

An Implementation Plan for the Gore District Alcohol Strategy

A community approach to
reducing alcohol related harm

October 2013 - October 2014



GORE DISTRICT ALCOHOL STRATEGY IMPLEMENTATION PLAN

Introduction

This action plan provides a framework for the implementation of the original Gore District Alcohol Strategy that was adopted by the Council in 2009.

In partnership with others, the Council developed a set of actions to make the district a safer place for all its citizens. The Council was fortunate to have had access to, and the cooperation of a wide range of key community stakeholders who helped guide the formation of a district wide strategy. The Ministry of Justice through its Crime Prevention Unit provided both financial and professional support.

Unfortunately for various reasons, the initiatives in the strategy did not go the next step to being implemented. Initiatives in the original strategy have been reviewed with the guidance and assistance of the original stakeholder group. Priority areas have been identified

as an outcome of the revision work, alongside the goal and objectives of the original strategy. A smaller working group has been established from the stakeholder group to develop this action plan.

Since the adoption of the strategy, the Sale of Liquor Act 1989 has been repealed and replaced with the Sale and Supply of Alcohol Act 2012. This has seen work undertaken to introduce a Regional Local Alcohol Policy (LAP) that will address licensing issues. In turn, this has allowed the action plan to focus on harm reduction initiatives to provide a strong partnership with the work being addressed in the LAP.

It is envisaged that this plan will enable the implementation of the Gore District Alcohol Strategy.

LONG TERM OUTCOME

There is reduced alcohol related harm as a result in a positive shift in attitudes towards drinking

GORE DISTRICT ALCOHOL STRATEGY AND SOCIAL SECTOR TRIAL

INTERMEDIATE OUTCOMES

Environments that model responsible behaviour towards alcohol have increased

Reduction in alcohol related alcohol harm (crime, health & injury)

The community is collaborating to reduce the harm caused by alcohol and drug use

Changed attitudes to alcohol amongst young people, their families and the community

SHORT TERM OUTCOMES

Best practice host responsibility guidelines are encouraged and enforced where appropriate

Proactive Policing methods used deter alcohol related anti-social behaviour and crime

Increased knowledge and access to alcohol/drug services

Young people have skills and knowledge that protects them from harmful risk-taking

Parents/whanau have increased empowerment that enables them to support their young people

STRATEGIES AND ACTIVITIES

Promote Safe Drinking Environments

- Licence applications include a written host responsibility policy
- Support opportunities to up-skill managers, staff and volunteers of licensed premises
- Consider running host responsibility awards.
- Encourage host responsibility with wider community.

Educate and enable community to make safe & responsible choices

- Policy – sports clubs, workplaces
- Deliver risk reduction workshops
- Promote relevant alcohol related forums to agencies & public
- Engage local media to encourage

Police use a variety of strategies to reduce alcohol related crime

- Weekly tasking used to monitor at risk alcohol situations
- Maintain CBD security cameras
- Promote locations of liquor ban boundaries

Ensure early access to support & treatment interventions for problem drinkers

- Introduce Project Ease Up to Gore Hospital
- Develop IT infrastructure for Alcohol ABC's in primary care settings
- Provide training, monitor and promote delivery of Alcohol ABC's
- Determine if risk reduction workshops have equipped health professionals
- Increase awareness of a broad range of treatment services
- Develop a smart phone "Fewer Units" application

Empower young people to make safe choices

- Host alcohol-free events for young people
- Support young people to attend Blue Light Camps
- SADD committee discussions with adults*
- Save a Mate programme delivered

Empower parents/caregivers to make safe choices

- Promote & hold parent seminars
- Promote safe drinking environments
- Brainwave Trust parents forum*
- Parent cluster groups*
- Community Conversations*
- Raising awareness of alcohol harm*

* not yet in a plan but potential to be explored.

