

barod

ANNUAL REPORT

2020-2021

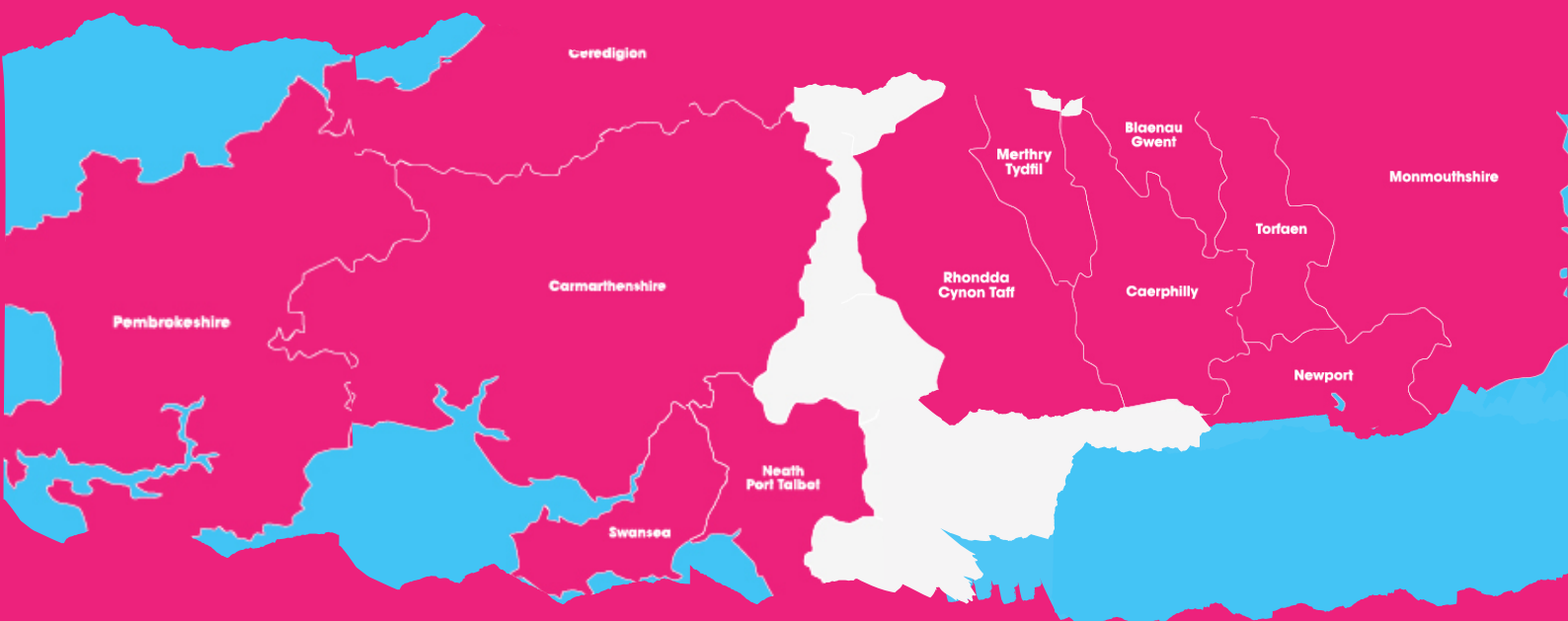


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A message from Caroline

We don't usually produce such a detailed annual report, but this year felt different in so many ways, as such we felt that we should celebrate the achievement of our staff and the people who use our service.

"No one will ever forget 2020: a new year, a new decade, initially filled with hope and anticipation yet it has become a year we will recall because of a global human catastrophe."

At the beginning of 2020, there were few signs that a novel coronavirus would change our lives forever. Yet by the 1st April 2020 we found ourselves in the midst of a global pandemic, challenging us to rethink how we work and deliver services in a rapidly changing and often frightening environment.

The Covid 19 Pandemic has rampaged through our lives, leaving in its wake millions of people dead, many left sick and families broken with grief. We watched as our health and support services struggled to cope with exhausted staff. We spend several months in lockdown, fearful of the virus and what this will mean to us, our families, and our communities.

Throughout it all Barod kept our services open, not just keeping things going but as you will see as you read the report, continuing to innovate and make sure we create a range of options for people who use drugs and/or alcohol, their families, and communities.



"Throughout it all Barod kept our services open, not just keeping things going but as you will see as you read the report, continuing to innovate and make sure we create a range of options for people who use drugs and/or alcohol, their families, and communities."

We will continue to do that into the foreseeable future and we will ensure the opportunities and lessons learned during the last year such as digital and online support, a blended approach and choice for people who use our service, agile working for staff, offering a greater work/life balance and avoiding unnecessary travel which in turn has a positive impacting on our carbon footprint.

