



INFORMATION GROUP

Held: 29th October 2008
2pm – 4pm
Phoenix House

Minutes

Present:		
Richard Price (Chair)	Drug Availability Liaison Officer, Norfolk Constabulary	(RP)
Steph Ross-Wagenknecht (Mins)	Finance & Administration Manager, DAAT	(SRW)
David Poulter	Connexions	(DP)
James Fullam	Research & Information Officer, DAAT	(JF)
Anna Sims	Healthy Schools	(AS)
Katie Hammett	Young People's Commissioning Officer	(KH)
Claire Stone	The Matthew Project	(CS)
Kitty Shiner	The Matthew Project (visitor)	(KS)
Becki Ballard	Hands on Projects	(BB)
Apologies		
Malcolm Leader	HMP Norwich	(ML)
Simone Black	NORCAS	(SB)
Allan Cooper	TADS	(AC)
David Cooper	Alcohol Strategy Officer, DAAT	(DC)
Kim Nichols	Impact	(KN)
Barry Gibson	Drugs Advisor, Children's Services	(BG)

Item	Subject
1.	Welcome and apologies as above.
2.	Minutes of 17th September was accepted as a true record. Matters arising Chief Officer Group minutes are on the website. AS has sent the data on languages used in schools to the DAAT where they will be held for reference. Availability Strategy – is now in a period of consultation. The document will be web based. RP – need to consider in future how documents are presented, in light of funding constraints. Also need to draw up a list of core strategies and

	<p>identify those that will need refreshing in the future. Dates for meeting in 2009 have been amended by SRW and circulated to the group.</p>
<p>3.</p>	<p>Hands on project – Becki Ballard BB gave a presentation to the group of key points on her main functions in supporting the Information Group:</p> <p>Production</p> <ul style="list-style-type: none"> • Exploring ideas, concepts and developing plans • Needs assessments • Advising on copy • Production of resources – brief for graphic artist, identify appropriate graphic teams, liaise with printers, edit copy and advise on distribution • Communication and administration <p>Support Services</p> <ul style="list-style-type: none"> • Member of Information Group • Activity data – progress report • Liaison with Pearl Linguistics • Providing PDFs for nordat website • Monitoring stock levels • Keeping abreast of new resource developments <p>BB added that she was doing work around ‘Social Marketing’ and if wanted could offer something from this work to the group.</p> <p>NB Distribution was a function for the HIT but will now be the responsibility of the DAAT.</p> <p>DP said that the NHS has recently introduced a new procedure for resources that are used in the NHS departments.</p> <p>Action: AS will contact health to check this and report her findings to SRW.</p>
<p>4.</p>	<p>The Way Forward RP, SRW and BB met briefly to talk about how the group could function in a ‘smarter’ way. RP talked about how the group is, in effect, commissioning and might want to consider a framework to provide a structure for working. Some of the issues identified were:</p> <ul style="list-style-type: none"> • how do we link funding to the objectives of the partnership? • Should we be setting ‘themes’ for work? • Should we be reviewing training and resources within the core funding of the agencies – issue being the possibility of double funding? • What are the parameters and the criteria used for bids – do we need different criteria for small bids alongside large bids? • To what extent should we require agencies to evidence need? • What contingencies do we have for the future if there are under spends? • How do we encourage agencies to use the information group? <p>Action: Group agreed for SRW, RP and BB to work this up and bring back to the group a proposal.</p>

5.	<p>Website update JF gave a brief report using statistics on usage of the website. The most popular page to date is the training page. He proposed that it was important to add other languages and to keep the site frequently updated.</p>
6.	<p>Budget / bids received No applications for funding have been received since the last meeting. SRW and RP have been looking at the funding with BB. There is a need to build in distribution costs.</p>
7.	<p>Young People's Group RP – KH summarised the recommendations which came from the group and which other DAAT groups (YPJCG and YPTIG) have now added their suggestions to. KH said that there were some action points in the Young People's Plan and Impact with T2 had been willing to take some of these up but needed a 'cleaner' brief. These were the overdose and alcohol poster designed to be displayed in schools, and a recovery position poster with simple graphics and practical work to be delivered in schools alongside it. The latter had been identified as a need as only a few young people who had been canvassed knew the recovery position.</p> <p>Action: Agreed to take this work forward but contact BG for his input.</p>
8.	<p>Agency update The Matthew Project – Cst – There is to be a full District Council meeting where 'The Junction' will be discussed and they are hoping for funding from them.</p>
9.	<p>AOB Alcohol Pilots – Daniel Harry (joined the meeting) DH gave an update on the funding for information and training that had been obtained by NHS Norfolk to be co-ordinated through N-DAP. All funding is tied to the objective of reducing alcohol related admissions to the A&E department. This will be annual recurring funding of £30K FYE. This year the half year funding of £15K will be used to purchase leaflets from HIT (Manchester based company who produce good resources). The intention is that these resources will be distributed to every GP practice, pharmacies and communication departments. There will also be sufficient reserves for agencies to draw upon. The health media department will organise a series of campaigns in the first year. In the following year it is proposed that £15K will be used for social marketing to work out how to target audiences effectively and the other £15K to gather information and disseminate this. This could be either purchasing or developing resources.</p> <p>Action: DH will send paper to Information group from Jayne Ashworth, NHS Health. BB will circulate information to group on Social Marketing. RP thanked DH that he had picked up this work on behalf of the group.</p>
10.	<p>Freedom of Information: Exempt items There were no items.</p>
	<p>Date, time and venue of next meeting: 21st January 2009 2pm-4pm Phoenix House</p>

Dates for Information Group 2009

4th March

22nd April

3rd June

8th July

26th August

30th September

18th November

Please note that all meetings will be held between 2 – 4 p.m. at Phoenix House. Copies of Minutes and papers can be obtained from: -

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