



**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 30 staff. The Council currently has eight members and reports to the Minister of Health.

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Kia ora, Kia orana, Ni sa bula, Namaste, Taloha ni,  
Malo e lelei, Fakaalofa atu, Halo olaketa,  
Talofa lava, Greetings...



Gerard Vaughan  
Chief Executive Officer.

## WORDS FROM THE CEO

In this, my first contribution to the newsletter, it would be tempting to frame it around the theme of asking questions – as that is what I feel I have been mostly doing since starting in February. Then again, another theme could be around emotions associated with starting a new job, as for me it has been a combination of sadness at leaving the collective spirit of the 'Like Minds' project to excitement around the challenges of working in the area of moderation in the use of alcohol.

I could also use a first impressions theme. In particular, how I have been struck by the size of the task, given the high level of tolerance and acceptance of bingeing many New Zealanders have. Changes in this area will take time. On the other hand, meeting incredibly dedicated people, committed to bringing about the needed changes and seeing the progress over recent years, shows that positive change is both possible and happening.

The final theme, and probably the most timely one, could be around national strategy and planning documents. On Wednesday 15<sup>th</sup> March I attended the parliamentary launch of the National Drug Policy 2007 – 2012. Although the launch did focus more on illegal drugs and tobacco, it was good to hear mention of the progress being made in the area of alcohol, and the need to build on this momentum through the development of the next national alcohol strategy.

I am looking forward to being involved in the next national alcohol strategy, and the opportunity it will provide to continue to meet people, be part of the discussions and ask more questions!

A handwritten signature in black ink, appearing to read 'Gerard Vaughan'. The signature is fluid and cursive.

Gerard Vaughan  
CEO

March 2007

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# ALAC welcome CEO

**ALAC's new Chief Executive Officer Gerard Vaughan took over the reins at ALAC in February. He is currently becoming immersed in the business and beginning to meet the wide range of ALAC's stakeholders.**

He comes to ALAC from the Public Health Directorate at the Ministry of Health in Wellington where he was national project manager for Like Minds, Like Mine – a social marketing campaign to reduce stigma and discrimination associated with mental illness. His role there included strategic leadership for the community-based programme and project management of over four million dollars annual funding for the national campaign.

Although new to the politics of alcohol and alcohol policy, Gerard has some personal understanding of the damage alcohol can do to individuals and families. During five years of study at Greenmeadows seminary, he attended a counselling and training course at the former alcohol residential treatment centre in Hanmer Springs.

“I did four weeks of the programme with the people down there. The experience of going down to Hanmer opened up a whole different world for me. Basically all the people in my group were at crisis point. For some, if they didn't stop drinking, they were going to die.

“It was a very intense experience. I remember every day down there. I still remember all the people in the group, and that was over 20 years ago. That experience got me thinking about alcohol and the impact and the destructive effect the abuse of alcohol can have on people's lives.”

Gerard is from Wellington, educated at St Pat's in town and Victoria University where he studied psychology, English literature and theatre. He then headed overseas for the traditional 'OE', heading first to Australia for more than four years and then on to the United Kingdom.

While in Australia he worked in a rural area of Victoria with a high Aboriginal population and high unemployment.

“We were really trying to create employment solutions for young people who lived in the area. We did a lot of training and skill-based development.”

# es new Gerard Vaughan

He then moved to Perth for a couple of years, working for an organisation catering for people with severe disabilities. At the time, Australia was moving towards closing institutions and developing community-based residential care. “I was involved in the process of planning for the closing of the institution and developing alternative community-based options.”

He then travelled through Asia for about eight months ending up in the United Kingdom working as a youth worker. It was, he remembers, a pretty depressing job. “I was working with people who were living under bridges, in trouble with the law. There were no successes. These kids were at the bottom of the heap.”

Those experiences made him realise the necessity of working at a systematic level if change was to occur. “The lights started to come on that a lot of people who are in difficult situations face so many systematic barriers. No matter how much energy you put into that individual, you still face these barriers.

“I saw it clearly in Australia where at the same time as they were pouring money into community-based employment solutions, the Government of the day was scaling down their apprenticeship schemes. And for a lot of these kids who didn’t do well in the education system, an apprenticeship was their chance to take a first step up. Yet in the rural area where I worked, they had removed the incentives for businesses to take apprentices.

“The whole experience doing that type of work made me feel I needed to get more skills in how to bring about change at a systematic level.”

He came back to New Zealand and enrolled at Waikato University to do a Community Psychology Diploma and Masters course, a course with a strong systematic policy, evaluation, research and health promotion flavour.

After completing his Masters Degree, followed by a cycling trip through Europe, he returned to New Zealand and within a couple of weeks was working for the Health Funding Agency.

Initially, he was employed on a three-month contract but ended up staying there until the authority was disestablished round seven years later.

“It was an interesting time. As the Funding Agency was regularly restructured every two years, I ended up with a totally different career approximately every two years.”

In his time with the agency he worked as part of the contracts team, managing projects in the disability and mental health areas, public engagement and change management and in the communications field. It was his experience in communications that led to his involvement in heading the Like Minds programme.

He says part of the attraction of the ALAC job was the huge challenge. “It was also linked to my experience in Hanmer, both for people who end up having huge individual problems but also the whole cultural tolerance that supports, and even encourages on one level, for people to behave in certain ways.

He says long-term change takes time. “I know that from previous work I have done. But I also think that on a day-by-day basis you can also move things forward and make a difference and I am looking forward to the opportunity to do this through my new role at ALAC.”

# Reducing alcohol-related of pricing me

**Excise tax has traditionally been the most effective intervention for controlling the price of alcohol. However, the effectiveness of excise tax as an intervention to reduce consumption, and thereby alcohol-related harm, is being challenged by changes in the alcohol retail environment. Alcohol is increasingly being used as a loss leader, and the large retail chains using their buying power to determine the price at which they purchase alcohol from producers. This means excise tax is less effective, as the cost of the tax is not paid by the consumers. Therefore other interventions may have to be considered.**

In terms of alcohol prices, one of the most significant developments worldwide has been the emerging dominance of supermarkets and large chains as major sellers of alcohol.

