

Brief interventions: key learnings from the East London Pilot

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Learning from the Newham project

- The East London IBA Pilot lead by Newham aimed to improve the provision of IBA in A&E settings
- Further work on delivering the DES in GP settings effectively
- Key learnings
 - Understand the data
 - Set the service in the system
 - Build understanding of the purpose

Data

- Collection and analysis of A&E and admissions data to help inform training to be provided
- The data provided a level of insight into the issue that hadn't been obtained before and has helped inform service provision
- Good use of data helps ensure that your service is appropriate and effectively designed.

Setting IBA in a full system

- The East London pilot demonstrated the need to set up the system that the IBA would be part of
- Make sure that the system it is set in is clear and fits with other parts of the care pathway
- It is also useful to provide ‘bedding in’ support for the provider to ensure that the system is working and IBA’s are being done.
- Clearly identifying the next steps is also important for all levels of audit scores.

Building understanding of the purpose

- One of the key lessons from the East London pilot to date has been the need to have the people working with or around the IBA service to understand it
- It is important to make sure that the providers delivering, or connected with delivering, the IBA service understand why they are doing it, how it works, what impact it has and how it contributes to both alcohol outcomes and broader public health and health aims.