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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.

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

MESSAGE FROM THE CEO

In a recent interview the interviewer shared with me the best advice he had ever received on how to survive Christmas work functions. It was - turn up early, make sure that you talk to everyone there within the first hour, then leave, as after that they won't remember whether you were there or not. I am sure he realised the irony of his story given the topic of our interview was host responsibility during the festive season!

In an effort to change this situation I have written in the lead up to Christmas to CEO's from 460 organisations asking for their help when hosting end of year celebrations. The letter also included ideas of things that could be done to make sure that their Christmas function was safe, enjoyable and one their staff would want to remember.

The risks of this time of year are not just limited to the workplace. The combination of holidays, longer daylight hours and increased socialising with friends and family does result in more alcohol use and harm. This point was made graphically on Morning Report recently by clinicians from Hutt Hospital. To quote one of the consulting plastic surgeons " We've just sort of got used to making cryptic remarks about how Christmas is supposed to be the season of good cheer, but it seems it's the season of the bunch of fives in the teeth. We get so many people coming in with tooth injuries to the backs of their hands, and people coming in with broken teeth and broken noses, broken cheekbones and women who've been sent round from the Women's Refuge because the boyfriend's beaten them up". The story was triggered by a recent review of their facial surgery data that showed violence is the leading cause of facial fractures, with alcohol associated with many of the cases.

So, let's do our bit this Christmas. And if you want ideas on what you can do, get a copy of our Great Summer Party Guide. This booklet provides lots of ideas for parties, BBQs or functions over summer and how to be a responsible host. It will be distributed from mid December through 42 Liquor King stores nationwide. The booklet will also be inserted into TV Guide in mid January. If you want copies to use as part of any local work you are doing, you can also order them direct from us.

Have a safe and enjoyable Christmas.

A handwritten signature in black ink, appearing to read 'Gerard Vaughan'. The signature is fluid and cursive, written over a white background.

Gerard Vaughan
CEO

December 2008

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ALAC Marketing Activities for Christmas & New Year 2008/09

Enjoying Summer Celebrations

Christmas and New Year is a time for celebrating and having fun with family and friends. Longer daylight hours, holidays, and extra opportunities to socialise with friends, family and colleagues also mean that there are more opportunities for people to drink alcohol.

As well as our current television and print advertisements encouraging New Zealanders to think about the personal costs of binge drinking - to them, and their friends and family - and radio advertisements promoting the Alcohol Drug Helpline (0800 787 797), ALAC will also undertake some other activities through to the end of January.

The objective of these activities is to help ensure that when people do drink, they do so responsibly by making good decisions and not letting drunken behaviour ruin the festive season for themselves and the people they care about. ALAC's activities include the following:

- Our website www.hadenough.org.nz has information specifically aimed at employers and people organising Christmas and New Year parties.
- Advertising aimed at encouraging people to drink moderately during the holiday season.
- Writing a letter to Chief Executives of a range of organisations with information about running a safe and enjoyable staff function.
- Sending out media releases that highlight responsible drinking during the holiday period.
- Sponsoring the Auckland whānau Christmas event which takes place on 20 December at Roberta Reserve in Auckland, to send messages about drinking in moderation to approximately 30,000 families and whānau who will attend. The event will also be showcased on Maori Television at 8.00pm on Christmas Day.
- Distributing a party guide booklet encouraging people having parties and functions over summer to be responsible hosts. These will be distributed from mid December. We have copies of the party guide booklet available if you would like to use them to support your local activities. Please email kaye.adams@bspg.co.nz. Copies are limited so please contact us as soon as possible if you would like to order some.

Enjoy your summer celebrations!

Sue
Cathy
Anne
Helena
Lynn
Ariana
Pat

Season's Greetings!

*ALAC wishes you all
a summer of safe celebrations.*

Alison
Lynne
Marg
Tina

GOLD Effie for Advertising

ALAC's controversial binge drinking advertisements have won an award for effective advertising.

The campaign won a Gold Effie for Social Marketing/Public Service for Clemenger BBDO at the awards run by the Communication Agencies Association of New Zealand (CAANZ) in Auckland earlier this year.

Comments from the judges included 'short, sharp and meaningful'; 'did a good job in a cluttered social marketing environment'; and 'the hard-hitting ads did a good job in a cluttered environment'.

ALAC Chair Peter Glensor said the advertisements had attracted a large number of complaints due to their hard hitting content. However, he said, ALAC made no apologies for that.

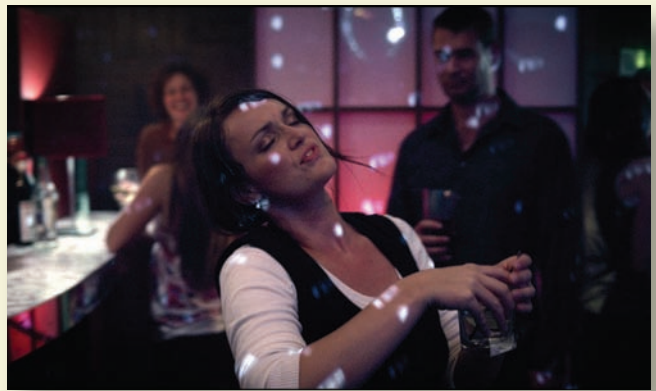
"The ads show graphic examples of excessive drinking leading to harm, with three realistic characters eventually making poor and dangerous choices."

