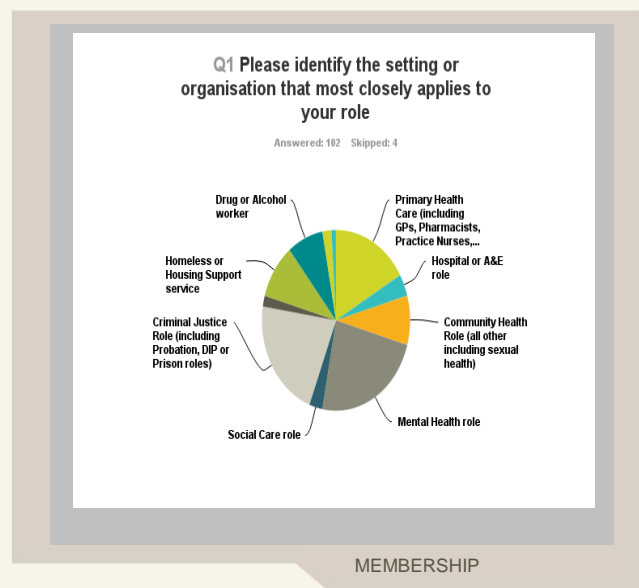
Disproportionate interest was received from Drug and Alcohol workers, despite the Network recruitment being targeted at non-specialists.

Active participation from members was also relatively low. For instance when invited to present at Network meetings or share experiences, few offered to do so.

The Network utilized an expert steering group and specialist marketing experts to ensure the message and offer was as attractive as possible.

## POSITIVES...?

- 5 Network events were delivered representing a range of roles
- 4 training & skills sessions provided
- 6 online Newsletters distributed
- Printed materials and resources distributed
- Support to organizations around SBI implementation





## CONCLUSIONS?

- SBI Networks are unlikely to result in significant interest unless wider levers supporting SBI delivery are in place
- A Network may have some value for supporting front line roles, but most are likely to be too 'time poor' to be willing to invest time in a Network for something they may not be invested in
- Nonetheless, support with skills and making printed resources available appear well received
- Other low cost options like an online newsletter may represent better value for money

## AUTHOR'S VIEWS

Significant time seeking to recruit front line roles resulted in a very small return when considering total numbers of possible members.

This is largely thought to reflect the limited support or awareness of SBI by either front line roles or their organizations.

However this may reflect the broader context for SBI delivery which faces huge implementation challenges.

Nonetheless, some benefits to those who did engage were apparent. Members reported high satisfaction with Network events, but particularly valued support around skills and training and access to printed materials.

The likely 'return on investment' however for such activity should be evaluated as some 'low cost' elements of the Network be worth sustaining or replicating.

However without broader changes to create enthusiasm or necessity for SBI delivery amongst front line roles, the impact or value of Networks in promoting SBI activity is likely to be limited.

# 2014-2015

## Current activity for members



## ONLINE NEWSLETTER

Currently we are continuing to distribute an online Newsletter to existing members

We are also providing distribution of materials and resources.

## CONTACT

[www.alcoholacademy.net](http://www.alcoholacademy.net)

James Morris

Director

The Alcohol Academy

[James@alcoholacademy.net](mailto:James@alcoholacademy.net)

+44 208 296 0134

[www.alcoholacademy.net](http://www.alcoholacademy.net)

[www.alcoholiba.com](http://www.alcoholiba.com)



*With funding from*

**Safe Sociable London Partnership**  
*Care about others, care about yourself, care about your drinking*