About the Alcohol Advisory Council

The Alcohol Advisory Council of New Zealand was established by a 1976 Act of Parliament, under the name the Alcoholic Liquor Advisory Council (ALAC), following a report by the Royal Commission of Inquiry into the Sale of Liquor.

The Commission recommended establishing a permanent council whose aim was to encourage responsible alcohol use and minimise misuse.

ALAC’s aims are pursued through policy liaison and advocacy, information and communication, research, intersectoral and community initiatives, and treatment development. ALAC is funded by a levy on all liquor imported into, or manufactured in New Zealand for sale and employs 28 staff. The Council currently has eight members and reports to the Minister of Health.

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ALAC welcomes the Government move to pass legislation increasing the price of light spirits.

As we went to press, the Government increased the alcohol excise tax on alcoholic beverages such as light spirits that contain between 14 and 23 percent alcohol by volume.

Price policy has been shown internationally to be one of the most effective tools available to help reduce alcohol-related harm particularly in young and heavy drinkers.

The suggestion to use alcohol excise tax as one of a number of strategies to reduce alcohol-related harm was made in a report by economist Brian Easton, commissioned by ALAC and released late last year.

The Easton report suggested the tax be applied by volume of alcohol, rather than in bands as it is at present. The Government has not gone that far, but it has acted to remove the anomaly which saw the light spirits escape the higher tax rate.

It is concerning to see at least one liquor producer moving to produce a product with 13.9 percent alcohol, thus missing the 14 percent cut-off.

With the Liquor Advertising Review 2003 well underway, and calls from some industry groups for increased liberalisation, and a new range of drinks, so called Viagra pops, about to launch onto the United Kingdom market, it is clearly time we took a hard look at the way alcoholic products are being promoted and the culture this is creating.

ALAC’s submission to the Liquor Advertising Review 2003 called for a tightening of the codes and alignment of the range of liquor promotional codes to address the current heavy drinking culture in New Zealand.

We are of the view that any further liberalisation of broadcast advertising would be unwise given the emerging evidence of a link between alcohol advertising and the drinking culture in a country – particularly the drinking culture of the young.

Instead, there should be a rationalisation of the current self-regulation codes to include all liquor advertising and a strengthened regulatory focus on ‘new media’. This approach would enable a greater degree of focus on all media and all forms of advertising, for example sponsorship, that has the greatest influence on young people and the culture of drinking in New Zealand.

We were first alerted to the launch of Viagra pops back in April. These products are being promoted with rather sensational claims relating to enhanced sexual performance – based upon the use of an ingredient called Horny Goat Weed. These Viagra pops are in fact blends of Chinese aphrodisiacs, vodka and passion fruit – none actually contain Viagra.

We see this as a completely irresponsible move. We will be closely monitoring the situation and will vehemently oppose the introduction of such products into New Zealand.

Mike MacAvoy, Chief Executive Officer
In its submission to the Liquor Advertising Review 2003, ALAC’s position was clear – it says no to loosening up of liquor advertising. But it is also advocating a new approach – incorporating the principles of responsible drinking in advertising and promotion.

ALAC’s submission to the Liquor Advertising Review 2003 called for a tightening of the codes and alignment of the range of liquor promotional codes to address the current heavy drinking culture in New Zealand.

At the moment, there are several codes governing liquor promotion and exposure to liquor, including the advertising code, broadcasting code, and a voluntary packaging and merchandising code. ALAC’s view is that bringing these together, and trying to get some consistency, would allow a tighter grip on content of promotion, would make for easier monitoring, and would make compliance simpler for advertisers and broadcasters.

This review, on the Liquor Advertising and Liquor Programme Code, is the first since the 1998 review (Barker Report) on broadcast liquor advertising. The recommendations of that review were adopted by the Advertising Standards Authority (ASA) and a new Code for Advertising Liquor was adopted on 1 August 1998 (the 1998 Code). The review is due to report to Government at the end of June.

Chaired by the Rt Hon Sir Michael Hardie Boys, the Review Team is considering submissions and evidence on changes in social attitudes and public policy since the Barker Report; the relationship between broadcast advertising and long-term liquor consumption trends; and any new evidence to justify further restrictions or liberalisation of advertising, as a means to consider whether the 1998 Code needs amendment.

The Review Team is also carrying out the consultation process for the Promotion of Liquor Programme Code. This Code sits within the jurisdiction of the Broadcasting Standards Authority (BSA) and is due to be reported on at the end of June.

Key recommendations

One of ALAC’s key recommendations is to move back the start time of permitted liquor advertising.

The current 9pm watershed is in the middle of a programme slot with a high level of young viewers – figures show that approximately one quarter of young people aged 10-18 are watching television in New Zealand between 6pm and 9.30pm; from 9.30pm the figures drop to 19 percent. Any relaxing of this would mean these viewers have greater exposure to alcohol-related advertisements.

As such, ALAC recommends that rather than bring the time forward – as suggested by some in the liquor industry who would like to extend liquor advertising into 6pm news slots and mid-afternoon sports games – the current 9pm watershed be changed to 9.30pm.

ALAC believes any further liberalisation of broadcast advertising of alcohol would be unwise given the emerging evidence of a link between alcohol advertising and the drinking culture in a country – particularly the drinking culture of the young.

Given that the evidence is not completely unequivocal, however, ALAC’s preference is for a rationalisation of the current codes for broadcasting and promotion to include all liquor promotion, and a strengthening of the regulatory focus on ‘new’ media.

This approach would enable a greater degree of focus on all media and all forms of advertising, for example, sponsorship, which has a major influence on young people and the culture of drinking in New Zealand.

Canvassing opinion

But these opinions are not shared by everyone – and this issue is one on which many do have an opinion. ALAC knows it’s not a clear-cut issue with one solution staring us in the face. For every position there is a counter argument and the picture is a complex one.

So, to ensure a fair and reasoned debate, what are the opinions of the key industry players?

The Beer, Wine & Spirits Council

Beer, Wine & Spirits Council Chief Executive Nicki Stewart states that despite the increased promotion of beer ads, there has been moderation in beer consumption over the past decade.

So, why, then, advertise at all? Liquor advertising, she advises, fulfils one role – and one role only – to raise brand awareness and thereby increase the likelihood of that brand being chosen over competing brands.

“As an industry we’ve made tremendous progress in liberalising attitudes towards alcohol and in encouraging moderation in its consumption. It is
hoped that freedom of expression within clearly defined boundaries continues to be a hallmark of the way we communicate about our products.”

**Group Against Liquor Advertising (GALA)**

Group Against Liquor Advertising (GALA) does not buy the liquor industry arguments that consumption is decreasing and that advertising is about brand competition.

Chairwoman Dr Viola Palmer says total consumption figures ignore patterns such as the doubling of youth binge drinking over the 10 years since liquor television advertising began.

GALA is calling for a parliamentary select committee inquiry into alcohol advertising in New Zealand.

Voluntary codes and self-regulation do not work, says Dr Palmer. The current system is slow, sometimes taking up to 18 months for a decision, by which time the advertisement is firmly entrenched in the mind, of the young.

Dr Palmer says GALA is opposed to any relaxation of the codes and would like to see all liquor advertising brought under the control of the Broadcasting Standards Authority.

**Communications Agency Association (CAANZ)**

CAANZ, along with the liquor and advertising agencies, wants the watershed moved back to 8.30pm from 9pm, along with approval to show liquor advertisements during the 6pm news and live sports events.

Lynne Clifton, director of CAANZ, says New Zealanders are responsible, moderate drinkers and the advertising industry had proved itself to be responsible.

