



Communications Strategy: Executive Summary

The **West Lothian Alcohol and Drug Partnership (ADP)** is a **local multi-agency partnership** with **strategic responsibility for reducing harm from alcohol and drugs**. The **ADP Delivery Plan 2024-2028** is in place with seven priority areas in order to implement this.

A number of actions in the Delivery Plan pertain to communications. The local Experiential Programme, which gathers views from those engaged with alcohol and drug support services, identifies communication as one of the key challenges in the local treatment system. These factors contributed to the rationale behind developing this strategy.

The Strategy has two key **target audiences: West Lothian residents – including those who use drugs and alcohol, are in treatment/recovery and their families - and ADP staff, partners and services**. It has been developed in consultation with these groups, as well as key rights-based tools such as:

- **AAAQ Framework** (**A**vailability, **A**ccessibility, **A**ceptability, **Q**uality) – The Right to Health, Article 12 of the International Covenant on Economic, Social and Cultural Rights (ICESCR)
- **PANEL Principles** (**P**articipation, **A**ccountability, **N**on-Discrimination, **E**mpowerment, **L**egality) – the common understanding of a human-rights based approach
- **FAIR Model** (**F**acts, **A**nalysis, **I**dentification, **R**evision) – tool which applies the principles of human rights.

The strategy consists of **three main objectives**. A Tracker with specific actions, Key Performance Indicators (KPIs) and assigned roles is maintained by the ADP Support Team alongside the direct reporting links to the ADP Delivery Plan 2024-2028.

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/resources.

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.