Finally, what the last year has shown us that we are all in this together, we depend on each other; whoever and wherever we are. Let us embrace the focus on the health and wellbeing for ourselves and others and make sure the kindness we have experienced continues for many years to come.

Caroline Phipps, CEO

Spike on a Bike is a new initiative being set up in our Dyfed region. The need for this service came on the back of some worrying trends we saw during the pandemic in relation to our needle exchange activity.



We saw a decrease of **39%** in the number of transactions, a **34%** decrease in the number of new registrations and a **41%** reduction in the number of items dispensed across our needle exchanges in Llanelli and Aberystwyth.

We are in the process of training 6 staff to ride motorcycles that we have purchased to deliver a service that truly meets the needs of our service users within our rural communities. We want to make DDAS even more accessible to those who face barriers in getting the services they require, even more so since the coronavirus pandemic, with this innovative outreach approach. We also want to show a proactive approach amongst local businesses and local partners demonstrating our commitment to making our town centres and our communities the safest they can be. The Spike on a Bike service will offer the following services:

Needle Exchange Equipment	Naloxone Dispensing	Overdose Prevention Advice	Responsive Community Discarded Needle Collection
Collection of Used Sharps/Returns from SU's	BBV Testing	Harm Reduction Advice	Safer Injecting Advice
Foodbank Vouchers	Wound Care	Basic First Aid	Signposting

Town Centre Overdoses

In Aberystwyth and Llanelli, the number of overdoses happening on the streets of our town centres increased during the pandemic. DDAS being well located in the town centres of these geographical areas have been perfectly placed to attend to the overdoses by utilising their grab and go 'grab bags' to administer Naloxone and provide emergency overdose first aid. Our staff have often got there before the ambulance or first responders and have undoubtedly saved lives by getting there quickly.

"We saw rogue, counterfeit benzodiazepines, increased purity heroin and Spice all play a role in the number of people experiencing overdoses during the year."

556 Naloxone kits given out in 2020-2021 by DDAS

Campaigns

DDAS embarked on a revamp of all our social media pages. Staff skilled with social media (Angharad Jenkins, Katie Davies, Natasha James led by Lauren Evans) have done a wonderful job at increasing our content and engagement. Following the revamp of DDAS' social media channels, the respective pages have seen:



30
new followers
within one month



144% increase in reach
313% increase in post engagement
23% increase in new likes
(compared to the previous month)



1,755
views of our 6
harm reduction
videos

Other key achievements of this social media revamp campaign include:

- ✓ Quick response post regarding potential contaminated heroin intelligence we received, resulting in 12 shares and 1,100 views within 5 days. We also received messages in relation to someone wanting to be trained and dispensed in Naloxone from the general public.
- ✓ Other organisations sharing/acknowledging our content such as DAN 24/7 on Facebook and a self-injury charity on Instagram.
- ✓ Feedback and positive comment from a service user regarding one of our 'quotes of the week' which she said inspired her to get up and go.
- ✓ We have advertised new products we've purchased for steroid users to draw them in to using our needle exchange – the 12-week steroid cycle kits.

DDAS Needle Exchange and Returns Campaigns



This campaign will span both Q4 and Q1 and includes lots of partnership involvement in Llanelli with Dyfed Powys Police, local businesses, and pharmacies. It will be made up of lots of different activities with the main goal being to promote bringing injecting related returns back to needle exchanges safely and not discarding them in the local community.

The first stage in this was to redecorate and remodel the needle exchange in Llanelli so that it is more inviting. We realised with the

implementation of our COVID risk actions, that our offices were safe but not welcoming. We have now tried to find a balance of the both. See the picture above for what it looks like now! This campaign has also:

- ✓ Promoted our needle exchange on social media
- ✓ Developed partnership work with the Wallich Floating Support service to safely clear and appropriately dispose of drug paraphernalia from a service user's property. This relationship and type of task is now ongoing.
- ✓ Needle exchange duty workers in Vaughan Street have commenced weekly needle patrols in the town centre. We are supporting local businesses and targeting problem areas and doorways in the vicinity.
- ✓ Weekly joint patrols with Dyfed-Powys Police colleagues as part of the PSPO initiative to have conversations with vulnerable adults in the town centre who may be using substances to generate referrals, highlight what our service can offer and offering on-the-spot harm reduction advice.

DDAS Elf on The Shelf Christmas Advent Calendar

Elfie and Jangles made a big return to DDAS's social media pages with their new Christmas advent calendar that was packed full of handy hints and tips to keep safe over Christmas in terms of drug and alcohol use but also in terms of COVID-19 and maintaining positive wellbeing.

"The 25 windows revealed various harm reduction messages, information about the service, wellbeing activities and challenges, recovery related poetry, craft activities and a message from staff on Christmas Day."





