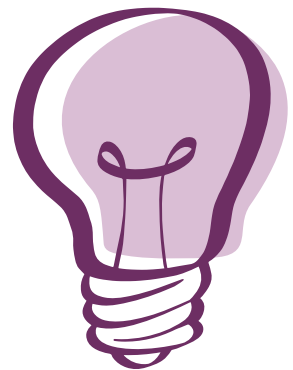
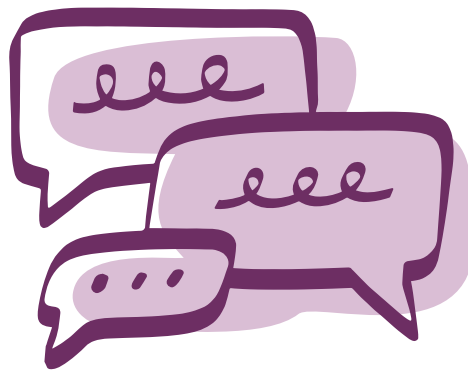




**West Lothian
Alcohol & Drug
Partnership**

Communications Strategy

Version 1 (September 2025)





**West Lothian
Alcohol & Drug
Partnership**

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West Lothian
Health & Social
Care Partnership

Introduction

The **West Lothian ADP** is a **local multi-agency partnership** with strategic responsibility for leading the development and delivery of an evidence-based strategy to **reduce harm from alcohol and drugs**.

The **ADP Delivery Plan 2024-2028** is the strategic plan which outlines a range of actions across the following seven priority areas:

Priority 1 - Rights & Inclusion

Priority 2 - Prevention & Early Intervention

Priority 3 - Recovery-Oriented System of Care (ROSC): Treatment

Priority 4 - Recovery-Oriented System of Care: Employability

Priority 5: Whole Family Approach

Priority 6 - Public Health Approach to Justice

Priority 7 - Enabling Actions

The development of this Communication Strategy contributes to a number of objectives in the ADP Delivery Plan, especially **Priority 7, Objective 9** - *“Effective communication and information sharing across services, using a range of platforms to provide updates on guidance, publications and developments.”*

This strategy has two key target audiences:

- **West Lothian residents** - including those who use drugs and alcohol, or are in treatment/recovery and their families
- **Staff** - including statutory and commissioned services, ADP Executive and workstream members

AAAQ Framework



The **International Covenant on Economic, Social and Cultural Rights** (ICESCR) is an international human rights law with 30 articles, which **apply to each person as a ‘rights-bearer’**.

The UK adopted the ICESCR in 1976, however articles can’t currently be challenged in Scottish courts. A **Scottish Human Rights Bill** is being developed to bring the ICESCR into domestic law.

Article 12 of the ICESCR sets out what is known as **‘the right to health’**. In 2000, the Committee on Economic, Social and Cultural Rights adopted the following definition of the right to health, which is known as the **‘tripleAAAQ framework’**:

“**Every person** is entitled to, among other things, **access to timely and appropriate support for physical and mental health** and that services need to be **available, accessible, acceptable, and of quality** without discrimination.”



Public authorities play an important **role as duty bearers** in **protecting and fulfilling the right to health**. This **applies to all staff** working in and around the ADP. This strategy supports the right to health by ensuring accurate and high-quality information will be available and accessible as part of a **rights-based whole-system approach**.

This strategy is a key element of implementation of the right to health regarding drug and alcohol services and support in West Lothian and the associated objectives and actions have been developed in line with the AAAQ Framework.

PANEL Principles

PANEL Principles are the common understanding of a **human-rights based approach**. They are **interrelated**, to be understood and applied as a whole.

Participation

People should be able to be involved in and have the chance to meaningfully influence the outcomes of decisions that affect them

This strategy has been developed in consultation with the Lived and Living Experience (LLE) community in West Lothian (insert details following consultation).