CAANZ’s submission cites evidence from around the world, “which overwhelmingly proves that alcohol advertising does not influence total consumption”.

Nor, it insists, is there any hard evidence that alcohol advertising influences youth alcohol consumption.

Further, a study of complaints to the Advertising Standards Complaints Board proves the industry is advertising responsibly.

**Advertising Agency Representative**

Acting responsibly is also the point made by Clemenger BBDO agency head Peter Biggs. He says, “Whilst the advertising industry does endeavour to advertise and promote alcohol responsibly and within the guidelines, I would say that there is a general view within the industry that the country does have an alcohol problem – in terms of our alcohol culture. So we should be concerned about an even greater loosening up of liquor advertising.

“We’re talking about the need to balance a free commercial market with the need for us all, as a society, to take more responsibility for maintaining acceptable consumer behaviour with alcohol use.

“At present it seems an unequal market. Certainly, if we go further down the route of a free commercial market approach, with loosening up of guidelines, then we will need an appropriately balanced responsibility from central government, and liquor manufacturers, to provide agencies addressing moderation with extra funding.

“And this would mean a significant boost in funding – certainly more than at present.

“The liquor industry has an obligation, as a good corporate citizen, to look at the wellbeing of its consumers. It has a significant role to play in the culture change process.

“This change can only be brought about by ongoing investment in consistent, powerful and relevant communications. While I acknowledge that promoting alcohol moderation is a different challenge from promoting road safety, one only has to look at the impact of the results of the investment in the road safety campaigns over recent years. These campaigns have had a major impact on changing behaviour in drink driving, road speed and use of safety belts. What I am advocating is a similar level of investment; it is a huge, but necessary, first step to take to counter our country’s alcohol excesses.”

**Answering back**

So let’s address each of those two key points – first, a lower level of consumption.

Yes, whilst it is true overall consumption may have declined (although there is evidence it is on the rise again), ALAC would question whether it is a relevant measure in this debate and whether overall consumption means there is less alcohol-related harm.

Consumption figures are about quantity of alcohol consumed in total and are generally statistics on levels of available products or sales figures. ALAC believes we should be much more concerned with patterns of drinking. Fourteen drinks a week generally won’t lead to the harm that 14 drinks in one session might. What effect broadcast media advertising has on patterns of drinking is not known.

And the next point – lower levels of advertising complaints. It’s been stated that New Zealand has among the strictest regimes of pre-vetting of liquor advertising in the world.

And the evidence in the effectiveness of this system for maintaining standards would seem to be demonstrated by the level of complaints being received. In the 10 years since the introduction of liquor advertising on television, the complaints specifically related to liquor advertising have dropped in number and as a percentage of the total number of complaints received.

ALAC acknowledges that many liquor industry marketers work hard to comply – and they do, and we commend those efforts. But complaints alone cannot be used as an accurate indicator of overall
industry compliance with the codes or whether the advertisement has anything in it that contributes to harmful drinking patterns. And, also, what this doesn’t demonstrate, and take account of, is the complaints that fall outside of the current jurisdiction of the Advertising Standards Authority (ASA).

There has been a marked shift in the allocation of alcohol promotion budgets that is not through advertising – for example, sports ground endorsements, Internet and sponsorship – and these are loosely or not at all regulated.

One example cited to ALAC was that of a child researching a sports player for a school assignment who needed to surf over a liquor brand to reach the relevant information.

**Sponsorship – the debate**

As the cost of advertising on television continues to rise, advertisers are increasingly looking at other means of reaching their target audiences. One of the areas that has benefited is sponsorship. This raises concern in terms of regulation, as sponsorship is not currently covered by the Code (although sponsorship advertisements are).

As a marketing tool, sponsorship, particularly long-term sponsorships of either organisations or clubs, offers marketers the opportunity to establish and develop more personal relationships with consumers. This inevitably leads to an often deep sense of loyalty from the sponsored individuals or those with an interest in the club or event. Sponsorship can also work particularly well at a community level where sponsors often have captive markets that highly value the sponsor’s commitment to their needs. Done well, it is a very powerful marketing tool.

Sponsorship is also seen as a particularly effective way of connecting with population groups such as Maori and Pacific peoples that have relatively low levels of access to ‘new’ media technology such as the Internet. The drinking patterns and total consumption of these groups, particularly the young men, are the cause of considerable concern in terms of harmful alcohol use.

Whilst ALAC acknowledges that sponsorship of sporting events provides a lot of support for local and national sport and other events, coverage of liquor-sponsored events means there is added exposure of liquor brands. The real issue for ALAC is that this is not sufficiently offset by moderation messages, where public health messages are up against large liquor marketing budgets.

**New Zealand Rugby Football Union (NZRFU)**

The NZRFU presents a scenario in which rugby clubs could collapse and match broadcasts be jeopardised if liquor company sponsorship of the sport is impeded in any way.
It’s been stated that New Zealand has among the strictest regimes of pre-vetting of liquor advertising in the world, but what’s stopping us here, in New Zealand, from taking up this new challenge? Let’s continue to be at the forefront of responsibility and show how an alcohol industry can really come together.

Incorporating or promoting moderation is different from not promoting excessive drinking. We acknowledge and congratulate those in the liquor industry who have proactively and diligently developed their own guidelines and policies around liquor promotion and who stringently apply existing national guidelines and codes.

Can the industry take it to the next level though and promote the benefits of moderation? How would this impact on existing brand values of liquor products? It’s an interesting question that ALAC for one looks forward to discussing further.

ALAC is ready to take up the challenge – are you?

Comment from the Capital’s streets.
ALAC sought comment on liquor advertising from the streets of Wellington.

Rachel 41
I don’t think advertising should be banned; after all it is a legal product for everyone over 18, but there should be controls on how alcohol is portrayed. Too many ads show alcohol as sexy, almost a necessary part of life, and I don’t think that is the proper message to be giving to young people. I think there also needs to be a safety message out there so young people learn to drink safely.

Lou 66
I’m not sure to what degree advertising persuades people to drink alcohol but I know when I was young we all wanted to know what booze was all about. Young men want to try booze; advertising gives a self-confident image, you are with your mates, it’s a macho thing. I wouldn’t like to see advertising banned. It would create more of a mystery.

Michelle 21
I think advertising definitely encourages drinking. Advertising makes booze seem so available and so attractive. I don’t think it should be banned but it should be controlled.

Margaret retired
I think liquor advertising on television and radio should be banned. It encourages people to drink.

Vicki 42
There should be controls on the type of advertising. I don’t like to see advertisements that target young people. We all know young people drink but what we need to teach them is how to drink safely.

Paul 22
I don’t think advertising influences anyone to drink more than they would anyway. I mean you are going to drink what you are going to drink...an ad is not going to make you pour more down your throat.
Manaaki Tangata
promoting safe alcohol use

The Alcohol Advisory Council, Te Kaunihera Whakatupato Waipiro o Aotearoa, offers community grants to iwi, hapu and Māori organisations wishing to implement Manaaki Tangata guidelines at their community events such as health days, sporting days and award ceremonies.

ALAC promotes the Manaaki Tangata approach, by Māori for Māori, and offers sponsorship support of Māori-run events. To qualify organisations must demonstrate that they understand the principles of Manaaki Tangata and will take responsibility for ensuring these principles will be implemented at their event.

The sponsorship offered can consist of a cash grant and/or a prize package designed for rangatahi that bears the Manaaki Tangata label.

Generally, grants will be considered for community events. However, some national events may also be considered. During this financial year ALAC sponsored 58 separate events, which covered a diverse range of activity including health expos, music concerts, and regional sports awards. Here we profile four such events.

