



## INFORMATION GROUP

Held: 4th March 2009  
Phoenix House

### Minutes

<b>Present:</b>		
Richard Price (Chair)		(RP)
Steph Ross-Wagenknecht (Mins.)	Finance & Administration Manager, DAAT	(SRW)
Anna Sims	Healthy Schools	(AS)
Allan Cooper	Deputy Manager, TADS	(AC)
James Fullam	Research & Information Officer, DAAT	(JF)
David Poulter	Connexions	(DP)
Becki Ballard	Hands on Projects	(BB)
<b>Apologies:</b>		
Kim Nichols	Impact	(KN)
Simone Black	NORCAS	(SB)

Item	Subject
1.	Welcome and apologies as above.
2.	<p><b>Minutes</b> from previous meeting held on 21st January were accepted as a true record.</p> <p><b>Matters arising</b></p> <p>SRW read the email she had received from Sarah Dutton regarding the Information for patients policy which has now been approved.</p> <p><b>Action:</b> SRW to clarify whether the DAAT Information Group is now the 'expert group' for substance misuse and then SRW will circulate the TOR once clarified.</p> <p>BB has contacted Mel regarding the YP's resource.</p> <p>Tony Oram had outlined a 'way forward' for the work of the Information Group and this would require a more proactive role. He asked the group to consider the proposal. RP gave a background to the request from TO in that there was a steer from the NTA for a communication strategy. However, the group had felt that they did not see how the group could fit into this role. One view from the group was that this felt like a DAAT team role. RP reported that he has since discussed this with TO who understands the position and will rethink this area of business.</p>
<b>Extra</b>	RP introduced this item that was not on the agenda. A DVD had been produced by Sewell

<b>item</b>	<p>College, Norfolk and funded by Norfolk Constabulary on the topic of alcohol. This resource was unknown to both RP and Barry Gibson and had no input from the DAAT Information Group. The DVD called Alcohol – Your Choice was shown to the group. The consensus of the group was that it was very well made and they would like to know more about the process.</p> <p><b>Action:</b> AS was going to Sewell College shortly and would ask the PHSE coordinator about the DVD. RP- when he gets more information will pass this onto the group.</p>																
<b>3.</b>	<p><b>Programme of work</b></p> <p>BB reported that RP, SRW and herself have met and discussed bringing together the TOR and Action plan. The ‘Scope’ document as been talked about by the group and also needs to be tied into the TPR. RP – once this has been ‘locked down’ BB sees a promotional role for the group. BB said that it involves being really clear about what we are. AS asked whether the Scope was replacing the key roles and tasks in the TOR. It was decided that the group would go through the document point by point.</p> <p><b>Action:</b> Changes were noted and BB will incorporate them into the document and if ready will circulate with the next minutes.</p>																
<b>4.</b>	<p><b>Up-date of on-going programme of work</b></p> <p><u>Hands on project</u></p> <p style="text-align: center;"><b><u>Report on Activity</u></b> <b><u>Hands on Projects, Feb 09</u></b></p> <p><b><u>N-DAP Newsletters – Spring</u></b></p> <table border="1" data-bbox="215 1048 1410 1451"> <tr> <td style="background-color: #e0e0e0;"><b>Contact:</b></td> <td>Editorial Group</td> </tr> <tr> <td style="background-color: #e0e0e0;"><b>Description:</b></td> <td>Regular publication with news from across the N-DAP. Visually attractive. Full colour. Readable. Testing some new formats.</td> </tr> <tr> <td style="background-color: #e0e0e0;"><b>Target Group:</b></td> <td>N-DAP partners</td> </tr> <tr> <td style="background-color: #e0e0e0;"><b>Timescale:</b></td> <td>End of April / beginning May 09</td> </tr> <tr> <td style="background-color: #e0e0e0;"><b>Quantity:</b></td> <td>2,000</td> </tr> </table> <p><b><u>999 and the recovery position</u></b></p> <table border="1" data-bbox="215 1559 1410 1861"> <tr> <td style="background-color: #e0e0e0;"><b>Description:</b></td> <td>A resource, possibly a poster, that conveys the following key messages – <ul style="list-style-type: none"> <li>– Calling for an ambulance when someone becomes unwell after taking illicit substances or alcohol, will not mean that the police are contacted automatically.</li> <li>– The recovery position</li> </ul> </td> </tr> <tr> <td style="background-color: #e0e0e0;"><b>Target Group:</b></td> <td>2 groups of young people between and their friends</td> </tr> <tr> <td style="background-color: #e0e0e0;"><b>Progress:</b></td> <td></td> </tr> </table>	<b>Contact:</b>	Editorial Group	<b>Description:</b>	Regular publication with news from across the N-DAP. Visually attractive. Full colour. Readable. Testing some new formats.	<b>Target Group:</b>	N-DAP partners	<b>Timescale:</b>	End of April / beginning May 09	<b>Quantity:</b>	2,000	<b>Description:</b>	A resource, possibly a poster, that conveys the following key messages – <ul style="list-style-type: none"> <li>– Calling for an ambulance when someone becomes unwell after taking illicit substances or alcohol, will not mean that the police are contacted automatically.</li> <li>– The recovery position</li> </ul>	<b>Target Group:</b>	2 groups of young people between and their friends	<b>Progress:</b>	
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<b>Timescale:</b>	<p>Brief now clarified and with designer Mel Long (T2) has worked with group of young people (14-16 years) to come up with text for any poster. Designer now working on design concepts for poster, but also on the possibilities of using mobile technology. Designer and myself attending meeting with the young people to explore different options and get feedback on preferred communications.</p> <p>To be clarified following meeting on 9<sup>th</sup> once we know what is involved.</p>
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**Comments:**  
Scope of this project needs clarifying eg? a range of resource types required, ? recovery position training in schools, colleges etc.