HOW THE ACTION PLAN LINKS TO OTHER DOCUMENTS

The Gore District Council Long Term Plan

The Council have adopted a set of Council focussed outcomes whilst still retaining the Our Way Southland Community Outcomes as the high level community wellbeing objectives for the region. This action plan relates to the community outcomes of:

We live in a compassionate caring community

We value and respect our environment

We have a choice of quality places to go and things to do

Social Sector Trials

The Ministries of Social Development, Justice, Education and Health, and the New Zealand Police are working together to trial a change in the way social services are delivered. The Social Sector Trials focus on improving outcomes that reflect the needs of the community. In Gore, the Social Sector Trial is focused on improving outcomes for young people aged 12-18. Reducing levels of alcohol and other drug use by young people is one of the four outcomes the trial is seeking to achieve.

Sale and Supply of Alcohol Act 2012

The Sale and Supply of Alcohol Act 2012, previously the Alcohol Reform Bill, was enacted on 18 December 2012. The main changes for local government under the act include: a move from national to local decision making; local alcohol policies (LAPs) with legal standing; expanded licence criteria and grounds for objection; new criteria for alcohol control bylaws, national default maximum trading hours; and new cost recovery regime through fees. The new Act comes into force in stages over a 12 month transitional period.

Local Alcohol Policy

The three Southland Councils are in the early stages of developing a Regional Local Alcohol Policy. The LAP requires a special consultative procedure to consult with the wider community, Police, licensing inspectors and medical officers of health. Once the Bill is enacted, the Council will need to follow the provisions of the statute in developing a LAP. The Bill currently sets out the matters that must be given regard to before producing a draft LAP including; the number, location and operating hours of licences, demographic information of residents and visitors, and health indicators. Once adopted, the LAP would be statutorily recognised and taken into account in licensing decisions.

VISION

To encourage a community that works together to reduce the harm to people and property from alcohol misuse and fosters responsible drinking through a mix of preventive and treatment measures for people of all ages.

OBJECTIVES

- Identify people with hazardous or harmful drinking behaviour
- Provide treatment and support to dependent drinkers and those who drink in a harmful way
- Promote and encourage responsible attitudes to drinking throughout the community
- Protect communities from the harmful effects of alcohol-related antisocial behaviour
- Protect children and young people from alcohol-related harm
- Raise awareness of the risks of hazardous drinking
- Assist with other harm-reduction programmes
- Create partnerships between local government and key agencies
- Coordinate alcohol related services under one umbrella

KEY THEMES

Education and Information

At the individual level accurate and accessible information is needed to support people to make informed choices about their drinking. Research based evidence is also required to support civic leaders and decision makers to create an environment that promotes sensible drinking.

Actions taken to tackle alcohol related misuse must be underpinned by an understanding of the impact alcohol has on the health of individuals and communities, and on the social wellbeing of our district.

The evidence about education suggests that by itself, it is ineffective. However literature also states that education can be effective if it is combined with other strategies.

Community Safety

Alcohol consumption is a significant contributory factor in relation to crime, disorder and anti-social behaviour for adults and young people, both as perpetrators and as victims. Consumption of alcohol can lead to a lowering of inhibitions within people that can result in irresponsible, unruly or violent behaviour that can have negative impact on individuals, families and communities.

Working with the hospitality industry and the wider community to encourage the principles of host responsibility will provide a platform for reducing alcohol related harm. It will also provide a preventative measure to reduce alcohol related crime for Police.

Treatment, Intervention and Care

While there is growing recognition of the role that alcohol plays in the demand for health services, better consideration of this impact is required. Changing clinical behaviour will be required to address alcohol-related presentation including improving the identification of hazardous drinkers and access to services as well as supporting preventive approaches.

Project Ease Up is about screening for hazardous drinking, offering a brief intervention with further follow up in primary care. Alcohol-related presentations are clearly important as they are costly in both time and money. There is research indicating that even asking a question about alcohol consumption can act as a brief intervention.

Throughout the priority areas, emphasis has been given to managing alcohol throughout the life span and includes initiatives for young people, the elderly, workplaces and sports clubs.

