

GETTING THE MESSAGE ACROSS

Communicating and Promoting the NOMS Drug Strategy

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Introduction

Background and context

As part of the Interventions and Substance Misuse Group (ISMG)¹, the ISMG Strategic Development Team is responsible for developing the NOMS Drug Strategy – reflecting the new ten year strategy ‘Drugs: protecting families and communities’, which clearly sets out the Government’s four main priorities:

- protecting communities through robust enforcement to tackle drug supply, drug-related crime and anti-social behaviour
- preventing harm to children, young people and families affected by drug misuse
- delivering new approaches to drug treatment and social re-integration
- public information campaigns, communications and community engagement

Whilst for prison and probation services the focus remains on the objective of reducing drug related offending, correctional services, as a whole, can play an important role in taking forward all four objectives.

The nature of addiction is such that often none of the other problems faced by offenders – whether they concern their education and skills, employment, psychological health, relationships or accommodation - can be addressed properly before they gain control over their misuse of drugs or alcohol. As such, drug use and related offending has the potential to undermine the reduction of re-offending across the seven re-offending pathways. It also causes difficulties and disruption, not only within the correctional services but also for children, families and the wider community.

Following the creation of National Offender Management Service (NOMS) in January 2004, NOMS published ‘The Strategy for the Management and Treatment of Problematic Drug Users within the Correctional Services’ in 2005. (Prioritising and organising the contribution of prison and probation services toward delivering the broader Government Drug Strategy, which was introduced in 1998 and updated in 2002.) Since that time, further significant investment has enabled improvements to be made in drug interventions across the correctional services. NOMS has put in place a comprehensive drug treatment framework, based on the National Treatment Agency’s revised Models of Care, and has introduced an Integrated Drug Treatment System. It has also strengthened measures to reduce supply of drugs into prisons.

¹ ISMG Aims and Purposes – See Annex 5.1, Page 13

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NOMS remains fully committed to helping offenders overcome the range of drug related problems they experience, both in prisons and the community, thereby reducing the likelihood of drug related re-offending and other harm. It will build upon past achievements by meeting the following objectives:

- Ensure that those sentenced by courts receive the help and support needed to tackle their drug problem – including working with the families of drug misusing offenders
- Ensure that community sentences for drug-misusing offenders are tough and effectively tackle the causes of offending behaviour
- Reduce the supply of drugs into prison
- Strengthen the continuity of case management of drug-misusing offenders between community and custody and emphasising the resettlement of offenders following release
- Ensure that funding structures, performance management and delivery systems and commissioning arrangements support this approach and deliver continuous improvements in value for money
- Expand our evidence base

The Communications Strategy also helps to strengthen links between PSA 23 – ‘make communities safer’; PSA 25 – ‘reduce the harm caused by alcohol and drugs’; and PSA 14 – ‘increase the number of children and young people on the path to success’ – by ensuring that key stakeholders have an understanding of the NOMS drugs and alcohol strategies and their aims and objectives by:

- motivating offenders to disclose problematic drug use, engaging treatment services and retaining them in treatment
- highlighting specific interventions and services that meet the diverse needs of all drug users
- informing stakeholders of supply reduction measures and related penalties for supplying / trafficking drugs

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Purpose

ISMG recognised that there were a wide range of communication resources available across the prison estate and probation service but that these were not always accurate, consistent with NOMS key messages or appropriate to their target audiences.

For the NOMS Drug Strategy to be effective it is vital that all stakeholders are aware of, and (as far as possible) engaged with: measures; interventions; and services to help reduce drug related problems and subsequent re-offending. The ISMG Strategic Development Team is responsible not only for developing the NOMS Drug Strategy but also for communicating and promoting it to a wide range of key stakeholders.

Whatever function they fulfil, the important role that staff employed by the Probation and Prison Services can play in reinforcing the explicit/implicit messages of the Drug Strategy cannot be overstated. Consequently, it is vital that they are aware of the relationship between drug misuse and offending and are conversant with, and supportive of, the Drug Strategy.

The main focus of this Strategy is on the custodial elements of the NOMS Drug Strategy as it was recognised that much of the existing communications available on drugs and alcohol and the treatment available are community focused, whereas there is relatively little media specifically aimed at those in custody. The communications strategy therefore will help close this gap.

Aims and objectives

Getting The Message Across aims to provide a structure and process through which information about key drug related measures, interventions and services can be appropriately and effectively communicated and promoted to all stakeholders.

The objectives of Getting The Message Across are to:

- promote the NOMS Drug Strategy
- identify key drug related measures, interventions and services to be communicated and promoted and promote effective key messages to target audiences
- provide guidance to support the development, distribution and use of publications that have potential to: enhance engagement in drug treatment and support services; reduce the harm to children and families and; increase co-operation with supply reduction measures in prisons
- define who is responsible for various aspects of communicating the NOMS Drug Strategy

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- outline a strategic management framework for ensuring, as far as practicable within existing resources, that ISMG produced/endorsed substance related publications address all key issues relating to the NOMS Drug Strategy and that they are accurate, accessible, appropriate and affordable.