The alcohol industry is a global force these days with around five companies controlling most of the alcohol production and sales throughout the world. Competition between producers, retailers, and marketers on branding and pricing for both the discretionary and not-so-discretionary dollar is fierce and is impacting on the price a producer can obtain for the product through to the price at a retail outlet – whether that be on or off-licence. Although ‘brand’ is important, price is the thing that is widely acknowledged as having the greatest effect on how much alcohol people will purchase.

What is happening in New Zealand is little different to what is happening around the world.

In New Zealand we now have approximately 16,000 licensed premises – this includes the traditional on and off-licences as well as dairies, convenience stores and supermarkets. Supermarkets have, since 1989, become a major force in the alcohol market but they are now being joined by other megastores such as The Warehouse with its ‘store within a store’. Foodstuffs has opened its first Duffy & Finn bottle store and Woolworths Australia may not be far behind with its Dan Murphy’s liquor stores.

The more competitive the market is, the lower the relative price of alcohol will become. Historically, excise tax is a mechanism to ensure that consumption at the least remains stable and at the best declines. The effectiveness of the excise tax mechanism in reducing alcohol consumption is widely acknowledged and practised in many countries throughout the world. It basically raises alcohol price to a certain level that discourages consumption. It is estimated that a one percent increase in price results in a one percent decrease in consumption.

# harm through the use mechanisms

But will excise tax work in the same way as it always has if competitors are willing to lose money because they can make their money back on the other commodities they sell – such as groceries and toys?

In order to answer this question we commissioned some initial research to assess the penetration and impact of new retail outlet types on the liquor market in New Zealand.

## Initial findings suggest:

- supermarkets have had an impact on the real price of some alcohol beverages but not all, and
- per capita consumption of alcohol has been on the rise in New Zealand since 1997, having fallen considerably over the 1985-1997 period (supermarkets entered the market in New Zealand in 1989).

## So far the research also tells us that:

- total beer consumption has been declining since 1987, although the rate of decline has eased since the late-1990s;
- the average absolute level of alcohol per litre of beer consumed has risen from 4.01 percent in 1995 to 4.20 percent in 2006;
- total wine consumption has risen considerably since the mid-1980s, with the rate of increase accelerating markedly over the last ten years;
- the real price of wine has declined by 15.2 percent over the 1988 to 2006 period<sup>1</sup>, with a large proportion of this fall occurring between 1990 and 1991 (when the real price declined by 6 percent) coincident with the entry of supermarkets into the wine market in 1989;
- the real price of beer has continued to increase over the 1981 to 2006 period. Since 1988 the real price of beer has risen by 14 percent - with beer prices rising 77 percent compared to the overall CPI increase of 56 percent. The beginning of the sale of beer in supermarkets in 1999 does not appear to have noticeably changed the trend of the real price of beer;
- the entry of supermarkets into the wine market in 1989, impacted primarily on the share of other store types (mainly wine shop/vineyards and wholesale/factory shop/warehouses) in the sale of wine;
- the entry of supermarkets into the beer market in 1999 not only saw it quickly accounting for close to a quarter of all beer sales, but also provided a further boost to supermarkets' share of total wine sales (the 'foot traffic' argument); and
- in recent years alcohol prices have been lower in supermarkets than in other stores by a factor of around 5 percent to 10 percent.

<sup>1</sup> That is, adjusting for general CPI-measured inflation. In other words, wine prices on average rose by 32 percent, whereas prices for all goods in the CPI rose by 56 percent.

# Reducing alcohol-related

## Why are prices lower in supermarkets?

### Loss leader practice

Loss leader strategy is a common pricing practice, “in which retailers set very low prices, sometimes below cost, for some products to lure customers into stores” (Hess & Gerstner, 1987). Lai & Matutes (1994) also pointed out the loss leaders will be heavily advertised in order to get more public attention and thus sales.

Supermarkets' practising loss leader strategy could be one of the explanations of their low prices. A drop in price does attract more consumption in alcohol immediately. However it also cuts into the profit margin. But supermarkets can survive the drop in profit because of their wide range of product categories. This is part of loss leader strategy. When the relationship between alcohol and other products is positive, i.e. a complementary relationship - the more alcohol purchased, the more other products sold. It makes sure the sales of other products increase and thus a profit increase in the end.

The impact of this practice is on the competitors, i.e. liquor stores. Being unable to match the low prices offered by supermarkets, liquor stores have to face the decrease in sales and cash flows and perhaps the risk of being driven out of market.

### Market power of supermarket

The other major explanation of low pricing of alcohol in supermarkets is that supermarkets, due to their large quantity purchases and dominating market position, having a greater bargaining power over their upstream suppliers i.e. wholesaler. In this relationship, supermarkets take advantage of their power to lower per unit cost of products purchasing from the suppliers. However, the individual liquor store, because of its relatively smaller size and hence market share, is not able to negotiate the same price to compete with their supermarket competitors. Besides, due to the large number of liquor stores existing in the market, the competition among them is intensive, which forces it to take the price of the market as set by the suppliers.

# harm

# continued

## Brand NZ and brand Australia

Wine production in both New Zealand and Australia is viewed as important not only to the economy but also to the 'image' of both countries overseas adding value to our 'brands'. While this initial research does not give us a full picture of the impact on this 'brand', there are some clear implications for the wine industry in all of this.

Total wine consumption has risen considerably since the mid-1980s, with the rate of increase accelerating markedly over the last ten years. However, in New Zealand, the real price of wine has declined by 15.2 percent over the 1988 to 2006 period<sup>2</sup>, with a large proportion of this fall occurring between 1990 and 1991 (when the real price declined by 6 percent) coincident with the entry of supermarkets into the wine market in 1989.

The entry of supermarkets into the wine market in 1989 has impacted negatively on the share of other store types in the sale of wine, including specialist wine shop/vineyards and wholesale/factory shop/warehouses).

What this may mean for the profitability of the domestic wine market in the future and the positioning of New Zealand as a quality wine producer internationally is yet to be investigated. Further research may help us to answer these questions but we suggest this research needs the collaboration of the wine industry. If we are to get a truly clear picture, we need to have some idea of production costs and we cannot get this type of data without the industry.

Interestingly, the real price of beer has increased and the beginning of the sale of beer in supermarkets does not appear to have noticeably changed the trend of the real price of beer.

