

AlcoholNZ article

Title

Working together locally to prevent alcohol-related harm

At a glance

- This article was published in print form in HPA's March 2016 *AlcoholNZ* magazine (available on alcohol.org.nz/alcoholnz).
- It describes two examples of collaborative, community-based initiatives with an alcohol focus and the findings from the evaluations of these initiatives.
- Organised community action on alcohol can lead to improvements in multiple outcomes at a local level, for example, improved community safety or reduced alcohol-related vehicle crashes or family violence.
- The Good One party register (goodone.co.nz) is a Police-led community action initiative that involves a range of agencies and groups. An online register provides information and enables hosts to register their party. This lets Police know the party is happening and provides a way to contact the host to offer advice, including on how to manage alcohol safely.
- ClubCHAMPS is a whole-of-club approach to changing culture and attitudes about alcohol use in King Country sports clubs, mostly rugby clubs. A range of agencies work collaboratively with clubs that serve alcohol to support them to develop good systems to manage and promote responsible alcohol use.

Citation

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Working together locally

to prevent alcohol-related harm

While national efforts, such as legislation, policies and social marketing, are important in preventing and reducing alcohol-related harm, it is critical to ensure that these are well supported and understood at a local level and that communities themselves identify with them and take action to drive change locally.

There are many ways to describe what community action looks like. The consistent themes that emerge from the literature include:

- the importance of working 'in' and 'with' communities toward achieving particular outcomes that positively influence social change
- the need for communities to identify their own issues, own them and play an active part in addressing them
- the need for collective efforts by communities directed toward increasing community control over those factors that influence positive social change, thereby improving the social outcomes for their community.

Community action on alcohol is likely to be more effective when it is part of a comprehensive approach or range of strategies aimed at preventing and reducing alcohol-related harm. Organised community action on alcohol

issues can lead to improvements in multiple outcomes at a local level, for example, improved community safety, reduced alcohol-related vehicle crashes, or reduced assaults and family violence. It also develops community members' confidence and skills, enabling them to tackle other issues of community concern.

Many non-government organisations and government agencies work with communities, contributing to and providing support and funding for community action on alcohol issues.

The Health Promotion Agency (HPA) supports a wide range of community action on alcohol projects with funding, advice and resources. Resources include print resources and online information that can be found on HPA's alcohol website – alcohol.org.nz, in particular the 'In your community' section. This section also has the contact details for HPA's regional managers, who can provide advice and support with community-led initiatives. Small funding grants are available to support community action that aligns with HPA's strategic priorities for alcohol.

The two articles that follow are examples of collaborative, community-based initiatives that HPA has supported. The first is an online party register and the second focuses on supporting sports clubs to reduce alcohol-related harm.

The Good One party register – A Police-led community action initiative

The Good One party register, launched in February 2014, is a great example of a community action initiative with a strong focus on reducing alcohol-related harm as well as other related harm. Available at goodone.org.nz, the online party register is a collaborative initiative led by Christchurch Police's Riccarton Neighbourhood Policing Team (NPT) and involves a range of agencies and groups. Good One was initially developed to meet the need of tertiary students, but is now available for anyone to register the details of an upcoming party.

Registering on Good One lets Police know the party is happening. They then usually get in touch to have a chat about the party to make sure people are prepared and to offer advice about being a responsible host. If required, a follow-up visit may be made before or during the party to talk to party organisers about what they are planning or to check in to see how the party is going. The aim is to increase awareness about how to manage parties safely to make a party a 'good one' and to avoid a party getting out of control.

The project has been a collaborative effort, with Christchurch Police (Riccarton Neighbourhood Policing Team), the Accident Compensation Corporation, the Health Promotion Agency, Canterbury District Health Board (CDHB), and Canterbury and Lincoln Universities and their Student Associations all coming together to work on it. A range of other organisations and businesses also support and work with the Good One initiative in a variety of ways.

Developing the register

The Good One party register was developed in response to community concerns about parties in the Riccarton area. It came out of consultation discussions held by the Riccarton NPT with the local Riccarton community to find out what the key issues were. Community members raised the problem of parties and their effect on the community, such as noise, bonfires, rubbish, and property damage. A significant proportion of the residents in the Riccarton West area are tertiary students. To try to avoid some of the negative consequences experienced within the community, it was decided to create a way for people to register their parties and get useful party planning advice.

The next step was for Police to have more conversations with party organisers, talking to them about how they were socialising, what the problems were and how they could hold parties in a safe way. A paper-based register was trialled in 2013 and received positive informal feedback.