The last year in Swansea has brought many challenges, but also as many opportunities. The initial response to the COVID-19 pandemic by local services has meant that a diversity of approaches, and issues now exists across the Swansea Bay area. While there have been interesting and even very positive innovations, some initial developments have highlighted the need to return to previous ways of working, both in terms of maintaining treatment and harm reduction service provision.

Barod Swansea's immediate response to the pandemic was to maintain the delivery of a Covid safe/secure service. We identified that this could not be achieved without our stakeholders and identified the immediate need to distribute information and resources with our partners. The emphasis was on how services could work together to both protect staff, and continue the delivery of essential care and support to those in need across the whole of Swansea.

"The global COVID-19 pandemic has dramatically altered all aspects of modern life, and this includes drug use, the drug market, and the ability of our services to provide help and support to those people who use and need our services."

Growing complexity in the drug market poses challenges and health risks

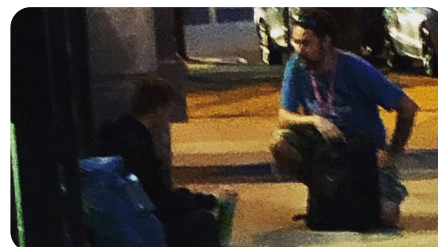
Non-controlled and new benzodiazepines obtained online or through the more conventional illicit drug markets have been of growing concern in and across Swansea. Etizolam, for example, has featured highly which is also not an authorised medicine, it also appears to be commonly available on our local drug markets and has been linked to the increases in drug-induced deaths among people who use opioids in Swansea. In conjunction with our Area Planning Boards Harm Reduction co-ordinator, a Local Drug Information System Model has been devised to put a formalised process for the sharing of factual/accurate information for professionals and people who use our services.

"Drug overdose
is increasingly
associated with
an ageing
population"



We have identified that the older age group between 41 to 60 years of age make up 43% of the overall fatal overdoses over the last year, the full amount being 30 individuals passed away due to their drug use. In comparison to 2019 a total of 20 people across all age groups sadly passed away. These figures are based on the information received via the case review coordinator. Indicating that this problem is increasingly associated with older long-term users, prison leavers and the revolving door into treatment. This underlines the need to recognise the increasing vulnerability of an ageing cohort of life-long drug users and has provided the evidence base for this group as an important target for treatment, social reintegration, and harm reduction measures.

Swansea's assertive outreach engages with all people who do not already know about us or who may not wish to access the Mansel Street centre-based services.



In many ways the outreach is an extension of our historical open access work – our aim is to provide friendly, non-judgmental advice and support on the streets, in B&B's, emergency accommodation, community centres, service users' homes, or wherever else suits the people who access our services. Barod Swansea provides support to people with complex needs who are present on the street to our assertive outreach. .

In addition to Assertive Outreach, Barod Swansea also offers Hostel In-Reach. Staff members conduct hostel in-reach at The Wallich and Goleudy. Offering direct support to residents and staff.

Services provided by
our assertive outreach:

- ✓ NSP
- ✓ Advocacy
- ✓ Onward referrals
- ✓ Crisis work
- ✓ Brief interventions

"In the early phases of COVID-19, it initially presented a new risk, challenging us to change and deepen our understanding and practice of harm reduction for overdose response."

357

Naloxone kits given
out in 2020-2021 by
the Swansea service

In Swansea we recognised that people who use drugs and other harm reduction providers had always been uniquely attuned to—and skilled at—navigating risk. However, Covid- 19 brought up some new dilemmas. We recognised that there is never a way to eliminate all risks during these times; however, we promoted the importance to continue the good work with an emphasis on driving Naloxone distribution even more so than we ever had before.

Barod and Gastroenterology

A clinic was initially established to meet the deficit of service delivery testing. Gastro was able to run out of Barod Swansea from June 2020 to present day. This response was in response to Gastro losing their ability to run blood-borne virus clinics out of the hospital outpatients' departments.

The current set up at Barod has shown to be a convenient option not only for our service users currently dealing with substance and/or alcohol abuse, but also for those in recovery who would not be comfortable engaging in other community services.

At its onset, the clinics were very busy; there was an emphasis on being accessible as possible as practitioners encouraged and promoted drop-in sessions. The facility at Barod offers the opportunity to meet routinely with those who require the support at the onset of treatment, and throughout its course, and subsequently once infections have been cleared, there is the ability to offer extensive testing for BBV and other liver conditions via venous blood and dry blood spot, fibroscan diagnostics for liver steatosis and fibrosis/ cirrhosis, nurse-led counselling, drug therapy for viral hepatitis, and onward referral for various other conditions.