Accountability

Those who are responsible for delivering services and support should be held to account in relation to fulfilling their obligations

The ADP Support Team will lead on progressing actions and tracking against identified Key Performance Indicators (KPIs) on a quarterly basis, in collaboration with partners and the local community. Additionally, this strategy has direct reporting links to the ADP Delivery Plan 2024-2028. The action tracker has clearly defined roles and responsibilities.

Non-Discrimination

All forms of discrimination must be prohibited, including structural, indirect discrimination and intersectional discrimination

Accessibility and non-discrimination has been considered in the development of this strategy and the associated actions to ensure as wide a reach as possible. Different versions of this strategy are available, including an Easy Read version and an Executive Summary.

Empowerment

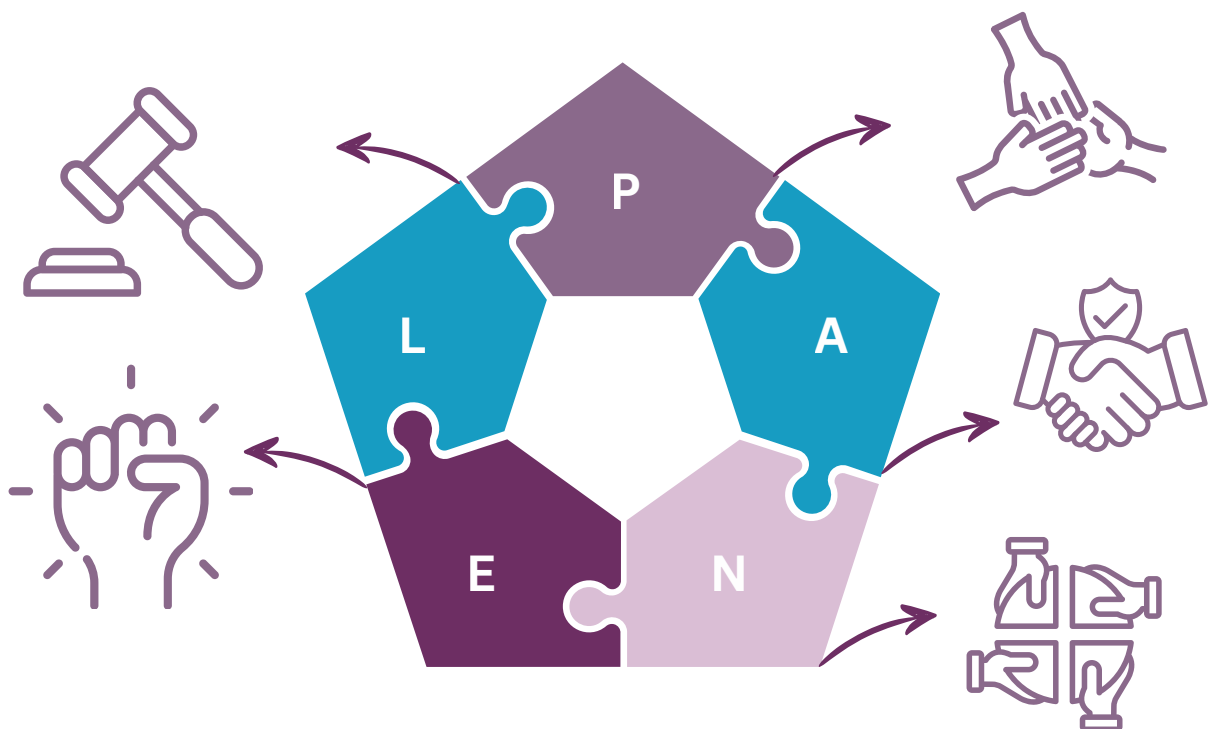
Everyone should know and understand their rights and the rights of the people they support

The involvement of staff and the community in consultation around this strategy is part of wider work within the ADP to develop a robust Experiential Programme and associated rolling improvement plan. There are a number of actions in this strategy which aim to build staff and public knowledge, skills and capacity.

Legality

The above principles should be grounded in the legal rights that are set out in national and international frameworks

It is the responsibility of West Lothian ADP to inform and support both partners/services and the wider public around their roles, responsibilities and rights as rights-holders and duty bearers. The development of this strategy, in collaboration with the target audience, is the key driver of this action.