**Liaison with Health Information Service**

<b>Contact:</b>	Jackie Ramm and Julie Pretty
<b>Description:</b>	Regular meeting scheduled for 25 <sup>th</sup> March.

**Service Card**

<b>Contact:</b>	Steph Ross-Wagenknecht
<b>Description:</b>	Reprint of card with one amendment
<b>Progress</b>	With designer / printer.

**Bidding Literature**

<b>Contact:</b>	Richard Price & Steph Ross-Wagenknecht
<b>Description:</b>	Re-doing bidding literature to simplify process
<b>Progress</b>	Current

**Future Activities (for next 6 weeks)**

- Newsletters – completion of spring newsletter
- Progression of 999 and recovery position resources
- Collection of data on how customers wish to be supported with their information and resource needs and developments
- Ongoing clarification with Health Information Leaflet Service
- Bidding literature – draft completed, ready to bring to next IG meeting

BB, Hands on Projects, Jan 09

Festive fun / Fun in the sun resource (DH joined the group) DH gave an overview of the aim, cost etc. Alcohol resources – limited time so a bulk distribution of bought cards. DH remarked that as this campaign had been so low cost we had not wanted to spend a huge

	<p>amount of money on evaluation. Next year looking at a social marketing exercise. The social marketing exercise would provide an opportunity for evaluation.</p> <p><b>Action:</b> Group agreed to carry on with a summer card.</p> <p>RP reported that the funding from children's services would be down by £5K grant funding in the next financial year. Only funding committed to work in hand would be secured with all other funds being lost. SRW reported that there was alcohol information funding coming from Great Yarmouth and Waveney PCT for the Great Yarmouth area circa £7,500.</p> <p><u>Website</u> JF gave a brief update and statistics gathered from Google analytics. The web based foundation course is on target for end of month.</p> <p><u>Information Needs Arising from Existing Strategies</u> (Hand out was circulated to the group) SRW, RP and BB have gone through all the existing N-DAP strategies and identified information and fed back process to TO. This will enable TO to take this to the NTA to his meeting with them in the Autumn. In future the exercise of going through the strategies should not be necessary as it will be implicit that the owners of the strategies make the links and link in with the information group.</p> <p><b>Action:</b> Notice board be purchased for the conference room to be used by the information group.</p>
5.	<p><b>Financial management</b></p> <p><u>Up to date budget statement and consideration of spend</u> The group went through the budgets identifying those projects in process but noting that there would be a small under spend which would not be rolled forward to next year. SRW will bring budget for 2009 2010 to the next meeting.</p>
6.	<p><b>Bids received</b> None</p>
7.	<p><b>Agencies: Ideas on good resources and news on current resource development</b></p> <p>Space East Directory was circulated and group thought it was an excellent resource.</p> <p>AC – Nurses at TADS have put together a relapse management booklet and it is looking like a substantial piece of work. It could be used anyway and it may be published by the Trust.</p> <p>SRW – telephone call from Martin Burdett (Kings Lynn???) re early stage of developing resources in different languages – particular problem of street drinkers from EU accession states. Would have come to meeting but will send a briefing paper of intentions instead.</p>
8.	<p><b>AOB</b> There were none</p>
9.	<p><b>Freedom of Information: Exempt items</b> There were none</p>
10.	<p><b>Date, time and venue of next meeting:</b> Wednesday 22nd April 2009, 2 – 4 p.m. at Phoenix House</p>

Copies of Minutes and papers can be obtained from:-

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