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ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND
Kaumihera Whakaturanga Waipiro o Aotearoa

Features

Changing the way we drink

Healing Our Spirit Worldwide
2006 Conference



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...



Dr Mike MacAvoy
Chief Executive Officer.

WORDS FROM THE CEO

Recently we commissioned some research to find out what you our stakeholders thought of us and, in particular, your view of our programme designed to change New Zealand's drinking culture.

The message came back loud and strong that you saw ALAC as the lead organisation in reducing alcohol-related harm in New Zealand. You trust us as a messenger and you are interested in our programme to change the drinking culture. But you also said you wanted to know in more detail how the programme was going, and where we were at with our advertising.

So in this edition we have answered that request. Read on and I hope your questions will be answered.

As well as requests from our New Zealand stakeholders and other individuals and organisations, we have had a lot of interest internationally in the programme, with many requests both for information and for myself, and other staff, to attend international conferences to outline our programme.

The level of interest is, in fact, quite enormous, and reflects the fact that this programme is leading edge.

What I have made clear in presentations overseas is that I don't believe it is possible to uplift an entire programme and replicate it exactly in another country. A country's drinking culture is a product of their own people, their own unique histories as well as the way they regulate alcohol's presence in their communities. The *specific* solutions we've come up with are based on our research and analysis of those things.

But the *principles* are unquestionably transferable, as, I believe, is the model we're using, and most importantly, the *goal*.

March 2006

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changing the way New Zealanders drink

The progress so far

In 2004 the Alcohol Advisory Council of New Zealand (ALAC) launched a programme designed to change the way New Zealanders drink. This programme has been running for two years now, with the advertising programme now one year on. You have told us you want to know most about the programme. Here ALAC Chief Executive Officer Dr Mike MacAvoy looks at where we have come from and where we are going.

The beginning

Traditional attempts to reduce alcohol-related harm have focused almost solely on reducing per capita consumption, that is, the total amount New Zealanders as a whole drink. However, despite declining consumption over twenty years, - albeit there was a slight increase in consumption in 2005 - harm has increased, not reduced.

Like elsewhere in the world, New Zealanders' concerns about alcohol were about dependency, drink driving, and youth drinking. Youth drinking was a particular worry, as young people were getting very drunk - very publicly. New Zealand adults saw these three issues as the key worries about alcohol, and on that basis, generally exempted themselves from the problem.

With measures relating to drink driving and dependency already in place, it was youth drinking that landed squarely on the public agenda. By 2002, New Zealand was expressing increasing concern - youth drinking had to be stopped.

With that, ALAC researched the youth drinking issue in depth to find out how best to tackle it. This included extensive international reviews as well as in-depth research into our own young people's drinking.

The message from young people emerged clearly - "this is all hypocritical - there's no harm in what we're doing - it's a rite of passage - adults are doing it anyway - and it's what we *do* in New Zealand!"

A new hypothesis was shaped and tested: "That adults were drinking the same way as young people". And so the research was extended to adults; looking at their attitudes and behaviours and what motivated and stopped them drinking. Hardly surprising, the hypothesis proved correct, and indeed young people were learning their drinking ways from their best role models - their parents and other adults in their lives.

We concluded from our research and our analysis that New Zealand has a seriously worrying drinking culture on its hands, where everyone generally accepts drunkenness *as a social norm*. It's hardly any wonder we're having problems with the kids.

It's our acceptance of drunkenness that's the problem because this is where those acute harms occur. We set out to get drunk. We tolerate getting drunk. We laugh at getting drunk. We celebrate getting drunk. *That* is the problem.

And if that is the problem, then what is the harm? Well it's the billions it costs our country. The impact on weekend policing and crime, on the hospitals, on relationships and families and reduced workplace productivity.



During March ALAC filmed the next phase of the television advertisements that are one part of ALAC's programme to change New Zealand's drinking culture. The advertisements will run from the beginning of April.

programme

We are now looking to change our whole drinking culture in New Zealand. The approach differs from traditional approaches in that it accepts drinking is part of our culture but engages people in a way to get them to see the harms that can result from drunkenness.

The programme focuses on achieving social and cultural change by aligning a balance of programmes. It is new and innovative, not only in its single-minded goal, but also in that it relies 100 percent on commitment to a wide range of reinforcing activities. We are no longer relying on just one or two approaches such as policy or treatment. This approach is attracting international interest, as there does not appear to be a similar programme anywhere else in the world.

While ALAC is leading the programme, the success of the marketing programme will be materially affected by the success of the activities of other agencies working in the complementary areas, especially around enforcement and the supply environment.

Where are we at with advertising?

A series of radio, print and television advertisements designed to help change New Zealand's risky drinking culture was launched in March 2005.

The marketing aspect of the programme follows the "stages of change" model and ALAC has made it clear from the start that it is a long term programme and we wouldn't move from one phase to another until a set level of engagement from the community had been achieved. Specifically the marketing aspect of the programme aims to take New Zealanders on a journey by helping them

- SEE there is a problem between risky per occasion consumption and harm
- THINK that their behaviour is a contributor to these harms, and there is something they can do about it; and
- ACT to moderate their drinking behaviours in ways that reduce the risk of harms to themselves, their families and communities.

The programme proposes that, in order for the New Zealand drinking culture to change, a desirable proposition of change must be sold to the drinker.

Target audience – who is the campaign directed at?

ALAC identified three priority audiences to receive the SEE messages:

- Parents of children aged under 15 years.
- Adult men aged under 35 years without children.
- Adult women aged under 35 years without children.

These audiences were agreed by the project team and endorsed by the Government's Inter Agency Working Group. The goal of the first stage of the programme is to have all New Zealanders see the links between intoxication and harm.

Campaign monitoring: How are we measuring the campaign's impact?

Quarterly monitoring surveys have been undertaken to measure the impact of aspects of the drinking culture change programme including the marketing, and to provide ongoing evaluation and assessment data to guide campaign tactics. The most recent survey was undertaken in December 2005, and focused on three objectives:

1. measuring current alcohol-related attitudes, beliefs, and behaviours,
2. measuring changes in alcohol-related attitudes, beliefs and behaviours
3. identifying contributing factors to observed changes (BRC Marketing and Social Research. 2005).

What does the monitoring show?

The December monitor shows New Zealanders are beginning to see there is a problem with the way we drink and they are also making the link between drunkenness and the harms that result.

In the past when asked about the harms that result from alcohol, many people focused solely on drink driving or dependency. Now more people are starting to recognise the others harms that result from alcohol misuse such as crime, violence, falls, accidental injury and relationship problems.

The September monitor shows 26 percent of adult drinkers had drunk seven or more glasses on a drinking occasion in the past two weeks. This was the same as one year previously.

Some 75 percent of people agreed they were more likely to cause harm to themselves or others if they were drunk. This is a slight but not significant increase from the September monitor. And people are able to identify a range of harms from intoxication including drink driving; violence (street/bar fighting), accidents, domestic violence, harm to relationships; rape and embarrassment.

In terms of ALAC messages, total awareness of drinking habits publicity was very high overall (97 percent), and uniformly high across all target audiences and other subgroups. This includes general news and information.

Recall of the key message "It's not the drinking it's the way we're drinking" was high with 67 percent of all people being



aware of the message – this level was higher among binge drinkers (77 percent), and consistently high among all target audiences. The take-out message is well understood. However, what is also coming through is that some people still consider that the problem is targeted at young people (under 18 years) or young adults (18-24 years) drinking behaviours.