FAIR Model

The **FAIR Model** is a tool which helps apply the principles of human rights, it has been applied in the development of this strategy.

Facts

What is the experience of those involved and what are the important facts to understand?

The local **Experiential Programme** gathers views of those engaged with local drug and alcohol services. Feedback provided as part of this work has identified **communication as a significant challenge** across the full treatment system.

Analyse rights

Develop an analysis of the human rights at stake

Article 12 of the ICESCR, the **right to health** is the key Right at stake in terms of drug and alcohol services and ADP activity. However, other Rights relevant to this strategy are:

- **non-discrimination** and equality (ICESCR, Article 2, International Covenant on Civil & Political Rights (ICCPR) Article 26)
- **privacy** and confidentiality (ICCPR Article 17)
- **information** (ICCPR Article 19, ICESCR Article 15)
- **participation in public affairs**/decision-making (ICCPR Article 25, links to United Nations Declaration on the Rights of Indigenous People (UNDRIP) & Disability Rights Framework)
- **United Nations Convention on the Rights of the Child** Articles 3 (**best interests of the child**), 24 (**right to health information**), 33 (**protection from drug and alcohol harms**)

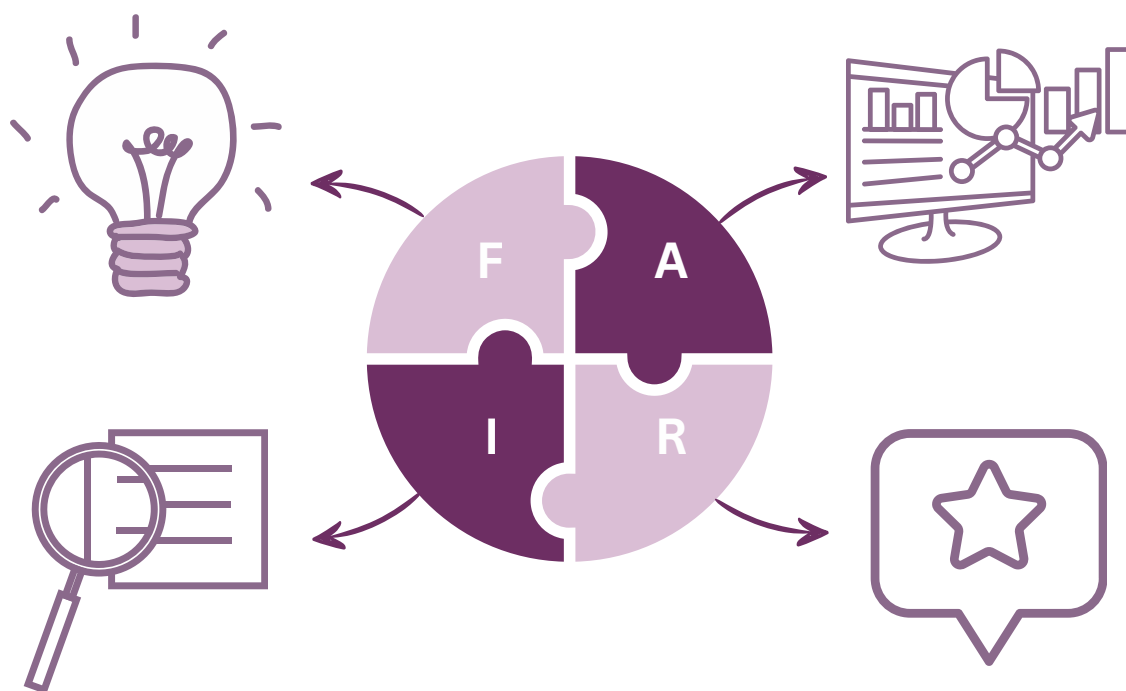
Identify responsibilities

Identify what needs to be done and who is responsible for doing it.