**Summer Hummer**

Summer Hummer is a community event sponsored and run by Masterton District Council. An annual event, it provides entertainment for the Wairarapa community. This year the main event was a music concert at the Masterton Sports Bowl featuring local bands.

Primarily targeted at the younger age group, this year’s event attracted several thousand people, including whānau with children from primary school age to kuia and kaumatua.

The Community Alcohol Action Group (CAAG) was part of the event for the first time. Cathy Tawera of CAAG said, “In organising the event we paid lots of attention to promoting safe alcohol use.

“First of all, there was a limit placed on the number of tents selling alcohol (beer and wine). The CAAG provided an alcohol-free tent, which supplied free non-alcoholic punch, and members mingled with the concert goers to promote ‘safe use’ messages, giving away the ALAC-sponsored prizes to those being safe with alcohol.

“It was an awesome atmosphere with large groups of youth just hanging, having fun and simply dancing the night away. And we were really pleased that there were far fewer alcohol-related incidents than there have been in previous years. This is something we’ll seek to improve on further next year.”

**Te Ra o Te Raukura Health Expo**

Te Ra o Te Raukura is a health expo open day delivering wellbeing messages to Māori.

“Originally established 10 years ago by the local Māori radio station Atiawa Toa FM as a family day so that the local Māori community and Kohanga Reo could fundraise, the Expo has since expanded into a major promotional event attracting more than 20,000 people.”

“Te Ra o Te Raukura (a prophecy or proverb meaning ‘The Sign of a Good Day’) is held annually on the first Sunday of February at the Waiwhetu Marae and nearby Te Whiti Park in Lower Hutt.

“Once was a bring-and-buy day to a full-on promotional arm where Māori can demonstrate their work such as health promotion, arts and crafts, kapa haka, educational services, entertainment and top town,” says Wirangi Luke of Te Atiawa, the organisers of the event.
Health promotion activities are the foundation of the event supported by a mix of other related activity to extend learning and create an enjoyable day for all.

This year the health tent housed 120 stalls each promoting and/or selling health-related items. Amongst those participating were a wide range of Māori health providers, Plunket and the Cancer Foundation.

Outside there were more than 20 stalls fundraising for other organisations.

One of the draw cards is the entertainment. A two-level stage held performances from big name bands Katchafire, Nudge, Soul Cake, and T Sistaz.

“We pride ourselves on the wellbeing of families by insisting on an ‘Alcohol and Smoke Free Day’ with the support of our Māori Warden, Lena Letherby, and our drug and alcohol counsellor, Peter Mellars, with running competitions delivering the message of Manaaki Tangata.”

Each year a beneficiary is nominated to receive the fundraising money generated by the event. This year the chosen charity was the Life Flight Trust.

Tamariki Sport & Cultural Day
The Tamariki Sport & Cultural Day event was instigated some four years ago as a prelude to the Annual Māori Sports Awards Event.

It provides an opportunity for rangatahi to be involved in organised sporting activities with leading Māori sporting athletes, Kaiwhakahaere, teachers, stakeholders and staff. The rangatahi benefit from the chance to mix with sporting heroes who act as role models. The event is now an integral part of the kaupapa of the Māori Sports Awards.

Last year the event was hosted in association with Sport Waikato. Over 1600 tamariki took part from schools representing the wider Taupo region.

After the Pōwhiri, a mass aerobics class was held followed by various sporting activities including touch rugby, athletics, netball, gymnastics, golf, cricket, softball, cycling and karate.

Richard (Dick) Garratt, Kaiwhakahaere Matua / Executive Director of the Māori Sports Awards Te Tohu Taakaro o Aotearoa Charitable Trust says, “It was the most successful event yet – a unique opportunity for stakeholders like ALAC to raise awareness of the kaupapa to rangatahi and their families, and of course to the wider community. Whilst it’s a great vehicle for us to deliver the messages, we are now also looking to the schools to develop and write their own messages such as Manaaki Tangata.”

This year’s event will be held in Auckland on 28 November, hosted by Te Kura Kaupapa Māori a Rohe o Mangere.

Kia Maarie
Kia Maarie is the alcohol (and drug) health promotion kaupapa, co-ordinated by Hapai Te Hauora Tapui, to promote responsibility, peaceful living, safety, manaaki, and healthy options.

Kia Maarie was held earlier this year in conjunction with Hapai’s sponsorship of the Māori stage at the ASB Cultural Festival in Manukau. The three-day event, supported and run by the Auckland Nga Tahi Ra Alcohol and Drug Network, focused on alcohol safety messages for Māori youth and whānau.

“An alcohol health promotion stall that promoted ‘Manaaki Tangata’ and ‘Take it easy, take it slow, say no’ as its main messages was a key part of the event,” says Ninakaye Taanetinorau from Hapai Te Hauora Tapui. “A wall of tupuna photos, tips for safe alcohol use and information about wai and its historical importance were displayed – a lot of attention was paid to this display profiling ancestors who said ‘no’ to waipiro.

“Promoting alcohol health and safety messages at an event like this, which attracts thousands of Māori youth and whānau was an awesome opportunity. Hapai playing the role of sponsor and MC for the Māori stage was an extra vehicle through which to be profiling these messages.

“Thank you to ALAC for helping to make this event possible – we were grateful that such resource was available to tautoko this kaupapa and I encourage other whānau and health promoters out there to make contact with ALAC for any upcoming events they have!”

Find out more
For more information on ALAC’s sponsorship for Māori events, visit the website: www.alcohol.org.nz/maori/e_sponsorship.html

Or contact Māori Programmes Co-ordinator Polly Poata.

Tel: 04-917-0708. Email: p.poata@alac.org.nz
Drugs and Young People conference

The Australian Drug Foundation was delighted with the 4th International Conference on Drugs and Young People held in Wellington, says conference director Geoff Munro, of the Centre for Youth Drug Studies in Australia.

The conference programme was of an extremely high standard and the feedback from participants was overwhelming. Participants enjoyed the conference and were taken with the warmth of the welcome they were given.

From the ADF’s perspective there were many highlights:

The influence of Māori and Pacific Island culture made a profound impression on all delegates, particularly on the Australian contingent, who were impressed by the openness, warmth and generosity. The sense of respect between the generations was evident and substantiated the importance many presenters gave to personal connectedness as a spiritual resource and a protective factor against personal alienation.

The Pōwhiri and the closing ceremony, and the role of children in them, was particularly impressive. We admired the role ALAC’s Neavin Broughton played throughout the meeting by ensuring the proceedings accorded with Māori traditions and benefited from Māori wisdom.

All of the keynote speakers, and Professor Mason Durie who gave the second Dame Elisabeth Murdoch Oration, gave most thoughtful presentations and set a very high standard for future conferences. The Oration is due to be posted on the ADF website.

Wellington, and the conference venue, received much praise and many delegates suggested we should take the conference back there very soon!!

The ADF thanks ALAC and its staff for their wonderful efforts over a long period to ensure the success of the conference.

We believe ADF and ALAC began the venture as colleagues and ended it as friends, and we look forward to further collaboration on a number of fronts.

Some 400 people attended the 4th International Conference on Drugs and Young People held in Wellington at the end of last month.

This was the first time the acclaimed conference, which explores the impact of alcohol and other drugs on the lives of young people, had been held outside Australia.

The Alcohol Advisory Council of New Zealand hosted the conference in conjunction with the Centre for Youth Drug Studies at the Australian Drug Foundation.