GOALS

Goal 1: Educate and enable the community to make safe and responsible choices about alcohol

Goal 2: Earlier intervention and identification of problem drinking by individuals and families and access to appropriate alcohol support and treatment for those in need

Goal 3: Promote safe drinking environments, the principles of host responsibility and reduce alcohol related crime

STRATEGIC AIMS AND OBJECTIVES

- Reduce alcohol related harm to health and injuries
- Improve identification of people drinking harmfully
- Offer brief interventions to those identified
- Raise public awareness of alcohol misuse
- Enhance community safety by reducing alcohol related crime

IMPLEMENTATION

The Gore District Council will provide the coordination and oversee the implementation of the action plan. There have been many people involved in the development of the Plan, and all of these people will have a major role in its implementation.

The action plan will form the foundation for minimising alcohol related harm in the Gore District, but it is much wider than that. It demonstrates the linkages with other organisations, and aims to foster collaboration and coordination.

We have developed the action plan by looking for synergies across organisations. There is already a lot of action taken in other organisations that contributes to the overall goals of this plan. Agencies can build on these synergies. Many actions in the plan are an integral part of 'business as usual' for organisations and some positive results should be apparent.

The wider stakeholder group consists of representatives from:

ACC

Adventure Development
Child, Youth and Family
Community Networking Trust
Gore Counselling Centre
Gore District Council
Gore Health
Gore Victim Support
Hokonui Runanga
Hospitality New Zealand
Mataura Community Development

Mataura Licensing Trust
New Zealand Police- Gore
Public Health South
Red Cross
Road Safety Southland
Southern Primary Health Organisation
Te Iho Awhi Rito Social Services
Gore Women's Refuge
Gore and Districts Community Youth
Worker Trust

A smaller working group is made up of organisations that will be the lead agencies for initiatives and will be accountable for supporting the implementation plan.

The smaller working group includes representatives from:

ACC	New Zealand Police- Gore
Adventure Development	Gore Counselling Centre
Community Networking Trust- Social	Public Health South
Sector Trials	Road Safety Southland
Hokonui Runanga	Southern Primary Health Organisation

The table of specific actions identifies agencies that are involved in completing the actions. Although the Gore District Council is coordinating the implementation many other agencies have a vital role to play.

The table of outcomes and specific actions indicate where all of these players can become involved in implementing the action plan. But we do not want to limit people, and if you can play a part anywhere in the action table, do not hold back.

THE 'ACTION PLAN'

The action plan includes:

- Specific goals around the key themes
- Strategies and actions to meet strategic objectives
- Milestones and indicators to be achieved
- Responsibilities including lead agencies and key partners

MONITORING

The Gore District Council's Community Development Officer will coordinate the monitoring of the action plan.

Activities in the action plan will be implemented over a 12 month timeframe. A reporting template will be developed and provided to all agencies leading initiatives. Lead agencies will provide a progress report the Council's Community Development Officer every three months. The report will include information on the measureable target, actual progress to date, and lessons learned regarding the activities outlined in the action plan. This information will then be communicated to the wider stakeholder group.

REVIEW

The action plan will be reviewed in 12 months' time.



GOAL: Educate and enable the community to make safe and responsible choices about alcohol

OBJECTIVES:

1. Raise public awareness of alcohol misuse
2. Reduce alcohol related harm to health and injuries

Strategies	Actions	Milestones/Measures	Responsibilities
Increase community awareness	Deliver Risk Reduction Alcohol Workshops aimed at reducing alcohol related harm, including hazardous and harmful drinking in target populations.	<ul style="list-style-type: none"> • 3 workshops are delivered and promoted across Southland and 1 is held in Gore • Agencies are more confident and informed about the effect that alcohol has on the elderly and young people and what they can do to offer assistance • Pre and post workshop surveys 	<p>Lead: Southern PHO</p> <p>Key Partners: Community Groups</p>
	Promote existing forums with interested agencies and the public on relevant alcohol related issues	<ul style="list-style-type: none"> • The community sector and public is more engaged and the forums are well attended • Numbers attending the forum • Feedback forms 	<p>Lead: Future Directions Network</p> <p>Key Partners: All Gore District Alcohol Strategy members</p>
	Educate the community about the liquor ban boundaries	<ul style="list-style-type: none"> • Decrease in breach of liquor bans in CBD • Liquor ban statistics from Police 	<p>Lead: Gore District Council</p> <p>Key Partners: Police</p>
	*Engage with local media to encourage positive reporting on alcohol related messages.	<ul style="list-style-type: none"> • Local media are engaged in the action plan and there is responsible reporting related to alcohol • Number of articles/media pick ups • % referrals increased 	<p>Lead: Gore District Council and</p> <p>Key Partners: Alcohol Strategy members, local media</p>

Strategies	Actions	Milestones/Measures	Responsibilities
Create environments that model responsible behaviour toward alcohol.	*Implement a Pilot trial in workplaces and sports clubs that identifies actions and policies to model responsible behaviour toward alcohol	<ul style="list-style-type: none"> • Pilot is implemented in 1 workplace and 1 sports club • Increased awareness and knowledge among groups regarding alcohol issues • Pre and post-trial surveys undertaken to gauge observed changes and behaviours from workplace and sports club trial • Workplace and sports club have developed an alcohol policy appropriate to their environment 	<p>Lead: Youth Development Coordinator</p> <p>Key Partners: Public Health South, Southern PHO, Police, Road Safety Southland, Sports Clubs, ACC, Workplaces</p>
Support parents to set boundaries for their young people	*Promote and hold two parent seminars prior to Ball season and pre-Christmas that provides guidelines and opportunity to brainstorm ideas	<ul style="list-style-type: none"> • Parents are more confident to set boundaries • Young people are more informed of host responsibility expectations • Pre and post seminar parent surveys 	<p>Lead: Public Health South</p> <p>Key Partners: Police, Schools, SADD Students</p>
Provide initiatives that increase protective factors and connectedness in young people	*Alcohol-free events are organised for young people in partnership with Gore Youth Council and Youth Advisory Group	<ul style="list-style-type: none"> • Three alcohol-free events are offered to young people and there is increased awareness of alternative activities • Feedback from Youth Surveys 	<p>Lead: Gore District Youth Council and Youth Advisory Group</p> <p>Key Partners: Gore District Council, Social Sector Trials</p>
	*Establish referral processes for Blue Light Camps	<ul style="list-style-type: none"> • Increased number of 12 - 17 year olds from the Gore District referred to the Blue Light camps 	<p>Lead: Youth Development Coordinator</p> <p>Key Partners: Police, Schools, Gore Districts and Community Youth Worker Trust, Drug & Alcohol Counsellors, Youth Workers, Social Workers</p>

* Initiatives from the Gore Social Sector Trials plan

GOAL: Earlier intervention and identification of problem drinking by individuals and families and access to appropriate alcohol support and treatment for those in need

OBJECTIVES:

1. Improve identification of people drinking harmfully
2. Offer brief interventions to those identified

Strategies	Actions	Milestones/Measures	Responsibility
Address alcohol harm reduction through screening and brief intervention	Introduce 'Project Ease Up' to Gore Hospital ED to screen for hazardous drinking and offer a brief intervention with further follow up in primary care	<ul style="list-style-type: none"> • Pre-screening all patients attending ED for hazardous drinking with a single question with 5 possible answers • Number of hazardous drinkers identified 	<p>Lead: Public Health South</p> <p>Key Partners: Southern PHO, Gore Health Ltd.</p>
	Develop IT infrastructure for Alcohol ABCs (Screening and Brief Intervention) in primary care settings, provide training, monitor and promote the delivery of Alcohol ABCs in primary care including those identified through the ED screening.	<ul style="list-style-type: none"> • All general practice workers are following up referrals from ED • IT package made available to all Medtech Practices • % of primary care workers trained in Alcohol ABCs 	<p>Lead: Southern PHO</p> <p>Key Partners: Public Health South, Gore Health Ltd., Primary Care Providers</p>
	Develop a smart phone 'Fewer Units' application to support alcohol brief interventions and as a way of tracking and managing alcohol intake.	<ul style="list-style-type: none"> • Smart phone application developed and launched for iPhone platform. 	<p>Lead: Southern PHO</p> <p>Key Partners: Community groups, IT Contractor</p>
Provide assistance and education for problem drinkers and their families	Increase awareness and use of the broad range of local and national treatment services available	<ul style="list-style-type: none"> • Treatment services are well promoted • Increased awareness of treatment options • Increased number of referrals 	<p>Lead: Southland Alcohol Drug Managers Advisory Group</p> <p>Key Partners: All treatment providers</p>