The future! The collaboration between both services is keen to increase the number of people that can be seen from Barod. Gastro is likely to have more healthcare professionals within their team in 2021 and would like to be able to double the number of reviews carried out at the Barod site when the opportunity arises. Also, in the near future to be able to work more closely with the outreach team to further engage and support those who may need support from the Hepatology team.



"Barod was deemed as an accessible option for many of their patients, who may have limited access to transport or who may feel uncomfortable sat in a hospital waiting area, where people who had previously used the hospital facilities fed back that they felt like they were being judged."



Children and Young Person's Service

Partnerships with CAMHS is strong and we have an excellent working relationship, keeping YPs safer through our JAM discussions and safeguarding processes.

Continued collaborative working with YOS is bringing new ideas and development work. Even though there are individual team action plans, many components can be brought together. YP Team Leader and YOS manager communicate frequently and have other plans highlighted in YOS portion of report.

Transitions Service

More young people are transitioning smoothly into adult services.

The transition worker is working collaboratively with partners such as YEPS, CAMHS, CDAT, Merthyr Youth provision and the Housing and LI outreach services to engage young people who may have fallen through the net when exiting YP services.

"The transition worker operates late-night clinics for young people in conjunction with the outreach workers late-night needle exchange provision."

Assertive Outreach Service:

This is a new part of the service which commenced in November 2020. There have been development and planning discussions around processes, data and reporting, activities, and timetable, which are still ongoing. There has been positive feedback about the new outreach workers by staff and other external partners.

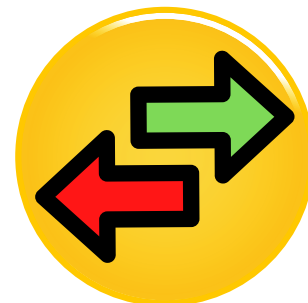


During quarter 4, the outreach team set up drop in's in The Three Saints Hotel and Caersalem House with the aim of providing harm reduction advice, distributing Naloxone, providing needle exchange supplies and providing sample drug testing via Wedinos. They have also continued to attend hostels and B&B's in Merthyr Tydfil to provide support to individuals who reside there. The team have been supporting service users to attend CDAT and CMHT appointments as well as transporting service users to Pine Ward in Llandough for inpatient alcohol detox.

They have continued to liaise with housing departments, sexual health teams, National Probation Service, Foodbanks, Pobl and Cornerstone housing staff. The team have completed door-stop deliveries of Naloxone to service user home addresses. Service users have been issued with mobile phones so that they can engage and attend appointments with support services – this was possible from being successful in our COVID-19 Winter Fund bid.

A late-night drop-in service for needle exchange has also been set up in Oldway House on a Thursday evening with the aim of being able to use the shower (COVID-19 restrictions are preventing this at present) and clothes washing facilities for people experiencing homelessness or staying in temporary accommodation. We have recently purchased a new tumble dryer for service user use as well.

The outreach workers have been utilising the Barod outreach van to deliver support in the community and transport service users to appointments when necessary. A shelving unit has been built into the van to provide a mobile needle exchange service.



Campaigns

Multiple staff and volunteers within the Cwm Taf service signed up to Barod's foodbank fundraising event, 'Run off the Blues', in January 2021.

"I signed up to 'Run off the Blues' to promote awareness of foodbanks. I hope by posting on my social media updates it will encourage people to donate a little something to help others within the community."

During this quarter, Hannah and Rob Barker met with MP, Beth Winter for Cynon Valley to discuss Barod Services and support available in the community. The outcome of the meeting was Beth agreed to promote Barod on social media and the "Run off the Blues" Campaign as well as offering Barod to utilise her Cynon office when the restrictions lift.



The foodbank system online continues to work incredibly well for staff requesting food bank vouchers and the parcels are delivered by the food bank direct to the individuals' accommodation. Service users with no fixed abode have had their food parcels delivered to the Barod office for them to collect. Barod staff in Merthyr and Cynon have forged strong working relationships with the food bank and are grateful for all the support they provide to those in need in the community.

Prevention

The Prevention team have continued to offer Basic Substance Misuse and Naloxone training online. The team adapted and developed the digital training so that we can offer Overdose Awareness and Naloxone training sessions online, in a combined training package for professionals. We also adapted this for a service user audience as well.

Alcohol Awareness sessions will be available for professionals to book on to via our online brochure that we are currently designing. Dates for all of the training sessions are advertised on our social media platforms and Eventbrite and dates are available to book right through until March 2022.

The Prevention team has taken the lead in developing the online 'Talking to' and 'Working with' Young People training and from April 2021, this will be offered once per month online, via Zoom. This is also bookable via our online brochure.

The Prevention team's multi agency approach continues to strengthen by attending the Cwm Taf mental health forums and the health and wellbeing forum. Information, resources, and contacts from all meetings are then disseminated to the wider team and where appropriate the whole organisation thus updating all staff's knowledge and relevant tool kits.

