



Voices 4 Wellbeing

Rochdale Borough Local Involvement Network

**Voices 4 Wellbeing's
Interactive Roadshow
Survey on
Drug and Alcohol Misuse**



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INTRODUCTION

Voices4Wellbeing (V4W) is the Rochdale Borough's Local Involvement Network. LINKs are a government initiative and every Borough in the country will have its own LINK. www.voices4wellbeing.co.uk for further information.

The Interactive Roadshow Survey (IRS) has become a valuable tool with which to gather information from the general public. V4W's previous survey, when 1,558 people voted about various health issues, led to this particular 'Drug and Alcohol Misuse' survey.

V4W's partnership with Hopwood College meant that they were invited for a return visit with the IRS to the Fresher's Fair and Health Week. The team tried to balance out the age groups that they reached and also tried to reach out to Heywood residents. Trying to find appropriate venues in the outer regions of the Borough brings its own challenges, especially when the team are trying to reach people who are not members of any organisations. At some events, for instance the Co-operative Supermarket at Milnrow, only a small, but still valued, number of people may vote. Part of the IRS's role is to raise awareness of V4W and the strategic role that they play and when there are fewer people voting, it gives the team a chance to have a more in-depth conversation with them.

This IRS report backs up the 'Have Your Say' Drug and Alcohol Misuse event which V4W held, working with the Rochdale Borough's Youth Service. Also with two other events, when they worked in partnership with Hopwood College and BME Health Matters on the same subject. There will be a final overall report pulling the three events and the IRS survey together. The final report will be on V4W's website and also available on request.

It is worth noting that the Roadshow Survey can be adapted to specific questions or agenda's, according to Voices4Wellbeing's or another organisation's requirement. At the moment the IRS is running a survey on Mental Health which will finish at the end of April 2012.

METHODOLOGY

We asked people - "Imagine that you are the government and you have to choose where you would put your money to help improve the Drug and Alcohol services".

"Out of the six cards given, place two cards in the **1st Choice** two in the **2nd Choice**, two in the **3rd Choice** boxes, according to how you would deal with them financially".

The financial choices were:

More Police Community Support officers

More involvement in schools from drug and alcohol services

More leaflet information distribution

Free courses on how to live with an addict

More shocking adverts on TV and billboards

More events that allow the public to put questions to service providers

We asked people – 'How Confident are you answering these six questions, speaking from your own experience?'. Place the cards in the **Very Confident**, **Confident** or **Not Confident** boxes.

The 'How confident are you'? questions were:

That nobody in my family misuses drugs or alcohol

That one 'joint' would lead to addiction

That drug and alcohol misuse would lead to criminal activities

That you would be able to recognise that a person was an alcoholic

That you could say No to drinking more than the recommended limit

That if you reported a person for drug or alcohol misuse that you would remain anonymous

TOTAL VOTES

518 people prioritised and physically voted on how they felt about the six choices that were provided. A strong vote from 333 people went to 'More involvement in schools from drug and alcohol services'. 286 people also felt strongly that their last choice would be 'more information leaflet distributions'

CHOICES	1st	2nd	3rd
More Community Police Support Officers	244	159	131
More involvement in schools from drug and alcohol services	333	123	85
More information leaflet distributions	78	159	286
Free courses on how to live with an addict	138	205	181
More shocking adverts on TV and billboards	140	175	208
More events that allow the public to put questions to service providers	154	224	145

Out of 419 people who voted on how confident they were, about answering the following questions, 232 people felt that they could say 'No to drinking more than the recommended limit'. 208 people however, felt that they were not confident that 'smoking just one joint would lead to addiction'.

CONFIDENT	Very confident	Confident	Not confident
That you could say "Nobody in my family misuses alcohol or drugs"?	200	116	183
That smoking just one 'joint' would lead to addiction?	141	150	208
That substance misuse would lead to criminal activities?	232	178	89
That you would be able to recognize that a person was an alcoholic?	202	170	127
That you could say No to drinking more than the recommended limit?	303	92	104
That if you reported a person for drug or alcohol misuse, that you would remain anonymous?	156	194	149

HEYWOOD TOWNSHIP RESULTS

31st May – Spring into Health (Link4Life) Heywood Sports Village.

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	10	10	8
More involvement in schools from drug and alcohol services	22	6	0
More leaflet information distribution	4	8	16
Free courses on how to live with an addict	3	9	16
More shocking adverts on TV and billboards	11	9	8
More events that allow the public to put questions to service providers	7	12	9

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	6	8	14
That one 'joint' would lead to addiction	6	10	12
That drug and alcohol misuse would lead to criminal activities	12	12	4
That you would be able to recognise that a person was an alcoholic	7	8	13
That you could say No to drinking more than the recommended limit	14	6	8
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	5	12	11

2nd June - Forest Festival, Darnhill Library

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	35	18	13
More involvement in schools from drug and alcohol services	43	20	30
More leaflet information distribution	5	12	49
Free courses on how to live with an addict	20	24	22
More shocking adverts on TV and billboards	15	21	30
More events that allow the public to put questions to service providers	19	33	14

