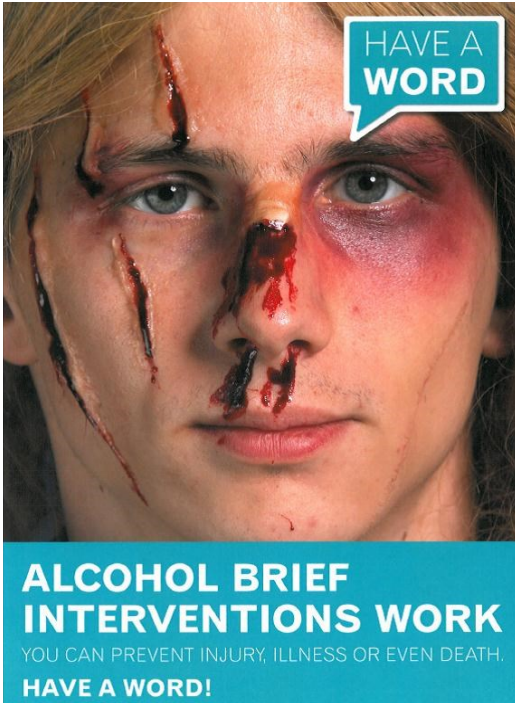


Knowledge Transfer Partnerships 'Have a Word' Campaign: Welsh Government and Public Health Wales



Two Knowledge Transfer Partnerships between Cardiff University's Violence and Society Research Group (VRG) and Welsh Government have led to wide implementation in the NHS in Wales of an effective and cost effective treatment of alcohol misuse. These KTPs are the first to involve a UK government.

NHS Wales spends £70-£80 million a year on health problems caused by alcohol misuse. Randomised trials of psychological treatments ("brief interventions") carried out by VRG in injury clinics and other settings demonstrated that screening for risky drinking combined with this approach was both practical and especially effective.

Led by Professor Jonathan Shepherd, Cardiff University's Violence Research Group (VRG) is a leading source of new evidence and innovation on what works to prevent violence and alcohol misuse.

A challenge VRG faced here was that whilst brief interventions are known to be effective, they are difficult to embed in the NHS and in health services in other countries.

Therefore, as part of the second KTP (a classic cKTP which was preceded by a short sKTP), the "Have a Word" brand and bespoke training programmes aimed at a wide range of health and other professionals were developed with Public Health Wales. These programmes are accredited by the national accreditation board Agored Cymru and Medical Royal Colleges. In 2013, as a direct result of the two KTPs, the VRG approach was formally adopted by Public Health Wales and by autumn 2014, 7,500 professionals had been trained by the Have a Word training team led by PHW's Craig Jones. The Have a Word campaign is supported with a website (www.haveaword.org), and Facebook and Twitter accounts and a range of branded items designed to sustain brief intervention delivery.

Professor Shepherd said:

"Recognising the need for effective and efficient training programmes for health professionals, we have developed dedicated two-hour brief intervention courses. The initiative establishes screening and brief interventions as a routine part of clinical practice in Wales."

Speaking at the launch of the campaign Lesley Griffiths AM, Minister for Health and Social Services, said:

"Every week in Wales, 1,200 hospital admissions are attributed to alcohol. We know the cost to the NHS in Wales and the cost to people's health is enormous. I am delighted to launch this campaign."

KTPs at Cardiff

Cardiff has an impressive portfolio of KTPs and a dedicated KTP Office that provides advice, guidance and support from the inception to completion of each project. For more information please contact the KTP team at ktp@cardiff.ac.uk or visit the Cardiff University KTP website: www.cardiff.ac.uk/ktp