



STRENGTHENING COMMUNITY ACTION ON ALCOHOL

Produced by

The Alcohol Advisory Council of New Zealand :: www.alac.org.nz

Kaunihera Whakatupato Waipiro o Aotearoa :: www.waipiro.org.nz

Mihi

Kia mau tonu ki ngā tikanga
Kia tutuki noa ngā Whakaritenga
Mai ia Papatūānuku e tau nei
Kia Ranginui e tare ake nā
Kia whakatau iho tēnei mea a te manaakitanga
Kia puta ki te whai ao
Ki te ao mārama
Ki hiwa rā kia hiwa rā!

Hold fast to what is true and correct
That we may all proclaim the message of temperance and moderation for all to hear

Ehara taku toa, i te toa taki tahi
engari he toa taki tini

It is not the work of one
But of many

Preface

Reducing the harm caused to our communities through intoxication continues to be a challenge to all who work in this area, and indeed to all those who live in New Zealand. This challenge can best be met by ensuring that our work is evidence based and ethically sound, and that it employs proven models of best practice.

The Alcohol Advisory Council of New Zealand (ALAC) has a legislative responsibility to encourage moderate alcohol consumption and reduce the harm associated with alcohol misuse. We recognise that we cannot achieve this in isolation; that we need strong links with communities throughout New Zealand to help us in our work.

Every community faces unique issues in reducing both the harms of intoxication and intoxication itself. This resource is a desktop reference and guide for those working in this area. It aims to stimulate and foster best practice and provide some critical direction for nationwide efforts.

We at ALAC look forward to working with you in this challenging task.



Gerard Vaughan

Chief Executive Officer

Alcohol Advisory Council of New Zealand

Introduction

The original Strengthening Community Action on Alcohol was published in 2002. Since then it has been widely disseminated within New Zealand; used as a training manual for several hundred community workers; used as a text within tertiary institutions; read by many a new community worker and experienced practitioner; and acknowledged internationally.

It is hoped that this revised edition will continue to inspire communities to become involved in changing the culture of intoxication in New Zealand. It provides common direction and frameworks for working together and is peppered with case studies from flax-roots community action throughout the country – reflecting some of the diverse approaches used to reduce the harms associated with intoxication.

Strengthening Community Action on Alcohol has eight chapters that tell the story of alcohol in New Zealand and create a pathway for coordinated action. It brings together much of the work already undertaken to reduce alcohol-related harm in New Zealand and looks at the roles we each have to play, whether we are:

- ∴ community workers at the coalface with young people, families and those already experiencing alcohol-related harm
- ∴ public health practitioners working to change the systems and structures that support intoxication
- ∴ local government representatives with a role in promoting our communities' social, economic, environmental and cultural wellbeing
- ∴ police representatives dealing with liquor licensing plus alcohol-fuelled disorders, assaults, criminal damage, family violence, alcohol-related road crashes and more.

Acknowledgements

ALAC would like to acknowledge the work of Carmen Collie in compiling and editing this resource.

Thanks also go to the following people for their contributions:

Robert Muller, Marion James, Jodi Betts, Barry McDonald, Eriata Peri, Edward Cowley and Sandra Murray.

Thanks also to all of the ALAC staff who contributed in the development of the resource.

Contents

6

1 THE CULTURE OF DRINKING IN NEW ZEALAND

A global picture.....	11
The culture of drinking in New Zealand.....	12
A history of liquor laws in New Zealand.....	13
Māori and alcohol.....	18
Pacific peoples in New Zealand.....	22
Young people and alcohol.....	23
Changing the drinking culture.....	25
How will we do it?.....	26
Changing the drinking culture – developing a policy approach.....	28

2 NATIONAL POLICY AND STRATEGY

The National Drug Policy.....	35
The National Alcohol Strategy.....	36
Alcohol Advisory Council Strategic Direction.....	37
The Crime Reduction Strategy.....	38
The Safer Communities Action Plan to Reduce Community Violence and Sexual Violence.....	39
Te Rito: The New Zealand Family Violence Prevention Strategy.....	40
The New Zealand Police Alcohol Action Plan.....	41
He Korowai Oranga: Māori Health Strategy.....	42
The Pacific Health and Disability Action Plan.....	44
The Youth Development Strategy Aotearoa.....	45
Te Tāhuhu: Improving Mental Health 2005-2015.....	47
The New Zealand Injury Prevention Strategy.....	48
Road Safety to 2010.....	49

