

# Prevention – A Partnership Approach

How school-based harm reduction  
and drug prevention programmes  
can support improved public  
health outcomes across the North  
East

**withyou**

# What is THRIVE?

# withyou



# Scene setting

Middlesbrough is third on the list for hospital admissions relating to drug poisoning.

Admissions for drug-related mental and behavioural disorders were almost 8 times more likely in the most deprived areas (19.8%)

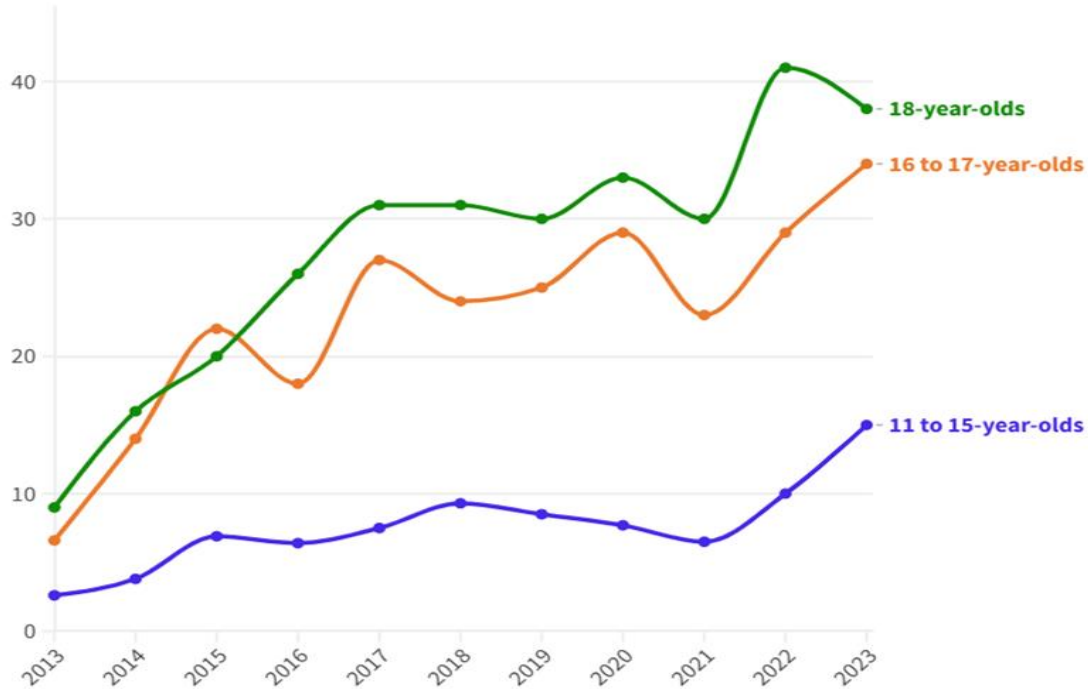
Life expectancy is lower in Redcar than other parts of the UK.

Higher mortality rates from respiratory disease and cancer than would be expected given the age profile of their population.

**We have a responsibility to help.**

**withyou**

## How the proportion of kids using e-cigarettes has soared in a decade



Source: [Action on Smoking and Health](#) • ASH Smokefree GB Youth Survey, 2023. Data based on a survey of 11 to 18-year-olds.



We need to stop just pulling people out of the river. Some of us need to go upstream and find out why they are falling in.

(Desmond Tutu)



How have  
we  
responded?

How many  
children have  
admitted to  
trying vaping?

1 in 10

1 in 5

1 in 7

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How many  
children were  
hospitalised  
due to vaping in  
2023?

20

40

50

withyou

How many  
11–15 years  
vape  
regularly?

1 in 15

1 in 20

1 in 10

withyou



# Taking action together

- 30 out of 50 Primary schools
- Secondary schools
- Colleges
- Approved schools
- Student nurses in the local hospital
- Foster carers
- Health visitors
- Social work academy
- Local businesses
- Youth justice

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# Spreading the word

- Media.
- Community impact.
- Revisiting schools to measure impact.