Low Intensity

"During the last quarter, there were several exciting developments. The Low Intensity Team Leaders, Hannah and Nicola met with a CTMUHB nurse and a consultant to discuss a business plan for setting up an IPEDS clinic in Cwm Taf."

CDAT Cynon offered to deliver Pabrinex clinics for Barod service users in Barod offices. Pabrinex clinic has taken place in the Engine House in Aberdare, with three Barod service users attending for a course of Pabrinex. Another Pabrinex clinic has been planned for April 2021 in Oldway House, Merthyr. Barod are extremely grateful for CDAT doing this and this initiative is a great example of positive collaborative working.

During Quarter 4, Hannah and the outreach team met with George Charlton to discuss the peer to peer naloxone training after seeing his great work on social media. A positive meeting took place and it is hoped that Cwm Taf can be part of the pilot due to be rolled up in Wales this year, starting in Gwent.

George also agreed to assist with the Community Reinforcement And Family Training (CRAFT) online. The plan after this training is for Barod staff to deliver CRAFT to concerned others alongside PACT and start more online groups for concerned others.

125
Naloxone kits given
out in 2020-2021 by
the Cwm Taf service

"GDAS became the first service in Wales to implement the innovative, life-saving, Peer to Peer Naloxone pilot"

Funded by the Welsh Government, GDAS trained 3 service users with experience of overdose and administering naloxone to go out into the community in Newport to train and supply people who use drugs who are currently not in treatment; people who use drugs who are in treatment and in need of re-supply; and community members and housing staff. The pilot took place over a 2 month period and achieved the following outcomes:

- ✓ 224 Naloxone kits given out
- ✓ 76 individuals had never received a naloxone kit before
- ✓ 26 kit replenishments
- ✓ 26 Housing staff trained
- ✓ 32 residents in temporary accommodation units trained and supplied
- ✓ 5 Newport city council traffic wardens trained
- ✓ Contact from ASDA staff requesting training and supply



Assertive Outreach service

GDAS has worked intensively with Housing leads from across all 5 Gwent areas and have established a funded Assertive Outreach service. This scheme supports anyone who is homeless, sofa surfing or living in temporary accommodation to access treatment, remain in treatment and access clinical prescribing. To date, GDAS have been awarded £350,000 towards the AO posts. At the end of 2020, all Housing leads had confirmed some additional Housing Support Grant funding to maintain these roles until March 2022.

"GDAS has initiated over 120 service users on the opiate substitute medication Buprenorphine"

Buprenorphine is a long-acting buprenorphine injection that is provided on a monthly basis. GDAS made this treatment available to a large number of service users during the Covid-19 pandemic and have successfully negotiated funded spaces until March 2022. This new medication has already delivered some encouraging outcomes for a diverse profile of prescribed service users.

Buprenorphine

Embrace Project

GDAS's Learning & Development lead has worked in partnership with Calgary University to develop an ACEs (Adverse Childhood Experiences) intervention that will be delivered to service users who are not able to access counselling in the community. Key GDAS staff have received training through Calgary psychology team and will begin screening and delivering the intervention once face to face provision has returned.

As a result of Covid-19 and the Government restrictions impacting working practices, much of the focus for the year was on adapting ways of working to ensure the needs of service users could continue to be met.

As a result of these adaptations, referrals into N-gage remained relatively consistent during the pandemic and support continued to be provided to young people and key stakeholders throughout.

In addition to adapting existing support, there were also a number of new developments made during the year. The social media presence was enhanced to ensure social media platforms were producing clear and consistent messaging. A working group was established to manage the platforms and to work together to maximise reach.

In addition to the social media content, an N-gage podcast was developed with a plan to roll out 1 episode per month. Episodes focus on a relevant theme for the month and include an interview with a staff member, a service user story and best practice tips related to the theme. The music for the recordings was made by an N-gage service user that taught himself to play the guitar during his time in lockdown.

Service adaptations included:

- ✓ Adjusting to staff primarily home working.
- ✓ Maintaining team connection via online team meetings, social distance meetings, and engagement in regular team events such as the January 'run off the blues' fundraiser event
- ✓ Establishing a new fit for purpose online system for managing and allocating referrals.
- ✓ Developing the professionals training package for online delivery.
- ✓ Expanding 1:1 and group support sessions to include online platforms such as WhatsApp, MS Teams and Zoom.
- ✓ Developing online peer support, virtual drop in's, online workshops and question and answer sessions.
- ✓ Maintaining engagement with wider services via online communications.



"Whilst working from home and travel time and office work reduced, the team maximised the opportunity to further develop their skills."

The introduction of online training courses and webinars increased accessibility to learning and staff were encouraged to utilise their time to engage in research, learning and development via a range of learning methods.