Stakeholder involvement

ISMG is committed to developing positive working partnerships with a range of key stakeholder groups. These will include the following:

- Other NOMS Groups and Units
- Other Government bodies
- Private Sector
- Voluntary Sector
- Academia
- Professional Bodies
- Self help groups / mutual aid groups
- Front line Staff
- Victim and Support Groups
- Other countries
- Families/Carers
- Service users
- Communities

A stakeholder consultation exercise was carried out to inform development of communications and promotions planning. (See Annex 1a)

A stakeholder panel – the Drugs Publications Development and Review Group (DPDRG) – will be developed to advise on communications/promotions gaps and publications development and review. (See Annex 2a)

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Diversity

The correctional caseload is very diverse. Key drug and alcohol related information and messages about drug related measures, interventions and services will be communicated and promoted to stakeholders from diverse minority communities, irrespective of age, gender, ethnicity or other differences. Equality Impact Assessments will be undertaken in line with legislation, policy and guidance.

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Communication and promotion

Methods

There are a number of ways in which information and messages to support the key strategic aims of the NOMS Drug Strategy can be communicated and promoted. These include:

- day-to-day interaction with internal and external stakeholders (including meetings)
- presentations and/or displays at conferences, events etc
- media articles and features/interviews in magazines, journals, radio etc. (in line with ISMG/MoJ communications and confidentiality policies)
- publications (e.g. Guidance; booklets; leaflets; videos; CD-Roms; posters etc.)
- Websites (Direct.Gov, NTA, National Health, Alcohol Concern etc.

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Key strategic aims, their communications purpose and methods of promoting them are given in the table below.

Aims	Purpose	Methods of promotion
<p>Increasing access to, and engagement with, drug services</p>	<ul style="list-style-type: none"> • to motivate offenders to disclose PDU and engage in treatment services • to improve the knowledge and awareness of all stakeholders in relation to: drugs; drug use; drug related offending in prisons • to increase the knowledge of front line staff and other stakeholders so they can take a pro-active role in promoting drug related measures, interventions and services • to highlight specific interventions and services that meet the diverse needs of drug users; to prepare young people as they move to adult prisons 	<ul style="list-style-type: none"> • Interaction; publications; videos; prison radio • Presentations; workshops; publications, conferences, event stands • Staff Meetings; conferences; articles; Publications, event stands • Meetings; conferences; articles; presentations/ workshops; publications
<p>Reducing harm to families and communities</p>	<ul style="list-style-type: none"> • to raise family awareness of the availability and nature of drug related measures, interventions and services and engage them in supporting drug using offenders more appropriately • to guide and promote development of drug related family support (including appropriate involvement in the drug treatment and/or resettlement processes) 	<ul style="list-style-type: none"> • Interaction; publications; videos; • Presentations; workshops; publications

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<p>Targeting of offenders for community sentences</p>	<ul style="list-style-type: none"> to inform about the range and nature of drug treatment interventions and services available to users within the wider correctional services 	<ul style="list-style-type: none"> Meetings; conferences; articles; presentations; publications
<p>Strengthening continuity of case management</p>	<ul style="list-style-type: none"> to prepare using/recovering offenders for release from custody to promote the Drug Interventions Programme To build on gains made in prison to support offenders in sustaining recovery/avoiding relapse after release 	<ul style="list-style-type: none"> Interaction; publications; videos; prison radio Presentations; workshops; publications
<p>Reducing the supply of drugs into prisons</p>	<ul style="list-style-type: none"> to inform all stakeholders about measures to combat drug supply and related penalties for those found to be engaged in it; opportunities for reporting known or suspected drug supply/trafficking to raise awareness about the culture of drug use/supply in prisons and how to avoid becoming involved in it 	<ul style="list-style-type: none"> interaction; publications; videos; Publications; workshops; meetings; presentations;
<p>Improving commissioning structures</p>	<ul style="list-style-type: none"> Improve mechanisms to engage with local strategic partnerships so that the profile of offenders are given a high enough profile in commissioning decisions 	<ul style="list-style-type: none"> Best practice guides, presentations, meetings, training
<p>Building the evidence base</p>	<ul style="list-style-type: none"> to demonstrate the appropriateness, effectiveness of interventions to ensure value for money 	<ul style="list-style-type: none"> Publications; conferences; professional journals
<p>To increase skills and knowledge of front line staff</p>	<ul style="list-style-type: none"> Help staff understand issues facing PDUs To help motivate prisoners to engage in treatment 	<ul style="list-style-type: none"> Presentations, workshops, conferences, publications, event stands, staff meetings

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Publications

The range of publications made available to stakeholders via Probation and Prison Services are required to contain information that is:

- reflective of NOMS Drug Strategy aspirations
- current, factually accurate and consistent with evidenced best practice
- specific to the environment in which it is designed to be used (e.g. prisons)
- appropriate to the needs of a diverse stakeholder group

Although most drugs publications are suitable for use in a community setting, some drugs publications currently available are not particularly helpful, or appropriate for use within a custodial environment, where information often needs to be more prison specific. It is for this reason that ISMG is developing an Approved Publications List (drugs and alcohol) specifically for prisons.

The use of publications (e.g. leaflets, posters, booklets, videos/CDs, websites and guidance etc.) to address drug related issues is an adjunct to other methods of communication and promotion. Positive, empathetic and direct interaction between staff and other stakeholders remains essential to effective information delivery and message reinforcement.