3 FRAMEWORKS FOR REDUCING ALCOHOL-RELATED HARM

The Treaty of Waitangi.....	55
Determinants of health.....	59
Reducing inequalities.....	61
Harm minimisation.....	62
Supply control, demand reduction and problem limitation.....	63
Health promotion.....	64
The Ottawa Charter.....	65
Advances in health promotion.....	69
Health promotion and the Treaty of Waitangi.....	70

Tuha NZ: A Treaty Understanding of Health in Aotearoa New Zealand.....	72
The Spectrum of Prevention.....	73
Primary, secondary and tertiary prevention.....	77
The prevention paradoxes.....	78
Te Whare Tapa Whā.....	79
Te Pae Māhutonga.....	82
Te Wheke.....	84
Pacific models of health and wellbeing.....	87

4 COMMUNITY

Community commitment to reducing alcohol-related harm..... 95

The role of local government.....	96
The diverse roles of health.....	100
The role of 'community'.....	104

Community engagement..... 107

Community development.....	107
Community action.....	109
Social marketing.....	111
Community readiness.....	113

Working with communities..... 117

Values and ethics.....	118
Working with Māori communities.....	119
Working with Pacific communities.....	122
Working with new migrant communities.....	123
Working with Asian communities.....	124
Working with gay, lesbian, bisexual, transgender and intersex communities.....	125
Working with young people.....	128

5 GETTING STARTED

Getting started.....	135
Step 1: Start here.....	136
Step 2: Establish networks.....	137
Step 3: Gather information.....	139
Step 4: Build evaluation into your programme.....	144
Step 5: Develop an action plan.....	147
Step 6: Take action.....	153
Step 7: Review the process.....	155

Skills and tools.....	156	Sports Club Accreditation Project	225
Advocacy	157	Te Ara Poka Tika: Project Walkthrough.....	227
Writing a submission	158	Community Action on Youth and Drugs	230
Presenting a submission	160		
Meeting a Member of Parliament.....	162	7 DEMAND REDUCTION	
Contributing to policy development.....	163	Demand reduction	236
Strategic planning	172	Marketing change	237
Facilitation	176	Changing the way New Zealanders drink	238
Presentation skills	178	The drink-driving campaign.....	240
Training sessions	179	Local campaigns.....	243
Focus groups.....	180	THINK... consequences.....	243
Looking after yourself.....	181	Get into it, not out of it.....	245
Supervision for community workers	182	Public information	247
Ensuring sustainability.....	183	What is alcohol?	247
		The effects of alcohol on the body	248
6 SUPPLY CONTROL		The social costs of alcohol-related harm	250
Supply control strategies	188	Patterns of drinking.....	251
Supply control legislation.....	189	Standard drinks	254
The Sale of Liquor Act 1989.....	190	Fetal alcohol spectrum disorder.....	256
The Resource Management Act 1991	194	Working with the media.....	258
Other relevant legislation	195	Relationships with the media.....	259
Host Responsibility.....	198	Letters to the editor	260
Licensed environments	198	Media releases.....	261
The six key concepts of Host Responsibility	199	Media interviews	262
Developing a Host Responsibility policy	204	Media launches and events.....	263
Industry training and standards	207	Monitoring the media	264
Non-licensed environments.....	208		
Public events	209	8 PROBLEM LIMITATION	
Host Responsibility and Māori communities.....	210	Problem limitation	268
Safe alcohol use in Pacific communities	211	Early intervention	269
Enforcement and compliance.....	212	Alcohol Drug Helpline	270
Administering the Sale of Liquor Act.....	213	Early intervention settings	271
Monitoring intoxication	215	School interventions	271
Controlled purchase operations (CPOs)	216	Workplace interventions	273
Alco-Link	217	Hospital interventions.....	274
Alcohol accords	218	Justice system interventions.....	276
Liquor bans.....	219	Community interventions.....	277
Community support for supply control.....	221	Glossary.....	280
Youth Access to Alcohol (YATA)	222		