The team also used the time to further develop N-gage resources. The team worked with a graphic designer to produce a range of new resources including an interventions workbook, activities and affirmation cards, harm reduction cards, a getting through withdrawals guide, and an anger management booklet. They also reviewed and amended all current paperwork.

The professionals training package was also further developed to include a drugs and social media training session. Work also began on a substance use and mental health and well-being course.



Following the findings from the annual report completed for 2019/2020, it was agreed that a full review of the service model would be completed. The review included consultation with commissioners, staff, key partners, and service users. A proposal for a new model was agreed for implementation in April 2021. The key changes to the model included:

Reduction in generic case workers from 9 to 5	Each case workers to take a lead in one of the 5 boroughs within Gwent	Reduction in data officer hours from full time to part time
Introduction of a transitions and young adult worker post to work with 18 – 21-year-olds	Increased remit of family workers to include support for parents and carers	Additional family worker post to support the increased remit
Introduction of 3 community engagement workers	3 activities workers reduced to 2 and a change to activities and wellbeing workers	1 part time additional support worker post to support any strand of the service as required.

"Following a successful staff consultation period, the service model development work was completed and was ready to go live on 1st April 2021."

Choices West



The Choices West services was successful in gaining a new post which is the Regional Prevention and Transitional worker post.

We have successfully recruited for this position and Stephanie Davies joined the team on the 7th June 2021. Steph is located in Pembrokeshire but has a regional role and to date is busy working her way through her induction phase with the Choices Service. Steph is busy networking and establishing links over Pembrokeshire, Ceredigion and Carmarthenshire but has set herself the task to start networking in the Ceredigion area primarily focusing on service promotion and getting a feel for what is needed in the area, this will include working closely with her Choices colleagues in this county.

The second part of the role is to work with transition cases, this is something that Choices have been doing for the past 12 months. Currently the whole Choices Team hold transitional cases however once Steph is fully up and running, she will be supporting the wider team with the transitional work and taking a lead in developing this exciting new development to the service.

Floating Support

Floating support have taken on a volunteer who is currently going through their induction and who, it is anticipated will be an asset to the service. This volunteer will be covering Aberystwyth and Cardigan offices. We have continued to attend weekly meetings with other services within Barod including DDAS, Cyfle Cymru and Choices which has improved communication links between workers and vastly improved the quality of our referrals, it also gives us the opportunity to discuss any high risk cases and to flag any cases of concern for safeguarding. Our service has proven to have worked well balancing working remotely and using worker discretion and judgement to continue with face to face appointments for those service users who are high risk and too chaotic for telephone support.

£69,199
has been claimed
on behalf of
service users in
benefits and
have housed **9**
service users
from homeless

With regards to funding, the floating support service have been given extra grant funding this financial year from housing support grant as a recognition of our achievements. This extra funding has been used as an uplift for current salaries and increments. There is also discussions starting to take place regarding further funding at the end of this year for potential new roles within the service.

Progression is the aim of the Cyfle Cymru project and this is what has been achieved for many individuals.

Cyfle Cymru had a volunteer that moved from his volunteer role to paid employment and it was a very smooth transition. The benefits of employing a volunteer are very positive as they already have a clear understanding of the role and they have had extensive Barod training. Another SU has also progressed from Cyfle's support. She was being supported by her mentor with 1-1 support, courses and activities and then she progressed onto being on the interview panels with Cyfle and has recently gained a volunteering position with Supporting People.

Maintaining contact during lockdown was difficult with some SU and they disengaged due to not being able to have face to face appointments as they felt this was an important part of their recovery. However the majority of our SU found that they preferred doing phone appointments and Zoom sessions as they were in the comfort of their own home initially and this helped with lowering their anxiety from getting the support they needed and was a positive step in their recovery journey and a very positive way to start off an initial contact.



"Some of the staff that have left the project have stayed within Barod and have made positive progression from peer mentoring and this is what the project aims to achieve."

Cyfle have had a quite difficult time with staffing issues from March this year as we were running on less than 50% staffing levels across the whole of Dyfed. This had a big impact on getting registrations, courses and online activities in and having to call on other Lots to support Dyfed for a period of time contacting SU on caseloads and helping by offering courses. It has been an ongoing process and we are now up to full capacity, however this now means that we are going through induction processes and training with the new members of the team.

We currently only have a few SU that are in 6 month plus employment. When a SU has full time employment they can generally disengage as they are busy within their new employment role or that they feel that support is no longer needed once they have gained a full time position.

Learning & Development



The year has seen a massive shift in Barod's approach to Learning and Development, instigated by a comprehensive review of our methodology undertaken in 2020.

The review highlighted a need for change; a move away from focusing just on providing training courses, to offering a more flexible, learner-led model which incorporates social learning within our DYSGU Hubs, digital learning via our DYSGU eLearning platform and just-in-time learning on our Microsoft Teams Channels.

