

# Tackling Alcohol Misuse

## Delivering on Bradford's Youth Crime Action Plan

November 2009

**Bradford YOT has successfully used a grant, as part of the Youth Crime Action Plan, to tackle anti-social behaviour linked to alcohol misuse.** The initiative, which took place in September, had three key strands and was delivered in partnership with local neighbourhood policing teams, Bradford Youth Service, Bradford Youth Development Partnership (BYDP), the West Yorkshire Trading Standards Service (WYTSS), and co-ordinated by Brathay.

**1** - The 'Take the Challenge' project which engaged 285 young people in a range of activities (focusing on health, education, arts and sports) - the more they took part in, the greater the chance of winning a mountain bike and i-pods.

**2** - A test purchasing drive checking local retailers of alcohol and the age of customers.

**3** - The targeted removal of alcohol from young people on the streets in specific localities.



The young people who participated in the 'Take the Challenge' initiative were asked what they had learnt across a wide range of activities and workshops.

#### Alcohol and Sexual Health Awareness

"Don't have sex with too many people when you've had a drink."  
"I had a talk with youth worker about sexual health and condoms."

#### How to Stop Smoking

"Dangers of smoking and chemicals that are in them. Cost yearly."

#### Ariel Extreme Teambuilding

"How to work as part of a team."

#### Cleaning Up

"Taking responsibility for other people's actions."

#### Workshop - Who am I?

"I learned about other people and what they like. I learned a bit more about me."

"In our partnership with Brathay we worked hard to bring the neighbourhood policing team, the voluntary sector and the Bradford Youth Service together. The result was a project which engaged positively with young people and raised their awareness of the dangers of alcohol. I am very pleased with the positive feedback we have received from young people and staff."

**Paul O'Hara - Bradford YOT Manager**

Some of the prizewinners with representatives from partner agencies at the awards evening held in October.

Can you...  
**take the challenge**  
Open to young people in Fagley, Eccleshill, Ravenscliffe, Swain House, Thorpe Edge and Idle  
Summer 2009

Do you want a challenge? Do you want to meet new friends? Do you want to try something different? Test yourself by completing some new **FREE** activities and you could surprise yourself and win a great prize!

- Arts & Music
- Sports Sessions
- Community and Environmental
- Local Library
- Drugs and Alcohol Awareness

**WIN**  
Complete the challenge and you'll be entered into a draw to win either a mountain bike or an i-pod. See your local youth worker for details.

**take the challenge**  
**PASSPORT**

#### Results

- 4 test operations to see if 30 licensed premises served under-age drinkers
- 87% complied and didn't sell - 13% failed the test
- 285 young people were involved in the 'Take the Challenge' activity