"These commercials are unpleasant, but so are the consequences of binge drinking," he said. "The ads mirror what is happening, unfortunately, every week around this country."

"It is time to be brutally honest about some of the worst effects of intoxication."

Mr Glensor said that since the latest ads were released in April monitoring had shown

- Nearly all adults have seen, heard, or read something about our drinking habits
- After prompting, 94 percent of adults recalled seeing at least one of the television advertisements
- Nearly all adults are aware of the "It's not the drinking, it's how we're drinking" message
- Just over half of all drinkers reported they had thought about how much they drink, discussed it with family or friends, or thought about or started drinking less



Let's drink

The way that alcohol is consumed at large-scale public events can send powerful signals about the acceptability (or otherwise) of alcohol related behaviours. Indeed, because they are sometimes televised or reported on, such messages can often be far reaching. The characteristics of such events can also create the conditions in which problems associated with alcohol become magnified or quickly escalate from individual incidents to widespread disorder and violent confrontations involving significant numbers of people. A mix of too much alcohol, jostling crowds, boorish behaviour and even boredom can interact to spark ugly clashes at sporting events. Many of the same situational factors, and the carrying of liquor containers as “ready-made missiles”, have also been linked to problems at other large-scale public events, such as New Year's Eve festivities.

ALAC have drafted *Guidelines for the Management of Alcohol at Large Scale Public Events*. There is an opportunity to build on these guidelines and promote the consistent use of controls in all types of large events that have alcohol available. ALAC along with partner agencies have expressed a specific interest in the area of alcohol management at stadia, with a view towards using the hosting of the 2011 Rugby World Cup in New Zealand as a catalyst.

The working copy of *ALAC Guidelines for the Management of Alcohol at Large-Scale Public Events* promotes the use of a range of strategies including:

- **Communication** – including information to the public before (and during) the event
- **Alcohol management** – utilising harm minimisation tools, including low-alcohol drinks, food and water, restricting hours of sales and controlling drink containers and number of serves per person
- **Supply control** – compliance with the law, communication between alcohol management staff and security being vital
- **Intoxication** – In line with the Sale of Liquor Act, more of an emphasis on the *prevention* of intoxication using Host Responsibility practices to deal with the intoxicated persons
- **Monitoring and enforcement** – studies indicate that responsible service of alcohol is achieved when monitoring and enforcement strategies are incorporated alongside training initiatives
- **Harm minimisation** – provisions of safe areas for intoxicated persons, family or alcohol free areas
- **Crowd and environment** – individual characteristics, drinking settings, environmental factors

One strategy that has been discussed for some time is the use of a low or mid-strength wet-pour beer, or ‘stadium strength’ beer. The pro-active promotion of low strength beer, or an outright ban on regular strength beer at special events is worth consideration for several reasons:

- Consumption of regular strength beer has been associated with short-term alcohol-related harms (e.g. violence and road injury), *Stockwell et al, 1998*.

to the Rugby World Cup 2011



- In New Zealand, young males (18-24 years) are most likely to drink heavily and more likely than any other group to experience short-term alcohol related problems. Dacey, 1997: *Field & Casswell, 1999*.
- Encouraging the consumption of low alcohol beer also seems to have a positive impact on populations at large. Some governments have provided tax incentives for low alcohol beer or increased cost of regular strength beer. In cases where levels of problem drinking have been particularly high, this has led to measurable declines in per capita alcohol consumption levels (e.g. the Northern Territory excise on beverages 3% alcohol or greater). *Stockwell et al., 2001*

We would also like to see a closer alignment between food and alcohol being sold together – promoting the ‘eat, drink and stay safe’ message throughout the events.

Stadia also need to be recognised as licensed premises and as such need to recognise themselves as having the responsibility of licensed premises – keeping the standards high. It is simply no longer acceptable to allow large numbers of patrons to become intoxicated at stadia or large events and then have those persons move on to other bars in the area or the local CBD in a state where they should not be allowed to enter premises and be served further liquor, and pose a risk to themselves or others. At the same time, the public need to be informed about the standards that are expected of them when attending games at stadia, (e.g. useful work has been done in this area as part of the “Get into it – Not out of it” local campaign in Christchurch.)

ALAC are interested in working with key stakeholders to assist with the management of large events, providing leadership and facilitating discussions towards national consistency of controls for the sale and supply of liquor.

There is an opportunity to convene stakeholders to look at the consistent application and enforcement of strategies, such as the provision of low alcohol in association with other strategies

and tools. This is likely to occur in early 2009, with the establishment of a working group, representing a cross section of the sector.

“Many large events are run well across New Zealand, and we have seen vast improvements in recent years. However, there are still some places that could possibly learn some lessons”, says Andrew Galloway, ALAC Project Manager Drinking Environments. “The Rugby World Cup 2011 is fast approaching. If we can use this event as a milestone, I am confident we can achieve a consistent application of the strategies and controls that can be employed at large events – and if we get them in place, and they work well, we will have a model of alcohol management at large events that can remain in place long after the event itself”.

“It’s also not just about the games, but making sure we are working with licensed premises and other businesses and affected parties around the stadia and fan zones throughout each hosting city. We want the 2011 Rugby World Cup to be as safe and enjoyable as possible for all the visitors but we also want to ensure the event takes as little toll as possible on the communities hosting the event. We think if we manage alcohol well, then we will be on the right track.”