It provided a unique opportunity for everyone interested in understanding the impact of alcohol and other drugs on the lives of young people to come together.

“When we set out to stage this conference we wanted high-calibre presenters providing ideas which would challenge us to think beyond what we are currently doing, and the opportunity to meet and discuss ideas informally with other delegates,” said Dr Mike MacAvoy, ALAC Chief Executive Officer.

“We achieved all those objectives. This was one of the most stimulating and enjoyable conferences I have attended.”

Titled “Focusing on Solutions – the Way Forward”, the three-day conference featured an exciting range of topical presentations and interactive sessions enabling delegates to learn from each other and to chart the most effective way forward.

Internationally recognised keynote speakers stimulated discussion and extended understanding of the issues.

The conference, held at the Wellington Conference Centre, ran from 26 to 28 May.

Keynote speakers

Mr Niall Coggans, a senior lecturer in the Department of Pharmaceutical Sciences at the University of Strathclyde, Scotland

Associate Professor Wendy Loxley, National Drug Research Institute, Australia

Mr Wayne Bazant, United Nations International Drug Control Programme (UNDCP), Bangkok
Professor Mason Durie, Ngati Kauwhata and Rangitane iwi affiliations, Massey University, New Zealand
Dr Sue Bagshaw, International Association for Adolescent Health, New Zealand
Fuimaono Karl Pulotu-Endemann, Pacific Health Consultant, New Zealand.

Copies of the conference papers will be posted on the Australian Drug Foundation’s website at www.adf.org.nz

Below we present a cross section of views expressed:

DRUG EDUCATION CHALLENGED BY DRUG EXPERT
Scottish drug expert Niall Coggans challenged school-based drug education.
While most schools offer basic drug education to students as a means of drug prevention, Mr Coggans said the link between the aim of drug education and drug prevention was tenuous and success was limited. Without a sound theoretical basis for the content and processes employed by the drug interventions, effectiveness was unlikely to improve.
Mr Coggans has a long-standing interest in the effectiveness of drug education and most recently reviewed the success of drug education programmes in Scotland and London’s Metropolitan Police Service area.
His keynote presentation looked at the key issues in school-based drug education and the prevention of drug misuse including the relationship between drug education and prevention; the meaning of effectiveness and realistic objectives for drug education; theoretical and practical issues; meeting the needs of young people; and good practice in drug education.

YOUTH OFFER SOLUTIONS TO DRUG AND ALCOHOL PROBLEMS
Adults must look to young people to find the best answers to solve youth drug and alcohol abuse, said one of New Zealand’s most senior advertising industry representatives in a keynote address to the conference.
The Managing Director of Clemenger BBDO and Chair of Creative New Zealand, Peter Biggs, said adults spent too much time talking to youth and that the roles should be reversed.
“To tell youth that one brand is wrong, will magnetise that brand,” Mr Biggs said.
He urged that adults needed to understand the attraction of a controversial brand and cited US rap singer Eminem as a phenomenon who was largely misunderstood by adults.

STUDY SHOWS DRUG USE RAMPANT ON SKI FIELDS
A rare study on the prevalence of substance use in alpine snowfield settings has found that many skiers took large quantities of different drugs during a visit to the snowfields and many drove home despite a severe lack of sleep.
Dr Mark Doverty presented the study of snowfields in Australia to the conference.
Dr Doverty, director of a health service which encompasses ski fields in New South Wales, organised research at the snowfields to follow up anecdotal reports of significant numbers of people using psychoactive substances.
1084 people were surveyed in alpine settings and Dr Doverty reported that a skiing holiday these days involved high risk drug taking and alcohol consumption by many visitors.
He said accidents on the ski fields and on the trip home in the car were more likely to occur as a result of the drug and alcohol consumption or binge.

COMMUNITY INVOLVEMENT RECOMMENDED TO CURB TEEN BINGE DRINKING
A community project to reduce risky behaviour at end of school parties due to binge drinking has resulted in less unsafe sex, less violence and less binge drinking, the conference was told.
The project, conducted in a rapidly expanding community north of Sydney, Australia, targeted children aged 15 to 18 and their parents.
The project was presented by Christina Turner, a health promotion officer with the Central Coast Alcohol and Other Drugs Service.
The project’s objectives included increasing young people’s awareness of the link between unsafe sex and alcohol misuse, increasing parents’ knowledge and awareness of responsible alcohol use at home, decreasing the supply of alcohol to young people, decreasing the number of youth-related community disturbances and liaison between key stakeholders in the community such as bottle shops, schools and police.
Ms Turner said promotion strategies included a high-impact media and marketing campaign, development of a website, strategic policing and licence enforcement.
Evaluation of 180 young people, 50 parents and local police found a significant positive impact.
Ms Turner called for more community involvement to ensure young people remained safe when celebrating end of school exams.

A kapa haka was performed by children from a local Te kura kaupapa Māori o Nga Mokopuna.
ALAC marketing is to focus on adult behaviour – the norms around intoxication and drinking cultures.

Serious and sober or exciting and intoxicated – what sounds more appealing?

Intoxicate – of alcoholic drink (or a drug) cause (someone) to lose control of their faculties. Also defined as excite or exhilarate, and poison.

These definitions perhaps describe the range of experiences one may pass through in the intoxication process: The excitement or exhilaration of drinking to ‘take the edge off life’ becoming a poisoning, harmful and embarrassing date in the diary most Friday and Saturday nights.

**Binge drinking**
Over the past 20 years alcohol consumption in New Zealand has continued to decline but the alcohol-related harm, such as levels of violence, injury and accident (apart from drink driving) have continued to rise. One explanation for this apparent contradiction is that patterns of drinking are more important than total consumption.

Although binge drinking by young people is the focus of much public and political attention, the drinking patterns of young people are not significantly different from those of other New Zealanders. Research shows that the proportion of women, of all ages, drinking enough to feel drunk at least once per week is increasing. This is also true of men (except for those aged 20-29). But the change is most pronounced in young women and this change in their patterns of drinking is most concerning.

Research also reveals that the heaviest drinking (largest quantities and amounts per occasion) is by 18-24 year olds. In addition to concerns about the risks to themselves, this group also act as models and suppliers for the younger group.

ALAC has spent much time researching the issues of binge drinking among young people and around problem drinking in New Zealand. This review of social marketing approaches to young people looked at international trends and the risk-taking culture of this group. Initial findings from these studies show that intoxication is very much seen as normal and that the young people (aged under 18) view their drinking as being very similar to adult drinking.

**Burden of disease**
Tobacco causes more deaths worldwide than alcohol and illicit drugs together. However, the picture changes when the outcome is no longer mortality but burden of disease as measured in disability-adjusted life years (DALYs) (Murray & Lopez, 1996). This measure combines years of life lost due to premature mortality with years of life ‘lost’ due to disability, i.e. years lived with disabling conditions (Murray et al 2000).

Alcohol and tobacco account for about the same amount of global burden, both about five times as much as the burden attributable to illicit drug use. So why is there such a difference between mortality and DALYs? Basically, tobacco is related to mortality and morbidity later in life, whereas the consequences of alcohol and illicit drugs occur at younger ages.

**Moderating behaviour**
ALAC has identified a number of key strategies to be phased in over time to ensure New Zealanders experience less harm from alcohol use, their own and others. These interrelated strategies are based upon the concept of moderation and focus on the problem of intoxication. These strategies aim to change people’s drinking behaviour so that incidences of alcohol-related harm are reduced.