Of course supermarkets are only doing what they see as being in the best interests of both themselves and their consumers. Clearly, the ability to sell wine and beer has been very profitable for supermarkets otherwise they would not be investing in developing the 'store within a store' concept. This would allow them to market spirits and, given the impact the supermarkets have had on the price of wine, perhaps we can predict a fall in the real price of spirits if loss leading with this product is also seen as profitable.

Researchers and policymakers need to do a lot more work on alternative approaches to influencing price and, therefore, consumption of alcohol. It is not sufficient to continue to recommend simply increasing the excise tax – this needs to be done in combination with other policy pricing mechanisms. These could include:

- minimum price;
- additional excise tax combined with a minimum price; and
- regulation of store operation e.g. rules around the amount that could be purchased at discount prices.

<sup>2</sup> That is, adjusting for general CPI-measured inflation. In other words, wine prices on average rose by 32 percent, whereas prices for all goods in the CPI rose by 56 percent.

# Wet House

**Momentum is growing for the establishment of a wet house in the capital to cater for homeless people suffering late stage alcohol dependency. A wet house provides residential accommodation in an environment where alcohol consumption is permitted but monitored and controlled.**

**Downtown Community Ministry (DCM) Director Stephanie McIntyre says they have been talking up this idea for more than two years.**

The Downtown Community Ministry (DCM) conducted a series of interviews with clients at the end of 2004. This information was subsequently analysed by the Wellington School of Medicine and Health Sciences. "This confirmed what we suspected, namely, that we have a number of people suffering late stage alcohol dependency who are slipping through the cracks in terms of ability to be housed.

"There is a mood out there that if you house people who are street drinkers you need a kind of doss-house, a sort of hose-out facility with a concrete floor. That seems an incredibly unsafe environment.

"We did some research internationally and found wet services have been around since the late seventies overseas, and internationally this was where the focus was being placed."

Work on the project has continued since then under the umbrella of the Wellington 2005 Homeless Prevention Strategy group, a coalition of community and government agencies including DCM, Wellington City Council (WCC), Capital Coast District Health Board (CCDHB) and Housing NZ.

Stephanie says DCM is contracted by WCC to put homeless people in housing. Of the 76 clients assisted in the last six months, accommodation was found for 44 – 21 had been sleeping rough – and in that period there were three evictions.

"Those who can't maintain their tenancies usually have problems around late stage alcohol dependency. These are the people the wet house would cater for."

She says the project is gaining momentum. "We now have commitment for two substantial sums of money – half a million dollars from CCDHB over two years and we have approval from the WCC for a similar amount.

"Specifications for the proposed facility haven't yet been finalised. The Wellington project will probably cater for between 12 to 15 people, quite small compared to overseas facilities.

"However, these issues have yet to be worked through. We are only now able to develop specifications. Previously we had been trying to promote the idea and educate people around the benefits."

# House

## House

Stephanie is heading overseas in a couple of months on a Churchill Grant to look at such facilities in the United States, Canada, Ireland and the United Kingdom. Information from overseas will be fed into the Wellington design. However, she says it is important that the Wellington facility is culturally appropriate and fits local circumstances.

“There has been some opposition to a wet house from those who don’t understand alcoholism and think it is something people should snap out of, or those who moralise about alcoholism.”

There has also been opposition from some alcohol and drug counsellors who believe in an abstinence model. “I and all our DCM staff believe in supporting people who want to be sober.

“But we are also pragmatic about people who have been to rehab several times and been unable to manage their alcoholism. All we do, in not allowing this sort of service, is to keep relegating them to the bottom of the heap.”

DCM social worker Di Landy believes such a facility is “well overdue”. Di says she has recently worked with a client who is an ideal candidate for wet house accommodation. The client was left without money after a public holiday long weekend and had no access to alcohol. Unfortunately this plunged him into withdrawal with very serious consequences as he experienced a series of extremely severe seizures.

The social cost of this episode included an ambulance, nine days in hospital, specialist team visits and an around-the-clock minder to restrain the hallucinating patient. The client has now been returned to his flat and is highly vulnerable to a repeat of this process.

Di says if the client had been housed in a wet hostel he would have been receiving appropriate monitoring of his alcohol consumption, radically reducing the likelihood of this occurring. “Far from being a free-for-all drinking haunt as some critics claim, a wet house would provide a controlled drinking environment.”

Di says the main driver is to reduce the harm associated with alcohol.

“While those who are in the hostel would be permitted to drink alcohol, it would be in a controlled way. There would be a ban on drinking meths, no tolerance for drugs, designated drinking areas

and, in non-drinking areas, supervision 24/7 by trained staff.

“There would be no expectancy that they would move on – if one did it would be a miracle. She describes such a facility as providing a fourth level of intervention, basically giving such single people a chance to die with dignity.”

Hugh Norris, CCDHB Mental Health and Addiction Planner and Funder, says CCDHB identified some initial start-up funding to get the ball rolling. “The needs of this group are complex, cannot be treated through existing rehabilitation services, and extend to very basic needs such as food, shelter, safety from victimisation and primary health check-ups,” he says.

“These people are marginalised, living on the edge of society and not accessing primary health services. Most are unlikely to give up drinking.

“Usually when they do come into contact with health and social services, it’s at a time of crisis. So the question becomes how to make primary health services available to such a group.

“That’s where the wet house comes in. We don’t create rules that will get them thrown out. The house provides shelter, access to health checks and mitigates against some of the health effects caused by their drinking and living on the street.

“All the health and social services can wrap around them. This means a group of people who do not currently access health can, and this I believe is how health services should work.

“There are also economic advantages by cutting down the cost of emergency department and intensive care time and the costs to police and courts of such people ending up in the criminal justice system.”

The next stage is to work with other agencies in tandem to see what resources may be available to look at how to configure and design the service and look at property.

# ALAC

## Ki Te Matatini



Courtesy of Te Matatini

**The Te Matatini National Kapa Haka Festival was a huge success. Thirty Kapa Haka teams converged on the Rangitane region to battle for national supremacy for 2007. ALAC was proud to have the opportunity to support Te Matatini 2007 and take the opportunity to promote safe drinking behaviours. Māori and rangatahi are one of the target populations that ALAC are engaging with as part of a wider strategy to reduce harmful drinking behaviours.**

“Te Matatini is always a big event on the Māori calendar with high attendance from all over the Motu. For ALAC it is an opportunity to present the connection between the benefits of changing New Zealand’s binge drinking culture and the strive for excellence through the values of tikanga me ona reo Rangatira,” says Ray Ropata, ALAC Kaiwhakarite.