Publications do not always have to be developed in-house. High quality, evidence-based publications, guidance to address drug and alcohol related issues are produced by the NTA, NHS, alcohol concern etc. although these will still need to be approved by the ISMG Drug Publications Development and Review Group (DPDRG)

Effective dissemination and display of publications

The timing and method of dissemination can play an important role in determining how useful a publication is likely to be.

Thought should also be given to the way that key messages are given to target audiences. Front line workers, prisoners and their visitors all need different approaches to ensure key messages are disseminated at the right time and at the right place.

Prisoners and other stakeholders should be made aware, at the earliest appropriate opportunity, of the support they can get to help them avoid, or address, drug related problems. This is essential, not only to improve engagement of drug users in the treatment process but also to help divert people from becoming engaged in, or continuing, drug activity whilst in prison. However, people coming in to prison often feel confused and/or nervous. Receiving a lot of information at once can feel overwhelming and the impact of its content can be lost. It is very important to consider the timing/targeting of delivery.

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Self selection is valid for some publications but there may be significant advantage to delivering others more directly, alongside another form of interaction (e.g. verbally as part of group work/one-to-one sessions). This is particularly appropriate when options need to be considered, or processes understood by a service user and information may need to be re-iterated and/or clarified.

Some publications may be appropriate for use in all establishments, at all times, but others may not. Each establishment Drug Strategy Team should determine which resources are suitable to meet the needs of stakeholders within their own establishment.

The table shown at Annex 5a outlines suggestions for appropriate distribution and display of publications.

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ISMG COMMUNICATION AND PROMOTION ACTION PLAN (Drugs) 2008 - 9

Responsibility	Aim	Purpose	Actions	Timeframe
Head of Strategic Development Team	Commission a stakeholder consultation exercise and development of a communications and promotions plan to support the NOMS Drug Strategy	<ul style="list-style-type: none"> To ensure that publications gaps are identified by, and new publications designed to meet the needs of all stakeholders 	<ul style="list-style-type: none"> Recruit a consultant to work alongside a member of the NOMS Strategic Development Team 	
Policy Lead – Drug/Alcohol Treatment/ HEO/ Consultant	Conduct a stakeholder consultation exercise to establish existing awareness of all diverse stakeholders	<ul style="list-style-type: none"> To establish the existing awareness of stakeholders in relation to drug related publications To identify the most effective formats for communicating drug related information and promoting the NOMS Drug Strategy and Prison Alcohol Strategy 	<ul style="list-style-type: none"> Identify key consultation stakeholders Hold consultation events at 4 diverse prisons To disseminate stakeholder questionnaires to establishments across England and Wales 	Ongoing

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<p>Policy Lead – Drug/Alcohol Treatment Resource Development And Review Group</p>	<p>Identify gaps in existing publications requirements</p>	<ul style="list-style-type: none"> To increase engagement of offenders (particularly PDUs) into treatment by improving awareness of services and promoting benefits to motivate engagement To reduce supply of drugs by promoting penalties that may be incurred 	<ul style="list-style-type: none"> Make recommendations for development of new publications 	<p>Ongoing</p>
<p>Head of Strategic Development Team</p>	<p>Develop a communication and promotion strategy</p>	<ul style="list-style-type: none"> To inform and guide effective communication and promotion of the NOMS Drug Strategy and Prison Alcohol Strategy 	<ul style="list-style-type: none"> Disseminate the published strategy to all key stakeholders Review on an annual basis 	<p>Ongoing</p>
<p>Head of Strategic Development Team</p>	<p>Establish a strategic review process for drug related communications</p>	<ul style="list-style-type: none"> To identify emerging drug related themes that are not addressed within existing publications To ensure that content of publications in use remains accurate and effective To increase efficient distribution and dissemination of publications promotional 	<ul style="list-style-type: none"> Establish a mechanism to support an annual publications monitoring and evaluation exercise involving >300 stakeholders Monitor and consider externally developed resources to be included in approved publication suite. 	<p>Ongoing</p>

ISMG approved publications

Content

The content and design of publications produced or commissioned by ISMG will be guided by the Drug Publications Development and Review Group (See Annex 5.3) and must be:

- **Appropriate** – not make referral to services that are not available to/accessible by people in prison; gives appropriate advice (e.g. harm reduction) for use within the prison environment; include images and language that reflects the diversity within stakeholder groups; provide information and/or guidance that is consistent with legal and security requirements
- **Accurate** – reflect current, rather than planned, practice and availability; contain factually correct drug and medical information; be clearly marked with the date of publication and edition number
- **Accessible** – use language that is straightforward and jargon free; use pictures, as well as text, to convey messages; use print sizes, colour of paper and fonts used make resources clear and easy to read; ensure there is enough 'white space' to break up blocks of dense text; as far as possible, within existing budgets, make the resource available in necessary language(s) and formats (key information should ideally be made available in; relevant non-English languages; British Sign Language (BSL); Braille and large print and; via video and audio media.); produce a design that is colourful and interesting without being too complicated or 'busy'

ISMG funded publications must also be:

- **Necessary** – be assessed for local/regional/national need and fill a communications gap

Those publications developed or updated independently will not be approved by the ISMG DPDRG unless it can be demonstrated that similar considerations have been made.