**Dealing with supply**
One area being addressed is the supply and provision of alcohol. ALAC pioneered the concept of Host Responsibility in New Zealand more than a decade ago. Current work on reviewing and updating the Host Responsibility strategy indicates that a large number of our stakeholders – Police, Hospitality Association of New Zealand, Beer Wine & Spirits Council, public health and District Licensing Authorities – all agree that the next step for the country is to tackle the Kiwi attitude to intoxication as normal, desirable and harmless.
“Despite huge inroads in serving minors, the Sale of Liquor Act has not managed to change the culture of drinking in this country – people are still drinking to get drunk,” says Sandra Kirby, ALAC Manager Young People Supply & Provision.

“In any given town, most Friday and Saturday nights large numbers of intoxicated people can be seen – young and older alike. Police reports from across the country are increasingly concerned with the levels of street disorder and violence associated with weekend drinking, which are concentrated in the areas of towns and cities with high alcohol outlet density.”

It is fitting for ALAC to now address the issue of intoxication more broadly. It’s about countering the broader attitude towards intoxication and that is not just focused on the behaviour of young people.

The challenge is to change the level of acceptability and tolerance for intoxication. Everyone in our society needs to be aware of the large number of risks to themselves and the wider community – it’s about more than drink driving. A big part of the challenge will be to promote something that is more appealing than ‘serious and sober’.

FREQUENCY OF DRINKING ENOUGH TO FEEL DRUNK

Nine percent of drinkers reported drinking enough to feel drunk at least once a week in 2000 and these proportions did not change between 1995 and 2000. However, there was an increase from 10 percent to 17 percent in the numbers of 16-17 year olds who did so.

While around 13 percent of all men consumed enough alcohol to feel drunk at least once a week, more than one third of men aged 18-19 did so. Similarly among women, while 6 percent consumed enough to feel drunk at least once a week, 23 percent of women aged 18–19 did so.

There were marked increases in the proportion of 16-17 year olds who drank enough to feel drunk at least once a year. Eighty-four percent of 16-17 year old males had done so – an increase from 71 percent in 1995.

There was an increase between 1995 and 2000 in the proportion of women who were drinking enough to feel drunk at least once a week (4 percent to 6 percent).

Fifty percent of women drank enough to feel drunk at least once a year and this had increased from 44 percent in 1995. There was a large increase in the proportion of women aged 16-17 who had done so, from 68 percent in 1995 to 82 percent in 2000. There were also increases among women aged 30-39, from 48 percent to 55 percent and among those aged 50-65, from 10 percent to 19 percent.
It was a big night in at the St. James theatre in Westport recently as the Buller Youth Access to Alcohol (YATA) project was launched to an audience of over 300.

With a line-up of events, speakers and debate on the theme of ‘Young People’s drinking – whose problem is it?’ the Big Night Out delivered an entertaining programme of activity to launch this key initiative in the region.

Hosted by former ‘This is Your Life’ presenter and current Banks Peninsula Mayor Bob Parker, the line-up included a drama by the Youth Theatre, speeches and a panel debate.

The panel, comprising two young people – Marcie Shrader-Lauynger and Alana McCrossin – as well as the MP for West Coast and Associate Minister of Health the Hon Damien O’Connor; Sandra Kirby, Programme Manager Young People, ALAC; Don Abbey, Youth Aid Police Officer; and former All Black and current Children’s Commissioner Advocate Norm Hewitt discussed and debated a range of alcohol-related issues facing young people in today’s society.

Addressing the problems

The three-year project, co-ordinated by the Buller Safety Community Council, and a committee of community members, aims to address problems with youth drinking and will focus on the supply of liquor to Buller’s young people.

“Increasing youth drinking and related offences in the district have prompted the need for further education and awareness,” says project co-ordinator Susan Gill.

“It initiatives like this, at the community level, are extremely important. This project is primarily aimed at parents and caregivers, who supply liquor inappropriately to minors, but also at the wider community. Because community attitude and observed behaviours have a great deal of influence on young people, it will take a collective community effort to address the issue and enforce appropriate action. Our hope is that Westport will see this as a community concern, one in which we all have a positive role to play in the wellbeing and healthy development of our youth.”

A broad-based community approach

ALAC’s YATA initiative is a project that works with broad-based community teams and is aimed at reducing the alcohol-related harm experienced by young people. It does this through encouraging and supporting community action targeted at reducing the illegal and/or irresponsible supply of alcohol by adults to young people. For each community the make-up of the team differs, but the constant factors are youth participation and the representation of more than one agency.

Gail Payne, ALAC’s Southern Region Manager says, “We have been very aware that much of the pressure to change young people’s drinking has blamed young people when the reality for many is that the adults in their family and their community have actively encouraged, condoned and supplied the alcohol that causes the problem. For Westport, or any community, to really reduce the levels of alcohol-related harm experienced by young people adults need to look at and change their behaviour.

“This is a community problem that everyone needs to embrace and I’m delighted with the energy and commitment the Westport community has put into launching this programme.”

Making a difference

Westport is now one of 18 nationwide communities working with ALAC’s YATA programme.

The Minister, who has responsibility for alcohol-related issues, says we are seeing binge drinking and serious alcohol problems starting in children as young as 12, so as a community we have to raise our concerns about young people’s access to alcohol, and the effects of alcohol on their behaviour, their safety and the safety of others.

“These issues have implications for the wider community, not just young people, and it’s the community-based approach of this project, involving not only the teens themselves, but their caregivers through to suppliers of alcohol, that impresses me most about this initiative.”

Special mention must be made of the committee who represented the community of Buller – Don Abbey, Youth Aid Officer Westport Police; Roger Berwick, Manager Rata Alcohol and Drug Service; Katy Campbell and Helen Martyn from SADD (Students Against Driving Drunk); Kevin Clifford, Youth Development at District Buller Council; Kathy Cumming, Community Representative from Westport News; Joy Donaldson, Liquor Licensing Officer at Buller District Licensing Agency; Harmony Hayes, Whānau Ora Rata te Awhina Family Services; and Michael Phelps, Health Promoter at Crown Public Health.
**GPs take alcohol training online**

Associate Minister of Health Hon Damien O’Connor recently announced the launch of a new online training programme for General Practitioners, which uses screening and brief intervention to minimise alcohol-related harm.

The Online Alcohol Workshop – jointly developed by the Royal New Zealand College of General Practitioners and ALAC - is an interactive, online training programme covering screening, assessment and management of alcohol problems in general practice.

The purpose is to upskill GPs to identify and intervene early in the problem in order to minimise alcohol-related harm.

“This commendable work by the College and ALAC demonstrates clearly the benefits of inter-agency collaboration,” Mr O’Connor said.

“The incidence and cost of alcohol-related harm in New Zealand are worrying. Hazardous alcohol usage is frequently the cause of other health conditions or injury, but is not always identified as such. “

“This Online Alcohol Workshop is an innovative way of learning for health professionals. It will help GPs find ways or opportunities to address their patients’ alcohol consumption patterns by making the link between that and the problem they present with.

“The idea is to help GPs act early and help the patient monitor and control their drinking before problems become too severe.”

Whilst designed primarily for GP trainees in the General Practice Education Programme, it is also hoped that it will be of interest and benefit to all GPs, practice nurses and other primary healthcare professionals.

**Overcoming the barriers**

Dr Helen Rodenburg, President of the RNZCGP says, “The workshop aims to help overcome some of the existing barriers by providing information, tools and opportunities for skill development. It offers GPs the flexibility to study in their own time without interrupting patient consulting time.

“We need GPs to be comfortable when discussing alcohol use and related problems. In the new primary care environment, it is important general practice team members work together to more effectively address such problems.”