“New Zealand, as a whole, has a binge drinking culture meaning that many people set out to get drunk. In this regard, Māori experience more acute alcohol-related harm than non-Māori and 22 percent of Māori drank more than 10 glasses on their last drinking occasion, compared to eight percent of all other New Zealanders.

“We are trying to promote more moderation, less harm amongst whānau and the more ways we can effectively seek opportunities to promote this message, the more communities will be able to make positive informed choices,” says Ray.

“We congratulate Te Matatini National Office for a wonderful event and also acknowledge the teams that participated at this year’s Te Matatini, making it a huge success.”

Mauriora kia koutou katoa

#### **Waka Ama Sprint National Championships – Lake Karāpiro, 15 – 20 Kohi Tātea 2007**

At this year’s Waka Ama Nationals, there were 2,500 participants registered to compete during the six-day event. The majority of the participants were of Māori or Pacific Island descent. ALAC was one of the sponsors of the event where, on average, there were 5,000 people in attendance everyday.

“Supporting the Waka Ama nationals and having a presence at this event is something that ALAC is keen to establish and maintain. This event is where the whole whānau can compete and support each other and, from that point of view, it is where ALAC strategically needs to be,” says Te Rina Moke – Kaiwhakarite, Māori Whānau Programmes.

The event was run very efficiently by Nga Kaihoe o Aotearoa Association and ALAC would like to acknowledge the hard work of Maggie Greening (President) and the many people who organised the event.

# Samoan Senior Sportswoman of the year

**ALAC has been looking at new and innovative ways of getting its moderation message into its priority populations of Māori, Pacific peoples and young people.**

**A new initiative this year has been linking up with sports organisations and those representing the performing arts in order to work with these organisations to promote healthy lifestyles.**

“Māori and Pacific sporting and performing arts icons, both nationally and locally, are given a type of rangatira status and therefore have considerable influence and impact in both their communities of origin and across Aotearoa,” says ALAC Group Manager Community Strategies Marlane Welsh-Morris.

“Achievement at these high echelons generally requires the individual and team(s) to make healthy lifestyle choices,” she says. “Engaging with national and regional events where Māori and Pacific champions are being recognised provides ALAC with



Left to right: Ned Cook, Chair of ALAC's Pacific Reference Group (PRG); Metua Faasisila, ALAC Manager Pacific Programmes; Marlane Welsh-Morris, ALAC Group Manager Community Strategies; Penita Davies, Samoan Senior Sportswoman of the Year; Fuimaono Karl Pulotu-Endemann MNZM JP, ALAC Council member and member of the PRG.

the opportunity to promote to whānau, hapu and iwi a drinking culture where moderation and less harm are the guiding principles. It also offers the opportunity to work with the respective organisations to promote healthy drinking and, where possible, engage the champions themselves to promote ALAC's message.”

Over 2006/07, ALAC supported a number of initiatives that included the Samoan Senior Sportswoman of the Year Award the national Waka Ama Competition and the National Kapa Haka Competition.

Senior Samoan Sportswoman of the Year World karate champion, Penita Davies, took out the title for the second year in a row. The win follows what she says was her career highlight – claiming gold at the World Cup Karate Tournament in the women's heavyweight division in Sydney last year.



Penita took up the sport as a means of losing weight after the birth of her second child almost 14 years ago. Her husband was involved in Kyokushin Karate which motivated her to get involved. She attributes a large part of her success to her husband Duayne, who is also her coach and biggest supporter.

“He has played a huge part in my success; he drives the whole machine, I am just the worker.”

She and her husband run two martial arts schools. In fact, the schools are a family affair with her five children also involved in the sport.

Penita says it was “awesome” to be named the Samoan Senior Sportswoman of the Year and wants to become involved in promoting ALAC messages.

She sees her schools as promoting not only sport but also a sense of values to allow students “to be themselves, to make good choices and show respect for parents. It is so much more than just the physical elements of the sport; it's a style of living and the ALAC messages fit in well with that philosophy.”

# Youth Access to Alcohol

## A Com

## What's it all about?

**YATA is a national community action project working with broadbased community teams to reduce the alcohol-related harm experienced by young people in New Zealand. The project has focused on reducing the irresponsible and/or illegal supply of alcohol by adults to young people, though this focus has recently been broadened to include a focus on intoxication.**

New Zealand research shows that the primary source of supply for underage drinkers is their parents, followed closely by of-age friends or associates (de Bonnaire et al, 2000). In many cases, the amount and type of alcohol supplied puts the young people concerned at risk of considerable harm. The kinds of harm young people have identified have included vomiting (46 percent), memory loss (54 percent), getting into a fight or argument (27 percent) and getting into a sexual situation they weren't happy with (15 percent), (de Bonnaire et al, 2000).

There are currently 30 YATA communities around New Zealand. They are broadbased community teams and include representatives from a range of organisations including, but not limited to, health, Safer Community Councils, Police, ACC Injury Prevention, local council, and youth workers. 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.

In many communities the YATA project is part of a larger project addressing either youth health or youth alcohol use. Here, we look at what's being happening in six communities around New Zealand.

# Community Action Project

## Taranaki THINKsmart Campaign

Taranaki has a long history of establishing initiatives to combat drinking issues with young people. A locally-based coalition named the 'drinkSAFE4youth' group has been in operation involving many interested stakeholders from the region.

One initiative was their locally driven THINKsmart project which worked in partnership with sports clubs to help reduce under-18-year-olds' access to alcohol and to generally promote responsible attitudes towards the consumption of alcohol in sports clubs.

THINKsmart is the product of an intersectorial coalition involving several Taranaki-based organisations including the New Plymouth Safer Community Council, three District Councils' Licensing Authorities, the Police, the Taranaki District Health Board's Health Promotion Unit, ACC, and Sport Taranaki.

The THINKsmart accreditation model operates at two levels. The first entails clubs fulfilling the legal requirements of the Liquor Licensing Law. Level two requires the sports clubs to implement all level one components and to produce an alcohol management policy and to review this annually.

