

**PREVENTION OF ALCOHOL
AND DRUG HARM**

WAIMAKARIRI STEERING GROUP



Waimakariri Community Action Plan on Alcohol and Drug Harm 2021

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Our Vision

Committed to promoting Safe and Responsible use of Alcohol and Drugs in our Communities and or Focus on Harm Minimisation.

Introduction

- Developed in response to concerns and issues about alcohol and drug related harm across our community.
- Focused on actions and outcomes.
- Intention to develop specific projects to respond to the changing needs of our community.
- Residents are educated and empowered to make healthy and responsible choices in relation to alcohol and drug use and improve the wellbeing of our communities.



Alcohol use in New Zealand

Reductions in the prevalence of hazardous drinking were evident between 2006/07 and 2011/12. Whilst the lower prevalence of hazardous drinking in adolescents and young adults has been maintained (but is still high), hazardous drinking among middle-aged and older adults has increased to levels higher than in 2006/07. At the same time, alcohol has become increasingly affordable.

In 2017/18, 775000 (20%) New Zealanders (aged ≥ 15 yrs) were classified as hazardous drinkers. The highest prevalence (38%) was among 18-24 year old males, followed by 25-34 year old males (35%).

The annual external costs of alcohol harm (~\$7.85 billion) greatly exceed the revenue collected via alcohol excise tax (\$1 billion in 2017).

We acknowledge that many New Zealanders reap social benefits from low-risk drinking, a significant number are harmed from their own drinking and from the drinking of others. All New Zealanders pay the costs associated with alcohol-related harm, whether they choose to drink or not.

Reference- <https://www.health.govt.nz/publication/annual-update-key-results-2017-18-new-zealand-health-survey>

Drug use in New Zealand

At least 44 percent of adults will try an illicit drug at some point in their lives.

The current legal prohibition of some drugs in New Zealand also means that we spend a great deal on enforcement – including Police, courts and prison beds.

While not all drug use is harmful, drug harm costs New Zealand a lot of money. The social cost of drug-related harm was estimated to cost New Zealand \$1.8 billion in 2014/15. The social cost includes harms to an individual's health, whānau, friends and the wider community.

The Government spends around \$350 million each year addressing drug-related issues. Most of this money is spent on enforcement, rather than treatment.

Reference- <https://www.drugfoundation.org.nz/policy-and-advocacy/drugs-in-nz-an-overview/>

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Alcohol and Drug use in Waimakariri

We spoke to a number of groups to find out what they are seeing when it comes to Alcohol and other drug use in North Canterbury. These included the Waimakariri District Council, Police, High School guidance counsellors, and the Youth Services Network.

WDC Environmental Health Officer Reported Four Problem Areas:

- Private parties in rural areas
- Drink/drug driving
- Family friendly events selling alcohol re: Murphy Park (North Canterbury Rugby League) Seasonal Ban.

Waimakariri District Council Road Safety co-ordinator Kathy Graham suggested we look at education and promotion. An emerging area of concern is drug and prescription drug driving.

Police report that Alcohol is effecting all areas of Police work.

'It's an issue. Unable to give data as hard to prove that Alcohol is the contributing factor in most cases. Police staff are stretched. Young people are drinking more at home. No power to police that. Parents need to monitor what their children are drinking. The council doesn't have enough licencing officers. It's a large area to cover for one person.'

Police suggested that we look at two areas to combat this:

- Education- for parents and teenagers. Run some workshops with Brainwave Trust. Look at some education programs to run in the schools.
- Events- Youth don't have a lot to do so get in trouble. Look at running some large alcohol free events for high school age students.

Guidance Counsellors at Rangiora High School outlined their concerns.

'Breakdown in families is our main concern. Alcohol harm is covered in our health program. Do deal with a number of isolated incidents related to alcohol and drug harm. Mostly see students (60-80 a week) related to stress, anxiety, depression, relationship conflicts and social media bullying. Alcohol harm doesn't stand out. The health clinic may see more. However we are concerned about the pressure on young people to drink which feeds into social anxiety. Another concern is parents suppling alcohol to children. Would like to see some education programs around responsible drinking for parents and their children.'



Health Advisory Group reports that there is a significant increase in demand on health services, alcohol support groups, demand for alcohol abuse treatment and alcohol related illness/deaths.

Youth Services Network reported back with the following

'Peer pressure is a catalyst for young people's drinking behaviour. Friends will copy their peers behaviour. Those living rurally with little positive role modelling by parents/caregivers are at risk. However, young people are no longer binge drinkers like past generations have been, instead opting not to drink as much. Advertising and social marketing have had an impact here.'

'Drug use is a problem, particularly on families, including Methamphetamine and Cocaine. Drug driving is a concern. The pressure some sports club put on players to drink excessively is unacceptable and sets a dangerous precedent.'

The Network suggested a campaign targeting the impact alcohol has on our health and fitness and maybe look at a fresh look at the 'Save a Mate' program.