What does this all mean?

At first glance, these findings are very close to the target for transition to the THINK stage. However, three important findings have emerged which indicate further consideration is required about how we move to the next stage of the campaign;

- While drinkers are thinking about the effects of their drinking, they are less likely to do so in the context of the harms that this could have.
- The scope of the problem could be clearer for some groups who are not seeing a nation wide problem that is causing harm.
- The fact that many drinkers perceive the campaign messages to be targeted to young people, and especially those under 18, it would suggest that they have not yet accepted that the “way we (all) drink” is a major issue.

In essence, New Zealanders are saying they are concerned about drunkenness and are starting to recognise the different and varied harms that can result. But not all are relating the message back to themselves or their peer groups. Drinking harms are not viewed as pertaining to all New Zealanders. In other words, while there is recognition of the problems and harms, some groups still perceive that it's not an issue for them or their peers.

Other encouraging findings of the qualitative research confirmed the approach and tone of the current campaign; most respondents recalled at least one of the See stage television commercials with a good degree of detail. The tagline is recalled unprompted by many, which provides a clear indication that it is entering the common vernacular. The tagline is clearly understood and it is appreciated that it is “not about making alcohol bad”. The alter ego device where the sober person in the advertisement speaks to their drunken self is seen as effective and non-judgmental.

Where to from here?

While we did not expect audiences to acknowledge the personal relevance at this stage, these findings suggest there is further work to be done with some groups regarding the scale and scope of

the problem, that is, understanding that binge drinking *across all populations and situations* in New Zealand is causing harm.

What we have found is that some of target audience are at the stage of contemplating behaviour change – but for other groups of society, rather than themselves. That is, the ‘we’ aspect for some New Zealanders of the campaign message is not relevant to ‘me’; it refers to another group in society. Therefore we will refine some See stage messages and tactically place them.

At the same time we will embark on the Think stage, as many people are ready to move through the stages of change. Therefore our next campaign will have a two pronged approach - one targeting those who recognise we have a problem with risky drinking in New Zealand but don't link this problem to themselves or their peers.

The launching pad proposition is:

New Zealand does have a binge-drinking problem, and it's not the people I'd have thought it was

The second approach focuses on those who are ready starting to recognise they are part of the problem. The “think” proposition is:

“I'm actually part of the problem. It's never okay to get drunk.”

The advertising will focus on portraying recognisable behaviour and consequences so that viewers think: “I do that and I hadn't thought of the consequences like that before”.

The new television advertisements began playing at the beginning of April.

Overall I believe we have made good progress. No-one thought it would easy and no-one expected things to change over night. Just as other programmes focusing on drink driving took years to take effect, so will this programme.

But we are in it for the long haul. The issue of binge drinking and the harms that result is now firmly on the public agenda; people are beginning to See the problem. We now have to capitalise on that and keep the issue alive and ensure people make the connection between their own behaviour and the way they personally contribute to New Zealand's risky drinking culture.

The tide is beginning to turn, and we are hearing from more individuals and organisations that they want to do their bit to contribute and make change. Intolerance of drunkenness, while in its infancy, is appearing on the radar in our newspapers, in our conversations, with our stakeholders and with the general public.

Manaki

Jeff Walker

Manaaki Tangata Training Grant

Support from ALAC has seen Jeff Walker complete his studies and become an alcohol and drug counsellor. But it was the support of his whānau and friends and an inner strength that saw him turn his life around.

Born in the tiny town of Aaria in the King Country, Jeff spent the first seven years of his life in Te Kūiti. He then moved with his mother and siblings to Hamilton where there were more opportunities for regular employment. Jeff believes at this time, he grew up quickly having to adjust to a new city and a new way of life. He didn't do well at school. He struggled and quit school at 14. Later in his life, a learning disability was discovered.

He did stints working in the freezing works, labouring, forestry worker and became a truck driver. At the age of 16 years, Jeff developed a drug addiction and at the age of 18 years became an alcoholic as well. At the age of 21, Jeff got married, had three sons and spent most of his 20s as a petty criminal and drug dealer.

It wasn't until he was 33 years old and remanded in Waikeria prison that he was triggered to question his journey in life. Jeff said, "I realised that there was more to life than this, that my life needed to change". In 1986, Jeff completed the Queen Mary programme at Hanmer Clinic and when he returned to his community, he realised he had changed but the world around him hadn't. He struggled with his addictions until 1994, when he became honest about his addictions and sought help.

Jeff began to see a drug and alcohol counsellor and completed the bridge programme with the Salvation Army. It was in this

environment that people saw Jeff's potential to help others with their addictions. He was encouraged and supported to complete the Diploma of Alcohol and Drug Studies through WELTEC. People saw potential in him to be a very good drug and alcohol counsellor.

He applied for a training grant through the Manaaki Tangata programme and was successful. Jeff states, "I have been receiving support from ALAC for four years and they have helped with some of my course fees which has been awesome."



During the last six years, Jeff has been juggling study commitments with raising a young family, illness and work commitments. He spent five years working in a detox unit and has spent the last year as a community worker based with the Salvation Army. After completing his diploma next year, Jeff hopes to complete further study and become fluent in Te Reo Māori, and believes he will remain in the drug and alcohol field but will be working in other areas of interest.

Jeff states, "What has helped me is the support of family, friends and work mates around me, I receive professional supervision at work and have solid family support around me." What Jeff loves about his work is, "the passion to see people change is still there, if not stronger."

Heoi ānō Jeff, kia manaaki hia te runga rawa kei runga ki a koe me tē whanau hoki

Manaaki Tangata Training Grants have been available for a number of years. The training grants are to support the upskilling of the Māori AOD workforce and cover primarily course costs. The maximum Manaaki Tangata Training Grant given is \$1000 per application. There is no cut off date and you can apply for the training grant at any time during the year.

Planning for Youth Stream

at Healing Our Spirit Worldwide Conference

In January Te Rina Moke (Kaiwhakarite, Māori Whanau Programmes) left a warm Aotearoa for a cold and snowing Edmonton, in the state of Alberta, Canada. Te Rina and Barry Bublitz (Healing Our Spirit Worldwide (HOSW) International Indigenous Council (IIC) member) attended the HOSW Conference planning meetings from the 16 – 18th January 2006. The HOSW Conference will be held in Edmonton, Alberta from the 6 – 11 August 2006 and up to 5,000 indigenous peoples from all over the world are expected to attend.

Healing our Spirit Worldwide is an international indigenous conference and a cultural celebration hosted by the International Indigenous Council (IIC) for HOSW, supported and guided by a host of indigenous organisations worldwide. The conference will create an international forum focusing on programme successes, best practices, and common issues in health, healing and addictions within the indigenous population.

Te Rina participated in a two-day planning session for the youth track section of the conference. The conference organisers are expecting between 500 and 1000 young people to participate and attend. According to Barry Bublitz, “The IIC has a commitment to giving ‘sound’ to the voices of our youth and

support them in developing their own programme. It was very obvious from the energy of the youth, that they are planning an exciting programme”.

Alongside Te Rina, there were young people representing various First Nations people across Canada and United States of America, Inuit peoples and the Métis Nation of Alberta, Canada. The youth planning committee also participated in the HOSW planning committee meeting which is responsible for putting the conference together.