The overall goal was to reduce alcohol-related harm to young people in Taranaki by positively influencing the drinking culture in sports clubs. The goal and success of the project was recently recognised when the Taranaki drinkSAFE4youth YATA group received a New Zealand Safety Award.

*Marion James, sccnp@xtra.co.nz*

## After Ball Parties in Southland

After ball parties have been part of the Southland secondary school scene for the past 20 years. Traditionally the parties are organised by senior school students following their ball, and the schools are not directly involved in their organisation. Most school policies state that alcohol is not permitted at any school function and, in the past, principals used this to outlaw the parties, threatening dire consequences to organisers and attendees.

This did not deter the students and the events happened anyway drawing huge numbers of young people from all over the province with large amounts of alcohol being consumed. Problems included drunken and disorderly behaviour, destruction of

property, assaults and violence, drinking and driving, unplanned sexual activity and gatecrashers. Some of these parties had up to a thousand young people attending and these events were usually followed by high profile negative media attention and community displeasure.

In 1997, a group of concerned people from Police, Public Health and Road Safety met to see if there was some way they could help young people organise safer after ball parties. Initial contact with the students was made through Students Against Driving Drunk (SADD) and we worked alongside them to develop criteria that students could use when planning their after ball parties to help make them safer.

The criteria developed were based on host responsibility principles and these are continually changing and evolving. During the planning process, the students are supported to meet the criteria set by Public Health South and Police and only when the criteria are met are the students given the go ahead to hold the function.

Over time, the after ball party scene has changed in Southland, and we now have the support of most schools. The parties are well organised with set numbers attending. They have mandatory parental support and help, and safe venues (including licensed premises).

Ten years on, we believe that the after ball parties in Southland are some of the safer events that young people can attend where alcohol is consumed. A strength of the project is that the same three people who set up the project, Constable Brett Pay and Health Promoters Anne McSoriley and Ann Fowler, are still involved in the project today.

*Ann Fowler, Health Promotion Advisor, Public Health South, Invercargill*

## Project Respect – Waitakere

Project Respect is a multi-agency collaboration (six-month pilot) consisting of Safe Waitakere, Waitakere Police, ACC, Waitemata Māori Wardens and the Waitakere District Licensing Agency. It was developed in response to a need to address the incidence of alcohol-related offending including assaults, intimidation, threats and disorder in the Waitakere area.

The project, funded by the Ministry of Justice via their contestable funding bid and by the Waitakere City Council, has a focus on Māori, Pacific and youth. The programme aims to reduce by 25 percent alcohol-related violence offending committed by Māori and Pacific offenders aged between 15-24 years; reduce overall levels of alcohol-related violence offending by 10 percent; reduce alcohol-related violence offending during peak periods by 20 percent; and reduce violence-related offending in hot-spot areas by 20 percent.

In addition, it seeks to increase awareness within the Māori and Pacific community over the implications of supply of alcohol to the youth population; provide Māori and Pacific youth aged 15-24 years with opportunities to understand the potentially severe consequences inherent with alcohol misuse; and raise levels of awareness across all areas of the wider community with regard to the relationship between alcohol misuse and violent incidents.

A multi-tiered set of strategies was used including targeted Controlled Purchase Operations on licensed premises; targeted shoulder-tap operations at venues that have a known problem with youth congregations outside licensed premises; Waitemata Māori Warden patrols in hot-spot locations during key times of day/night; Pacific warden patrols in hot-spot locations during key times of day/night; arrest referral intervention scheme (operated by wardens) for Māori and Pacific youth who have been arrested for alcohol related offences.

To date the project has seen a dramatic decrease in offending activity in two of the areas that were of concern and this reflects the presence of the Waitemata Māori wardens in those areas. The locations and times of the patrols are dictated by feedback from the warden group and by regular Police intelligence.

The Waitemata Māori wardens now have over 80 warranted officers who perform various contracts both in and out of Waitakere. With the recent introduction of the Pacific warden

group we believe that we can now provide a culturally appropriate response when dealing with issues on the streets of our city.

The big task ahead for the Waitakere community is to find a way to fund a sustainable presence for both the Waitemata Māori wardens and the Pacific warden group. The evaluation of the project will be completed in July 2007.

*Roy Hunt, Alcohol Project Leader, Safe Waitakere*



Māori wardens James Thompson and Jason Taumaunu

## Young Legends In Wanganui

Our 2006-2007 campaign in Wanganui rewarded young people who put their hands up to be sober drivers over the traditional summer party period and beyond. Through the Radio Network, Whanganui YATA invited young people to sign a sober driver contract for December and January. In return, they received a safer party pack, full of information and goodies. The goodies included a 'SOBER DRIVER' wristband, free soft drinks at participating on-licence premises, a taxi chit from River City Cabs and safer partying information. In February 2007, two participants also won a cellphone and pre-pay package from Telecom in the prize draw.

# Youth Access to Alcohol

Some 50 young people signed up with the Radio Network to be sober drivers. Members of Whanganui YATA were rapt, as they had been unsure how many young people would respond to the challenge. These young people will now be canvassed as part of the project's evaluation to measure the value of such an approach for the future.

"We are encouraged not only by the young peoples' willingness to come on board," explains Ellen Mildon, Road Safety Coordinator, "but by how local business got behind the idea – radio, local bar managers and taxi company. We got funding support from our District Council's Safer Community Advisory Group via the Crime Prevention Unit as well as from ALAC, the Radio Network, Roadsafes Central and the local Public Health Unit. It made the whole project so much easier to get off the ground."

The 'Be a Legend, Drive Sober' built on the 'Think Consequences' campaign the group ran over the summer of 2005-2006. This targeted parents as the main supplier of alcohol to under-18s and invited them to consider what happens after their young people are drunk. Using print and radio media as well as billboards and street promotions, the message was repeated through the district. This approach was employed again in the current campaign and used to bring the two themes together. The two catchphrases were promoted through radio advertisements, radio interviews, billboards at three different sites, newspaper advertisements, newspaper editorials and an information stand in the central business district. In an informal poll, only 16 percent of those questioned were unaware of any component of the 2006-2007 campaign.