Issues raised that could be included in the Action Plan:

- Address youth drug driving and drug availability and use.
- Education and promotion around responsible drinking for both parents and teenagers.
- Education and promotion around alcohol and the teenage brain (Brainwave Trust)
- Save a mate program rolled out in High Schools
- Provide sober drivers (24/7 youth workers?)
- Stage alcohol Free events (Wai youth)

Legislative context

Waimakariri Local Alcohol Policy

Strategic Links

<https://www.alcohol.org.nz/>

<https://www.hpa.org.nz/>

<http://www.ahw.org.nz/>

<http://www.ahw.org.nz/Portals/5/Resources/Documents-other/2013/Auckland%20Alcohol%20Reduction%20Plan%202013-2018.pdf>

<https://www.drugfoundation.org.nz/>



Prevention of Alcohol and Drug Harm Waimakariri Steering Group

Partners with a Role to Play

- Waimakariri District Council
- Te Ngāi Tūāhuriri Rūnanga
- Corrections
- Police
- Community and Public Health
- Oxford Community Trust
- Sports Clubs
- Local Newspapers
- Schools
- Youth Council
- Community Groups
- Hope Trust
- Health Advisory Group
- Violence Free North Canterbury Rep
- Drug Foundation

Include a high school student, parent and a doctor/nurse.

Action Plan Objectives

We aim to reduce alcohol-and drug related harm within our district and enhance the wellbeing of our communities.

In 2020, the broad objectives of a three year community action plan are:

- Minimise alcohol and drug related harm through effective regulatory planning.
- Where appropriate undertake an advocacy role for change in alcohol and drug legislation and promotion for a safer community outcome.
- Educate and empower the community to make safe and responsible choices about alcohol and drug use.
- Promote safe drinking, the principles of host responsibility and engage in partnerships with key stakeholders across Waimakariri District.
- Engage with young people in the community through education and recreation opportunities.
- Promote collaboration at local, regional and national level.

• **Minimise alcohol and drug related harm through effective regulatory planning.**

<i>What's the plan?</i>	<i>Who's responsible?</i>	<i>When?</i>	<i>What's the outcome?</i>
To continue with controlled purchase operations.	Council, Police & DLA	Ongoing	
To continue to review geographical alcohol bans/restrictions.	Council, Police & DLA	Ongoing	
Look into capping alcohol purchase points.	Council, Steering Group	2 years	
Promote alcohol bans at all public events.	Council, Steering Group	2 years	

• **Where appropriate undertake an advocacy role for change in alcohol and drug legislation and promotion for a safer community outcome.**

<i>What's the plan?</i>	<i>Who's responsible?</i>	<i>When?</i>	<i>What's the outcome?</i>
Promote the safe and responsible use of alcohol through Council publications, website links and social media (ensuring vulnerable populations are reflected).	Council, Steering Group	Ongoing	

• **Educate and empower the community to make safe and responsible choices about alcohol and drug use.**

<i>What's the plan?</i>	<i>Who's responsible?</i>	<i>When?</i>	<i>What's the outcome?</i>
Create and regularly change six billboards with key Alcohol and Drug harm messaging. Station at high traffic areas in Waimakariri.	Steering Group	Ongoing	
Provide and administrate a parents support group for those requiring support around their children's drug use.	Steering Group	Ongoing	
Execute a year long campaign around safe alcohol and drug use during the festive season.	Steering Group	12 mths	
Create an app that helps people track their drinking, targeting sports clubs	Steering Group	2 years	

• **Promote safe drinking, the principles of host responsibility and engage in partnerships with key stakeholders across Waimakariri District.**

<i>What's the plan?</i>	<i>Who's responsible?</i>	<i>When?</i>	<i>What's the outcome?</i>
Develop relationships with licensees in relation to socially responsible marketing.	SCC, Police & Licensees	Ongoing	
Engage with a sports ambassador to help close the gap between alcohol and the sports club	Sports clubs, DLA & Steering Group	Ongoing	

• **Engage with young people in the community through education and recreation opportunities.**

<i>What's the plan?</i>	<i>Who's responsible?</i>	<i>When?</i>	<i>What's the outcome?</i>
Work with Waka Kotahi and Road Safety Education in introducing the Ryda program into our local schools.	Waka Kotahi RSE, WDC	12 mths	
Promote, market and administrate 'have a good one' in our local high schools and alternative education programs.	Local schools, alternative education	Ongoing	

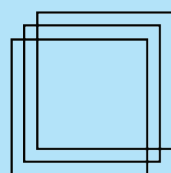
• **Promote collaboration at local, regional and national level.**

<i>What's the plan?</i>	<i>Who's responsible?</i>	<i>When?</i>	<i>What's the outcome?</i>
Maintain and develop links with local NGO and other community groups by meeting regularly.	Steering Group	Ongoing	
Develop links with local alcohol industry stakeholders with partnership with Iwi.	Steering Group	Ongoing	
Maintain and develop links with neighbouring local government, central government and government agencies.	Steering Group	Ongoing	

Monitoring, Evaluation and Review

Essential components in ensuring that the outcomes of the Community Action Plan are met are monitoring and evaluation. It is vital to monitor and evaluate at each stage of implementation to ensure the actions and objectives are still relevant and are making an impact in our local communities.

What's the plan?	Responsibility	When?	What's the outcome?
Establish an agreed dataset to measure progress against.	All partners	3-6mths	
Review Plan regularly using Results Accountability model.	All partners	Every 3mths	
Establish a cross community reference group to monitor the impact of the community action plan.	All partners	6mths	
Produce annual report on progress of implementation.	All partners	12mths	



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