The move from face-to-face learning to digital delivery helped to create a step-change that propelled the new approach forward. The majority of workshops and courses were adapted for online or blended delivery and the benefits have been numerous and noticeable - reduced travel time, increased opportunity for meeting other teams and the opportunity to rethink and be creative around content and delivery style.

The team were also proactive in supporting the organisational move to online working. We have supported individuals to upskill via workshops, eLearning packages and guidance videos or documents and have sourced and coordinated staff to undertake a Digital Application Qualification, to further enhance their ability to engage in the digital world.

Current and future leadership development has also seen a shift, with newly-designed Continuous Professional Development Days running monthly and focusing on a variety of topics related to management and leadership. Barod also hosted its first Leadership Symposium, a day for leaders and aspiring leaders, with workshops aimed at developing their skills and knowledge which were delivered by external and internal facilitators.

In addition, Barod has also increased what we offer externally, with development and delivery of new and existing courses for partner organisations, and the introduction of a suite of free eLearning packages available to professionals and the public via the website.

Innovative achievements:

- ✓ Learning and Development Review undertaken to assess impact of approach and make recommendations to develop the provision to staff and volunteers
- ✓ Introduction of a new L&D approach which utilizes best practice and offers flexibility
- ✓ Development of new eLearning packages for external professionals and the public

Live Webchat



The Live Webchat Service was launched on 6th April 2020. The first of its kind in Wales, for substance use support, has enabled people to gain instant access to a trained support worker, seven-days-a-week.

1,401

Chats recieved

The reason for people accessing the Live Webchat varied from professionals seeking help and advice, individuals looking for information regarding their nearest substance misuse service to people directly, or indirectly affected by substance use, looking for support.

A total of 32 members of staff have been trained in and facilitate the Live Webchat Service.

Those accessing the Live Webchat Service are able to provide feedback regarding their experience of using the service and a total of 119 chats were rated throughout the year.

97%

Satisfaction rate

On the 20th September 2020, the Live Webchat Service started accepting referrals for all Barod and consortium based services. A total of 47 referrals were received. Of these, 36 were self-referrals, while the remaining 11 were made by professionals. Of the 47 referrals, 6 were for concerned other support. These referrals were then passed on to the appropriate service, by location.

"Rachel handled my queries so politely, quickly and efficiently and that's not so easy to do on Live Chat - great service"

76%

had not sought help for substance use before accessing the Live Webchat Service

At the end of each chat, the visitor can fill out a post-chat evaluation, which asks them a series of questions about themselves and their experience. This was completed 160 times, representing 11.4% of all chats. Of those that completed this short evaluation, 87% strongly agreed the service was easy to use and just over half stated that the Covid-19 pandemic played a role in leading them to use the Live Webchat Service. In relation to age, most people accessing the service were between thirty-one (31) to fifty (50) years old.

"Cannot thank you enough for the help and support you've given me"

Campaigns



Throughout 2020-21, Barod ran a total of five campaigns, all aiming to raise awareness, increase knowledge and reduce stigma relating to substance use.

Due to the ongoing Covid-19 pandemic, most of the campaigns were delivered virtually, with key messages delivered via multiple digital platforms including all of Barod's social media channels. Due to social media's ever extending reach with the wider population, much work has been undertaken to develop Barod's presence online and to connect with the wider public, both via targeted campaigns but also structured messaging relating to services and harm reduction.

2020-21 compared to the previous 12 months:



177% increase in
Facebook reach



877% increase in
Instagram reach

The first campaign facilitated during 2020-21 was the 'Time to Brew' campaign, delivered in partnership with Kaleidoscope. 'Time to Brew' aimed to build resilience and ensure wellbeing while minimising harm relating to alcohol consumption during the early stages of the first Covid-19 lockdown. As with any other life transition, our relationship with alcohol changed in line with restrictions, with increased consumption at home. The campaign provided an array of resources from a free eLearning package and ways to maintain self-care, to podcasts discussing ways to reduce harm and hints and tips for concerned others. Three people who access Barod services also provided video diaries on how they were maintaining their recovery during the first national lockdown.

hello!
we are
open.

crush.
dab.
wait.

here to
talk. listen.
help.

During the summer of 2020, all young person's services teamed up to deliver the 'We are Here' summer campaign, raising awareness that services were still open despite the ongoing Covid-19 restrictions. Alongside this, key harm reduction messages were delivered via all young person's services and Barod's social media channels.

Throughout September, Barod marked international recovery month by showcasing the achievements, many people who have accessed Barod, have accomplished. A variety of testimonies were shared, via various formats, from videos to a goodbye letter to alcohol. Such honesty from people also aimed to show others that support is available and recovery, however defined, is possible.