Pictured from back left; Tony Delaney (Kainaiwa Tribe/ Blood Tribe, Southern Alberta), Te Rina Moke (Aotearoa), Katherine Ciboui (Inuit Tapiriit Kanatami, Inuvik, Northwest Territories), Merrick Diabo (Kahnawake, Quebec of the Kaniakhehaka Nation), Jodene McLissac (Native Counseling Services, Edmonton, Alberta), Lance Marty (Inner City Youth, Edmonton, Alberta)

Pictured from front left; Jordan Clarke (Saskatoon, Saskatchewan), Amber Pratt (Saskatoon, Saskatchewan), Amy Paran (Edmonton, Alberta Native Friendship Centers Association), Ryan Janvier (Aboriginal Youth Network, Nechi Institute, Edmonton, Alberta)

For the first time the Council for Healing Our Spirit Worldwide (HOSW Council) is holding an autonomous youth stream during the HOSW conference in which themes, speakers and workshops are youth orientated and youth led. The HOSW Council wants the youth stream to be planned and organised by youth from participating countries such as Aotearoa, Canada, United States of America, Australia and others. The Council aims to provide a platform for youth, by adding value to the 'leaders of the future' by giving them the opportunity to stand on the international stage and showcase youth focused healing programmes.

ALAC is supporting 12 rangatahi aged 18 to 30 years to participate, present and attend the conference. The 12 rangatahi chosen went through a vigorous selection process, which included meeting the following criteria;

- Must have a commitment to Healing Our Spirit philosophy and be willing to present knowledge gained and experiences to whānau, hapū and iwi
- Must be of Māori descent
- Aged 18 – 30 years
- Must be willing, have the aptitude and ability to present with full confidence in front of an audience
- Must be supported by whānau, hapū (or iwi) or Māori Communities

The twelve-rangatahi will be involved in three wānanga organised by ALAC prior to attending the conference to help prepare their presentations and workshops, which they deliver at the conference.

Here we talk to one of the Rangatahi - Shannon McIlroy.

Nineteen-year-old Shannon McIlroy Rongowhakaata, Ngāti Porou and Tainui is one of 12 rangatahi being assisted by ALAC to attend the youth stream at the HOSW conference.

Born and raised in Gisborne, Shannon has achieved fame as a sportsman. But not in a sport usually associated with young people. Shannon plays lawn bowls. And he is good. He has been a New Zealand representative since he was 15-years-old. He won the New Zealand under-19 singles in 2004 and won three New Zealand secondary school titles back to back. Last year he took the New Zealand open fours national title to become New Zealand's youngest national title-holder in lawn bowls.

His interest in the sport stems from his father. "When we were young he used to take us with him to give Mum a break. We'd chuck down the jack and use little indoor bowls – the real bowls were too heavy."

He signed up as a member at six-year-old. He acknowledges bowls is not yet seen as a young person's game. He got a bit of flack from his mates at playing

'old man's marbles' but once he started achieving success they encouraged him and wanted to play themselves.

Shannon's involvement with HOSW came after a visit to Gisborne by ALAC's Kaiwhakarite Ray Ropata for the Māori sports awards. While there Ray spread the message about the youth stream at the conference.

Shannon's name was put forward and he was selected.

Shannon says he is keen to see what other indigenous peoples are doing to solve their problems and see what similarities or differences there are between what they are doing and what New Zealand is doing.

Shannon says his success as a sportsperson has helped him on his journey through life and he sees himself as a role model for what young Māori can achieve.

"Sport is one area where many young Māori can and do excel. As a sportsperson I know the importance of looking after myself – excessive alcohol and sport are not a good mix. However, I know the reality is that many young people go out with the aim of getting drunk."

Shannon says he has enjoyed participating in the wānanga already held which are helping the young people prepare their presentations for the conference.

"I am also enjoying getting in touch with my heritage and our Māori traditions."

Earlier this year he attended the Halberg awards at the invitation of ALAC. "It was very exciting I was blown away being in that atmosphere with all those athletes who are champions in their own sports.

His idol as a young child was David Tua. Shannon represented New Zealand in marshal arts from aged 11 to 13. Now he says he has "heaps of idols" and he met some of them at the Halbergs such as Michael Campbell and Tana Umaga.

"I was quite surprised that those guys at the Halbergs knew who I was. Tana said he was a big fan. How strange is that. I thought to myself 'you're the All Black captain, I'm a fan or yours not the other way round'."

ALAC looks forward to sharing more of Shannon's journey to the HOSW conference and in our next edition we will profile the other 11 rangatahi who are being supported by ALAC to attend the conference.

New Resource for Pacific peoples

ALAC has developed a new resource for Pacific communities or individuals promoting the responsible use of alcohol. The resources were launched earlier this month at the Pacific Spirit conference in Auckland.

Alcohol, your community and you has been produced in the Samoan, Cook Islands and Tongan languages, each including an English version.

Faasinoala mo le saogalemu o le faaogaina o le ava malosí and Kai kava tau and Ngaahi fale'i ki hono ma'u fakapotopoto 'o e kava malohi focus on a settings-based approach, aimed at those in the Pacific community that drink, with a message of responsible use of alcohol and reducing harm by providing advice for the safe provision of alcohol at private social gatherings and community events.

They outline the history of alcohol use in the Pacific and New Zealand, highlight drinking myths, risky behaviour and suggest ways to use alcohol legally and safely. The guidelines also include some true stories by Pacific individuals in the hope that they will help others to make better choices and use alcohol more safely.

The resources contain contact details of ALAC's offices as well as Pacific alcohol and drug services nationally for more information or further assistance.

The production of these resources follows on from the earlier publication by

ALAC of the *Pacific Alcohol Handbook*, another Pacific resource also produced in the Samoan, Cook Islands and Tongan languages.

While the *Pacific Alcohol Handbooks* take an abstinence approach as they are aimed at the more traditional older audience, the *Alcohol, your community and you* series is aimed at those in the Pacific community who drink.

ALAC Manager Pacific Programmes Metua Faasisila says ALAC is committed to working with Pacific peoples to promote responsible and safe consumption of alcohol.

"While a smaller proportion of Pacific people drink alcohol compared with the general New Zealand population, Pacific drinkers tend to consume greater amounts per occasion," says Metua.

A recent study showed 57 percent of Pacific people drank alcohol, compared with 85 percent of the general population.

However, Pacific people's drinking patterns appeared to be more harmful, with greater proportions reporting violence and injury from other people's drinking, and their own drinking.

They reported more occasions of physical fights, serious arguments, vehicle crashes, and of staying drunk for several days.

The average annual consumption of absolute alcohol was 21 litres for Pacific drinkers, compared with 11 litres for general New Zealand population drinkers. The typical occasional quantity consumed by Pacific people was eight drinks (nine for men, five for women), compared with four drinks for those in the general population.

The study found 33 percent of Pacific drinkers consumed enough to feel drunk at least weekly, compared with 9 percent

of drinkers in the general population.

Twenty-three percent of Pacific males and 16 percent of females got drunk when there was an important reason to stay sober, compared with 8 percent and 5 percent of general New Zealand males and females.

The study suggests that a lower proportion of drinkers among Pacific peoples may be a result of alcohol not existing in the Pacific Islands prior to first contact with Europeans and that the acceptability of drinking alcohol within Pacific cultures was low.