Review of Regulatory Framework for the Sale and Supply of Liquor

The recent history of alcohol law reform has seen the lowering of the alcohol purchase age from 20 years to 18 years, the increasing proliferation of supermarkets and dairies selling wine and beer, Sunday trading and longer opening hours for licensed premises.

The review will deal with a number of issues including:

- the licensing system
- the proliferation of specific outlets
- the age of people purchasing liquor
- pricing policies and excise tax
- advertising of liquor
- the responsibility of parents and others supplying liquor to young people
- enforcement issues relating to liquor.

A comprehensive review of the sale and supply of liquor was announced in August 2008. The review is being conducted by the Law Commission. President of the Law Commission, Rt Hon Sir Geoffrey Palmer is overseeing the process. Sir Geoffrey says, “the Law Commission will conduct this review with vigour and energy.”

The Law Commission has been putting together a team to concentrate on the review, with representatives from the Ministry of Justice, the NZ Police, and the Alcohol Advisory Council (ALAC). Helen Fielding, Principal Policy Advisor, has been seconded from ALAC to the Law Commission to work on the review, and Andrew Hearn, Manager Strategy and Research, is a member of the review steering group.

The terms of reference for the review are very broad. The review is examining and evaluating the current laws and policies relating to the sale, supply and consumption of liquor in New Zealand. It will consider and formulate a revised policy framework covering the principles that should regulate the sale, supply and consumption of liquor in New Zealand, taking into account present and future social conditions and needs.

The review process has begun, with review team members meeting with Government Agency Chief Executives, researchers and lobbyists. Review team members have also spent time with police officers observing what life is like out on the streets and how alcohol impacts on their workloads. Alcohol is not the sole responsibility of any one government agency, and there are many agencies, organisations and individuals with a view about how alcohol harm could be better prevented in New Zealand. For this reason, there will be widespread consultation throughout the review process. It is expected there will be vigorous debate, because alcohol is something almost everyone has a stake in.

The challenge for the review team is to ensure that alcohol-related harm is well understood and that policy recommendations are soundly based in robust evidence. The review team will investigate consumption levels and trends, health and other social effects of alcohol consumption, and examine what is known about the drinking habits of New Zealanders.

Safe Communities Conference

Working Together

to make a difference



Organising committee, Phillipa Hay, Carolyn Coggan, Robyn Steel, Tania Peters and Lincon Papali'i



Some delegates at the Safe Communities Conference



ALAC stand

In October 2008, the Safe Communities Foundation New Zealand (SCFNZ) and Christchurch City Council hosted the 17th International Safe Communities Conference, supported by the WHO Collaborating Centre on Community Safety Promotion. This was the first time that this conference has been held in New Zealand. More than 500 delegates from 38 countries attended the event and came from a range of organisations including local authorities, universities, World Health Organisation, government, research institutes and private enterprise.

The conference theme of *Working together to make a difference* had the following objectives:

- Celebrate and strengthen community safety as an integral part of national and international injury, health, crime and violence policies, research and programmes
- Increase synergies and foster partnerships between those working at all levels of injury prevention, violence prevention, crime prevention and safety promotion, to enhance community safety
- Improve the evidence base through exchanges of the most recent findings and practices in all fields of community safety, violence prevention, crime prevention and injury prevention.

The aims were well met and the conference provided an opportunity for enhancing expertise, exchanging and transferring knowledge, and facilitating partnerships at regional and global levels.

The conference was diverse with something for everyone. It was interesting to note how many of the presentations focused on areas associated with the responsible use of alcohol. Alcohol was a strong theme throughout the keynote addresses and the workshop sessions.

For more information about the conference go to: <http://www.conference.co.nz/index.cfm/lsc08/Welcome> or for more information about Safe Communities Foundation New Zealand go to <http://www.safecommunities.org.nz/>.

Dr Carolyn Coggan, Chair of the organising committee and Director of the SCFNZ commented "I am very pleased to see how the area of addressing alcohol abuse has been included in so many community initiatives. In New Zealand, alcohol is a major contributing cause of injury and violence and we were delighted that strands of how to address this were woven together throughout the conference, thus addressing the theme of the conference, *working together to make a difference*."

ALAC had a strong presence at the conference with staff delivering four workshops, a keynote address from Gerard Vaughan, CEO and an exhibitor stand in the conference hall. There was a lot of interest from both local and overseas delegates in the work New Zealand is doing to reduce alcohol-related harms and a heavy interest in many of the ALAC resources.

During the conference, Christchurch was designated an International Safe Community based on criteria developed by the World Health Organisation. The designation reflects the systems and processes Christchurch has in place to address the three key areas of the Safer Christchurch Strategy: injury prevention, road safety and crime prevention. Christchurch joins eight other Safe Communities in New Zealand – Porirua, Tauranga, North Shore, Wellington, Whangarei, New Plymouth, Waimakariri and Waitakere.

Anamata '08

Face the Future

Anamata is the annual national youth conference hosted by ALAC. The purpose of Anamata is to provide a forum whereby young people from around Aotearoa come together to discuss alcohol issues 'as they see it'.

In addition, Anamata provides the opportunity for young people to discuss and debate alcohol issues in culturally appropriate ways.

Anamata was held in Island Bay, Wellington at Tapu te Ranga marae, from 7 to 9 October 2008. All participants remained at Tapu te Ranga marae for the duration of the conference to maintain the kaupapa of wananga. This enabled the group to maintain high levels of connections, robust discussion, and trust amongst each other.