THE ISMG DPDRG will consider all Applications for externally developed resources to be included in the ISMG Approved Drug Publications Suite. Formal, written outcome feedback will be given to all Applicants. (See **Annex 5a**)

In some circumstances, and following review by the DPDRG, NOMS ISMG may recommend that a publication is inappropriate for use in a prison environment. This decision will be communicated to all Area and Establishment Drug Co-ordinators and treatment providers. Written reasons will be given for the decision.

Application for an independently developed resource to be included in the ISMG Approved Drugs Publications may be made using the form at **Annex 5a**

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Strategic management and co-ordination

Finance and resources

The NOMS ISMG will manage, co-ordinate and administer:

- development and dissemination of the ISMG Communications & Promotion Plan (Drug Strategy) – ‘Getting the Message Across’
- the ISMG Drugs Publications Development and Review Group

As far as possible, within budgetary constraints, publications commissioned by the ISMG will be made available to relevant stakeholders free of charge. (A charge will generally be made for all other published materials - e.g. posters; booklets; leaflets; videos etc. - and projected costs for purchase of these should be included in budget planning.)

Contracted treatment service providers will be expected to produce (and meet the costs of developing, distributing and displaying) appropriate publications detailing the content of programmes they are contracted to deliver, along with any promotional information about their parent organisations.

Monitoring and evaluation

Where resources permit NOMS ISMG will conduct an annual ‘snap-shot’ exercise (involving >300 stakeholders across 10 establishments) to monitor and evaluate the effectiveness of this Communications Strategy.

In order to minimise the monitoring and evaluation burden on any individual establishment, different prisons will be selected to take part in monitoring and evaluation each year. However, selection will ensure that the following offender categories will be always be consulted:

- Male young offenders
- Female young offenders
- Adult males – remand
- Adult females – remand
- Adult males – short sentenced
- Adult females – short sentenced
- Adult males – Cat B

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- Adult females
- Adult males Cat C/D
- Adult males – High Security

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Annexes

1a NOMS Interventions and Substance Misuse Group

Aims and purposes:

The Interventions and Substance Misuse Group was established in April 2008 following the amalgamation of National Drug Programme Delivery Unit, Offending Behaviour Programmes Unit, Interventions and Substance Abuse Unit and DSPD. It is a headquarters group, within the Commissioning and Operational Policy Directorate that oversees the policy and delivery of all interventions, both accredited and non-accredited, addressing prisoner need across the seven re-offending pathways.

The purpose of the Group is to develop, monitor and support effective interventions for all prisoners and offenders under the supervision of the probation service thereby contributing to the Ministry of Justice's objectives of:

- Protecting the public by holding those committed by the courts in a safe, decent and healthy environment.
- Reducing crime by providing constructive regimes that address offending behaviour, improve educational and work skills and promote law abiding behaviour in custody and after release.

In support of that purpose, the Group will:

- Design high quality, effective interventions which are evidence based, good value for money and are responsive to changes in policy, legislation, population, need and overarching NOMS strategy.
- Work positively and productively with stakeholders and partners to form strong working alliances and coherent service for offenders.
- Research, develop, implement, evaluate and review interventions which identify and address a range of offender needs associated with crime and risk. These will include violence, sex offending, substance misuse, general offending and extremism.
- Promote evidence based, effective practice and value for money in interventions
- Support the field in meeting the national targets, allocate, monitor and review funding and ensure that appropriate, effective and efficient contacts, are in place to support delivery.
- Support to Ministers in their accountability to Parliament

Annexes

1b Acknowledgements

NOMS ISMG wishes to acknowledge the valuable role that stakeholders played in the development of the Communications and Promotions Plan and would like to offer sincere thanks to the following:

All aspects of this project were undertaken by **Abena Baffoe-Bonnie** and/or **Karen Whitehouse** under the management of **Caroline Bonds (ISMG Acting Head of Drug and Alcohol Treatment)**

Establishment staff who returned completed communications surveys from 40 anonymous establishments throughout England and Wales

350 (anonymous) **prisoners** who returned completed stakeholder questionnaires

Prisoners and staff who took part in/Co-ordinated consultation events at:

HMP Lewes (Co-ordinator - Adam Carne)

HMP The Mount (Co-ordinator)

HMYOI Glen Parva (Co-ordinator - Ian Stewart)

HMP Holloway (Co-ordinator - Anna Langlands)

Staff who took part in the **Operational Managers** consultation meeting:

Sally Walls / Interventions Group

Caroline Bridgewater/ ADC

Cindy McGuire/ ADC

Rachel Clark/EATA

Hugh Asher/ Lifeline

Caroline Cole/ RAPt

Sapna Fowler/ Inclusion

Chris Cordell/Addaction

Simon Matin/ Addaction

Richie Morton/ AWP

Lucie Hartley/ EDP

Laura Tregoning/ Phoenix House

Karen Ozzati/ WGCADA

Staff who took part in the **Strategic Managers** consultation meeting:

Anna Sedunu / Safer Custody

Matthew Lees/ Offender Health

Sally Walls/ Interventions & Substance Misuse Group

Sharon Walker/ Women's Team

Chris Ashley/ Drug Interventions Programme

Matthew Mitchell/ FRANK Team

Viv Evans/ Adfam

Sharon Carson/ EATA

Nino Maddalena/ NTA

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2a The Drug Publications Development and Review Group (DPDRG)

The Drug Publications Development and Review Group will be established as part of a strategic response to stakeholder communication and promotions consultation.