Metua says the resources will be used in community training opportunities with Pacific communities. "I am keen to hear from those who have an interest in utilising these resources for training."

The resources can be ordered through ALAC's web site at alac.org.nz or by ringing ALAC Freephone 0508 258 258.



Partnerships for change

Taking alcohol and drug services into the justice system

The link between drugs and alcohol and crime is well known with international estimates linking alcohol with up to 70 percent of all crime. Growing numbers of prisoners and the failure of some rehabilitation programmes have also sparked calls for new creative measures to deal with such offenders. Here we look at one such programme.

A new service based in Nelson is aiming at cutting re-offending among those appearing in courts by tackling their alcohol or drug problems which may have contributed to their offending.

The Forensic Alcohol and Drug Clinician to the Nelson Police District was set up about three years ago. Initially, a 12-month pilot programme, it was implemented as a permanent service following a positive review at the end of the 12-months.

“Traditionally the AOD Treatment field has given a low priority to Justice clients who have been regarded as having low motivation for making the lifestyle changes required for control of alcohol and other drug disorders,” says Eileen Varley, Regional Manager Nelson and Wairau Hospital AOD Services. “They would often miss assessment appointments and fail to keep follow up appointments.

“My view of this changed in 2000 when I visited treatment services in Manchester, United Kingdom, where huge resources are put into alcohol and other drug users in the court and justice system. In Manchester three to four percent of the Justice budget is put into alcohol and drug services.

“The costs are justified by the ongoing costs to the community and individuals of doing nothing for these clients and by an emerging body of research indicating that with intensive resources and support these clients can respond well to treatment.”

Eileen came back to New Zealand full of enthusiasm and lobbied to set up the

position of Forensic AOD Clinician in the Nelson court. Basically, the role is to allow people who have been arrested to address their alcohol and drug problems that may have contributed to their offending while they are in the justice system.

She gained support for the concept from Judge John Walker who was then based at the Nelson Court. Meetings were set up with funders from the Health Funding Authority and after some lobbying, a “Court Liaison” position was trialed.

Staff from the Nelson Service attended a day in the Court to get an understanding of the extent of the problem presenting to Courts. Prior to this, the Service was providing limited numbers of assessments for the Court via Community Probation, and people remanded to Christchurch could be assessed by Christchurch CADS, if they were available in the short time frame.

She says one staff member is a far cry from the intensive services observed in the United Kingdom. However, it was enough for a pilot programme to see if a similar scheme was tenable and useful in the New Zealand system.

Initial evaluation has been positive and Eileen attributes the success of the programme to the people involved.

The Nelson AOD Service works through both cell interventions and court referral. The cell intervention service is an arrest referral system.

Carla Lane is the Forensic Alcohol and Drug Clinician. She sees offenders in the cells and works with them all the way through the justice system.

She visits the police station almost daily and is available to talk to new arrestees who are willing. This initial contact is to identify those who may have substance abuse problems at the time of arrest. Information on available alcohol and drug services are provided and feedback provided on how their offending may have stemmed from being drunk.

The court referral system is based on the American and Australian systems known as 'Drug Courts' where those with substance use problems that are linked to their offending are provided with services to address this during the court process.

"I prepare a comprehensive report that links the problems with alcohol and drugs to the offending behaviour. Traditionally alcohol and drug reports did not make that link. This gives the judge all the information before sentencing."

Carla acknowledges the growing community pressure to increase sentences has led to a degree of conflict in how to deal with substance abusers who have moved into the criminal justice system.

"Some see the rehabilitation model as being too soft on criminals while on the other, the retribution model is seen by others as not addressing the underlying causes of offending and leading to a revolving door policy."

However, she emphasises that treatment is not a soft option.

"Keeping people out of jail is not the focus. What I seek to do is to offer some recommendations about treatment opportunities that the offender can take up that may reduce the risk of the individual getting back in the same situation again.

"If a prison sentence is required because of the scale of offending that is what they will get."

She says the impetus given by the arrest and appearance in court is often the jolt needed to get people to change.

"They are more likely to take the opportunity then rather than three or four months later after serving a sentence. However, the role is not to divert people from jail if they should be in jail"

Carla has access to the police cells and has an office at court. This means brief intervention is provided at times of crisis without long delays. She is available in

Court to talk to the written assessments and expand on any detail. This means that a health professional not a lawyer is interpreting health information,

A greater range of disciplines is available within the wider Service to ensure clients with complex needs are appropriately assessed and treated. While Carla works within the court, she has access to the Alcohol and Drug Clinic's full multi-disciplinary team and can call on them at any time.

Eileen puts the success of the service down to the co-operation and backing given to the scheme by all involved – the police, lawyers, and those in the justice system.

"We started slowly and while many people had qualms about the system at first, over time as they have seen how the system works, we have got acceptance from all parties.

"Some see the rehabilitation model as being too soft on criminals while on the other, the retribution model is seen by others as not addressing the underlying causes of offending and leading to a revolving door policy."

Changing the Culture at Maraenui

A programme aimed at turning round the lives of Māori youth from the Napier suburb of Maraenui got underway last month.

The Ka Hao Te Rangatahi Programme arose out of Maraenui parents concern for their sons' behaviour and future, and key social agencies committed to reducing the social and economic problems in Maraenui.

In 2004 Napier's Safer Community Council commissioned a crime survey that indicated Maraenui had one of the highest crime rates in Napier and abuse of alcohol and drugs. Robyn Smith, Napier City Council Safer Community Coordinator says that the survey highlighted how much alcohol and drug use featured in all the issues identified in the survey.

"The four crimes the respondents thought were the greatest problems were illegal drugs, youth crime, drug and alcohol-related crimes and drink / dangerous driving," she says.

Following the survey, a group was established involving the senior managers of the Crime Prevention Unit (CPU), Public Health Unit, Police, Housing NZ, Te Puni Kōkiri (TPK) and the Napier City Council to look for an innovative way to deal with the social issues of Maraenui that are relevant and based on the community's strengths and resources. The Maraenui Urban Renewal Plan (MURP) was established to raise the self-esteem of this community, the self esteem of young people and to provide alcohol and drug interventions for those people needing it.

"Maraenui is a lower socio-economic suburb and has been surveyed to death.

What is different this time is we have taken the results of the survey and are doing something concrete to improve the area," says Robyn.

The urban renewal plan has six objectives:

- A safe, secure, and revitalised shopping centre
- One stop agency shop
- Establish a whānau health centre
- Community safety plan – roading, lighting, information kits, youth consultation
- Upgrade physical environment – housing
- Set up a new trust with credible members representative of the community

"The bar at the local shopping centre which was the site of a lot of alcohol and drug issues has been closed and fitted out as a 'one stop shop' for agencies including the Housing NZ, Hawkes Bay Community Law Centre, Eastern Institute of Technology and Adult Literacy. Renamed the Maraenui Information Centre, in its first month of opening, over 1100 people come through the door seeking assistance of some sort," says Robyn.

After 35 years of talking about it, the marae is now being built. Graffiti will be replaced with some murals and there has been an upgrade of the physical environment, especially the local shopping centre, housing and lighting.

The renewal plan also has strategies to raise the self-esteem of the community's young people and includes an intensive programme called Ka Hao Te Rangatahi. The programme is initially for eight Māori youth aged between 11 and 17, living in Maraenui. It began last month with a two-week marae stay, thereafter a weekly session of Mau Rakau (weaponry) and

follow up consultation with each youth's whanau. This part of the programme will continue for 26 weeks.