Whanganui YATA is now in the process of evaluating the 2006 campaign with a view to the coming school ball season. "This is another appropriate time to use the resources we've developed and re-visit the issues with students and parents," explains YATA Project Group facilitator and Senior Health Promoter, Lynley Cvitanovic. "The two campaign themes complement each other, focusing on different sides of the same issue."

*Ellen Mildon, Whanganui Youth Access to Alcohol Project Group*

## Eastern Bay launches new resource for parents

A new resource aiming to help parents keep their teenagers safe has been launched in the Eastern Bay of Plenty. The Parent Pack, developed by Whakatane YATA was launched in November 2006 and has been distributed throughout the community.

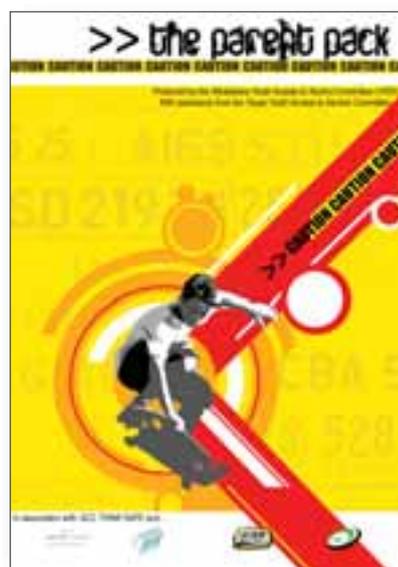
The pack includes information on hosting teen parties, drugs and alcohol, sexual health, safe driving, bullying and violence, as well as contacts and local resources for further support.

"The Parent Pack has a lot of relevant information, it's easy to read, and offers realistic solutions to issues and ways to discuss these with teenagers," says YATA and REAP spokesperson Richard Hamer. "Parents all know how hard it can be to tackle issues such as drugs and bullying; this resource is a guide with information gathered from youth and parents – it's not about telling parents what to do."

Taupo YATA recently developed a Parent Pack and the Eastern Bay community agreed the district could benefit from a similar resource.

"The support from the community has been amazing; they recognised there was something missing when it came to parenting resources," he says. "We can't protect young people from every situation but we can guide them to make informed and positive decisions – and this booklet will help to do just that."

Generous support from ALAC (\$2000), funding from the Eastern Bay of Plenty Road Safety Committee (\$1000) and a funding boost from ACC (\$8,500) was instrumental in developing the Parent Pack resource. Toi Te Ora – Public Health is expecting to complete an evaluation by May 2007.



Whakatane Parent Pack

# YATA continued

## Youth Access to Alcohol

### **Kapiti – Party Pack**

The Kapiti Party Pack is a resource with local information on safe partying. This information is presented in a usable CD holder and includes details of local support agencies and information on what to do if a party gets out of control. It offers positive and negative choices for youth to consider at a party scene. It also includes information on the rights of young people, relevant alcohol laws and information on Students against Driving Drunk (SADD). The main themes of the Kapiti Party Pack are harm minimisation when drinking, looking after your mates when you go out, and getting home safely at the end of the night.

**Perhaps one of the most important facets of this resource is the parent information that accompanies the CD holder. This is a unique aspect of the Party Pack concept in that it is designed to target both youth and their parents. The object of this is to encourage communication between parents and young people; it doesn't contain answers but is a facilitation tool to bring families together to come up with their own solutions.**

The original packs were launched in November 2004 at Kapiti Youth Support (a local youth health service). The Party Packs were distributed by local youth agencies, and by the ZMFM Black Thunder Kapiti Crew. In 2005 the Council of Youth in Kapiti evaluated the effectiveness of the initial Party Pack distribution. The evaluations suggested the resource was being used in the way that it was intended, which is as a CD holder with helpful information included, that young people will see every time they use it.

We adapted the parent sheet into an easy-to-use interactive product with a magnet on the back for safekeeping. We made a transition from a bulky key ring to a more fashionable lanyard printed with road safety messages. The colour of the pack was changed from blue to red, and we also introduced the ICE card – an emergency contact card that youth can fill out with his/her details in case of an emergency.

The second 1000 Party Packs were printed in 2006 and have proved to be as popular with the youth today as the originals were in 2004. The future of the Party Packs will depend on the next evaluation process due to happen later this year. It has been an exciting project to be involved in, and its success has been due to the collaboration and hard work of many people and organisations.

*Bronagh Moloney, Youth Development Coordinator at the Kapiti Coast District Council*



Bronagh Moloney holding the Party Pack that we produced in 2006 with the Ice card, Lanyard, parent wheel and CD holder which is full of information

# alcohol-free Schools

## Upper Hutt school alcohol-free initiative showing results.

Police, school principals and the Upper Hutt City Council believe a new initiative is helping curb the problem of groups of people drinking at schools at night or on the weekend. Vandalism, intimidation, unsightly litter and broken glass left scattered around play areas are just some of the problems teachers and caretakers have to deal with.

Late last year many of Upper Hutt's primary and secondary schools adopted an alcohol-free policy on their school grounds. The policy was in response to what local principals described as growing problems caused by people drinking on school property after hours.

Marty Grenfell Director Community Services Upper Hutt City Council says the idea originated with a request from one of the schools for the council to consider incorporating the school grounds into the liquor control bylaw. But because school grounds are not owned or controlled by the council they couldn't be included.

"So we looked at alternative ways of how the Police could act within a legislative framework to deal with the problem and the only way we could work our way through this was by a formal agreement between the schools and Police empowering the Police under the Trespass Act to invoke the act when they came across these situations.

"Essentially, Police are acting as agents of the school," he says.

He believes it's a first for New Zealand. "However, when we looked at all the legal avenues this was the one that seemed to be the most appropriate."

Steve Hughes of the Upper Hutt Police says Police have used the powers of trespass on at least two occasions. One group of youth drinking was found in the grounds of Upper Hutt primary school. Police were contacted and the youths were told to leave, they were not arrested but were returned to their parents and referred to Youth Aid.

He believes the initiative is working.

"The Police are now including the school grounds in their regular patrols," says Sergeant Hughes. "Having the power to act as agents for the schools gives us a reason to go in.

"It's when groups gather in the schools that problems occur such as wilful damage, burglary, littering, graffiti and arson."

Sergeant Hughes says he has had several approaches from other areas interested in the scheme.