The online Good One party register (goodone.org.nz) was launched in February 2014. As well as being able to register an upcoming party, people can find information on host responsibility and risk management that was provided by CDHB's Community and Public Health. The register's initial target audience was young Christchurch residents aged 18–24 years, especially tertiary students. However, it has been so successful that it has been extended to the wider community so anyone holding a party in Christchurch can use it. At the end of 2015, there had been 400 parties registered that covered over 33,000 guests.



Sergeant Steve Jones helps plan a 'good one'

About party registers

Party registers have been around for some time, in particular paper-based registers where people fill out a form and hand it in at their local police station. The use of online registers in recent years has made it easier to access information and to register. Online registers also mean other safety and risk management information can be more easily updated and shared with party organisers. New Zealand and international examples of party registers include:

- partyregister.co.nz – an online register for Hawke's Bay and Rotorua, administered by Hawke's Bay Regional Council
- partysignup.co.nz – an online register for Tauranga, administered by Tauranga Moana Safe City
- in Australia – the New South Wales Police's Mynite party register (mynite.com.au), the Victoria Police's Partysafe Program (police.vic.gov.au), and Queensland Police's Party Safe Program (police.qld.gov.au).

Rather than being an initiative that was created by others and then offered to the community, the Good One party register had a very ground up approach in its inception and development. Community members and stakeholders worked collaboratively to make it happen. It is also unique in its implementation, with Police having personal contact with party organisers who have registered.

Evaluation of the Good One party register

An important component of any community initiative is evaluating it to see if and how it is working and what can be done to improve it.

In 2015, CDHB's Community and Public Health evaluated the first phase of the Good One party register. Monthly registration data and website statistics from the Good One website and Facebook page were used to assess the uptake and use of the register. Separate online surveys investigated the experiences and views of register users and stakeholders (Canterbury District Health Board, 2015).

The evaluation's survey of register users found that most respondents found out about Good One via the University of Canterbury Students' Association, the Police or a friend. Respondents stated that they used Good One because they wanted to avoid any problems and ensure that their party was both fun and safe. By registering their party, respondents felt reassured that if there were any issues they would be able to get assistance quickly. Good One was seen as a simple way to notify the relevant agencies and find additional information. It was also reported that using Good One facilitated a good relationship, and enhanced communication, with the Police. It also encouraged communication with neighbours. Eighty-four percent of respondents indicated they would use Good One again and many had recommended it to other party hosts (Canterbury District Health Board, 2015).

Respondents to the stakeholder survey described positive views of, and outcomes from, using Good One. Many mentioned the increased level of support for tertiary students and the provision of information on host responsibility. They felt that use of the advice provided would contribute to safer and fewer problematic parties, and this would result in a reduction in alcohol-related harm, fewer antisocial problems in the community, more positive relationships with Police, and fewer call-outs for public services. The Good One initiative was also seen to provide a unique opportunity to build relationships between the different stakeholder groups.

Some challenges identified were: limited and uncertain funding for long-term sustainability, promotion of Good One to the target groups, and ongoing consistency of programme implementation. It was thought that having a dedicated, paid project staff member may increase capacity (Canterbury District Health Board, 2015).

Christchurch Police's Riccarton NPT reports that Good One has helped to reduce a number of problems for Christchurch Police, resulting in fewer call-outs for Police and the Fire Service, a reduction in the number of noise control complaints received and less rubbish on the streets. The Team considers that the Good One initiative has been able to achieve positive results because agencies have come together to work collaboratively and have responded well to community needs.

About the Police's Neighbourhood Policing Teams

The New Zealand Police's NPTs are small teams of police officers that work with communities in neighbourhoods where people are particularly likely to be victims of crimes and crashes. There are currently 34 NPTs throughout New Zealand. A contact list for the teams can be found on the New Zealand Police's website – police.govt.nz.

An evaluation of the NPTs in Counties Manukau District was published in 2011 (New Zealand Police, 2011). This helped inform the development of further teams in communities throughout New Zealand. Teams are located in targeted neighbourhoods and aim to tackle local issues in partnership with local communities. The NPT philosophy is based on community policing principles, with teams working closely with other agencies and partners to jointly identify local problems and come up with local strategies and solutions. There is a big focus on prevention.

Two NPTs were established in Christchurch in 2012 – one in Riccarton West and the other in Phillipstown. Now in its fifth year of operation, the Good One party register is one of many initiatives started by the Riccarton NPT. The Team has been involved in a wide range of community activities such as developing a community café, and a community garden; holding monthly Neighbourhood Support Group meetings; running Sport in the Park for local children, and a bootcamp exercise programme; redeveloping a local stream; and working with local school children on painting murals in the park.