DPDRG Action Plan 2008-9

Responsibility	Action	Purpose	Time
ISMG Head of Function DPDRG Co-ordinator	Disseminate Getting The Message Across	Stakeholder communication and promotion	March 09
ISMG DPDRG Co-ordinator	Chair and co-ordinate the first ISMG DPDRG Meeting	Identify appropriate potential Members; venue, date and time; issue invitations	April 09
ISMG DPDRG Membership	Review ISMG Approved Publications List	Make recommendations for further development of the Approved Publications List	February 09
Individual ISMG DPDRG members	Disseminate individual drafts to members as appropriate and agreed	Review content of draft ISMG Approved publications	March 09
ISMG Members	Identify likely constraints Recommend strategic development goals for 09-10	DPDRG Action Planning	March 09 March 09
ISMG	Review recommendations and establish available budget	Produce a DPDRG Action Plan and updated Approved Publications List for 09-10	April 09
ISMG Co-ordinator	Publish and disseminate the DRDR Action Plan 09-10 and update Approved Publications List	Stakeholder communication and promotion	

Annexes

2b Terms of Reference

Remit:

DPDRG Members will be required to:

- review the composition of the ISMG Approved Publications Suite annually and identify gaps to be filled
- make recommendations for development of the ISMG Communications Action Plan for the year ahead.
- review content of resources developed as part of the ISMG Approved Publications List as requested (particularly those relevant to their area of expertise) or submitted for inclusion in the ISMG Approved Publications List
- disseminate the ISMG Approved Publications List within their areas/networks
- promote effective distribution and display of the ISMG Approved Publications List within their local establishments/areas

Membership

Standing Members:

ISMG Treatment and Supply Reduction Policy and Operational Delivery Leads

ISMG Administrative Officer

Invited Members:

Strategic Managers x 2

Operational Managers x 2

Operational staff x 2

National Treatment Agency x 2

Prison transport providers x 2

Drug treatment providers x 2

Family/visitor support agencies x 2

Drug Users/prisoners x 2

Families/Carers x 2

Specialist equality and diversity representatives x 2

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Time requirements

There will be one meeting per annum, held in London. Attendance at this, in addition to e-review of publications content as required, should not exceed 3-4 days per annum for each Member.

Expenses

Reasonable travel and subsistence costs incurred when attending the annual meeting will be reimbursed (on production of receipts) to individual stakeholders and those working in the non statutory sector.

2c Specimen Monitoring and Review Questionnaire (Prisoners)

Background and purpose of the questionnaire

NOMS Interventions and Substance Misuse Group (ISMG) is part of the Ministry of Justice. One of its responsibilities is to set the strategic direction and develop Drug and Alcohol Policy for all prisons in England and Wales.

The ISMG produces a variety of leaflets, booklets, videos and posters as a way of letting people know about substance related services and issues in prison. It wants to hear about whether you: know about these; have seen them; find them helpful. It also wants you to tell them if you think there are any gaps in the information provided at the moment so that other publications can, hopefully, be developed to fill them.

We hope you'll be willing to help ISMG help you by completing this questionnaire.

The Questionnaire

This questionnaire has been designed to help us find out:

- how widely available support leaflets, booklets, videos and posters are used
- whether the information given is considered accurate and easy to understand
- what gaps there might be in: the information provided; how it is presented and; who it is provided for

We have mostly used a simple tick box format to keep completion time to a minimum and hope you will help us by filling it in as soon as possible.

You can ask someone else (a friend or member of staff) to help you fill in the questionnaire if you would find it more helpful.

Confidentiality

The information you give is confidential and we do not need to know your name or prison number. We are only asking for details of your ethnic origin, first language, sex and security category as a way of finding out if some information is more, or less, appropriate for some people than for others.

What to do with your completed questionnaire

Once you have completed the questionnaire, you should return it to the CARATs department as soon as possible or no later than XXXXXX. Once all completed questionnaires have been collected, they will be sent to the ISMG.

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MANY THANKS FOR TAKING TIME TO COMPLETE THIS QUESTIONNAIRE!

Which of the following publications have you seen? (Please tick all that apply)

Managing my drug problem in prison

Clinical and prescribing services

All ISMG publications will be detailed

How did you get access to the publication?

There were copies available to me: (Please tick all that apply)

At Reception On Induction On the wing In Healthcare

In CARATs Other (Please say where)

I was given a copy by: (Please tick all that apply)

my drug worker a health worker another member of staff

I saw it on display My family sent it to me

Do you think the information provided is accurate? (Please tick as appropriate)

Yes Mostly No

Managing my drug problem in prison

All ISMG publications will be detailed

What do you think about the way the publication looks? (Please tick as appropriate)

Attractive Reasonable Boring

Managing my drug problem in prison

All ISMG publications will be detailed

Was it easy to understand the content/message? (Please tick as appropriate)

Very Quite Not at all

Managing my drug problem in prison

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All ISMG publications will be detailed

Describe up to 3 substance related issues you feel are not currently addressed by publications (e.g. Clinical and prescribing services; Information about new drugs; more information on video and other languages etc)

a).....

b).....

c).....

Please tell us about any other publications (not mentioned above) that you have found particularly useful in helping you understand drug/alcohol issues or services/interventions.