Peter Ahern, Upper Hutt Principals Association and Principal of Totara Park School who was involved in the development of the policy, says it's a good move. "It gives the Police the teeth to act."

The Upper Hutt City Council, which was one of the first councils in New Zealand to ban smoking in public parks and reserves, is also supportive of the policy.

"We see this as being right in line with our safe community package," says Upper Hutt Deputy Mayor and former school teacher Shirley Harris. "There are plenty of opportunities for people to drink in safe and controlled environments, and those don't include school playgrounds.

"By their very nature schools should be safe havens where kids can learn and play without fear of intimidation or injury."

Schools have placed signs on their grounds warning that those found with alcohol will be trespassing. The ban only applies to unauthorised drinking - teachers and parents will still be able to drink alcohol at official school functions.

The alcohol-free policy also has the backing of ALAC, Alcohol Healthwatch, the Drug Foundation and Regional Public Health.

ALAC deputy Chief Executive Officer Sandra Kirby who attended the launch of the initiative in November, says this is a good example of the growing community intolerance of drunkenness, and the harms that result from drunkenness.



# He Oranga Pounamu hosted in October down at Otakou

**E ka iwi, e ka reo,  
e ka karakataka maha o ka hau wha,  
Tenei te mihi atu ki a koutou katoa.**

ALAC has facilitated a series of hui for Kaumātua under the korowai of Te Taumata Kaumātua o Ngā Hau e Whā, focusing on kaumātua in the Māori AOD sector. Previous hui have been held at Te Poho o Rawiri Marae, Kaiti, Turanganui A Kiwa in Gisborne and Te Piringatahi O Te Maunga Rongo Marae, in Auckland.

He Oranga Pounamu organised Te Huinga Pou Kahui – the Southern Regional Kaumātua hui on November 3-5 at Otakou Marae on the Otago peninsula. The hui provided an opportunity for Kaumātua to come together and korero about their work and how to best utilise the skills, wisdom and influence of Kaumātua to reduce alcohol-related harm to Māori whānau within Te Waipounamu.

The hui was facilitated by Paraire Huata and was attended by Kaumātua from throughout the South Island, as well as an ope from Nga Manga Puriri who travelled all the way from Te Tai Tokerau to tautoko the hui, and to korero about their mahi throughout the Far North. Their commitment to this kaupapa was inspirational to many who attended the hui and their humour and aroha was evident to all.

ALAC Kaumātua, Te Whe Phillips and Nellie Rata, were in attendance to support the kaupapa of the hui and to manaaki the hui participants.

Presenters included the southern regional Māori AOD network Te Whare Tukutuku, ALAC, He Oranga Pounamu and Moana House who presented a play about the residents and their journeys. The Moana House presentation was particularly powerful and well received by Kaumātua.

Themes that emerged from the hui were the need for clear leadership for Māori in the AOD sector, the importance of Kaumātua role modelling positive and desired behaviours, and the need to deliver clear messages about alcohol-related harm and its effects on whānau. There was also some challenging korero put out about whānau responsibility and the relationships between alcohol, sexual abuse and violence.

There was a strong call from Kaumātua to have more hui within Te Waipounamu in order to broaden the network of Kaumātua who have an understanding of this kaupapa and to provide them with the skills and resources to effectively reduce alcohol-related harm within their whānau and communities.

The hui concluded by honouring two Kaumātua who have both made a huge contribution to the AOD kaupapa within Te Waipounamu.

Sam Kahui (Tainui) was one of the first Māori members of Alcoholics Anonymous (AA) in the South Island and has devoted the last 30 years to assisting Māori with AOD-related problems. He is still very active in the Christchurch community and is often to be found (literally) hitchhiking around the motu on his way to various hui – despite his failing eyesight. Sam has helped many people to overcome problems with alcohol and drugs and has been a huge supporter of kaupapa Māori AOD treatment services.



Sam Kahui

Anaru Mapa (Nga Puhī) is Christchurch-based and also has a long involvement with the Māori AOD kaupapa. Anaru was one of the founders of Te Rito Arahi (a kaupapa Māori AOD provider in Christchurch) over 20 years ago and is still a member of their Board. He ran the Te Rito Arahi half-way house in Opawa for many years and was one of the pou tautoko of the Taha Māori programme at Queen Mary Hospital. More recently, he has been globetrotting with other indigenous elders to spread AOD kaupapa ki Te Ao Whanui. No reira, he mihi tenei ki a kōrua mo o manaaki me tautoko ki tenei kaupapa nunui, he mihi, he mihi.



Anaru Mapa

He mihi aroha hoki to all of the people who were able to be present at the hui and to the kaimahi from Te Whare Moana who worked hard out the back.

Piki te ora ki a koutou.

# Review of the sale and supply of alcohol to minors

## The Government has announced the terms of reference for a review of the sale and supply of liquor to under-18-year-olds.

The Government proposed the review in November during debate on a conscience vote on whether to raise the legal purchase age back to 20. The promised review was seen as a factor in swaying several undecided MPs to vote against the bill.

Justice Minister Mark Burton said the review's goals were to determine the harm caused by the sale of liquor to minors, evaluate current restrictions and develop proposals to address any problems.

It would also include a review of the Sale of Liquor Act relating to the sale and supply to minors.

"The impact of underage drinking is significant for our communities and young people. This is why it's critical that we have a complete and factual picture of how under-18-year-olds are getting alcohol, and accompanying trends," Mr Burton said.

Associate Health Minister Damien O'Connor said the scope of the review would mean that the underlying causes of harm to youth

arising from drinking were fully canvassed; and that detailed proposals were developed to address the problems.

"The review will comprise two phases," he said. "The first phase will consist of research and analysis. Phase two will set out options and recommendations for reform for Cabinet to consider. Cabinet will finalise the timeline so that the matter is progressed this year."

"The debate that took place in November around Government MP Martin Gallagher's Bill concerning underage drinking highlighted a need for a focused review looking specifically at the effectiveness of current restrictions applying to under-18-year-olds," Mark Burton said.

A steering group comprising Justice Ministry and Health Ministry officials, Police and representatives from the ALAC will oversee the review.