# The impact

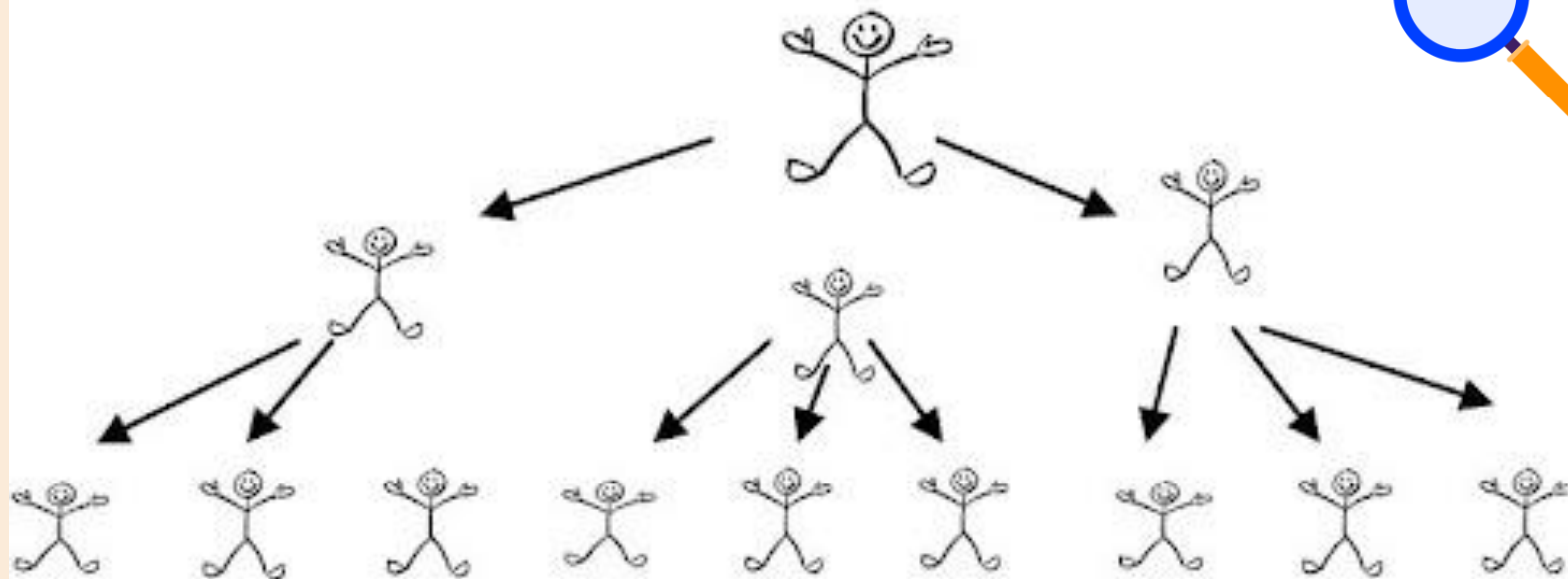
Over **6700** people in total have attended a session

Over **3400** 11-16 year olds have attended a session

Over **2100** primary school children have attended a session (since Jan 23)

**withyou**

YOU



withyou



Everyone at the beach house thought the training was amazing, it's was so informative, we would like you both to come back if this is possible as we feel it would be amazing to learn more about the drugs street names and words behaviour patterns to look out for. It would be great to develop stronger links to support the young people in our area.

— Feedback given from family workers who supervised parents and carers with their children

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We really benefited from the work completed in school last year and are keen to get you booked in again this year. We have already had an issue with vaping for our current Y5 children over the summer holidays.

— Feedback from a Headteacher

The work that Gillian carries out at Archway Academy is immeasurable. We educate some of the most vulnerable pupils across the region whose lives, due to a range of factors, become exposed to substance misuse; often leading to drug running and in extreme, but far too frequent cases, progressing to some young people being exploited by criminal gangs.

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— Feedback from Martyn Steel, Vice Principal for Archway Academy

# Thank you

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