GOAL: Promote safe drinking environments, the principles of host responsibility and reduce alcohol related crime

OBJECTIVE:

1. Enhance community safety by reducing alcohol related crime
2. Reduce alcohol related harm to health and injuries

Strategies	Actions	Milestones/Measures	Responsibility
Work with licensed premises to promote safe drinking environments	License applications will include a written Host Responsibility policy or an event alcohol management plan. All applicants will be provided with resources to assist and facilitate individualised guidelines	<ul style="list-style-type: none"> • Monitoring visits by licensing inspectors from Police and Health will report an increase in compliance and decline in alcohol incidences • Alcolink and Police charge sheets • Information provided to liquor licensing officer 	<p>Lead: District Licensing Committee</p> <p>Key Partners: Public Health South, Police, Hospitality New Zealand</p>
	Advocate for and support general ongoing training and up skilling for licensed premises managers and staff. Including: <ul style="list-style-type: none"> • legislation changes • door security • competency in recognising and dealing with intoxicated persons • Host Responsibility workshops • Seeking ID from under 25's • Vigilant about supply to minors • Provision of food in licensed premises • Inappropriate promotions • Safe transport 	<ul style="list-style-type: none"> • Bar and door staff feel more confident in tackling alcohol-related violence • Surveys of bar and door staff to be carried out before and after trainings • Increase in uptake of certificate of approval for security • Controlled Purchase Operations and compliance checks by Police and Public Health South • Number of contacts with the industry number of workshops held 	<p>Lead: Police, Public Health South</p> <p>Key Partners: Gore District Council, Hospitality New Zealand, Road Safety Southland</p>
	Develop the concept of a Host Responsibility Award to recognise good practice among licensees	<ul style="list-style-type: none"> • The concept of a Host Responsibility award is developed 	<p>Lead: Gore District Council</p> <p>Key Partners: Public Health South, Hospitality New Zealand</p>

Strategies	Actions	Milestones/Measures	Responsibility
Encourage safe drinking environments with the wider community	Promote the principles of host responsibility to encourage alcohol consumed away from licensed premises is supplied in a responsible manner, providing food and non-alcoholic drinks, and by making safe transport arrangements.	<ul style="list-style-type: none"> • Home safety resources and information will be promoted as part of Safety Week • Less accidents/injuries at home • Schools are approached to develop host responsibility criteria for their after balls 	<p>Lead: Gore District Council</p> <p>Key Partners: Public Health South Social Sector Trials, ACC, Road Safety Southland</p>
Work with Police to reduce alcohol- related crime	Local Police is increasing visibility through proactive methods such as weekly tasking	<ul style="list-style-type: none"> • % fewer failed breath tests • Number of checkpoints undertaken • Reduction in alcohol related incidents • Less prosecutions • Reduced incidents/accidents from alcohol 	<p>Lead: Police</p> <p>Key Partners: Community Organisations</p>
	Maintain the security cameras operating and promote their location through signage	<ul style="list-style-type: none"> • Fewer incidents at security camera locations • Undertake a crime and safety audit of areas where there are security cameras 	<p>Lead: Gore District Council</p> <p>Key Partners: Police</p>