Title:

Title:

Title:

Title:

How would you describe your ethnic origin? (Please tick as appropriate)

White British		Asian - Indian	
White Irish		Asian - Pakistani	
Any other white background		Asian - Bangladeshi	
White and Black Caribbean		Any other Asian background	
White and Black African		Caribbean	
White and Asian		African	
Any other mixed background		Any other black background	
Not stated		Chinese	
Any other ethnic group (Please state):			

Do you speak English as your first language? Yes No

Do you have: a hearing impairment a vision impairment

Are you: Male Female Transgender

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What is your security or prisoner category?

Remand Short sentenced Young Offender

Cat. B Cat. C Cat. D High Security

2d Specimen Monitoring & Review Questionnaire (Staff)

Background and purpose of the questionnaire

NOMS Interventions and Substance Misuse Group (ISMG) is part of the Ministry of Justice. One of its responsibilities is to set the strategic direction and develop Drug and Alcohol Policy for all prisons in England and Wales.

The ISMG produces a variety of leaflets, booklets, videos and posters as a way of letting people know about substance related services and issues in prison. It wants to hear about whether you: know about these; have seen them; find them helpful. It also wants you to tell them if you think there are any gaps in the information provided at the moment so that other resources can, hopefully, be developed to fill them.

We hope you'll be willing to help ISMG help you by completing this questionnaire.

The Questionnaire

This questionnaire has been designed to help us find out:

- how widely available support leaflets, booklets, videos, toolkits and posters are used
- whether the information given is considered helpful/supportive of your role
- what gaps there might be in: the information provided

We have mostly used a simple tick box format to keep completion time to a minimum and hope you will help us by filling it in as soon as possible.

Confidentiality

The information you give will be used to inform development and review of ISMG Approved Publications (Drugs). We do not need to know your name, only the department in which you work and profile of the establishment. We require these as a way of finding out if some information is more, or less, appropriate for some people than for others.

What to do with your completed questionnaire

Once you have completed the questionnaire, you should return it to: the Establishment Drug Strategy Co-ordinator as possible, or no later than XXXXXX. Once all completed questionnaires have been collected, they will be sent to the ISMG.

MANY THANKS FOR TAKING TIME TO COMPLETE THIS QUESTIONNAIRE!

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Which of the following publications do you remember seeing/using?
(Please tick all that apply)

a. **Insert relevant title for each ISMG publication**

How easy was it to access a consistent supply of the publications?
(Please tick all that apply)

Very Quite Not at all

b. **All ISMG resources**

How helpful is the resource in supporting you/r work? (Please tick all that apply)

Very Quite Not at all

c. **All ISMG resources**

Describe up to 3 substance related issues you feel are not currently addressed by SMG approved publications (e.g. Clinical and prescribing services; Information about new drugs; more information on video and other languages etc)

d.....

e.....

f.....

Please tell us about any other publications (not mentioned above) that you have found particularly useful in helping inform you about drug/ alcohol issues or deliver drug services/interventions in prison.

Title:

Title:

Title:

What is the sex of prisoners in your establishment? Male Female

What is the profile of your establishment?

Remand Short sentenced Young Offender

Cat. B Cat. C Cat. D High Security

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Any other comments:

Department/Job Title: Date:

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3a Developing a good publication

Learning from listening

For publications to achieve the maximum impact, and for them to be given ISMG approved status, it is vital to listen to the views of stakeholders when developing (or updating) publications. There are a number of ways to do this:

Facilitating needs assessment focus groups (See **Annex 2a**)

Distributing Stakeholder Questionnaires (See **Annex 2b**)

Including Feedback Forms as part of a publication

The prison population is very diverse (e.g. younger people; older people; Gay and lesbian people; Black and minority ethnic people; people with disabilities or health problems etc). Consultation with stakeholders from as many backgrounds as possible should be undertaken when developing/reviewing generic substance related publications; and with members of specific minority communities for dedicated resources.

Specimen Stakeholder Consultation Group Format

The format below represents the format for a facilitated stakeholder consultation meeting. The stakeholders were asked to consider a range of publications in small groups, or pairs, (where practicable) and give feedback to the whole group for discussion.

Facilitated stakeholder consultation group session (Total time 1.5 - 2hrs)	
Purpose	To establish: what current substance related publications are valued by stakeholders; where there are gaps in publications provision; what formats are most accessible and by whom; when/how publications have the most impact
Equipment required	<ul style="list-style-type: none">• a flip-chart to capture key stakeholder comments• a group of c.12-15 stakeholders (as diverse as possible)• a television and video (plus DVD if possible)• flip chart pens and stand• refreshments

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<p>Timings:</p> <p>10 mins</p>	<p>Introduction:</p> <p>Who we are</p> <p>What we are doing/hoping to achieve in this session</p> <p>Why we need the help of the group</p> <p>The structure of the session</p> <p>Confidentiality (and the limitations of it)</p> <p>Opportunity for questions/clarifications</p>
<p>20-30 mins</p>	<p>Existing publications:</p> <p>How relevant are the publications?</p> <p>Are stakeholders familiar with any other publications addressing particular issues?</p> <p>What are the similarities and differences between existing publications?</p> <p>How are the needs of diverse communities currently addressed by the publications?</p> <p>Is there an actual gap in current publication provision?</p>
<p>30-45 mins</p>	<p>Content and format:</p> <p>What sort of information should be included in publications?</p> <p>How should / could diverse needs be addressed in publications?</p> <p>What do stakeholders think would be the most accessible format/sytle?</p> <p>Any examples of accessible formats used in other publications.</p>
<p>15-20 mins</p>	<p>Distribution:</p> <p>When (at what point) should the developed publication be made available?</p> <p>How/by whom should it made available?</p>

