

FREE Alcohol & Smoking Training!

How to deliver & implement Identification and Brief Advice (IBA)

What?

- IBA is a simple but effective '*brief intervention*' for people whose alcohol use may be harmful to their health often without them realising.
- For smoking, 'brief advice' can also be effective for engaging smokers with stop smoking services.

Why?

- Around 25% of all adults drink at levels that could be placing their health or well-being at risk – most are simply not aware!
- IBA helps to identify risky drinking before it becomes a more serious problem such as dependency – prevention is better than cure!
- Alcohol misuse & smoking costs society around £35 billion each year!
- Smokers who engage with professional support are around 4 times more likely to successfully quit.

Is it evidence-based?

- Yes! There is a very large body of research evidence supporting brief interventions for alcohol and smoking!
- NICE recommends NHS professionals routinely carry out both wherever an opportunity presents itself.

Who?

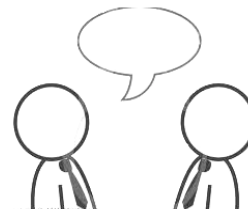
- The training is particularly suitable for community workers, health professionals and any other front line roles in contact with people including: GPs, practice nurses, HCAs, midwives, sexual health staff, health visitors, school nurses, A&E staff, youth workers, community safety roles and many more.

Course outcomes

By completing an IBA training course, participants will have developed an understanding of:

- A background to the way alcohol is used in UK society and the range of harms it can cause
- Understanding your role in IBA and smoking advice
- Delivery of IBA to reduce risky or harmful alcohol use
- Knowing how and when to refer someone to services
- Key engagement and motivational skills
- Planning to ensure delivery – next steps

The training is aligned to DANOS competencies, including: *AH10 Employ techniques to help individuals to adopt sensible drinking behaviour.*



Free half-day training session for professionals working in Barton

(However professionals working in other priority areas in Oxford will also be considered.)

Wednesday 14 March 2018
from 12.30–4pm

Barton Neighbourhood Centre,
Underhill Circus, OX3 9LS

Training by the
Alcohol Academy
& **Solutions4Health**

To book your place, email:
cath@alcoholacademy.net
with your job title, organisation, and
outlining your link with Barton



 **Solutions4Health**



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