

June 2009

As part of our communications refresh, we have revisited how our work is presented, to partners, providers, service users, carers and the wider community.

As part of this exercise we have identified a general resistance towards our current branding of SMAT (substance misuse action team). This name was introduced many years ago, when the work of the team primarily focused on illicit substance use and related issues.

We have now gained agreement to rename and will now be known as Worcestershire DAAT, (Drug and Alcohol Action Team).

This is very exciting for us and we believe that the new name will allow us to strengthen our identity and achieve a greater profile.

We believe that some of the benefits to this renaming are:

- Greater recognition of our enhanced presence in the alcohol agenda as the title is more specific and inclusive
- A move away from the negativity and vagueness of the word misuse
- A greater national presence, as the majority of the other 149 partnerships nationally are known as DAAT's.
- Greater access to us through online search engines as the term DAAT is nationally recognised and the search request most commonly used to find out about local drug or alcohol strategic activity
- Our belief is that the new identity of DAAT provides greater clarity of purpose and also presents a more professional image.

In order to support our renaming and desire to enhance our profile locally we have had a new DAAT logo designed and also produced two leaflets.

The first provides a brief overview of who the DAAT is and what we are trying to achieve. The second provides detail of the drug and alcohol services available across Worcestershire. These publications are both brief overviews of the work we do and the services we commission, more lengthy and detailed support documents are available should they be required.

Printed copies of leaflets are available, which we are happy to provide for public areas at your request. Contact Sue Davidson, smatadmin@worcestershire.gov.uk to request printed versions.

We also recently circulated a questionnaire seeking current views of our activity, and would like to take this opportunity to thank you all for a really positive response. We will be analysing the data and will update you on our key findings and how we intend to address any concerns.

With Regards

Nic Adamson

Drug and Alcohol Action Team Partnership Manager