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10 mins	<p>Summary:</p> <p>Key points that have been captured</p> <p>Outline of the next stage of development</p> <p>Questions</p> <p>Session ends.</p>
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3b Specimen Stakeholder Consultation Questionnaire

Background and purpose of the questionnaire

XXXXXXXXXXXXXXXXX (insert establishment or organisation) is intending to develop a new publications (such as a poster, leaflet, booklet, or video) to help people in prison better understand issues connected to XXXXXXXXXXXX (focus of intended publication). This is because we believe there is no existing publication to meet that need.

Because we want publications we develop to be both necessary and useful, we would like your views before deciding what our next step should be. We hope you will take a few minutes to complete this questionnaire.

The Questionnaire

This questionnaire has been designed to help us find out:

- whether you have seen a publication that deals with issues relating to XXXXXXXXX
- if you think a publication covering this topic could be helpful
- the sorts of issues you think a publication on this topic should include and
- what your preferred format (e.g. poster; leaflet; video etc.) for this topic would be

We have mostly used tick boxes to keep completion time to a minimum and hope you will help us by filling it in as soon as possible.

You can ask someone else (a friend or member of staff) to help you fill in the questionnaire if you would find it more helpful.

Confidentiality

The information you give is confidential and we do not need to know your name or prison number. We are asking for your security category, ethnic origin, gender and disability status only as a way of finding out if some information is more, or less, appropriate for some people than for others.

What to do with your completed questionnaire

Once you have completed the questionnaire, you should return it to the CARATs department as soon as possible, or no later than XXXXXX. Once all completed questionnaires have been collected, they will be sent to the XXXXXX for consideration of the views you express.

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Next steps

Once we have decided on our next steps, we will feed this information back to the Drug Strategy Co-ordinator - who will be able to pass it on to you should you request it.

MANY THANKS FOR TAKING TIME TO COMPLETE THIS QUESTIONNAIRE!

Have you ever seen a publication that addressed the issues relating to XXXXXXXXXXXX (Insert focus information) (Please tick all that apply)

Yes Maybe I'm not sure No

If 'YES' –

What type of publication was it?

There were copies available to me: (Please tick all that apply)

A poster A leaflet/booklet A video A CD

Other (Please say what)

What was it called?

Where did you see it?

I was given a copy by: (Please tick all that apply) my drug worker

a health worker another member of staff my family

I saw it: on display In another prison (Please say where)

If 'No' –

Do you think it would be useful to have a publication on this topic?

(Please tick all that apply)

Definitely Probably Maybe No

If yes, what sort of issues do you think it should cover? (Please tick all that apply)

XXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXX

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Xxxxxxxxxxxxxxxxxx

Xxxxxxxxxxxxxxxxxx

Other (Please say E.g. xxxxxxxxx):

.....

.....

.....

In what format do you find it easiest to receive information? (Please tick all that apply)

A poster A leaflet/booklet A video A CD I don't mind

Other (Please state):

How would you describe your ethnic origin? (Please tick)

White British		Asian - Indian	
White Irish		Asian - Pakistani	
Any other white background		Asian - Bangladeshi	
White and Black Caribbean		Any other Asian background	
White and Black African		Caribbean	
White and Asian		African	
Any other mixed background		Any other black background	
Not stated		Chinese	
Any other ethnic group (Please state)			

Do you speak English as your first language? Yes No

Do you have: a hearing impairment a vision impairment

Any other disability that affects your access to information/support (Please state)

.....

Are you: Male Female Transgender

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What is your security or prisoner category?

Remand Short sentenced Young Offender

Cat. B Cat' C Cat. D High Security

Any other comments you would like to make about the proposed publication

.....

.....

.....

4a ISMG Approved Drug Publications (Prisons)

The publications in the chart below represent those reviewed by the DPDRG and approved as being particularly, or specifically, appropriate for use in prisons.

Title	Publisher	Focus of Content	Order details	Cost
Leaflets and Booklets				
Managing your drug problem in prison	NOMS ISMG	Coming off/down inside; risks of using; avoiding the prison drug scene		
	NOMS ISMG	Drug related rules and penalties		
	FRANK	Drug and alcohol information - heroin		
	FRANK	Drug and alcohol information – crack cocaine		
	FRANK	Drug and alcohol information – cannabis		
	FRANK	Drug and alcohol information – steroids		
	NOMS ISMG	Drug and alcohol information – buprenorphine		
	NOMS ISMG	Drugs and alcohol information for women		
	FRANK	Drug and alcohol information - alcohol		
Mandatory Drug Testing	NOMS ISMG	Understanding when, why and how		
Voluntary Testing	NOMS ISMG	Understanding programmes and units		
	NTA/NOMS	Clinical and prescribing services in prisons		
Supporting yourself inside	NOMS ISMG	Relapse management on general location		
Staying off outside	NOMS ISMG	Relapse management following release		