The workshop’s interactivity comes from a combination of motivational interviewing techniques and case studies to simulate consultation – these cover a range of topics like alcohol and pregnancy, alcohol and old people, screening, assessment and management. It also includes a lifestyle screening tool that detects binge drinking and other drug use.

The aim is to enable GPs to:

- be comfortable and skilful about discussing lifestyle issues such as alcohol use and related problems
- understand how the GP team can work together to address alcohol use and related problems
- screen and intervene for alcohol use and related problems
- identify further training needs.

**Early intervention**

One of the catalysts for the workshop was a World Health Organisation research finding that five minutes of advice was as effective as 20 minutes of brief counselling.

ALAC has identified early intervention as critical to reducing alcohol-related harm. There is evidence, from a number of randomised controlled trials, that brief interventions, consisting of assessment of intake and provision of information and advice, are effective in reducing alcohol intake among people with raised alcohol consumption.

Around 80 percent of the population visit their GP at least once a year or about 95 percent over a 1-5 year period. One in five patients in a GP’s practice will have some type of alcohol problem. GPs are therefore well positioned to play a major role in identifying patients who are at risk of developing alcohol problems, and can suggest strategies to help the person monitor and control their drinking before these problems become too severe.

Brief interventions can be easily learnt and with practice are able to be incorporated into a routine 15-minute consultation.

**Priority area for ALAC**

“ALAC has made early intervention one of its priority areas of work over the next five years,” says Dr Mike MacAvoy, Chief Executive of ALAC.

“This project is about early intervention into one of the most chronic relapsing and life-destroying drug dependencies, alcohol addiction. Whilst only a small proportion of the population will go on to develop chronic dependency on alcohol, a much larger group, perhaps as high as 20 percent of the drinking population, will experience prolonged or intermittent periods of heavy drinking to the detriment of their lives and those around them.

“Health professionals need to become more alert to the many seemingly unrelated physical and mental conditions which present in surgeries but which are often the result of the misuse of alcohol. It is our hope that this training programme will achieve just that.”

**Continuing medical education credits**

In order to encourage and support this commitment, the College has built this module into their GP Education Programme. It forms a significant element in the GPEP programme and meets Continuing Medical Education (CME) and Advanced Vocational Training (AVE) criteria for the Maintenance of Professional Standards (MOPS) programme.

**Working together to find solutions**

The Online Alcohol Workshop can be accessed via the College website at www.rnzcgp.co.nz or directly at www.alcoholcme.org.nz

Dr Helen Rodenburg, President of the RNZCGP, Hon Damien O’Connor, Associate Minister of Health, and Dr Mike MacAvoy, ALAC Chief Executive at the launch.
That’s the question which has been finding its way onto thousands of televisions screens and radios, and across newspapers since March. As the sixth year of ALAC’s Had Enough? campaign, this new set of advertisements are aiming to encourage those who are ready to make changes in their lives.

With a very direct proposition – Had Enough? Call the Alcohol Helpline, get your free video action pack, the basis of this year’s campaign is encouraging those who are ready to start to make changes in their lives.

The new campaign has been developed to jointly promote the Had Enough? resource and the Alcohol Helpline Service.

Contemplating change
The campaign is targeted at an audience defined as ‘late stage contemplators’. These are drinkers experiencing harm, people who are in some way dependent on alcohol, and who have got to a point where they want and need to do something about that dependence.

The ‘call to action’ is the Alcohol Helpline where brief interventions, advice, referrals and a video pack (the Had Enough? resource) are on offer.

The Had Enough? resource offers a person suffering from dependence on alcohol a kit of tools to help them make changes in their lives. It is a first step – not a ‘cure all’ for the problems of dependence.

Creating empathy
“Creating empathy with the audience was key to developing the new campaign,” says Michael Bird, Creative Director.

“It’s about getting the audience to first identify with a ‘situation’, second to feel uncomfortable with the presentation and finally to take the appropriate action,” he adds.

“Within the 15-second limitation we had to find the single message that would cut through to the audience, and also deliver the messages that would stimulate action. We used the concept of identification – the key therapeutic tool in helping those in trouble with alcohol, to depict the most common problems facing people with problems around alcohol.”

Two scenarios – relationship difficulties/breakdown and problems at work, as a result of drinking – are depicted in the advertisements. These are two of the principal presenting issues at treatment centres.

“Each advertisement provides a realistic portrayal of the situation. Mirroring real life situations, and using ‘real life’ quotes, these snippets of behaviour allow the target audience to uncomfortably identify with the problem and offer a solution – call the Helpline and receive a pack,” he concludes.

Extending media reach
First launched on television in late March, the campaign then ran across radio and press. The campaign runs on television until the end of June.

One of the two key developments this year was the move away from purely press to a mixed media that includes press, television and radio. This has been possible due to the ‘moderation time’ allocation – time allocated by radio and television for public health alcohol-related messages. Use of this free advertising has extended the campaign reach well beyond what it could have otherwise achieved.

Additionally, the move into television and radio, as more persuasive mediums, allowed the campaign to take a more creative, story-driven approach with an immediate call to action – “write down this number, do something about your problem now!”

It talks to a large cross section of the potential audience quickly and with high impact.

“We’ve learnt a lot in the six years we have been running the Had Enough? campaign,” says Ian MacEwan, ALAC’s Senior Advisor Treatment.

“This is the third season of creative work. When we launched the campaign, back in 1998, we ran advertisements targeting men, heavy drinkers, who were thinking about the negative consequences of their drinking. And although we achieved a good response (via calls to the Helpline) we realised that we needed to do more. We needed to provide tools to help the people calling the Helpline – hence the production of the Had Enough? resource kit.”

The kit consists of a workbook and a video documentary that helps the viewer to identify with others who have also faced the same
TREATMENT

Ian MacEwan ALAC’s Senior Advisor Treatment reports on recent national meetings in the treatment services field.

In February 2003, over 30 providers of Residential Treatment Services met in Wellington for a two-day meeting. Hosted by ALAC and the National Treatment Forum Executive, this was the first such meeting in over 18 years.

A number of key issues were identified including the registration of Non Government Organisation (NGO) services under the new Disability Homes Act, the Alcohol and Drug Standards currently being considered, and the proposed auditing of services by Designated Auditing Agencies.

Debate also ranged over access to residential treatment and the lack of a consistent model of gate keeping throughout the country. Concern was voiced around the funding and inequality of access to residential costs. People who have partners with income do not qualify for the residential costs component. And those earning (but who have spent all their money and more on drugs) do qualify for funding. However, these people often refuse treatment because they do not qualify for unemployment benefit and so have effectively no income whilst in residential care. A single agreed process for access to residential treatment was called for.

In May 2003, ALAC hosted two further national meetings for treatment service providers – one for detoxification staff and the other for consumer advisors and advocates. The former was primarily to update workers on recent developments in drug withdrawal and its management. The latter identified the issues relating to consumer involvement in treatment development and consumer participation in service delivery.

National Treatment Forum
The annual meeting of the treatment field, including the election of a new executive, will be held on 27 August (the day before the Cutting Edge conference). The National Treatment Forum advocates on treatment issues, convenes the Treatment Works Week, and is promoting the need for a peak body for alcohol and drug treatment. The current executive is: John Challis and Takarangi Metekingi (Co-chairs), Tim Harding, Paul Traynor, Kirk Mariner, Vicki Crarer, and Jenny Wolf.