2nd June - Forest Festival, Darnhill Library

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	26	15	27
That one 'joint' would lead to addiction	21	25	22
That drug and alcohol misuse would lead to criminal activities	30	28	10
That you would be able to recognise that a person was an alcoholic	29	22	17
That you could say No to drinking more than the recommended limit	54	8	6
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	15	35	18

10th August - Outreach and Engagement, Heywood Sports Village

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	10	9	5
More involvement in schools from drug and alcohol services	17	6	1
More leaflet information distribution	5	5	14
Free courses on how to live with an addict	3	12	9
More shocking adverts on TV and billboards	6	10	8
More events that allow the public to put questions to service providers	6	6	12

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	9	6	9
That one 'joint' would lead to addiction	8	5	11
That drug and alcohol misuse would lead to criminal activities	13	7	4
That you would be able to recognise that a person was an alcoholic	7	10	7
That you could say No to drinking more than the recommended limit	18	1	5
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	5	12	7

19th August - Outreach and Engagement, Phoenix Centre

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	9	7	9
More involvement in schools from drug and alcohol services	23	1	1
More leaflet information distribution	2	9	14
Free courses on how to live with an addict	8	9	8
More shocking adverts on TV and billboards	6	9	10
More events that allow the public to put questions to service providers	6	13	6

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	10	1	14
That one 'joint' would lead to addiction	6	6	13
That drug and alcohol misuse would lead to criminal activities	12	6	7
That you would be able to recognise that a person was an alcoholic	11	4	10
That you could say No to drinking more than the recommended limit	12	3	10
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	10	5	10

THE PENNINE TOWNSHIP RESULTS

9th September – Outreach and Engagement, Cooperative Supermarket

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	8	4	2
More involvement in schools from drug and alcohol services	1	2	2
More leaflet information distribution	1	5	8
Free courses on how to live with an addict	2	5	7
More shocking adverts on TV and billboards	2	5	7
More events that allow the public to put questions to service providers	5	7	2

9th September – Outreach and Engagement, Cooperative Supermarket

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	7	3	4
That one 'joint' would lead to addiction	3	7	4
That drug and alcohol misuse would lead to criminal activities	7	2	5
That you would be able to recognise that a person was an alcoholic	6	5	3
That you could say No to drinking more than the recommended limit	9	2	3
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	5	4	5

MIDDLETON TOWNSHIP RESULTS

13th June – Carer's Week, Middleton Arena

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	6	7	3
More involvement in schools from drug and alcohol services	12	3	1
More leaflet information distribution	1	7	8
Free courses on how to live with an addict	2	7	7
More shocking adverts on TV and billboards	5	5	6
More events that allow the public to put questions to service providers	6	3	7

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	8	2	3
That one 'joint' would lead to addiction	5	3	5
That drug and alcohol misuse would lead to criminal activities	8	3	2
That you would be able to recognise that a person was an alcoholic	5	4	4
That you could say No to drinking more than the recommended limit	11	2	0
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	1	6	6

17th June – Middleton over 50's campaign – Boarshaw Community Centre

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	14	6	11
More involvement in schools from drug and alcohol services	22	6	3
More leaflet information distribution	1	12	18
Free courses on how to live with an addict	10	14	7
More shocking adverts on TV and billboards	7	14	10
More events that allow the public to put questions to service providers	10	10	11

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	12	8	11
That one 'joint' would lead to addiction	11	7	13
That drug and alcohol misuse would lead to criminal activities	16	7	8
That you would be able to recognise that a person was an alcoholic	11	14	6
That you could say No to drinking more than the recommended limit	16	9	6
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	13	5	13

13th Sept – Fresher's Fair – Hopwood College, Middleton Campus

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	29	19	18
More involvement in schools from drug and alcohol services	37	13	6
More leaflet information distribution	6	23	27
Free courses on how to live with an addict	11	32	13
More shocking adverts on TV and billboards	12	16	28
More events that allow the public to put questions to service providers	23	20	13

13th September – Fresher’s Fair – Hopwood College, Middleton Campus

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	18	19	18
That one ‘joint’ would lead to addiction	17	16	22
That drug and alcohol misuse would lead to criminal activities	29	20	6
That you would be able to recognise that a person was an alcoholic	25	21	9
That you could say No to drinking more than the recommended limit	31	10	14
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	17	19	19

22nd September – Evening Fresher’s Fair – Hopwood College Middleton Campus

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	15	10	9
More involvement in schools from drug and alcohol services	24	6	4
More leaflet information distribution	5	14	15
Free courses on how to live with an addict	12	14	9
More shocking adverts on TV and billboards	10	6	17
More events that allow the public to put questions to service providers	6	19	9

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	16	6	7
That one ‘joint’ would lead to addiction	7	4	18
That drug and alcohol misuse would lead to criminal activities	11	13	5
That you would be able to recognise that a person was an alcoholic	13	13	3
That you could say No to drinking more than the recommended limit	25	4	0
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	13	11	5

18th October – Health Week – Hopwood College Middleton Campus

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	27	9	11
More involvement in schools from drug and alcohol services	20	14	13
More leaflet information distribution	10	15	22
Free courses on how to live with an addict	14	16	17
More shocking adverts on TV and billboards	14	19	14
More events that allow the public to put questions to service providers	11	19	17

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	24	13	11
That one 'joint' would lead to addiction	10	18	20
That drug and alcohol misuse would lead to criminal activities	20	20	8
That you would be able to recognise that a person was an alcoholic	20	23	5
That you could say No to drinking more than the recommended limit	27	6	15
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	14	15	19

10th November – Health Day – Demesne Community Centre

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	23	12	5
More involvement in schools from drug and alcohol services	28	11	1
More leaflet information distribution	10	12	18
Free courses on how to live with an addict	9	15	16
More shocking adverts on TV and billboards	12	12	16
More events that allow the public to put questions to service providers	15	16	9

10th November – Health Day – Demesne Community Centre

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	12	9	14
That one 'joint' would lead to addiction	14	9	12
That drug and alcohol misuse would lead to criminal activities	18	10	7
That you would be able to recognise that a person was an alcoholic	14	5	16
That you could say No to drinking more than the recommended limit	21	8	6
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	9	13	13

ROCHDALE TOWNSHIP RESULTS

1st June – Drug & Alcohol Misuse event – Richmond Hall

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	9	9	8
More involvement in schools from drug and alcohol services	20	5	1
More leaflet information distribution	2	9	15
Free courses on how to live with an addict	7	8	11
More shocking adverts on TV and billboards	10	6	11
More events that allow the public to put questions to service providers	5	16	5

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	4	4	13
That one 'joint' would lead to addiction	8	6	7
That drug and alcohol misuse would lead to criminal activities	6	14	1
That you would be able to recognise that a person was an alcoholic	8	4	9
That you could say No to drinking more than the recommended limit	6	7	8
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	10	7	4

**23rd June – Multicultural & Arts Media Achievement Awards -
Deeplish Community Centre**

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	3	2	1
More involvement in schools from drug and alcohol services	3	1	1
More leaflet information distribution	1	2	2
Free courses on how to live with an addict	2	3	0
More shocking adverts on TV and billboards	2	1	2
More events that allow the public to put questions to service providers	0	1	4

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	2	2	1
That one 'joint' would lead to addiction	0	1	4
That drug and alcohol misuse would lead to criminal activities	2	3	0
That you would be able to recognise that a person was an alcoholic	0	4	1
That you could say No to drinking more than the recommended limit	5	0	0
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	1	2	2

26th July – Healthy Living – Freehold

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	6	5	8
More involvement in schools from drug and alcohol services	12	4	3
More leaflet information distribution	0	8	11
Free courses on how to live with an addict	7	6	6
More shocking adverts on TV and billboards	4	6	9
More events that allow the public to put questions to service providers	6	8	5

26th July – Healthy Living – Freehold

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	9	4	4
That one 'joint' would lead to addiction	12	2	3
That drug and alcohol misuse would lead to criminal activities	10	1	6
That you would be able to recognise that a person was an alcoholic	12	1	4
That you could say No to drinking more than the recommended limit	12	4	1
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	10	4	3

15th September – Fresher's Fair – Hopwood College – Rochdale Campus

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	24	26	17
More involvement in schools from drug and alcohol services	34	19	14
More leaflet information distribution	20	11	36
Free courses on how to live with an addict	21	25	21
More shocking adverts on TV and billboards	20	24	23
More events that allow the public to put questions to service providers	22	27	18

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	26	11	24
That one 'joint' would lead to addiction	11	22	28
That drug and alcohol misuse would lead to criminal activities	30	20	11
That you would be able to recognise that a person was an alcoholic	29	22	10
That you could say No to drinking more than the recommended limit	29	17	15
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	21	31	9

21st September – Evening Fresher Fair – Hopwood College - Rochdale Campus

FINANCIAL CHOICES	1st	2nd	3rd
More Police Community Support officers	16	6	3
More involvement in schools from drug and alcohol services	15	6	4
More leaflet information distribution	5	7	13
Free courses on how to live with an addict	7	6	12
More shocking adverts on TV and billboards	4	12	9
More events that allow the public to put questions to service providers	7	14	4

HOW CONFIDENT ARE YOU, ANSWERING THESE QUESTIONS	VERY CONFIDENT	CONFIDENT	NOT CONFIDENT
That nobody in my family misuses drugs or alcohol	11	5	9
That one 'joint' would lead to addiction	2	9	14
That drug and alcohol misuse would lead to criminal activities	8	12	5
That you would be able to recognise that a person was an alcoholic	5	10	10
That you could say No to drinking more than the recommended limit	13	5	7
That if you reported a person for drug and alcohol misuse, that you would remain anonymous	7	13	5

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