There were a total of 89 participants. This included 19 youth workers, 55 young people, and 15 other adults (ALAC Staff, Working Group, and Camera Crew). The geographical areas represented included Auckland, Christchurch, Gore, Hamilton, Invercargill, Lower Hutt, Taneatua, Taupo, Tokoroa, Waihi, Wellington, Whangarei. All young people who participated were between the ages of 14 and 24 years.

The topics covered during Anamata included:

1. **Whanaungatanga** – Getting everyone connected, learning each other's expectations, relaxing participants into the kaupapa of the hui.
2. **Amazing Race** – seven teams raced around Wellington City to find five station masters with challenges to complete in order to gain clues to an alcohol-related message that would guide their way back to Tapu te Ranga Marae.
3. **Workshop One** – What's Happening? – What are the key alcohol issues for young people?
4. **Workshop Two** – Where are we going? - How do we want our future to look? What is the role of alcohol in this future? How do we get there?
5. **Workshop Three** – What's our role in making change? – What can we do to change the drinking culture in: a) New Zealand, b) our communities, c) with ourselves?
6. **Feedback sessions** – run throughout the conference to bring the different groups together and progress the overall conversations
7. **Overall Evaluation** – What will we do when we return home? What will ALAC do? Evaluation of Anamata.
8. **Po Whakangahau** – a night of entertainment including performances from local talent, performances from the participants with regards to alcohol-related issues, and interactive games.

Overall, Anamata '08 was a great success with excited and inspired young people returning home following three days of learning, sharing, discussing, and many new friendships. Many challenges were put back to ALAC including: ways to follow up with communities for ongoing support; more youth participation as part of ALAC's general business; and recommendations for future Anamata conferences.

A full evaluation report will be completed by January 2009. A copy of the report is available on request.

Acknowledgements

A big thank you to the working group who helped make Anamata '08 happen with such enthusiasm, energy, and passion for the growth of young people.

- Magnum Tuipulotu – Ministry of Youth Development
- Rod Baxter – Wellington Boys and Girls Institute
- Kylie Poihipi – Auckland University of Technology
- Fati Tagoai – Vibe
- Catherine Tamaseu-Russell – young person
- Louisa Timai – young person
- Sascha Raveora – young person

Thank you for your ongoing commitment to the kaupapa of Anamata and keeping its spirit alive.

A huge thank you to the youth workers who committed to attending Anamata '08 and to your workplaces for giving you the time to come along and for showing their commitment to young people. Thank you for walking the talk, and putting young people as a priority.

To the young people who attended:

thank you for putting your trust into us and allowing us to host you for three fantastic days. You inspired all of us with your knowledge, understanding, love and compassion. Wishing you all the best in your future endeavours, and hope to see you in the near future as we continue to work together. Thank you for being you!

If you have any further questions, please contact:

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Another year, another Anamata and another Anamata-mazing experience for everyone.

I experienced Anamata last year as a participant, but this time around I was humbled to be one of three co-facilitators alongside a team of awesome facilitators. I was so blown away at the amount of young people who walked through the marae doors. I was given the numbers about a week before, but actually having them all before you is wicked as and it got me excited to start working with them and getting to know them all.

Being my first time facilitating, I felt nervous, not only because I was a Samoan in a Māori Caucus, but also because I had to overcome the language barrier which I think I bluffed my way out of by just nodding and smiling and then secretly asking one of the rangatahi afterwards what it all meant. I think I'm fluent in Te Reo now though? Haha.

The Māori Caucus were just so awesome they made me feel like we had been mates for ages and I couldn't believe how much we connected and just bonded amazingly well. They are so proud of their people and this showed when they were presenting their skits on various alcohol issues to the rest of the group. I had never been so moved and inspired like that, I could sense the reality in those skits and that they knew what these issues were doing to their iwi, their hapu and their whānau, and I could tell they wanted to do something about it.

Anamata '08 was such a success and it was a fun place to be. I seriously cannot explain my experience in words because I just can't find any that can equal the feeling I get when I look back on those three days. The environment was so warm and inviting, and I felt like I could just walk up to anyone and talk to them about anything and it would be all-good! We all felt like brothers and sisters no matter what nationality we were, and this made everyone comfortable to share opinions and ideas to the wider group.

I have to give a big Fa'afetai Lava to the ALAC Team, especially Jodie Robertson, for allowing me to be a part of the working group for 2008. This experience has helped me to grow as a person and show the content of my character that I usually keep to myself. Fa'afetai mo le avanoa. I greatly appreciate everything.

Also, I am proud to have had Kylie 'Pukana Pukana Pukana PUKANAAAA' Poihipi as my 'Māori mum' for those three days. She took me under her wing and encouraged and supported me in my co-facilitating role and for that I say thank-you.

I cannot forget to thank all the awesome rangatahi who attended and their youth workers who brought them. You guys are so awesome and I am blessed to have met you all.

A few days after Anamata I came across a Samoan Alaga'upu (proverb) at school that a Samoan teacher had written on her whiteboard and it read

**“So'o le fau I le fau” – Join hibiscus fibre to hibiscus fibre.
'UNITY IS STRENGTH'**

Does that describe the whāinga of Anamata or what!?!