Sergeant Steve Jones, of Riccarton NPT, says highlights to date have been a reduction in burglaries to a 10-year low, eradication of graffiti, and significant reductions in calls for police service. Steve says that building community capacity and ownership is an important part of the Team's work so that together they can achieve long-term sustainability.

References

Canterbury District Health Board. (2015). *Evaluation of the Good One party register*. Christchurch: Community & Public Health, Canterbury District Health Board.

New Zealand Police. (2011). *Formative evaluation of Neighbourhood Policing Teams in Counties Manukau District*. Wellington: New Zealand Police.

ClubCHAMPS – Supporting sports clubs to manage alcohol use more effectively

ClubCHAMPS is a proactive, whole-of-club approach to changing culture and attitudes about alcohol use in King Country sports clubs, predominantly rugby clubs, in the Ruapehu, Waitomo and Ōtorohanga districts. An interagency, community-based ClubCHAMPS project team works collaboratively with sports clubs that serve alcohol, to enable them to develop good systems to manage and promote responsible alcohol use in their club. However, the approach goes beyond this to help clubs put in place a range of strategies to promote alcohol moderation messages and provide safe community and family-friendly environments both inside and outside club premises.

Waikato District Health Board's (Waikato DHB's) Population Health, along with local Police, began the ClubCHAMPS initiative in 2011. It followed on from the success of the 2009 Rollin project, which was a collaboration between the Ministry of Justice, Population Health, Waikato DHB, the New Zealand Police, and Te Ngaru o Maniapoto Drug and Alcohol Counselling Services. The aim of the project was to reduce the rate of drink driving and recidivist drink driving in young people under the age of 20 in north King Country. The finding that one-third of those referred to the Rollin programme had their last drink at a rugby club prompted a focus on clubs. More proactive work then began to support local clubs to help reduce future alcohol-related harm in the King Country.

Why sports clubs

Many sports clubs have a club licence to sell alcohol. This provides an ideal opportunity to work collaboratively with clubs to support them to do more to reduce alcohol-related harm than just the minimum needed to comply with the Sale and Supply of Alcohol Act (SSAA). SSAA requirements include: developing an alcohol management plan; having a host responsibility policy; and conducting bar manager training. There are also other requirements about not selling to minors or intoxicated people, displaying information, and running promotions. Understanding the detailed requirements for a club licence can be an onerous task for the mostly volunteer club committees that run sports clubs.

As well as making the most of the opportunity to work with clubs to help them meet their club licence requirements, ClubCHAMPS recognises that for many rural areas the local sports club is the 'hub' for the community. Sports clubs are integral to the social fabric of many rural communities in the area and contribute to individual and community wellbeing. The responsible management of alcohol in club premises and the surrounding area is fundamental to providing a safe and enjoyable environment for members, their families and the wider community.

The ClubCHAMPS project acknowledges that sports clubs and alcohol can strongly influence many rural communities. When they get it right, we all win. When they get it wrong, it's everyone's problem. ClubCHAMPS is not anti-alcohol, just anti the harm alcohol can cause in communities. The project aims to provide clubs with the tools to make their own change and provides support and some incentives to do that.



A match between Waitete RFC and Kio Kio United Sports during the 2015 King Country competition. Both clubs were two of the original five clubs to join the initial ClubCHAMPS project.

About ClubCHAMPS

Nine sports clubs are currently participating in ClubCHAMPS, with more clubs interested in joining from neighbouring districts. They are supported by a ClubCHAMPS project team made up of members from the local Police, Waikato DHB's Population Health, Ōtorohanga District Council's Road Safety, Te Tokanganui a noho Māori Women's Welfare League, Sport Waikato, and Raising Potential through Reducing Risk (a community-based, interagency project team led by Population Health). Other agencies participate in the project and provide support as needed, including district licensing inspectors from the three King Country territorial authorities and representatives from the King Country Rugby Football Union (KCRFU). The Health Promotion Agency has also been involved with the project from the early stages, by providing expertise, national campaign resources, training opportunities and some funding.