"Some of these youth have been kicked out of every other programme," says MURP Project Manager Thomas Heremia. "Each youth has alcohol and drug issues either themselves or in their whānau. They are young people with a history of violence and gang connections, but they also have been identified as having leadership qualities."

Police refer the young people to the programme which is funded by the Crime Prevention Unit, Ministry of Justice.

During the two-week marae noho, the youth will "learn some basic rules of respect, whakapapa and protocols on a marae," says Thomas. "They will also learn self discipline though the traditional Māori art of Mau Rakau." Furthermore each youth will be expected to develop some career options. Thomas stated that some of the youth may become gang members but be a gang member with a career, profession or trade."

Alcohol and drug problems will be addressed though an experienced alcohol and drug counsellor and an anger management consultation.

"The programme also works with the whānau. An initial presentation was made to the whānau of the youth selected to attend the course. Thomas says it was a presentation on the programme content and intended outcomes. Without the whānau buy-in to the programme, it will fail. They all agreed to let their sons be involved.

"It is the hope of the programme that each of the eight youth will show the way to other youth and whānau by becoming leaders in their chosen career paths, leaders in the art of Mau Rakau and finally, leaders to their own whanau and community," says Thomas.

Alcohol Advertising

Review of the Regulatory Framework

On 13 December 2005, the Ministerial Committee on Drug Policy (MCDP) authorised a multi-agency review of the regulatory framework for alcohol advertising. So what does it all mean? This article looks at how the review came about, what is intended and who will be involved.

Why is alcohol advertising regulated?

Alcohol is a regulated, psychoactive drug with a high level of public acceptance of its use and misuse. In this way it is different from all other products that are advertised.

Does everybody agree that alcohol advertising should be regulated in some way?

Both policy-makers and industry groups agree that alcohol advertising should be regulated in some way – what is not agreed is how best to achieve that regulation.

How is alcohol advertising currently regulated?

In February 1992, Cabinet approved proposals for the industry to become self-regulate advertising. In 1993, an amendment to the Broadcasting Act 1989 gave the Advertising Standards Authority (ASA) sole jurisdiction over the content of liquor advertisements broadcast on radio and television including responsibility for reviewing the Code on Liquor Advertising.

The ASA, which is funded by the advertising, media and broadcasting industries, has formulated the Advertising Codes of Practice of which the Code for Advertising Liquor is one. All media, advertisers and communications agencies are committed to upholding them.

The ASA has established an independent Advertising Standards Complaints Board (ASCB) whereby any member of the public who considers that there has been a breach of any of the Codes may complain to the ASCB which will seek comments from all interested parties then adjudicate on the matter. If the complaint is upheld, then the offending advertisement must be withdrawn immediately.

While the ASA is an industry body, the ASCB includes four public representatives as well as four representatives from the

relevant industries of advertising, media and broadcasting. The Chairperson is also a public representative. There is also an Appeals Board made up of two public representatives and one industry representative.

Haven't there been previous reviews?

When broadcast alcohol advertising was allowed in 1992, the ASA not only gained sole jurisdiction over the content of advertisements it was also given the right to conduct its own reviews of the Code for Advertising Liquor. There have been five reviews since 1992 - the last Review took place in 2003 under the Chair of the Rt Hon Sir Michael Hardie Boyes.

Liquor Advertising Pre-Vetting System (LAPS)

The Liquor Advertising Pre-Vetting System (LAPS) was introduced at the time liquor advertising on broadcast media was approved. It was agreed at that time by liquor advertisers, their advertising agencies and all media, to introduce a system that would make every endeavour to ensure compliance particularly with the Code for Advertising Liquor and also other advertising codes.

Liquor advertising pre-vetting is a voluntary commitment to responsibility in advertising initiated by the liquor companies belonging to the Association of New Zealand Advertisers Inc (ANZA). Advertisers participating in LAPS have agreed not to run consumer or trade advertisements unless they are first approved by the LAPS adjudicator. The objective of the LAPS is to ensure that liquor advertising and liquor sponsorship promotion meets all the standards prescribed by the self-regulatory Code for Advertising Liquor.

Content and form of advertisements are expected to be consistent with the ongoing commitment of the liquor industry

Advertising

to the principal of moderation in the consumption of alcohol and revolves around two fundamentals:

- avoiding any message which could be seen as encouraging or endorsing excessive or inappropriate consumption, and
- remaining conscious, at all times, of the need to avoid advertising messages which are aimed at minors.

How did the review come about?

In December 2004, the Health Select Committee considered the petition of Dr Viola Palmer and 2,869 others. The petition expressed concern about alcohol advertising in New Zealand and requested action by the Government. The Government's response to this petition was to ask the Inter-Agency Committee on Drug Policy (IACD) to prepare a paper for MCDP exploring the need for a Government-led review of the regulatory regime for alcohol advertising and to outline options for such a review.

At its meeting on 14 June 2005, the MCDP considered the IACD's recommendations and agreed that:

- there was a need for a Government-led review of the regulatory framework for alcohol advertising and
- the preferred type of review was an officials' review.

What is the Government's alcohol policy?

The focus of the Government's alcohol policy is harm minimisation and changing New Zealand's drinking culture to one where bingeing and intoxication are seen as unacceptable. Responsible marketing is a demand reduction objective of the Government's alcohol strategy.

What is the goal of the review?

The goal of the review is to assess whether or not the current regulatory framework

for alcohol advertising meets the needs of Government policy concerning liquor advertising. That is, that the current regulatory framework for alcohol advertising effectively:

- ensures alcohol advertising does not conflict with or detract from the need for responsibility and moderation in liquor consumption
- supports a change in cultural norms from heavy drinking leading to intoxication to moderate drinking and
- minimises overall exposure of alcohol advertising to children and young people under the minimum legal purchase age.

What will be covered by the review?

The review will look at all alcohol advertising and promotion, how it is regulated and whether that regulation supports Government's stated alcohol policy outcomes.

Are there any limits on the review?

The review will need to:

- apply the principles of proportionality and fairness so that if there are any changes to the current regulatory framework they are not out of proportion to the potential and real harms associated with alcohol advertising and
- be justifiable in relation to regulatory frameworks for advertising other products.

How is the review structured?

A Steering Group will oversee the review and develop recommendations for the lead Minister, Hon Damien O'Connor, Associate Minister of health. The Steering Group will produce an interim report and a final report to Minister O'Connor and MCDP, as well as a progress report at each quarterly MCDP meeting.

Who is on the Steering Group?

The Steering Group will be made up of:

- Two independent members appointed by the Minister Responsible for the Review following consultation with MCDP Ministers
- Alcohol treatment sector representative
- Senior officials from the Alcohol Advisory Council of New Zealand, the Ministry of Health (Chair and secretariat), the Ministry of Justice, the Ministry of Youth Development, the Ministry for Culture and Heritage and
- Representatives from the Advertising Standards Authority and the Broadcasting Standards Authority.

Will industry groups be involved in the review?

The Advertising Standards Authority (ASA) has been consulted during the development of advice to MCDP and will have a representative on the Steering Group.

Who else will be consulted?