Anyone interested in alcohol and drug treatment is invited to attend. Further information is available from Ian MacEwan at ALAC.
DAPAANZ six months on

Six months after its launch the Drug and Alcohol Practitioners Association Aotearoa New Zealand (DAPAANZ) is making good progress says its Chairperson, Tim Harding.

Work is now well underway on the setting up and running of the Drug and Alcohol Practitioners Association Aotearoa New Zealand (DAPAANZ) – the organisation that will represent practitioners throughout New Zealand.

The membership continues to grow. Currently, there are over 300 members.

The inaugural year is devoted to establishing the Association as an incorporated society, with a constitution and a code of ethics. An accreditation process will be developed for assessing competency of individual practitioners who wish to become accredited; and most importantly, a democratic system will be put in place for the ongoing leadership of the Association.

There’s a lot to do. With the Board members in full-time employment, the additional support of other organisations has been gratefully received – organisations such as the Ministry of Health, who will be helping with both knowledge and some funding, in particular with the establishment of a practitioner accreditation process; and also ALAC who sponsor the Workforce Development Group, that has been the principal driving body in making the Association a reality.

As DAPAANZ grows in numbers so it will also grow in voice; a voice that can support the people that for so long have worked hard to improve the lives of New Zealanders and often without the respect given to other professions. The aim of DAPAANZ is to change that by recognising and raising the standards of practice so we can feel proud to be part of our profession.

Anyone involved with the sector can join. Simply complete the form enclosed in this issue of alcohol.org.nz.

For further information contact Ian MacEwan, Senior Advisor Treatment, ALAC. Email: i.macewan@alac.org.nz

DAPAANZ – Application for Membership

Name: 
Address: 
Position: Workplace: 
Contact Details: 
Telephone (Hm): (Wk): 
Fax: 
E-mail: 

Please make cheque out to DAPAANZ (receipts will be issued) 
Send to: Ian MacEwan 
P O Box 5573 
WELLINGTON 
Email: i.macewan@alac.org.nz

OFFICE MOVE

ALAC’s Northern Regional Office has moved to a new address. The office can now be contacted at Level 2, National Heart Foundation Building, 9 Kalmia Street, Ellerslie, P O Box 8391, Auckland.

All other contact details remain unchanged.
Developing the Spirit of Partnership

Preparations for Cutting Edge – New Zealand’s national annual treatment conference of the alcohol, drug and addictive disorders field – are now well underway. The 8th Cutting Edge conference takes place in Waitangi during 28-30 August. The Alcohol Advisory Council is the principal sponsor.

The Hon Damien O’Connor, Associate Minister of Health will open this year’s conference, which has the theme ‘Spirit of Partnership’.

A range of papers, posters and workshops will address issues relating to alcohol and other drugs as well as current treatment issues. Clarification about the future role of the National Treatment Forum in the context of the development of the Drug and Alcohol Practitioners’ Association will also be discussed.

Keynote speakers include:

Professor Eric Broekaert from Ghent University, Belgium on outcome research on therapeutic communities; Pa Henare Tait on healing and partnership; Professor Lloyd Geering on spiritual partnership; Keith Evans from Adelaide on policy and prevention; Professor Ann Roche from Flinders University and Director of the Australian Council on Education and Training in Addictions on Workforce Development; Dr Geoff Robinson and Dr David Benton on opiate dependence; Dr David Chaplou, Director of Mental Health; Tipene Filipo on the spirit of partnership with Pacific peoples; Tuari Dawson, Tai Tokerau health worker on the spirit of partnership; Dr Fraser Todd and Takarangi Metekingi on the partnership in teaching about the management of co-existing disorders.

To register please complete the registration form that accompanies this issue of alcohol.org.nz.

For further information contact Ian MacEwan, Senior Advisor Treatment, ALAC. Email: i.maceywan@alac.org.nz

Police and ALAC join forces

A project between the Alcohol Advisory Council and the New Zealand Police aims to improve the effectiveness of Police work under the Sale of Liquor Act (SOLA).

Senior Sergeant Mike Lopdell, who heads Auckland City’s liquor licensing team, has been seconded to ALAC for a three-month project to develop a ‘how to’ manual for liquor licensing sergeants. He took up his secondment on 31 March.

As one of the Police’s most experienced liquor licensing experts, Mike is widely regarded as authoritative on issues of SOLA interpretation and enforcement practice.

“The Sale of Liquor Act is an extremely complex piece of legislation and it is critical it’s rigorously applied if we want to be sure the people serving or selling alcohol are doing so legally and responsibly,” says ALAC’s Chief Executive Dr Mike MacAvoy.

“This initiative, undertaken with the Police Commissioner’s office, addresses how both parties can work collaboratively to more effectively enforce this piece of legislation. The complexity of the Act, together with increasing demands on Police time, has led to inconsistencies in its interpretation and hence application. This joint initiative aims to reduce these inconsistencies and create a more reliable approach to enforcement.”

Senior Sergeant Lopdell is responsible for compiling a comprehensive ‘desk file’ for Police liquor licensing sergeants that covers how to process liquor license applications; where appropriate, oppose applications through the Liquor Licensing Authority; undertake enforcement action through the District Court and before the Liquor Licensing Authority; and conduct controlled purchase operations in relation to alcohol.

Senior Sergeant Lopdell comments, “We see the manual as being a valuable training tool for new liquor licensing sergeants and a long-term reference guide for use in our everyday work. It should also increase the standard of case information we present to the District Court or the Liquor Licensing Authority for prosecutions under the Act.”

TaPasefika Health Trust – a partnership project

On 1 April 2003, ALAC signed a 15-month contract with TaPasefika Health Trust. Based in South Auckland, TaPasefika is the business arm of three Pacific primary healthcare organisations, which under the contract will provide training and skill transfer on A&D issues for health professionals and the 15,000 Pacific families on its register.

This partnership project is the first of ALAC’s strategies to support alcohol harm reduction within Pacific communities using a primary care setting. It is based on the notion that primary healthcare provides an ideal setting to effectively promote health and moderation messages to one of ALAC’s key audiences – Pacific peoples.

TaPasefika was the first PHO to be set up in New Zealand.

The project seeks to:

• develop and strengthen the skills, knowledge and capacity of all TaPasefika employees to engage appropriately and effectively with Pacific families to minimise harm from alcohol
• develop appropriate resources for use by community health workers, public health nurses and other staff for use within schools, churches and other appropriate Pacific community forums or events
• develop and strengthen the skills and capacity of Pacific communities in the Counties Manukau region to recognise the harms associated with alcohol misuse so that they can make informed health choices.

Audrey Aumua, CEO TaPasefika Health Trust (seated) and Dr Mike MacAvoy, CEO ALAC signing the contract, with Tina McNicholas, ALAC’s Manager Pacific Programmes.
New faces at ALAC

SAMANTHA (SAM) CLARK

Samantha (Sam) Clark joined ALAC in March as Community Action Co-ordinator. This newly established role will work in the area of Young People Supply & Provision, and is based at the Wellington office.

Sam has previously held roles as an alcohol health promoter for the Nelson Public Health Unit where she was active in a range of programmes including Host Responsibility, liquor liaison groups and road safety campaigns. Most recently, she was the Community Recreation Adviser at Tasman District Council.

LYNN MARDEN

Lynn has recently returned to New Zealand from a six-year stint overseas. During her time in the UK, Lynn held a number of roles including at the New Zealand High Commission and Surrey Ambulance Services. With a background in New Zealand Government, Lynn joined ALAC mid-February as Executive Assistant to the EMT – CEO Mike MacAvoy, Deputy CEO Paula Snowden and Manager Corporate Services Nicola Varuhas. She says the role gives her an excellent overview of the organisation and its key strategic projects.