Louisa Timai

Continued over

Anamata '08

Face the Future

Continued

Three days of Anamata

We spent three days at Anamata. The first day was a little confusing because of all the delayed flights and bad weather, but the organizers were well prepared and continued by letting us play a few games to get to know each other. The highlight for me on the second day was the amazing race. It was a lot of fun. Everyone enjoyed it. It was also incredibly tiring. The third day was pretty much a roundup of everything we had done for the three days. We had a lot of workshops and talking about binge drinking amongst young people. We had all made a lot of friends, everyone was really nice and I'm sure if given the chance we would all come back again.

Be safe by being prepared.

Nick Davis-Goff

Lots of love to everyone who attended ANAMATA '08.

For me there are so many highlights of the Anamata '08 Hui. I have so many fond memories of the young people who participated in Anamata. The main highlight of the Hui was how much young people need opportunities like Anamata to help them in expressing themselves in positive ways in the way that they know how. I especially enjoyed the many phrases that young people said, like "you can't change, unless you are willing to change." I am so proud of the young people and still overwhelmed that I was given the opportunity to be part of the working group and co-facilitate along side Magnum. A big thanks to Jodie from ALAC for the opportunity of being part of Anamata and another big thanks to the working group for the hard work that was put in to organising this AWESOME event. Youth Workers, thanks for grabbing this opportunity with both hands. If it was not for you in wanting to take part in this for your young people I would not have been able to meet them and see how much potential they have. Nevertheless, a MASSIVE THANKS to the young people on opening up their hearts and being the AWESOME young people that they are.

We are the 'AGENTS of CHANGE', we cannot change if we are not willing to change.

Sasha Raveora, A.k.a Sachet, A.k.a Statue



Book Review

Raising the bar

Preventing Aggression

in and around bars, pubs and clubs

By Kathryn Graham (Centre for Addiction and Mental Health, Ontario) and Ross Homel (Griffith University)

"The link between alcohol and violence can often seem straightforward, unmodifiable and can be easily be taken for granted. In Western cultures a great deal of violence or otherwise disorderly behaviours can be described as 'alcohol-related'."

This book draws on Kate Graham and Ross Homel's many years of experience researching the causes of aggression in bars, clubs and pubs. It reviews knowledge and research from around the world and establishes the key aspects that play a part in violence around drinking establishments. Specifically, it looks into risks associated with different licensed premises, the effectiveness of current interventions and policies, and the importance of good regulation for achieving safer drinking establishments.

Chapters in the book cover a number of topical issues

1. Why a book about bar violence?
2. **The culture of public drinking:** normal, trouble, violence and its prevention
3. **Alcohol:** the contribution of intoxication to aggression and violent behaviour
4. **Patrons:** risks for violence associated with who goes out drinking and why
5. **Environment:** understanding why some drinking establishments are high risk for aggression
6. **Staff:** redefining their role as guardians, not guards or enforcers
7. **Spilling out the doors:** the ecology and governance of violence in the licensed environment
8. Evaluated approaches to preventing violence related to drinking in licensed premises
9. **Violence prevention:** towards sustainable, evidence-based practices

The book concludes that there are some promising approaches, especially around high quality staff training, some forms of enforcement of licensing laws and responsible management practices, partnership governance and responsive regulatory frameworks. However, it is also recognised that there are difficulties in implementing and sustaining effective interventions across western cultures.

Quit Group helps thousands to quit smoking

Almost 315,000 New Zealanders have turned to The Quit Group for help to quit smoking since it was established 10 years ago.

The Quit Group, a charitable trust set up to run quit smoking programmes nationally to reduce the number of New Zealanders who smoke, began its life 10 years ago this month in one room in the Health Sponsorship Council offices in Wellington. It was staffed by a handful of people operating a Quitline service on four telephones.

The Cancer Society of New Zealand, Te Hotu Manawa Māori and the Health Sponsorship Council together identified the need for a telephone service to help people quit smoking and established a quitline.

The Quit Group now has its own offices in central Wellington with 60 Contact Centre staff rotated over several shifts operating 45 telephones. It also now offers an online service and a Txt2Quit telephone text service.

Demand for the Quit Group's services has grown over the years, with a sharp increase in late 2000 when the group began offering Ministry of Health subsidised nicotine patches and gum. New Zealand was the first country to have a national Quitline (0800 778 778) offering nicotine replacement products.

Numbers using the group's services over the years have continued to grow. The Group dealt with a record number (almost 44,000 people) wanting to quit smoking during the past year.

The choice of nicotine replacement products for New Zealanders wanting to quit was expanded this month with the introduction of another Ministry of Health subsidised product – nicotine lozenges.

"The lozenge, which offers another choice for people wanting to quit became available this month, and is proving very popular," The Quit Group's Executive Director Helen Glasgow said.

Television advertising has played an important role in prompting people to quit. A new television advertising campaign following a smoker's second attempt at quitting began this weekend.



"We know people find it difficult to quit the first time. It can take some people several attempts to quit smoking. The Quit Group is there to support people quitting, no matter how many past attempts they have made to give up. We don't judge people who return to smoking and seek help again for their addiction. We aim to support more smokers to make more quit attempts," Helen Glasgow said.

For more details contact:

Debbie Hannan (Communications Manager)
(04) 460 9868 or 021 871 685 or visit www.quit.org.nz.

WATCH this Space

An innovative programme designed to reduce repeat offending amongst young adult offenders has produced promising results.