Consultation will be broad and will include the community (individuals and groups representing Māori, Pacific peoples, consumers, parents, youth, sports clubs and others); industry (media and advertising, liquor, hospitality, retailers); public health non-government organisations and researchers; and officials from relevant government departments and agencies. Further information will be available on www.ndp.govt.nz as the review proceeds.

What is the time frame?

The government has directed officials to complete the review by the late November 2006.

Review of Sale of Liquor

In August 2005, the Ministry of Justice (the Ministry) issued a targeted consultation paper Review of Sale of Liquor and Liquor Enforcement Issues (the Review). The paper discussed a number of issues about the operation and enforcement of the Sale of Liquor Act (the Act) and examined proposals for targeted reform of the Act to enhance its operations. The Ministry clearly stated that it was not planning to carry out a first principles review of the Act. ALAC, the New Zealand Police and the Ministry of Health made a joint submission to the Ministry.

The narrowness of the set of proposals for change is of some concern to ALAC, particularly the reluctance to consider the principles underpinning the legislation. ALAC's view is that the Act provides the foundation and context for the sale and supply of alcohol in New Zealand. Because of this, it is vital that the Act not be seen in isolation or merely as a piece of 'business legislation' but rather the Act should be seen as part of broader alcohol policy.

ALAC's research has already revealed that New Zealanders accept intoxication and drunkenness as a socio-cultural norm. The cost of this national style of drinking is somewhere between \$1-4 billion a year. In August 2004, the government committed itself to addressing New Zealand's drinking culture and this commitment signaled the importance of achieving a fundamental shift in societal attitudes towards and behaviour around alcohol.

We would like to see the Ministry consider examining the current purpose statement in the Act (section 4) to consider whether this continues to be appropriate in 2005 and beyond. In ALAC's view section 4 is out of step with equivalent object sections of liquor legislation in jurisdictions with drinking cultures similar to that of New Zealand. For example, the licensing objectives of section 4(2)(a-d) of the United Kingdom's Licensing Act 2003 are:

- the prevention of crime and disorder;
- public safety;
- the prevention of public nuisance; and
- the protection of children from harm.

There have been similar developments in Scotland. As well as the objectives listed above, the Nicholson Committee recommended added a fifth guiding tenet for decisions by licensing authorities; that being, "the promotion of public health". Recent Canadian and Australian liquor laws adopt a similar line, replacing narrow statements of purpose with broad expressions of how public interest considerations should be paramount when making decisions about the sale and supply of alcohol.

Our sense is that, in jurisdictions that are culturally close to New Zealand which have recently examined their liquor laws, it has been concluded that the main purpose of the legislation should be an unambiguous focus on minimising alcohol-related harm; with alcohol-related harm as a concept being broadly understood. This stands in stark contrast with the current approach of section 4 of our own Act, with its old-fashioned emphasis on "liquor abuse", and the inherent pessimism of seeking to reduce such abuse "so far as that can be achieved by legislative means". In our view, there is a compelling case for modernising section 4 of the Sale of Liquor Act, in order to reflect the paramountcy of minimising alcohol-related harm.

ALAC also believes that the Ministry should consider enhancing the potential of the legislation to directly contribute to the prevention and reduction of alcohol-related harm. This could be achieved in several ways, for example:

- alcohol harm minimisation could be included as a key objective of the Sale of Liquor Act, as has been done in culturally-equivalent jurisdictions overseas

and Liquor Enforcement Issues

- ensuring an appropriate level of community input into liquor licensing decision-making and in particular enabling territorial authorities to better use planning and zoning laws to control the over-density of alcohol outlets
- adopting the 'polluter pays' principle and enabling territorial authorities to recover the full cost of administering the Act
- increasing the recognition of the impact that granting new liquor licenses can have on neighborhoods and public amenity

At present, our impression is that local communities in New Zealand are able to make only a fairly limited contribution to liquor licensing decisions. The criteria for granting liquor licences is narrowly prescribed in the Sale of Liquor Act, with each application considered in isolation. The old litmus test that required applicants for new licences to demonstrate they were "necessary and desirable" has gone. And, despite encouraging signals from the Liquor Licensing Authority (LLA) and the High Court about the value of local authority liquor policies, as a means of giving voice to community wishes, not all local authorities have moved positively in this direction. Further, the LLA has also emphasised that any such policy will only ever be a "guiding principle, with no legislative status".

To allow greater sensitivity to local community views about alcohol to cascade down to decision-making on individual licence applications, we endorsed amendment of sections 13, 35, 59 and 79 of the Act, so as to have the effect of:

- including neighbouring land use and an assessment of social impacts as criteria for granting or declining licences and
- including the relevant territorial authority's local alcohol strategy as a criterion for granting or declining licences.

For licences that permit consumption of alcohol on premises, we further believe that there should be provision made in the Act for across-the-board conditions that have the potential to minimise alcohol-related violence and disorder problems.

Time will tell how successful ALAC and other agencies have been in persuading the Ministry to give further consideration to widening the purpose and scope of the Review. We hope that success will be ours.

Access to Liquor Licensing Authority decisions improved

ALAC LLA's database has been made user friendly with a search facility added enabling the decisions to be searched under a number of criteria.

"We have had LLA decisions on the site for some time but there are truck loads of them and they were just listed in date order," says ALAC Manager Information Services Annette Beattie.

"Previously if a local authority wanted to find out what breaches of the Sale of Liquor Act had occurred in their area, they would have to go through each individual decision – a time consuming process.

"We have added new features which will allow a search by Territorial Local Authority, by sections under the Sale of Liquor Act as well as decision number. Inclusion of the complete decision allows the user to search across each part of the document - judge, respondents, and applicants."

Initial feedback suggests the database will be particularly useful for local and regional councils who are seeking to meet their obligations under the Sale of Liquor Act and the Resource Management Act (RMA), she says.

The RMA is the central piece of legislation that gives Local Authorities the ability to manage the effects of land use activities within their communities. Each Local Authority needs to operationalise the provisions of the RMA by developing a District Plan in consultation with the local community.

In relation to liquor licensing, the Sale of Liquor Act (SOLA) and the RMA were designed to have separate but complementary jurisdictions. The licensing process outlined in the SOLA assumes that questions over the impact or effects of licensed premises have been considered in the resource consent process through the District Plan.

Land use activities and the impact of these on communities such as hours, density and location of licensed premises are common community concerns that can be considered within the scope of local District Plans.

Another application for this information is the ability to monitor the impact of local government policy implementation in relation to the number of LLA Decisions.

The LLA Decisions are sited next to other relevant legal and regulatory information related to alcohol, allowing people to easily see the links between policy, practice and results.

LLA Decisions can be found at <http://www.alac.org.nz/LLADecisions.aspx>.

Youth participation in alcohol harm reduction initiatives

ALAC has produced a new a tool to support communities to implement successful initiatives involving young people. ALAC is also offering training to communities to work through the resource and develop some practical skills for effectively involving young people in alcohol-related initiatives.

The need for such a tool arose following the establishment in 2002 by ALAC of a community action project targeted at reducing the illegal and irresponsible supply of alcohol to young people. The Youth Access to Alcohol (YATA) programme sees broad based community teams working to reduce the alcohol-related harm experienced by young people by reducing the supply of alcohol by adults to young people.

Since YATA was established, it has become apparent that there is a variance in understanding amongst many of the YATA teams on how to engage young people in projects and what effective youth participation means in practice. Some communities have been better than others in engaging with young people and understanding the theories and application of effective youth participation.