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Prison Drugs & You	Adfam	Comprehensive support and information for families of drug users in prison		
Prison, Drugs & Your Family	Adfam	Understanding the impact of drug activity in prisons on others (for prisoners)		
Alcohol information pack	NOMS ISMG	Alcohol Information across diverse groups		
Alcohol leaflet		Alcohol Information		
Posters and cards				
POSTER	NOMS ISMG	Professional standards/supply reduction/staff support info		
	NOMS ISMG	Risks of being involved in drug supply		
Home truths - poster	NOMS ISMG	Risks of involving your family in drug supply		
Getting Help Inside - card	NOMS ISMG	When, why and how to contact CARATs		
Videos/DVDs				
Alcohol Video	NOMS			
Strategies & Toolkits				
Drug Strategy	NOMS	The Prison Drug Strategy		
Alcohol Strategy	NOMS	The Prison Alcohol Strategy		
Making Equality Real – Good Practice Toolkit	NOMS	Improving the effectiveness of drug treatment for diverse prisoner communities		
Partners In Reduction – Good Practice Toolkit	NOMS	Engaging and involving families in reducing substance related problems in prisons		
Supply Reduction	HMPS	Good Practice Guidance		

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4b Recommended publications distribution and display

This list will be compiled as more resources are reviewed and developed

Possible display venues/areas	Basic overview of content	Suitable formats	AccessMethod
Courts	Coping with a drug problem in prison	Video/Leaflet	In person/in cell
Prison transport	Coping with a drug problem in prison	Leaflet	All-comer drop
Reception / All general areas	How to contact CARATs	Card/leaflet	In person
Induction	Drug related rules and penalties	Leaflet/Video	Ind. Pack/Loop
CARATs / Healthcare	Clinical and prescribing services/screening/vaccination	Leaflet	In person
General locations	Drug related rules and penalties	Posters	Display
Gym	Drug/Alcohol information & CARATs	Posters	Display
Faith Centres	Drug/Alcohol information & CARATs	Posters	Display
Library	Drug/Alcohol information & CARATs	Leaflets/Booklets	Self access
Education	Drug/Alcohol information & CARATs	All	Self access
CARATs	Drug/Alcohol information & interventions	All	By hand
CARATs / Programme staff	Programme information and details	Booklet/Video	Individual/group
Resettlement	Drug, alcohol, pre/post release support, families info	All	All
Visiting Orders (Backs)	Anti bullying support / Drug related rules and penalties	Print	All-comers

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Visitors Centres	The potential impact of being involved in drug supply	All	All
Visitors Centres	Getting support when affected by drug problems	Print	Display
Visits (Prisoner holding areas)	The impact of involving families* in drug supply	Posters	Display
Visits (Visitor holding areas)		Posters	Display
Staff entrances	Professional standards/ supply reduction/ staff support info	Articles/Posters/ Cards	Display/Self.acc
Drug Strategy Co-ordinators' Office DSG Members/Library/ CARATs	Drug Strategy	Hard copy/CD Rom	All
Drug Strategy Co-ordinators' Office DSG Members/ Library/CARATs	Alcohol Strategy	Hard copy/CD Rom	All
Drug Strategy Co-ordinators' Office Professional dissemination	Making Equality Real – diversity Toolkit	Hard copy/CD Rom	All
Drug Strategy Co-ordinators' Office Professional dissemination	Partners In Reduction – families Toolkit	Hard copy/CD Rom	All
Drug Strategy Co-ordinators' Office Professional dissemination	Supply Reduction Good Practice Guidance	Hard copy	All
In cell	Substance awareness, self help and Drug Strategy info	Prison Radio	Self selection

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In cell	Substance awareness, diversion from supply, self help	Music CD	Self selection
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5a Publication Notification Form /Application for ISMG Approved Publication Status

Is this (please tick): A notification <input type="checkbox"/>		
An application for ISMG Approved Publication Status <input type="checkbox"/>		
YOUR CONTACT DETAILS		
Your name:		Date:
Your Job Title:		
Establishment or Organisation:		
Address:		
Post Code:		
Tel. No.		FAX No.
Email:		
PUBLICATION DETAILS		
Name of publication:		
Published by:		Date:
Unit cost:	Per 1,000	Per 10,000
		Per 100,000

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Outline of content theme:

Please return your completed form to:

DPDRG Co-ordinator

NOMS ISMG

3rd. Floor Fry

Home Office

2 Marsham Street,

London SW1 4DF

APPLICATION FOR ISMG APPROVED PUBLICATION STATUS - FEEDBACK:

(FOR OFFICIAL USE ONLY)

Date received:	Date acknowledged:	Date screened:	Date reviewed:
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Your application for inclusion in the ISMG Resource Suite has been:

Declined Approved

By the ISMG Drug Publication Development and Review Group

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<p>Comments: E.G. If inclusion is declined: The content was found to be inaccurate/Unit Cost is prohibitive or If inclusion is approved: Appropriate for 'in person' distribution via healthcare staff/ Appropriate for 'self access' distribution</p>	
Signed (on behalf of the DPDRG):	Date:
Print Name:	Notification of outcome sent by: Post <input type="checkbox"/> Email <input type="checkbox"/>
Notified by (Signature):	Date: