



# Cracking the nut of IBA in Primary Care

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# Aim

Nottinghamshire Healthcare  
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Examine how we are encouraging the use of IBA in Primary care

- Primary care perspective
- Pointers both strategic and practical
- Draw from experience of the past 15 years working in substance misuse
- Have worked in a direct or indirect training capacity for 4 years with Last Orders and Recovery Partnership
- Training over 4000 staff





A survey of general practitioners' knowledge, attitudes and practices regarding the prevention and management of alcohol-related problems: an update of a World Health Organisation survey ten years on' (AERC 2010). Happened to be East Midlands GP's

What are the barriers?:

- Too busy (63%)
- Not trained in counselling for reducing alcohol consumption (57%)
- Current GMS contract did not encourage the work (48%)

What would give a GP incentive to do Work?:

- If support services were more readily available (87%)
- If early intervention was proven to be successful (81%)
- If patients requested alcohol-related advice (80%).





## GP's Rating of Government policy

GPs' ratings of effectiveness for all current government policy items were low.

- the strongest endorsements were for the increased provision for treatment of alcohol problems (25%)

GPs' ratings for suggested policy

- with the strongest endorsements for improved alcohol education in schools (71%)
- further regulation of off-sales (58%)
- minimum pricing for units of alcohol (55%)



# Positive

- GPs were prepared to 'counsel' patients (94%)





## Locally Enhanced Services: LES

- Nottingham City Experience “Last Orders”
- 56 out of 63 GP’s signed up
- £10 per IBA
- Over 8000 IBA claims
- Allowed us to speak to GP’s easier
- Emphasises the importance of IBA
- Profitable for student healthcare- 4000 claimed in one year
- Already in Nottinghamshire opening doors
- Linked to NHS Health Checks



## Practical hints of working with Primary care: Planning your visit

- Preparation Workbook and handouts: Not just GP focussed!
- Local knowledge- know you audience research (mental health lead make a nod to mental health)
- Local area profiles
- Go to their venue, their terms, their times
- Just 50 mins then so be it! Allow half an hour before an hour after. Crucial times
- Being prepared for just the one person- can mushroom. Nothing wrong with 1:1 (opens doors)
- Keep up to date: Newspapers/ online be aware- alcohol in the news. Always a question about what was on the telly!
- Promotion of RCGP cert in alcohol: When? Where? How?
- SIPS put it in!



"wholeiron  
salemongers"

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Selling ones self - Why should they listen to you?

## A 'bit about me' section

- Psychiatric Nurse (RMN) with a first class degree in substance misuse. Also a NMC recognised Specialist practitioner in Substance Misuse.
- Vice Chair of Nursing Council on Alcohol
- Have worked in alcohol misuse field for over 15 years
- Set up the QMC Alcohol Liaison Team just over 8 years ago. Assessed over 2000 patients in this time from ages 16-98
- Seen referrals from the 'had a bit too much to drink and fell over', to the end stage of liver disease
- Set up a Nurse Led alcohol related liver disease clinic
- Clinical Nurse Specialist in Brief Advice employed by Framework working with Nottingham PCT
- Set up a sensible drinking service: Last Orders
- Currently advising the DH on Identification and Brief Advice
- A moderator and sit on the steering group for Alcohol Learning Centre
- Now working with high impact service users
- **Not anti alcohol- not anti pubs**





# Interactive keypads

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- Different levels of knowledge
- Receptionists may know more than a GP
- Live feedback what to do more of or less of
- Simple question and answer sessions Individual and group results
- 78% IBA trainers couldn't work out units
- Anonymous responses
- Debate
- 100% participation





# Service user/ Carer involvement in training



Service users: Nikki, Phil, Sue  
and Claire

Carers Katie and Louise



- Alters attitudes – people can change
- People drink for a variety of reasons
- Supports your teaching
- Professionals tended to behave better when my service user was around
- As mentor helped me plan the service and teaching





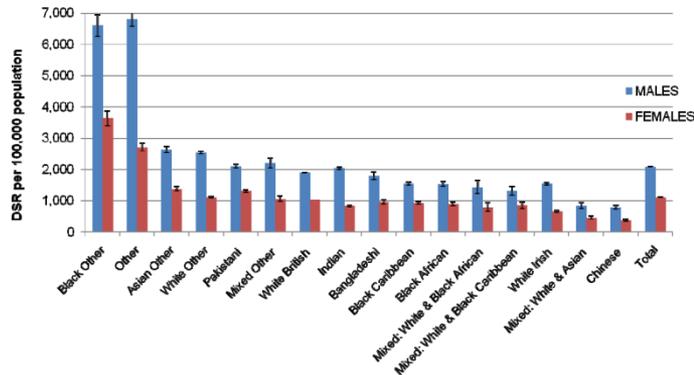
# Overcoming Stereotyping: Not just 40-50 year old White British males