"Barod linked in with Aneurin Bevan Health Board and Cardiff University to deliver a Ketamine-specific campaign, 'Through the K-Hole', in response to a significant increase in referrals for the use of the drug."

The campaign aimed to raise awareness of the harms associated with heavy, frequent use of the substance, as well as increase knowledge of the effects, risks and harm reduction advice, via the delivery of educational videos by a bladder nurse consultant and university lecturer. A free eLearning package was made available as well as a variety of testimonies from those who have been affected by ketamine use. Additional resources including harm reduction videos, were all shared on our website and social media channels.



Over
£600
was raised following
the successful 'Run
off the Blues'
campaign

The final campaign facilitated within this financial year was 'Run off the Blues', a month-long fundraising event in January, for local food banks. As the event was all about people getting out and walking, running or cycling as far as they could throughout the month, it aimed to promote better mental health and well-being, especially during the time of cold weather and dark mornings. A total of thirty-six staff, volunteers and people who access our services, signed up to the campaign and completed a total of 3,864km. All of the money raised was donated to eight separate food banks across Dyfed, Swansea, Cwm Taf and Gwent. The event was also endorsed on social media by Hollywood actor, Michael Sheen, which resulted in 69,400 Twitter impressions.

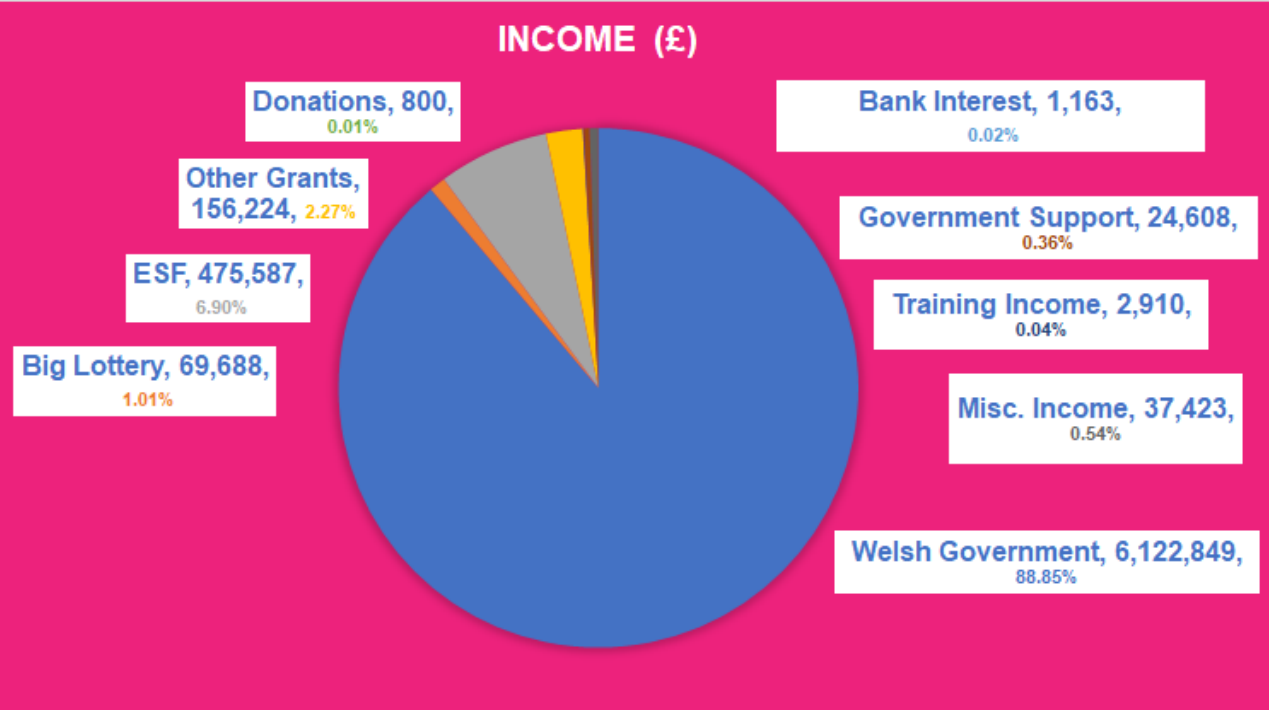
"I have really enjoyed doing 'Run off the Blues', so much so, I have signed up to a new challenge for February"



In addition to our dedicated campaigns, we also supported one off awareness raising events throughout the year including International Overdose Awareness Day, Support Don't Punish, Alcohol Awareness Week, International Hepatitis Day, World AIDS Day and Mental Health Awareness Week, among others.

Finance

Below provides an overview of the various income streams for 2020-2021:



Total income: £6,891,252



#WeAreBarod



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