

Sefton's Combating Drugs Partnership (CDP)

Communication Plan

2025

This is the communication plan for Sefton's Combating Drugs Partnership (CDP), outlining key campaigns, initiatives, and governance reporting for the year. The plan is collectively owned by the members of the CDP, with specific areas of focus or mainstream activities managed by designated partners. It serves as a coordinated framework to ensure effective communication and delivery of priorities across the partnership.

Month	Subject	Communication route	Outcome	Owner
January	Alcohol Dry January (1st - Jan 31 st January)	Public Awareness Campaign	Supporting people to re-think their drinking as part of getting healthier in January.	Alcohol Change UK
	Merseyside Police and Crime Commissioner Meeting (PCC) (10 th January)	Quarterly Report	Governance and Accountability	Senior Responsible Owner (SRO) of CDP

February	Merseyside Strategic Policing & Partnership Board Meeting (4 th February)	Quarterly Report	Governance and Accountability	Senior Responsible Owner (SRO) of CDP
March	Health and Wellbeing Board (5 th March)	Quarterly Report	Governance and Accountability	Senior Responsible Owner (SRO) of CDP
	National No Smoking Day (12 th March)	Public Awareness Campaign	Raise awareness and highlight the health implications of smoking tobacco for both smokers and those who regularly spend time with smokers.	Tobacco
	Operation Trespass	Public Awareness Campaign	Help protect people from cuckooing in Merseyside	Merseyside Police

April	CGL Southport Service Promotion Campaign (1st April – 25 th May)	Social media / Digital advertising campaign	Raise awareness of the vital services	Change, Grow, Live (Sefton)
	Merseyside Police and Crime Commissioner Meeting (PCC) (4 th April)	Quarterly Report	Governance and Accountability	Senior Responsible Owner (SRO) of CDP
	Merseyside Strategic Policing & Partnership Board Meeting (30 th April)	Quarterly Report	Governance and Accountability	Senior Responsible Owner (SRO) of CDP
May	Harm Reduction Day (7 th May)	Public Awareness Campaign	Harm reduction approach to drug addiction	Drugs and Alcohol
	Mental Health Awareness Week (12 th – 18 th May)	Public Awareness Campaign	Address the relationship between mental health and substance misuse	Mental Health
	National Knife Crime awareness week (19 th – May 25 th)	Public Awareness Campaign	Prevent, target and reduce knife crime and street robbery	Merseyside Police

June	Health and Wellbeing board (4 th June)	Quarterly Report Report	Governance and Accountability	Senior Responsible Owner (SRO) of CDP
July	Alcohol Awareness Month (7 th – 13 th July)	Public Awareness Campaign	Increase knowledge of alcohol misuse effects, including addiction and health impacts.	Drugs and Alcohol
	Merseyside Police and Crime Commissioner Meeting (PCC) (9 th July)	Quarterly Report Report	Governance and Accountability.	Senior Responsible Owner (SRO) of CDP
	Merseyside Strategic Policing & Partnership Board Meeting (22 nd July)	Quarterly Report Report	Governance and Accountability	Senior Responsible Owner (SRO) of CDP
	World Hepatitis Day (28 th July)	Public Awareness Campaign	Global awareness day to promote hepatitis prevention, diagnosis and treatment	World Health Organization (WHO)

August	International Overdose Awareness Day (31st August)	Public Awareness Campaign	Remember without stigma those who have died and acknowledge the grief of family and friends left behind.	Penington Institute – the global convenor of International Overdose Awareness Day
September	National Recovery Month (1 st – 30 th September)	Public Awareness Campaign	Promote and support new evidence-based treatment and recovery practices	FAVOR UK (Faces and Voice of Recovery)
	Health and Wellbeing Board (10 th September)	Report	Governance and Accountability	Senior Responsible Owner (SRO) of CDP
	Foetal Alcohol Spectrum Disorder (FASD) Awareness Month (1 st – 30 th September)	Public Awareness Campaign	The importance of going alcohol-free for the 9 months of pregnancy	National Organisation for Foetal Alcohol Spectrum Disorder

October	Sober October (1st-31 st October)	Public Awareness Campaign	Campaign to abstain from alcohol and raise awareness of its impact on health and well-being.	Drugs and Alcohol
	Stoptober - Stop Smoking (1 st -31st October)	Public Awareness Campaign	Get the support they need from family and friends, as well as professional help, to stop smoking for good.	Tobacco
	World Homelessness Day (10 th October)	Public Awareness Campaign	Working to prevent and end homelessness and alleviate the suffering of those experiencing it.	Housing, Homelessness
	National Stock Take - Joint Combating Drugs Unit (JCDU)	Report	Reporting and Accountability	Senior Responsible Owner (SRO) of CDP

November	Merseyside Police and Crime Commissioner Meeting (PCC) (14 th November)	Report	Governance and accountability	Senior Responsible Owner (SRO) of CDP
	Merseyside Strategic Policing & Partnership Board Meeting (26 th November)	Report	Governance and Accountability	Senior Responsible Owner (SRO) of CDP
December	World Aids Day (1st December)	Public Awareness Campaign	Focus global attention on the HIV/AIDS epidemic, raise awareness, and honour those who had died from AIDS.	World Health Organization (WHO)
	Health and Wellbeing Board (3 rd December)	Report	Governance and Accountability	Senior Responsible Owner (SRO) of CDP
	Drink Driving - Operation Limit (1 st December – 1 st January)	Public Awareness Campaign	Prevent deaths and serious injuries caused by people choosing to	Merseyside Police

			drive while under the influence.	
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