The Whanganui-a-Tara Courts and Health (WATCH) project began in October 2006, started service delivery in early 2007 and has now been running for over a year in Wellington. The project was developed and guided by an inter-sectoral working group and was funded by Capital & Coast District Health Board (C&CDHB), Ministry of Health and the Ministry of Social Development. Wesley Community Action was contracted as the host organisation for the service.

The service was designed with input from Judge John Walker and feedback from other judges, people with expertise in the criminal justice and health sectors and with input into the design from young people already in the criminal justice system and struggling with drug and alcohol issues. There was strong involvement and support from local Police, Courts, Probation and health providers with experience in this area.

This working group recognised that many young people in this situation wanted to get off the train but faced multiple barriers that often led to a sense of fatalism that their life was on a one way track to prison. Given this chance to have input, most expressed aspirations for a drug and alcohol free future, a good job, happy family life - but had almost given up thinking that these things could happen for them, says Justine Mecchia, Contracts & Relationship Manager Primary Care for Capital & Coast DHB.

A pilot was run for a year, contracting Wesley Community Action to provide the WATCH service. Wesley who specialise in strengths-based practice developed an innovative, strongly supportive but challenging approach with the participants and have received glowing reviews from all concerned.

An independent review of the WATCH service commissioned by ALAC and ACC confirmed the significant merits of this approach.

The DHB and the MSD have now adopted WATCH as an ongoing way to help address these important health and social needs.

It starts by identifying suitable candidates, young people who are

due to appear in court and who have alcohol or drug issues. If they agree to take part and the judge agrees, a delay in their next court appearance is arranged so they can create a care plan with the WATCH team to try to get themselves back on track.

That means intensive and focussed interventions seeking to address the social and health issues especially drugs and alcohol which are contributing to the young person's illegal or anti-social behaviour. The WATCH team reports back to the Court on a regular basis and presents a summary of progress when the time comes for the court to pass sentence for the original offence.

And that's not the end of the story. The WATCH team stay engaged with the young offender beyond sentencing, helping to bed in the gains they've made in terms of managing substance abuse.

It's a real win-win situation for the young person and for society because it helps move people away from cycles of criminality, recidivism and drug/alcohol dependency.

"We're going to continue funding providers to deliver this WATCH service locally, and we're hoping we can help spread the idea to other parts of the country," Justine Mecchia said.

The evaluation findings were based on a range of data including review of relevant documentation, client file review and interviews with WATCH participants and their family/whānau, interviews with key stakeholders, and analysis of court data relating to number and types of charges faced.

Overall evaluation results demonstrated that the WATCH project was meeting its objectives. The Project provided real assistance and support for a group of young adult offenders, typically regarded as hard to treat, to make tangible gains in their lives. The overriding testimony from the clients who participated in the evaluation was that, because of their involvement with the WATCH project link worker, their lives were better and they had developed beliefs, attitudes, understanding and skills which had been positively life-changing. Critically, these changes included positive shifts with respect to alcohol and other drug use and offending behaviour.

- The total number of charges in the 12-month period following entry to WATCH versus the 12-month period prior to entry to WATCH was reduced by 55 percent and there was a notable shift towards less serious offending.

- Clients and whānau participating in the evaluation were overwhelmingly positive about the project and the gains made as a result of their involvement.

The evaluation pointed out that low numbers meant many of the gains that clients made could only be reported from a qualitative perspective. For many clients, one of the most valuable aspects of their involvement was having someone they could talk to and rely on. Some Māori clients gained support to connect more closely with their culture and valued working with someone Māori.

Quotes from clients demonstrated the high engagement with the link worker employed for the project.

Without the help from Rob¹ and [the course] life would be completely different; [I] would have gone to prison. (WATCH project client, 2008)

- *He did not care that I was in a gang.*
- *He was willing to work with me where I was at.*
- *When you are on charges it can be really intensive, there are a whole lot of things going on and you need help. Having someone like Rob is really helpful.*
- *He walks you through the things that might help.*

At a function in Wellington to launch the evaluation District Court Judge John Walker praised the project as an idea whose time has come. He said he hoped the cross agency approach

Julia Carr, formerly Senior Portfolio Manager, Primary Care at C&CDHB; District Court Judge John Walker; Robert Sarich, WATCH Link worker; Geraldine Woods, Support Service Manager Wellington District Court; Tom White, Wesley Community Action Team Leader; Wayne England, WATCH link worker; Kevin Conroy, Criminal Case Flow Manager Wellington District Court.



organisations involved included Police, Courts, Corrections, MSD, Capital & Coast DHB, health and social service providers - demonstrated by the project would become the norm in providing interventions services.

Julia Carr former Senior Portfolio Manager, Primary Care at C&CDHB who initiated the project, said WATCH was a small project but highly successful. It has the potential to inspire other people to try something different.

There are great opportunities to work at the interface between the health and justice sectors to engage young people whose needs require more than a series of assessments, referrals and courses, she says.

Many, trapped in low income families with stretched resources, struggling with drug and alcohol issues and recurrent court appearances, end up feeling disconnected from the health and social services that could help them. Fines, debt, relationship issues, employment difficulties, parenting responsibilities and expectations from the criminal justice system can all become overwhelming.

This project was inspired by C&C DHB commitment to youth health and to reducing disparities in health and social outcomes through innovation, intersectoral action and just a little courage. It builds on the strengths of communities, whānau/families and the young people themselves to address their alcohol and drug issues, and also rekindles a sense of hope to build their confidence to explore new options. It's about health in the broadest sense of the word.