The project team aims to meet monthly and reviews its terms of reference annually to make sure the team is clear about how it will work together and what each organisation can bring to the project. It supports clubs through:

- providing training and support to create robust alcohol management plans and their own host responsibility plan that works for them
- making training available on host responsibility, bar manager requirements and other aspects of SSAA requirements
- arranging training and assessment of Crime Prevention through Environmental Design (CPTED) and supporting the implementation of changes
- working with clubs to develop localised resources, such as drinking demarcation signage and signage for car parks and side-lines that uses club photos and colours and highlights alcohol harm minimisation messages
- encouraging clubs to promote positive side-line behaviour.

Good communication is essential. One of the strengths of the project team has been the connections and networks of the individuals involved. Everyone knows people in at least one or two clubs or has good connections with the King Country Union. This played a big role early in the project when clubs were asked to buy in to the ClubCHAMPS concept.

A ClubCHAMPS Facebook page and a newsletter were developed to reach more people more easily. The use of these media has also helped to make sure all the resources from the clubs are seen and available. A workbook resource, *Club Champs Game Plan – alcohol management planning for sports clubs*, has been developed to help clubs understand alcohol laws and licensing requirements and to work through what they need to do to develop an alcohol management plan and host responsibility policy. The ClubCHAMPS strap-line 'Let your mates know when they've reached fulltime' is used as a consistent message in resource material, including resources tailored for each club.

The project team is always looking for ways to add value to the project for clubs and the community and often works alongside other project groups. For example, ClubCHAMPS has promoted 'Drive Sober' messages, and Road Safety has promoted the ClubCHAMPS by-line and used the ClubCHAMPS logo on resources alongside their own.

Other examples involve supporting the initiatives of clubs. Smokefree messaging and signage were developed for the Piopio RFC, who were keen to promote smokefree side-lines. The project team also works alongside TOAST (Te Kuiti, Taumarunui, Ōtorohanga Action Smokefree Team) to support junior rugby for Waitomo and Ōtorohanga with smokefree signage during games. Connecting messages in this way has helped the project to grow and be part of a whole-of-club, integrated approach, reaching a wider audience and adding more value for the sports clubs.

Another aspect of the ClubCHAMPS project team's work has involved preparing joint submissions to the Waitomo District Council and Ōtorohanga District Council to encourage these councils to extend their current liquor ban areas to include council-owned sports fields. Liquor ban areas support clubs to have greater control of the environment surrounding their club facilities.

Learning and challenges

An evaluation of the ClubCHAMPS initiative was completed in 2014, with a follow-up evaluation planned for 2016. Findings from the evaluation and other learning and successes include:

- Many positive changes have been made to club environments and their ability to plan for and manage alcohol use and consequently reduce alcohol-related harm.
- Localised resources, such as bar mats, signage and Ease up styled posters, that are tailored and branded to each club encourage conversations about alcohol use.
- Sustained success is influenced by continued external support for the largely voluntary club committees.
- The ClubCHAMPS Facebook page has increased the promotion of key messages and helped keep clubs and the project team connected.
- The ClubCHAMPS strap-line message links with and builds on national alcohol marketing messages of the Ease up on the Drink and Say Yeah, Nah campaigns.
- Other sporting codes, for example netball, and grades within clubs want to have tailored promotional material developed.

Every project also has its challenges or future opportunities. Some of the challenges identified for ClubCHAMPS include:

- ensuring stability when club leadership can change from year to year, is often voluntary and carries significant responsibility. Large clubs with more resources, such as stable committees and finances, can make changes more easily than the smaller clubs
- helping clubs to see the value the project has for them. Sometimes a club decides not to continue to be part of ClubCHAMPS but most do continue once involved
- maintaining regular contact and communication
- keeping resources fresh and up to date given constraints.

Insights from Police involved with the ClubCHAMPS project are that, in general, club behaviour has improved noticeably and there are very few club-related incidents of disorder, family violence or drink driving that could previously be attributed to clubs, particularly during the rugby season. The use of CPTED and carpark lighting also means club patrons feel safe about leaving vehicles and getting a ride home.

Anne Lemieux from Population Health, a ClubCHAMPS team member, says some of her personal highlights have been having clubs ask to be part of the project and seeing the change and growth in the clubs themselves. She has found it encouraging to see clubs making their own decisions on things that matter to them to make their clubs more family-friendly spaces. There are some very busy people working in these sports clubs and their commitment to the project and to their clubs is inspirational.

She has also been pleased that the project's flexibility has meant ClubCHAMPS has been able to support other initiatives, such as Road Safety, family violence initiatives, and reducing the risks for minors. There is great support for the project across most of the King Country RFU as well as two clubs in Waikato competitions. The project team and others she works with are committed to keeping the momentum going and all play a role in this.