## New substance abuse screening tool for youth available on the web



Waitemata DHB, in collaboration with the University of Auckland and with funding from ALAC, has developed a substance-use screening and outcome measurement instrument called the Substances and Choices Scale (or SACS). The tool can now be accessed via the web at [www.sacsinfo.com](http://www.sacsinfo.com)

Investigator Dr Grant Christie, Child and Adolescent Psychiatrist, Community Alcohol and Drug Youth Service, Waitemata DHB says a number of AOD instruments have been designed for use in adolescent populations. "However most of these are unsuitable for reasons such as length, cost and content. The Substances and Choices Scale (SACS) is a new adolescent AOD screening and outcome measurement instrument that has been designed to overcome many of the drawbacks associated with other instruments."

The SACS is a one-page pencil and paper self-report questionnaire designed to be administered by health professionals who are working with young people aged 13-18 years. It takes about five minutes to complete. It is free of charge. Although it can

be used alone, it is in a similar format to the Strengths and Difficulties Questionnaire (SDQ) so the two instruments can be used together. Together the SDQ and the SACS will assist in identifying young people at risk and assessing their needs at first presentation in order to determine best treatment options. Most importantly, the combination of tools can measure outcome as young people progress through the treatment process.

"Our vision is that the SACS will become an integral part of youth AOD and mental health service delivery. Its routine use will raise awareness of substance use problems in services and in the community and improve the delivery of AOD services to youth. In the future it may be used in other parts of the health sector and community including primary health care services and schools."

ALAC Group Manager Community Strategies Marlane Welsh-Morris says ALAC was proud to support the development of the tool and recognises the value of web access to the SACS questionnaire.

"This is an important tool for those working with youth with substance abuse problems and, by making it available through the web, we are ensuring as wide an audience as possible can access this resource."

# Working Together

## Conference 2007

ALAC will host the biennial Working Together Conference at the Rydges Hotel in Christchurch, 3-4 May 2007. This will be ALAC's 10th Working Together Conference and, as such, is a significant milestone, offering the opportunity to celebrate the achievements of a decade focused on improving national actions in reducing alcohol-related harm. The theme for the conference is Moving Forward Together.

While traditionally the conference has focused on the sale and supply of alcohol, this year for the first time, the conference is being extended to incorporate a wider group of stakeholders involved in reducing intoxication and associated harms. The conference hopes to attract Police, public health representatives, district licensing inspectors, researchers, trainers, council planners and policymakers, councillors, Māori wardens, Māori and Pacific health providers, injury prevention people and safer community coordinators.

The conference will acknowledge and celebrate the diversity of approaches to reducing intoxication and associated harms.

Keynote speakers include Jack Law, Chief Executive, Alcohol Focus, Scotland, and New Zealand Associate Minister of Health Damien O'Connor. Other speakers include ALAC CEO Gerard Vaughan; Chief Advisor, Public Health at the Ministry of Health, Ashley Bloomfield; Judge John Walker; and Mark Solomon Kaiwhakahaere, Te Runanga o Ngai Tahu.

Key sector groups are invited to host their own meetings at the venue on the day prior to the conference. These are supported by ALAC and include the public health sector, Police and District Licensing Agencies.

Further information about the conference, an electronic registration and conference flier are available at [www.alac.org.nz](http://www.alac.org.nz). Registrations close Friday 13 April 2007. Programme information will be added to the website as details are finalised.

## Public Health Association Conference 2007

# Te Torino: Re-imagining Health

The Public Health Association Conference is a 'must attend' for anyone who works in, or has an interest in, public health.

Public health workers and practitioners from around the country are invited to attend the 2007 conference, to be held in Auckland on 4-6 July. This is the only conference held in New Zealand that focuses specifically on public health.

Conference themes are urban design, food matters and voices. Topics will include kaupapa Māori, systems and structures, workforce, inequalities, determinants of health, and globalisation.

The 2007 conference will have something for everyone – including people who work in strategic management roles, researchers and academics, service providers, advocacy organisations, government and non-government organisations, District Health Boards, public health services, and community workers.

Further information about the conference is available on the website at [www.pha.org.nz](http://www.pha.org.nz)

## 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 either subscribe to 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.iconz.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@lists.iconz.co.nz](mailto:aandd-request@lists.iconz.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 Koushik Neogy.

Email: [k.neogy@alac.org.nz](mailto:k.neogy@alac.org.nz)

Phone: 04 917 0060

Join a network of Māori alcohol and drug workers:

1. If you have access to the web, subscribe by going to [http://lists.iconz.co.nz/mailman/listinfo/te\\_kupenga\\_hauora](http://lists.iconz.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 [k.neogy@alac.org.nz](mailto:k.neogy@alac.org.nz)

Phone: 04 917 0060

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**Know how much** alcohol you're really drinking

*A swill of old english bitter*

*A tumbler of gin and tonic*

*A wallop of blue curacao*

*A mouthful of vermouth*

*A guzzle of ice cold beer*

*A hint of coffee liqueur*

*A morsel of chardonnay*

*A nip of gewürztraminer*

*A swallow of triple-sec*

*A nip of peach schnapps*

*A refresher of riesling*

*A droplet of white rum*

*A savour of sangioese*

*A smidgen of semillon*

*A try of red bordeaux*

*A taste of champagne*

*A touch of zinfandel*

*A taste of pinot noir*

*A tall rum and cola*

*A wee bit of absinthe*

*A sampler of scotch*

*A taster of sambuca*

*A snifter of brandy*

*A shot of advocaat*

*A whiff of bourbon*

*A tickle of sangria*

*A stein of pale ale*

*A dab of drambuie*

*A splash of bubbly*

*A swig of madeira*

*A little pinot gris*

*A wink of tequila*

*A jigger of vodka*

*A dash of cognac*

*A pitcher of wine*

*A drop of whisky*

*A scull of red ale*

*A quick draught*

*A quaff of stout*

*A tad of muscat*

*A vessel of lager*

*A tidbit of port*

*A tippie of rum*

*A taster of rosé*

*A wink of sake*

*A bit of shiraz*

*A spot of gin*

*A gulp of vodka and lemonade*

*A drizzle of peppermint schnapps*

It's easy, just look out for the **Standard Drinks** measure, on all bottles and cans of alcohol, or for more information visit [www.alac.org.nz](http://www.alac.org.nz) and check out the Straight Up Guide.