The aim of this project is to develop the skills of communities working in the area of alcohol-related harm for young people through the development of a tool and a training course based on best practice and evidence.

“While the drinking issues of young people can’t be totally addressed in isolation from

those of the rest of the community, there are two main reasons why it’s important that special attention is given to involving young people in alcohol-related initiatives,” says Sam Clark ALAC Project Manager Community Action.

“Young people account for more than their share of the statistics measuring alcohol-related harm. There’s a big task in educating them, changing attitudes and most importantly, behaviours – now, and before they become adults when ingrained drinking habits may cause more serious problems for themselves, those around them, and the community.

“They have unique cultures and needs. Getting the input and advice of young people is vital to ensuring initiatives are ‘real’ and therefore more effective. Involving young people also builds awareness, fosters leadership and gives them opportunities to make a difference in their communities.”

Over the past few years, says Sam, many communities have implemented strategies whereby they work with young people organising events, planning and implementing safe after-ball parties, participating in Controlled Purchase Operations (CPOs) and facilitating surveys. However, many have felt they lack the skills and the information to successfully engage young people on alcohol issues.

An effective way of getting young people involved is by using the principles of ‘Youth Participation’ hence the development of these guidelines.

During 2005 there were five consultation meetings with key stakeholders to identify the gaps and areas where people require further information and training. Approximately 130 people attended the meetings with the majority of these people coming from communities where YATA programmes are currently active. A

survey was also distributed following the consultation meetings and the following areas were identified as having the highest priority for the guidelines:

- A definition of youth participation.
- A flow chart demonstrating the different components and levels of youth participation.
- A checklist for actioning youth participation.
- Case studies of examples of effective youth participation.
- Up to date theories behind effective youth participation.
- Examples of effective youth participation, in particular, different types of initiatives with different levels of participation.
- How to effectively involve young people in programmes.

“These guideline are a tool for communities to successfully engage young people in alcohol-related initiatives. They are like a ‘how to’ containing practical advice and a checklist for communities to access as they work with youth,” says Sam.

“The aim is to ensure young people have valued roles, are able to collaborate on relevant projects and processes and where there are meaningful outcomes for those involved in projects.

The tool will be of particular relevance to those people working on alcohol harm reduction strategies such as health promoters, police, youth workers, road safety coordinators, safer community councils, local government employees and community workers.

To get a copy of the resource or to express an interest in a training workshop please contact ALAC on freephone 0508 258 258.

Restrictions placed on Alcohol Sales

ALAC and the local Tauranga police have welcomed a court ruling restricting minors' access to an area within a Warehouse outlet where the company proposes selling alcohol.

The Warehouse Cellars Limited - a joint venture between the Warehouse Group Limited and Reliance Wines limited - applied to the Liquor Licensing Authority (LLA) for an off-licence to sell wine and beer from a store within the existing Warehouse building in Tauranga. The proposal is seen as the first of what may be a chain of 'Warehouse Cellars' retail stores throughout the country.

The authority has ruled that a designation is required. They have left it up to the company to decide what type of designation they want, i.e. supervised (minors under 18 must be accompanied by their parent or legal guardian) or restricted (under 18s will not be allowed into the 'store within the store' where the alcohol is proposed to be sold).

ALAC Deputy Chief Executive Officer Sandra Kirby said this was an important decision as, in essence, the authority has ruled that alcohol is not like any other item currently sold by the company.

"Indeed the authority says in its judgement 'that this is a new venture for the company and it is our view that staff are likely to find out that selling liquor is not quite same as selling shoes'."

Ms Kirby said the company had suggested the proposed 'store within the store' selling alcohol would be akin to a supermarket and thus no designation should be applied. However, the authority disagreed.

Tauranga liquor licensing Senior Sergeant Dave Thompson said police had no problems with the franchise selling alcohol in principle, but rather how that would be achieved.

"Our only concern was that it should be designated. The Warehouse is a store used by children and teenagers as well as adults, meaning the area should be sectioned off. It's a store within a store so we argued that it should be designated," he said.

"This is an important decision as further down the track other Warehouse establishments are likely to be applying for licences so it was important to get this sorted out right from the start."

He had no problem with the attitude taken by The Warehouse to date. "They are obviously a very responsible company. I have no problem with them having a liquor licence."

It was now up to the company to make a decision on whether the store is restricted or supervised, he said. Once they have notified the authority of which option they intend adopting, the authority will issue the licence. The licence will be for one year.

In the written ruling from the LLA, Judge E W Unwin said 'although the company has the best intentions, we did not think that the steps to be taken to ensure that sales would not be made to minors has been thought through.

"We accept that sales to intoxicated persons are very unlikely to happen given the atmosphere in a warehouse and the probable presence of security staff at the main entrance. On the other hand the number of minors present is likely to be consistently high. We believe a designated stand alone bottle store contained within a large Warehouse is more likely to promote the Sale of Liquor Act's (SOLA) objective than allowing this trial venture to adopt a policy of self regulation and control."

Judge Unwin also said the company's present intention was to sell only beer and wine and in particular not the popular RTDs. However, he pointed out that under the SOLA no restrictions could be imposed by a district licensing agency or the authority relating to the kinds of liquor that may be sold or delivered pursuant to this type of off licence. 'Therefore there was no certainty that this self-imposed restriction will always be the case.'

In its evidence the Warehouse said it was always looking for opportunities to expand the range of goods available to customers. Over the last five years, the business had established a sizeable grocery and consumables range of products, and the wine and beer had been identified as the next logical category to develop its grocery and consumables department, and to provide more choices for customers.

There would be a trial period when the profitability of the venture would be evaluated. Decisions would then be made about the future of the proposal.

Options would include the expansion of the business, or changing the range of products for sale. In summary, the first few off-licensed stores will be viewed as trial ventures.

SAY WHEN HALBERG AWARDS

After 10 great years of association with the Halberg Trust and the sports awards ALAC is bowing out, says ALAC Chief Executive Officer Dr Mike MacAvoy.

"The association between the promotion of moderation in alcohol consumption and elite sport is a good fit and it has worked very well for us, so this was not an easy decision. With the change of our programmes at ALAC over the last two years, it was important to re-access our priorities.

"However, ALAC will retain a focus on sport and alcohol as part the programme to change New Zealand's drinking culture. To achieve this, we are talking to the Halberg Trust about other ways we can work with them. Elite sports people, who need to be fit, and so manage their alcohol intake accordingly, are potentially excellent people to champion our messages," says Dr MacAvoy.

"Our focus in sport will be on the clubs, codes, coaches and other influencers of the drinking culture that exists within New Zealand sport. Much of the drinking behaviour of young New Zealanders is learnt at sports clubs or in association with sporting events and we need to continue to impact on drinking in sporting environments in a range of ways and places. We've made some excellent contacts through our sponsorship of the Awards and will build on these in the future."

Dame Susan Devoy, recent Chair of the Halberg Trust, says the Trust had enjoyed its relationship with ALAC.

"A long association is coming to a close but we understand the need for ALAC to put their resources into their new programme to help change the way New Zealanders drink. The Trust has always

been very supportive of the ALAC goals and we wish them the very best."

At the awards dinner in February Halberg Trust Chief Executive Officer Graeme Taylor said the partnership evolved from discussions between Sir Murray Halberg and Judge Mick Brown, who both saw the potential for two organisations working for health, wellbeing and participation in life, and sport in particular, to come together. And he appealed to guest to do their bit.

