

“What Works”: iNetwork Innovation Awards 2015

Title	SHINE Alcohol Recovery Project
Organisation(s)	Greater Manchester Public Health Network
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Service area ¹	727. Alcohol advice and support
Tags	IAPS, Public Health, Alcohol

Description of project

The SHINE Alcohol Recovery project is currently running across five local authorities in the Greater Manchester area in partnership with the Greater Manchester Public Health Network and our technology partner, d2Digital. Building on the work done in Bolton, on an 18month pilot project, the SHINE Alcohol Recovery project aims to provide alcohol dependent clients with increased support through the use of text messaging in order to help prevent relapse to previous drinking patterns.

The main objectives for the project are:

- To increase client engagement and retention with the aftercare programme.
- Decrease re referral rates.
- Reduce the cost to health and social care services associated with repeated treatment episodes.



What makes this initiative remarkable?

The SHINE Alcohol Recovery project is innovative in that it uses web based software interfacing with SMS mobile technology, as a form of engagement to improve communication and between the service providers and the service user. One of the main benefits of this system is the targeting of time and resources. Without the mobile system, the keyworker manages patients equally, with the outcome of potentially missing those about to lapse, whether through missed appointments or false reporting. The mobile system helps the keyworker establish who needs the most help, and when, and allows them to concentrate on those who need the time and resources to keep them from lapsing. Once the system has been got used to, key workers find it saves them time, resources and energy and brings better results. Clients like the phone system, finding it convenient and user friendly and this, in turn, cuts down on the number of lapses. This has a knock-on effect, with clients being kept within the local alcohol service rather than trying to access A&E or other help, at the increased cost that brings. It can also be taken up by other services easily and could be adapted to areas as well as alcohol.

¹ Based on the Local Government Service List.

<http://standards.esd.org.uk/?uri=list%2FenglishAndWelshServices&tab=downloads>

What has the project achieved?

The SHINE Alcohol Recovery project follows on from an 18month pilot undertaken in Bolton. Now active in five local boroughs, it is anticipated that results will improve on those found in Bolton. From the pilot, it became clear that:

- Engagement in aftercare had increased
- Referral rates for clients engaged with the project were significantly lower than for those who were not engaged with the service.
- The service improved successful, alcohol free, discharges
- Clients were more likely to have more positive outcomes, and be engaged with the service for longer, than those not using the technology

The project is currently undergoing an evaluation by an independent team of researchers from the Bayswater Institute. Once this is completed in April 2016 we will be in a better position to give more accurate figures for the achievements highlighted above.

Video case study:

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Links:

For more information
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For more iNetwork “What Works” studies see:

<http://i-network.org.uk/case-studies/>