¹ Rob refers to the link worker for the WATCH project

WATCH link worker Robert Sarich



Julia Carr and Judge John Walker



It's dry down south

It might surprise some New Zealanders to learn that Oamaru had prohibition for 56 years. This remarkable story is told in Tea Total, an exhibition currently showing at the North Otago Museum which focuses on the growth of the Temperance/No-Licence movement in the district from the 1870s through to being declared dry in 1906 and on to the reintroduction of liquor licensing in the 1960s.

Clearly for the exhibition curator, Ian Wards, there is some fellow feeling for his subjects. "Today it's easy to look back on these people as just a bunch of zealous, boring wowsers, who were out to spoil everyone's fun, but they had some genuine reasons to be anti-alcohol. If dad was an alcoholic, drinking away the family's grocery money, there was no state support," he says.

Calls for prohibition in New Zealand go right back to the earliest days of European settlement, with frequent complaints about the dire consequences of excessive alcohol consumption, particularly among the poor and Māori. Liquor laws were ignored and as early as 1834 there were reports of temperance meetings held in the Bay of Islands.

As the young colony developed, the rigours of pioneering life, the easy production of inferior and highly intoxicating liquor, and the unsettled period of the Māori Wars all helped to foster excessive drinking. Contemporary newspaper reports implicate alcohol in numerous accidents, deaths, and domestic tragedies.

There arose the demand that the question of alcohol be decided by a direct popular vote. This pressure resulted in the Licensing Act of 1873 under which liquor sales could be prohibited in a district if supported by two-thirds of its residents.

Ultimately, in the entire history of prohibition in this country only 12 districts opted for this option. What was it about Oamaru that made prohibition such an attractive proposition?

Wards: "After the gold rush and meat export boom of the 1870s and 80s Oamaru was considered a fairly lawless place. It was also a town full of young males."

In 1881, the city had 20 licensed premises and 12 brothels. By the turn of the century the town, once famous for its opulence, was in severe economic decline. Drinking came to be seen as the cause of many social ills.

"While some people look back on pre-prohibition Oamaru as some kind of golden age, there are a lot of references to this kind of poverty in local history," Wards says.

The exhibition includes temperance posters, extracts from the Oamaru Mail covering the raging debates, quotes referring to the uncouth behavior of the youth of the time and various drinking implements.

In the 1880s, an alliance of progressive groupings grew to a very potent political force which incorporated several causes, including women's suffrage and prohibition. They greatly influenced the Alcoholic Liquors Sale Control Act of 1893, which set up licensing districts identical with parliamentary electorates, with licences to be granted for three years at the discretion of a licensing committee. Over half the electorate had to vote for any poll to be valid and no-licence had to gain 60 percent of the vote to be carried.

Once prohibition came into effect in Oamaru there was an immediate and dramatic fall in the crime rate. In 1905, there were 352 convictions, with 156 for drunkenness. The following year convictions had dropped to 131, with only 23 for drunkenness.

Despite some dire predictions, property values in the business district didn't suffer, with the hotels soon converted into profitable shops and boarding houses. The Criterion Hotel, for instance, became a well-known boarding house run by a succession of very strong-willed ladies.

Gore was another district which went no-licence. It became famous for its Hokanui moonshine which was even smuggled into Dunedin, a wet area. While there are reports of some brewing in Oamaru, an apple cider, for instance, there wasn't illicit brewing on a huge scale. "My impression is that mostly people happily complied with it," Wards says.

The prohibitionists achieved some notable successes using the machinery set up by the 1893 Act. A Licensing Committee could, provided it acted in accordance with the law and without predetermination, refuse each application for a licence at the annual meeting and thus abolish the legal sale of liquor in the district.

Writing in his memoir, *The Long White Cloud*, William Pember Reeves marvelled at the intensity of the emotion prohibition aroused. "It introduced an element of picturesque enthusiasm and, here and there, a passion of hatred rarely seen before in New Zealand politics."

Featuring two of prohibition's most famous champions: the Rev Leonard Isitt and T E Taylor, the committee of Sydenham (Christchurch) was elected with a majority of prohibitionists. They flatly refused to renew any of the eight licences in the suburb.

However, the decision was reversed on appeal to the Supreme Court which ruled for the licensees, with the finding that the committee had acted "from bias and predetermination". This decision was upheld by the Court of Appeal and the £700 costs the committee had to pay acted as a deterrent to like-minded bodies.

During the 1900s, the prohibition vote was the majority up to 1911, but at a local level the prohibitionist found it almost impossible to reach the 60 percent required for a district to go 'dry'. During WW1, the prohibitionists managed to have hotel bars closed at 6pm as a special war measure.

An Amendment Act provided for a special poll on 30 April 1919 on a proposal for national prohibition on the basis of a simple majority. It was the prohibitionists golden opportunity to take the whole country. Initially, prohibition won with 246,104, with continuance 232,208. But the Expeditionary Forces voted for continuance at a ratio of 4:1, and when their votes were added continuance was carried by 51%.

The issue was polled again in December of that year and again went against prohibition by a tiny margin. The poll had included a third option: state purchase and control which worked to draw votes away from prohibition.

From this point the prohibitionists' power waned on a national level. They continued their passionate campaigning but by the end of the 1920s they had lost much of their political muscle. Memories of the rough, hard-drinking pioneering era were fading and the conspicuous failure of prohibition in the US all conspired to weaken the movement.