Alcohol-related hospital admissions by ethnic group



Hospital admissions for alcohol-related harm (N139), directly standardised rate per 1000,000 population by ethnic group and gender 2008/09 England



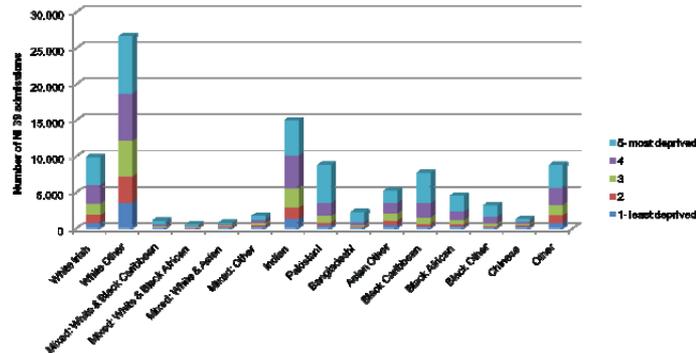
Data source: NWPHO- Department of Health supplied N139 data derived from the Hospital Episode Statistics (HES); ONS estimated resident population by ethnic group, age and sex mid-2007



Alcohol-related hospital admissions by ethnic group



Hospital admissions for alcohol-related harm (N139) by minority ethnic group (non-white British) and deprivation quintile (IMD 2007) 2008/09 England



Data source: NWPHO- Department of Health supplied N139 data derived from the Hospital Episode Statistics (HES)





## Selling the evidence: Not just research

### Public Trust: Doctors and Nurses

Q. "...would you tell me if you generally trust them to tell the truth, or not?"	IPSOS MORI VERA														
	Tell the truth														
	'83	'93	'97	'99	'00	'01	'02	'03	04	'05	'06	'07	'08	'09	'11
<b>Occupations</b>	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Doctors	82	84	86	91	87	89	91	91	92	91	92	90	92	92	88
Teachers	79	84	83	89	85	86	85	87	89	88	88	86	87	88	81
Professors	n/a	70	70	79	76	78	77	74	80	77	80	78	79	80	74
Judges	77	68	72	77	77	78	77	72	75	76	75	78	78	80	72
Scientists	n/a	n/a	63	63	63	65	64	65	69	70	72	65	72	70	71
Clergyman/Priests	85	80	71	80	78	78	80	71	75	73	75	73	74	71	68
The Police	61	63	61	61	60	63	59	64	63	58	61	59	65	60	63
Television news readers	63	72	74	74	73	75	71	66	70	63	66	61	66	63	62
Ordinary man/ woman in the street	57	64	56	60	52	52	54	53	55	56	56	52	60	54	55
Civil Servants	25	37	36	47	47	43	45	46	51	44	48	44	48	44	47
Pollsters	n/a	52	55	49	46	46	47	46	49	50	51	45	48	45	39
Trade Union Officials	18	32	27	39	38	39	37	33	39	37	41	38	45	38	34
Business Leaders	25	32	29	28	28	27	25	28	30	24	31	26	30	25	29
Journalists	19	10	15	15	15	18	13	18	20	16	19	18	19	22	19
Government Ministers	16	11	12	23	21	20	20	20	23	20	22	22	24	16	17
Politicians generally	18	14	15	23	20	17	19	18	22	20	20	18	21	13	14
<b>AVERAGE</b>	<b>48</b>	<b>52</b>	<b>52</b>	<b>56</b>	<b>54</b>	<b>55</b>	<b>54</b>	<b>53</b>	<b>56</b>	<b>54</b>	<b>56</b>	<b>53</b>	<b>57</b>	<b>54</b>	<b>52</b>

Base: c.1,000-2,000 British Adults Aged 15+, most recent fieldwork 10-16 June 2011, base 1,021

	2007	2008	2009	2010	2011
	%	%	%	%	%
Nurses	83	84	83	81	84





# Other pointers

- Worries about Opening the can of worms- support- telephone
- “AUDIT” themselves and categorising at the beginning- Relate to the stats
- Be prepared if the “Just want to talk about the heavy weights”
- Use of an actor for the large PLT sessions
- Alcohol Learning Centre- Further reading
- Be realistic 1 in 8 will cut down or 7 in 8 wont!
- Finally keep it fresh for your own sanity!



*Be prepared: Not scared!*