TEINA STACE

Teina Stace is ALAC’s new client services administrator. Formerly at the Department for Courts National Office, Teina joined ALAC in March.

It’s a varied role with duties including reception, providing financial and administrative support – including travel arrangements for the team, and coordinating requests for ALAC resources. Teina says she is enjoying the contact that she has with ALAC’s clients and the role, which is ever evolving!

LYNNE WALSH

Lynne Walsh is ALAC’s new Publicity Co-ordinator. Lynne joined us in May from the Occupational Safety and Health (OSH) Service where she worked as a Communications Adviser. Lynne is an experienced journalist having worked on Wellington’s former Evening Post newspaper in a variety of roles. Lynne takes over responsibility for producing our magazine as well as assisting with communication and media.

NEW COUNCIL MEMBER

One new appointment has been made to the Alcohol Advisory Council. Dr Gillian Tasker has been appointed as a member of ALAC for a three-year term.

Dr Tasker is currently principal lecturer in health education at Christchurch College of Education. Since 1998, she has been the national director of the Alcohol Education Project in which more than 800 health education teachers from 250 schools have taken part. In 2001, Dr Tasker was awarded an honorary life membership of the New Zealand Health Teachers’ Association in recognition of her services to health education in New Zealand.

Stepping down from the Council are Ms Bridget Allan and Ms Sally Logan-Milne.

NEW KAUMĀTUA

Earlier this year, Te Arawa Kaumātua and Chairman of the Rotorua Addiction Resource Centre Pihopa Kingi was appointed to head the newly formed Kaumātua Group of ALAC.

The Kaumātua Group has been tasked with advising and assisting ALAC in meeting its Treaty obligations and in a broader sense ensuring that the Council is responsive to the needs of Māori.

The Kaumātua Group has one other appointment – Nellie Rata from Te Tai Tokerau. Nellie is a member of Nga Manga Puriri based in Whangarei.

A further appointment will be made from Te Waipounamu.
ALAC resources

ALAC has produced two new resource guides as part of its range of Alcohol and Other Drugs Treatment Training Manuals.

Alcohol and Other Drugs: the mental health support worker

An excellent new resource manual for educators of mental health support workers has been produced.

A comprehensive, accessible and practical guide, it includes a full description of alcohol and drug issues and required skills for mental health support workers.

“ALAC brought together a working group of mental health workers to develop the resource and ensure that it would meet the needs of their profession,” says Ian MacEwan ALAC Senior Advisor Treatment. “We are extremely grateful for the input and support of Deborah Campbell, Tipa Compain, Madeleine Heron, David Lui, Trish McCuskey and Vita Malo who worked with ALAC staff on the content and development of the manual.” Louise Kirkwood and Paula Parsonage undertook the task of writing and editing. The result is a comprehensive resource, which has a mixture of information and practical exercises.

The Open Polytechnic is already using the resource as part of its online teaching programme.

Phone your nearest ALAC regional office to request copies.

Alcohol and Other Drugs: training for youth worker educators

The Alcohol, Other Drugs and Young People training resource for youth work educators addresses the gaps in alcohol and drug education for youth workers. It has been developed in consultation with a range of youth worker stakeholders.

Youth workers are uniquely placed to identify a range of issues for a young person including those related to substance misuse. “For young people substance abuse issues do not occur in isolation but are likely to be uncovered as part of a range of fairly complex issues,” says Sandra Kirby ALAC Manager Young People. “The youth worker may be able to offer some support, advice or even a brief intervention. At other times the youth worker may be the link to a treatment service.”

The formalisation of youth work training in New Zealand has resulted in the introduction of a number of youth work unit standards. This training resource covers the material required for assessment under the alcohol and drug unit standards administered by the Industry Training Organisation for the social services – Te Kaiāwhina Ahumahi.

“There are a number of people who have been instrumental in getting the manual together,” says Sandra. “The working party comprised representatives from the Canterbury Youth Workers Collective, Te Kaiāwhina Ahumahi, Ministry of Youth Affairs, Polytechnics and, of course, youth workers themselves.”

The involvement of the working party has played a major role in the shape of the overall document. Louise Kirkwood and Paula Parsonage undertook the task of writing and editing, with support from a working group of Māori youth workers co-ordinated by Di Pītama from Te Kaiāwhina Ahumahi. The result is a comprehensive resource, which has a mixture of information, exercises for tutors and handout material for students.

ALAC is working with the Ministry of Youth Affairs and Te Kaiāwhina Ahumahi to distribute the manual to training organisations ensuring that the resource reaches the major trainers of youth workers.

Limited copies are available through ALAC offices.
Youth 2000: A National Secondary School Youth Health Survey 2003

Check out the early findings of the national secondary school youth health survey at http://www.youth2000.ac.nz/earlyfindings.html

REGIONAL OFFICES
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WELLINGTON 04-917-0060 central@alac.org.nz • CALL FREE 0508-258-258

Latest reports
For ALAC’s submission on the Review of Liquor Advertising, and updated copies of reports and occasional papers available on its website visit www.alcohol.org.nz/resources/publications/index

Strengthening Community Action on Alcohol (2002)
(ALAC Occasional Publication: No. 17)

This publication has been created in response to calls from people working at a community level looking for ideas on where to start in reducing alcohol-related harm.

You can either download the whole publication as a PDF (1787k, 230 pages) or Zipped File (1548k, 230 pages), or download whole sections or individual chapters from http://www.alcohol.org.nz/resources/publications/Action_on_Alcohol/index

Practitioner Competencies for Pacific Alcohol and Drug Workers Working with Pacific Clients in Aotearoa – New Zealand (2002)
(ALAC Occasional Publication: No. 18)

And also from The Adolescent Health Research Group of the University of Auckland

Youth 2000: A National Secondary School Youth Health Survey 2003
Check out the early findings of the national secondary school youth health survey at http://www.youth2000.ac.nz/earlyfindings.html
Electronic Mailing Lists for the Alcohol and Drug Field

Two electronic mailing lists have been set up to enable individuals to communicate via email with other alcohol and drug professionals in New Zealand.

You can subscribe to either a general mailing list or register to connect to a network of Māori alcohol and drug workers.

Subscribe Now!

Contact other alcohol and drug professionals:
1. If you have access to the web, subscribe by going to http://lists.netlink.co.nz/mailman/listinfo/aandd
You will find a form to fill out. You will need to choose a password.
2. If you don’t have access to the web, send an email message to aandd-request@netlink.co.nz leaving the subject line blank.
In the body of the message type Subscribe ***** (where ***** is an alphanumeric password of your choice between 4 and 8 characters).
If you have any problems with the above, or for further information, please contact Eve Young.
Email: e.young@alac.org.nz. Tel: 04-472-0997.

Join a network of Māori alcohol and drug workers:
1. If you have access to the web, subscribe by going to http://lists.netlink.co.nz/mailman/listinfo/te_kupenga_hauora
You will find a form to fill out. You will need to choose a password.
2. If you don’t have access to the web, send an email message to p.poata@alac.org.nz or Tel: 04-917-0708
Not again!
...yeah, Graham...I know this is the third Monday in a row...
No Karen, it's the fourth, the fourth. I've had a gutsful...

I know...yeah, but he’s really sick Graham...no, he, he really is sick yeah right!
yeah I know it’s important...
I need him, it’s a big job. I need him.

it won’t happen again this week...
tell him not to bother...

**HAD ENOUGH?** Is your work getting in the way of your drinking? Call the **Alcohol Helpline** and get your free video action pack. **0800 787 797**