"Over those years, New Zealand has had its concerns about drinking in New Zealand, we've worried about our young people, we've worried about drink driving and dependency.

"Now we know that the problem goes so much deeper, and so much wider.

"We are pleased to why we now hear about ALAC's work in changing the drinking culture in New Zealand. To achieve change, they need our support. Everyone here tonight has a role to play. From the subtleties of the way we talk about drinking, to the way we host our guests at various events, to getting out there and really saying we're not prepared to tolerate drunkenness any more. Other things are more important in life. The cost is too great.

"For the Halberg Trust it's participation and achievement in sport.

"You all can, and are, in positions to champion a change to the drinking culture."

The 2005 Say When Halberg Award winners were

- The Supreme Halberg Award went to golfer Michael Campbell who also won Sportsman of the Year award. World mountain running champion Kate McIlroy took the Sports Woman of the Year award and the rowing duo of George Bridgewater and Nathan Twaddle, the men's pair gold medallists at the 2005 World Rowing Championships won the Sports Team of the Year category. Rowing Coach Dick Tonks won Coach of the year.



New Kaupapa Māori

intensive outpatient day programme

A new Kaupapa Māori intensive outpatient day programme designed to meet the needs of Māori with substance abuse issues was launched in Christchurch last month.

The new initiative is run by He Waka Tapu which secured a three-year contract to run the programme based at Pages Road, Aranui.

“The treatment philosophy for our programme is harm reduction including abstinence,” says Brent Tohiariki Team Leader Alcohol and Drug Team.

“Our kaupapa is to affirm tino rangiratanga and honour the healing journey. We want to provide a programme which has cultural integrity and clinical validity (is evidence based), e.g. motivational interviewing, cognitive behavioural therapy. This means that essentially all of the modalities we utilise in treatment, both generic and indigenous, will be delivered in a manner that affirms beliefs and values.

“We will endeavor to match all treatment interventions to the level of cultural identification expressed by participants in the programme. Our intention is to offer a gentle introduction to Tikanga Māori with each participant ultimately deciding to what extent they wish to pursue Te Ao Māori .

“Each participant through the course of treatment will acquire the cultural skills necessary to feel comfortable and confident in both formal and informal cultural settings.”

The programme content is an intensive eight-week group work series of sessions which includes, building motivation, life journeys, addictive patterns, change planning, relationship issues, skill



The current Alcohol and Drug Team include Hemi Lewis (clinical case worker), left, who comes with a wealth of experience having worked for the last 5 years at Odyssey House with a brief stint at Nova Lodge. Hemi is Ngati Kahungunu and is passionate about Māori Health.

Selina Elkington (clinical case worker) has completed her degree in addiction studies with the Wellington Institute of Technology and has embarked on postgraduate studies to further her expertise in the areas of alcohol and drug and mental health related areas. She is Ngati Koata and Ngati Toa. Selina has a passion for women's issues and has been instrumental in developing this aspect of the programme.

Brent Tohiariki, centre, is the current Team Leader for the programme and has a background in mental health and teaching.

acquisition, relapse prevention and a programme review at the end of this process. The team will work with other treatment providers to optimise positive therapeutic outcomes for clients.

A further four-week period will focus on after care, relapse prevention, and change plan reviews with the client reviewing their treatment plans with their case manager and whānau/support people. During this period participants will also be assisted in accessing culturally related activities and also address other issues that are not specifically covered in the main programme e.g. budgeting, drivers licensing, vocational skills, parenting skills for example.

The first programme is a closed group. Successive groups will probably move

to a more open frame to accommodate referrals and to reduce anticipated waiting lists.

“We are working towards supported accommodation initially for four people by May of this year with further provision for up to eight more beds by the end of the year depending on the needs of service users,” says Brent.

“We are working with clients with moderate to severe dependency issues including those with co-existing disorders. We also accept referrals from clients who are currently on methadone maintenance programmes. Clients do need to demonstrate some motivation for making change.

continued over...

“Research is another facet of the programme that will be developed over time.”

Brent says the level of support from the community is particularly encouraging. Local MP’s Lianne Daziel, Tim Barnett, District Health Board representatives, alcohol and drug treatment agencies, former consumers of Te Rito Arahi and the Queen Mary Hospital Taha Māori programme were also present to tautoko (support) the inauguration of the new programme.

Brent says they are planning on delivering three cycles of the programme for the remainder of the year, which will include a lot of work networking with agencies outside of Christchurch to ensure that the

needs of referrals from outlying areas are adequately addressed.

The alcohol and drug contract is the latest addition to a number of health related contracts already in place under the umbrella of He Waka Tapu.

He Waka Tapu was set up in 1996 primarily to offer a Kaupapa Māori service for Māori men and their whānau experiencing domestic violence. The core business of He Waka Tapu is still in the area of addressing domestic violence however the health portfolio has expanded to include fitness and nutrition programmes, a rangatahi team providing a range of services to young people and their whānau, registered

nurses, a gambling service, individual, couple and whānau counseling, breast and cervical screening, a “Wahine Toa” programme focusing on the needs of Māori women and cultural guidance from our Kaumatua.

In closing we would like to extend a big thank you to Sandy Mclean our Project Manager for assisting us in developing our program from the ground up. We have appreciated the benefit of her clinical and managerial expertise.

Gary Harrison Memorial Fellowship

This year’s recipient of the Gary Harrison Memorial Fellowship is Judge John Walker, a District Court Judge and Youth Court Judge who has been prominent in pushing for better management of young people coming before the courts with alcohol associated offences.

He was instrumental in the setting up of the Youth Drug Court in Christchurch where young people are assessed for alcohol and drug related problems when they appear in court and conditions can be imposed by the judge on the future management of their alcohol and drug problems.

With the support of a multi-professional team, the young person can be managed and supported as a diversion from other sentencing options.

The judge remains responsible for dealing with the young person following acceptance into the Drug Court and the court reviews the young person’s progress fortnightly.

Judge Walker is promoting the ‘mainstreaming’ of the Drug Court process into Youth Courts and general adult courts, using the

key features of consistency of Judge and multi disciplinary team approach to attempt to deal with dependency as an underlying cause of offending.

Judge Walker says that this ‘mainstreaming’ relies on an effective interface between the health sector and the courts to enable interventions to be effective. “There is a growing enthusiasm within the health sector to provide these services to courts and it is important that this enthusiasm be harnessed in the most effective way,” the Judge has said.

The Judge will examine the way these services are provided to the Sheriff’s Drug Courts in and treatment agencies attached to general courts in Glasgow, and in Edinburgh Scotland.

He will also look at the Community Court in Liverpool and the supporting health agencies. “There will be lessons to be learned from these courts and the Fellowship is a great opportunity to bring this experience back to New Zealand” the Judge said.

Gary Harrison was well known in the alcohol and drug field in New Zealand. He worked as ALAC’s Treatment Advisor and Deputy Chief Executive during the period 1985 to 1990. Prior to working with ALAC, Gary was director of Presbyterian Support Services Alcohol and Drug Dependence Programme in Auckland. He died of cancer in 1990. The ALAC Council instituted the scholarship in his memory.

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 Susan McBride.

Email: s.mcbride@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 s.mcbride@alac.org.nz

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