This model has been applied to help develop the actions associated with this strategy, which are outlined in the **ADP Communications Tracker** with assigned persons and outcomes, managed by the ADP Support Team.

Review

This plan has been **developed in consultation with staff and the local community**. It will be **reviewed in 12 months with an annual report** produced based on the actions outlined in the Tracker.



“

“I don’t know if what I said will make a difference, but it means a lot to me to be in the same space as the staff and feel listened to.”

- Livingston Consultation Café attendee, March 2025

”

Objectives

*The overarching aim of this strategy is to develop **Tools & Resources** to **Inform** and **Involve** staff and the local community - including those in treatment and recovery and their families - in **information and updates about the West Lothian ADP**. This will be achieved via actions which fall under three main objectives:*



Tools & Resources

Develop a range of tools to achieve a range of different communication outcomes, such as informing staff and the local community of: What services are available and how to access them; The role and function of the ADP and; Updates from the ADP including case studies, statistics and other relevant information



Inform

Ensure that staff and the public can access and receive accurate information and updates from and about the ADP, as well as national and local tools and resources.



Involve

Involve staff and the local community, including those with Lived or Living Experience (LLE), in the development and implementation of this strategy as part of a rights-based whole-system approach to reducing harms from alcohol and drugs.





Objective 1 - Tools & Resources

Develop a range of tools to achieve a range of different communication outcomes, such as informing staff and the local community:

- *What services are available and how to access them*
- *The role and function of the ADP*
- *Updates including case studies, statistics and other relevant information*

Objective 2 - Inform



Ensure that staff and the public can access and receive accurate information and updates from and about the ADP, as well as national and local tools and resources.

To achieve this objective, the actions developed focus on the following process:

- National and international benchmarking to **establish best practice** around online information and social media
- **Map all existing information** available about West Lothian ADP and **ensure up to date and accurate**
- Establish a **reporting and review schedule** to ensure information remains up to date and accurate
- Ensure a **West Lothian ADP Complaints Process** is publicly accessible
- Reaching out to local organisations, including those associated with **protected characteristics and seldom heard groups** with information and to build relationships
- Develop an **ADP Mailing List** to share information and updates



Objective 3 - **Involve**

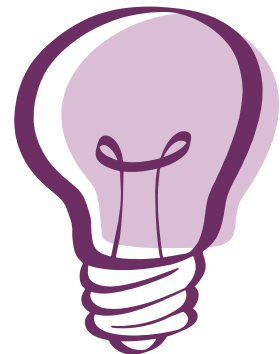
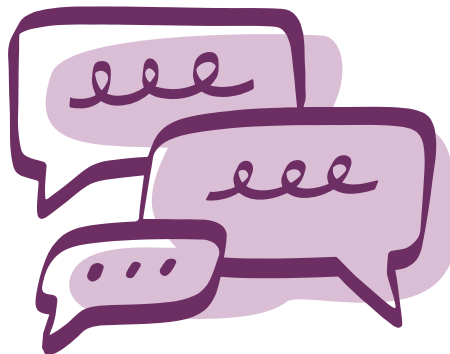
Involve staff and the local community, including those with Lived or Living Experience (LLE), in the development and implementation of this strategy as part of a rights-based whole-system approach to reducing harms from alcohol and drugs.

Consultation on this strategy took place to ensure it reflects the needs of staff and the local community. The consultation consisted of:

- LLE engagement via **Recovery Cafés** in Blackburn and Livingston
- Digital staff/partner engagement via **ADP inbox/MS Forms**
- Staff/partner engagement via **ADP meetings**
- Strategic level sign-off by **ADP Executive**

In addition to the consultation around this strategy, it is essential to build on existing feedback loops and **establish a range of methods for staff and public to provide feedback** on and to the ADP. Examples include:

- Offering **public membership to ADP workstream** meetings
- **Feedback methods** outlined in Objective 1 - Tools & Resources
- Conduct **staff/public surveys**
- Develop further **evidence-based actions based on feedback**



Please direct comments to wladp@westlothian.gov.uk