But not in Oamaru. Prohibition remained in place until the 1960s when the town had to contend with the return of alcohol, youth culture and rock and roll in one fell swoop. The close proximity of hotels at Georgetown and Glenavy just across the Waitaki River had always meant people didn't have that far to go if they really wanted a drink. It was the booming trade at these pubs on the periphery of the dry zone that provided a strong economic argument for the district to join the rest of the country. By the 1960s the town was ready for a change.

"When the first bottle store reopened in 1962 there was near euphoria – with celebratory marching and merriment down the main street," Wards says.

By way of a comparison and contrast to the absence of alcohol, the exhibition also features material on the culture of tea drinking at the time.

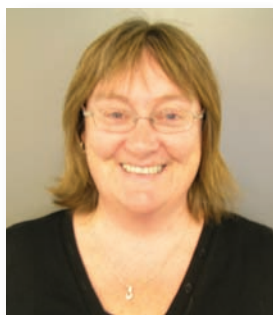
Wards: "I'm really interested in the difference in the culture of tea drinking amongst the middle class which was quite ceremonial and formalized and the working class tea drinking – farm workers out in the fields brewing up strong sweet black billy tea. They needed it for energy".

The display will have tea posters, railway cups and that great icon of the Kiwi campfire brew: the thermette.

The Tea Total exhibition will run until April 2009.

For further information contact the museum at www.northotagomuseum.co.nz

New faces at ALAC



Helen Fielding

Helen is the latest addition to ALAC's policy team. She comes to us from the Ministry of Transport, where she has led the development of strategy, policy advice and legislation to address alcohol and drug impairment issues. She will be known to a number of readers through such things as her membership of

the Inter-Agency Committee on Drugs (IACD). Helen also has a background in rail safety policy and before that in policy and business analysis in several other sectors. She brings considerable experience in managing key policy tasks, from sector consultation to working with select committees considering legislation. Helen is looking forward to working on the Review of the Sale and Supply of Liquor with the Law Commission.



Brian Hayward

Brian Hayward has a wealth of experience in community and social service employment in both the public and not-for-profit sector. Originally trained as a primary school teacher he has taught at primary, secondary and tertiary levels and has a strong belief in lifelong learning opportunities. Brian has been

a community advisor for the Internal Affairs Department, team leader in mental health community support work, the Northern Regional Manager for Relationship Services, manager of a Reducing Youth Offending programme and, most recently portfolio manager (mental health and addiction) for a District Health Board. Brian is very familiar with ALAC having been employed as the Northern Regional Manager from 2005 to early 2007 and is excited about returning to ALAC as the coordinator of the Community Action Fund, a role he feels ideally suited to. With his partner Christine, he is moving to live in Wellington, having spent the last 18 months in Palmerston North, a move that feels a lot like coming home for Brian as he was born and raised in the Hutt Valley.

Strengthening Community Action on Alcohol Funding

Request for Applications

Background

Every community faces unique issues in regards to alcohol and reducing alcohol-related harms. The Strengthening Community Action on Alcohol (SCAoA) funding provides a unique opportunity for communities to receive a tailored training package to support locally based initiatives aimed at preventing alcohol-related harm.

Three communities have an opportunity of being funded for a specific locally driven project. Funding is divided into three categories:

- 1) Māori Communities
- 2) Pacific Communities
- 3) General Population Communities

What do you get?

The SCAoA funding is a new initiative for ALAC, where a number of support structures have been put in place to support the community. If successful in gaining the SCAoA funding you will receive:

- Strengthening Community Action on Alcohol desktop resource
- One day workshop – tailored to the needs of your working group & your proposed workshop
- Ongoing support from ALAC staff for the duration of 12 months to assist with your project needs
- \$10,000 Grant to assist with project costs.

What do you need to do?

Applicants must also comply with *all* of the following criteria:

- Communities can only apply for funding for ONE SCAoA workshop in any financial year (July – June)
- Applicants must fill in all sections of the application form and attach a detailed project plan.
- Successful applicants must submit one progress report and one final end-of-project report (a timeline for these reports will be negotiated on acceptance).
- Applicants must demonstrate an existing coalition of partners working together in the community to reduce alcohol-related harm within their community setting
- Applicants must give details of previous activities to reduce alcohol related harm in their communities
- Applicants must provide a clear rationale for target audience and design of the project.

PLEASE NOTE: All SCAoA Workshop and Grant applications **must** be project based. Please refer to our website: www.alac.org.nz to view the criteria and download the application forms to apply.

Funding applications close 20 February 2009.

*Approval under this fund will not exclude applicants from applying to the proposed ALAC Community Action Fund, planned to commence in the 09/10 financial year.

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 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:

Email: central@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

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 central@alac.org.nz

Phone: 04 917 0060

REGIONAL OFFICES

AUCKLAND 09 916 0330 northern@alac.org.nz

CHRISTCHURCH 03 365 8540 southern@alac.org.nz

WELLINGTON 04 917 0060 central@alac.org.nz

CALL FREE 0508 258 258

At the staff xmas party this year I will:

make sure I don't

corner Gary under the mistletoe;

let my hair down, but not so much that I

start crying and analyse my childhood;

I'll go easy on the booze in case I

tell my boss what I really think of her;

that way I'll enjoy the New Year, not

feel sick, guilty and humiliated.

Lines become blurred when we get drunk.

It's not the drinking
It's how we're drinking

