

Blanchardstown Alcohol Strategy

2012 - 2014



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Introduction

Blanchardstown is a suburb of Dublin, situated approximately 10 kilometres north-west of Dublin City. The population of Blanchardstown grew rapidly during the “Celtic Tiger” years with the building of new housing developments on former green field sites. According to the 2006 National Census the population of Blanchardstown was 63,120. Provisional results from the 2011 National Census indicate that the population of Dublin 15 now stands at 99,062.

Blanchardstown has a young age profile that is greater than the national average and is also home to a variety of new communities, this in turn has created a community with a mix of people from a wide variety of ethnic and cultural backgrounds. This mix can present a challenge due to the differences in cultural attitudes towards alcohol and alcohol consumption.

Housing in Blanchardstown comprises of a mixture of local authority and private housing estates. Deprivation levels are high in parts of Blanchardstown when compared to national statistics and there is recognition by Community and State agencies providing services in the area of the impact of social determinants on health.

Over the last number of years Blanchardstown has also become the proud home to the Institute of Technology Blanchardstown, the Blanchardstown Town Centre, the National Aquatic Centre, cinemas, a LeisurePlex, restaurants and a Civic Centre which contains a library and a theatre; as well as numerous other commercial and social facilities.

The HSE report: Alcohol Related Harm in Ireland highlights that there has been a dramatic increase in alcohol related harm in Ireland since the early 1990's. The report recognises the harm caused to the drinker but also the harm caused to people other than the drinker through social problems such as family wellbeing and public safety. (HSE, 2008)

Feedback had also been received from local residents at Safer Blanchardstown public meetings regarding their experiences of harm in the community related to alcohol consumption.

The purpose of the Blanchardstown Alcohol Strategy is to promote continued inter-agency working and involvement from the community in reducing alcohol related harm in Dublin 15 and develop upon existing interventions and initiatives.

Context

A decision by the Office of Minister for Drugs (OMD) to include alcohol misuse into the remit of Local Drugs Task Force's nationally meant a broadening of the area of responsibility of Blanchardstown Local Drugs Task Force (BLDTF). Given that alcohol consumption is a cultural norm for Irish people, is a legal drug and the first drug of choice for many, the whole area of alcohol misuse is complex. BLDTF took a decision that a local strategy for dealing with this challenging issue was needed.

In early 2011, the BLDTF requested that a sub-group of Safer Blanchardstown called the Young People's Access to Alcohol (YPAA) develop an Alcohol Strategy for Blanchardstown. The YPAA agreed to this task and widened its remit to look at alcohol related issues across the population of Blanchardstown, as opposed to focusing solely on the under 18's age-group. The YPAA subsequently changed its name to the Blanchardstown Alcohol Strategy Development Group (BASDG) and sought local residents and service providers from Blanchardstown to join the Group.

Aim of the Blanchardstown Alcohol Strategy:

In line with national policy the aim of the Blanchardstown Alcohol Strategy is to reduce alcohol related harm in the community. This aim is three-fold, seeking a reduction in the harm caused by alcohol to individuals, families and the wider community which will be done by focusing on:

1. Community Awareness, Prevention and Education
2. Supply Reduction and Enforcement
3. Treatment and Rehabilitation
4. Harm Reduction
5. Research and Monitoring

The actions of the Blanchardstown Alcohol Strategy will be monitored by the Blanchardstown Local Drugs Task Force who will then review the strategy in 2014.

1. Community Awareness, Prevention and Education



*Do we have to go
to the Pub again?*

*Is your drinking
affecting her drinking?*



*Young children link adult behaviour
to that of the adults closest to them
The link between childhood and adulthood is very short*

12 13 14 15 16 17 18

1. Community Awareness, Prevention and Education

Objectives	Actions	Responsibility	Timeframe	Indicators
1.1 Raise awareness in the community of the impact of alcohol consumption on driving.	Stage local awareness raising campaigns; Garda check points.	Road Safety Authority, Safer Blanchardstown, Garda Traffic Core.	Ongoing actions to be reviewed in first half of 2012.	Evaluation of increased public awareness following awareness raising campaign. Annual community based awareness event.
1.2 Increase awareness of supports available where alcohol related harm is identified.	Organise a community event profiling services and referral pathways for alcohol misuse. Design a leaflet of alcohol services and support available for people in Blanchardstown Area.	PCT, BLDTF, CIC, BAP. BLDTF	Continuous process. Second quarter 2012.	Audit of services and referral pathways. Leaflet outlining alcohol related supports available designed.
1.3 Promote healthier lifestyle choices.	Organise and run Community Health Fairs and health promotion groups, workshops and information sessions to include information on alcohol related harm.	HSE PCT, Health Promotion, BLDTF, local community services.	Annual Health Fairs Groups, workshops and information sessions to be provided as required and ongoing throughout the year.	Numbers in attendance, evaluation of event including information from participants about any increase in knowledge. Statistics on referral rates to services.
1.4 Promote and support local awareness campaigns, including the use of social media sites.	Circulate Young Peoples Access to Alcohol posters and leaflets and develop local campaigns in line with national ones. Involve people of all ages in designing advertisements that confront people with the cost and consequences of binge drinking. Design and run an annual competition for alcohol awareness within local schools and ITB based on social media techniques.	Safer Blanchardstown, it's subgroups and other agencies. Health professionals in the area, local residents, Safer Blanchardstown. ITB; Schools; Safer Blanchardstown; BLDTF	Third quarter of every year to coincide with Community Safety Week. Ongoing Developed and given to school in the 1st quarter of 2012 with a view to the judging to coincide with Community Safety Week in the 3rd quarter of 2012.	Visibility of campaign locally, feedback. Feedback from local residents, young people and service providers. Number of views/shares on You Tube/facebook. Number of entries. Increase in knowledge/change in attitude amongst young people involved.
1.5 Promote and support education programmes in the school setting.	Support teachers in the delivery of SPHE and that Drug Education Workers Forum standards are followed. Deliver evidence-based SPHE education programmes.	Schools, Department of Education, BLDTF Department of Education, Schools.	Bi-annually	Evaluation of increase in knowledge of participants.

Objectives	Actions	Responsibility	Timeframe	Indicators
1.6 Promote and support education programmes in non-school settings.	Deliver evidence-based SPHE education programmes.	Blanchardstown Youth Service, NYP, BMYI, WEB, ORB, Wellview Green Resource Centre, School Completion Programme.	Bi-annually	Evaluation of increase in knowledge of participants by the agency providing the programme.
1.7 Promote and support the roll out of evidence based family skills programmes such as Strengthening Families.	Continue to deliver and support programmes. Explore the possibility of developing a programme for 7 -11 year olds.	BLDTF and partner agencies where staff have been trained.	Group to be run annually.	Numbers of families participating, evaluation by participants and service providers BLDTF to evaluate-changes in behaviour and attitudes as collected in the SFP evaluation.
1.8 Ensure the availability of recognised training to staff of pubs, off-licences and the licensed outlets in Blanchardstown Area.	Organise and advertise the training.	Safer Blanchardstown and An Garda Síochána.	Annually to coincide with Community Safety Week.	
1.9 Increase the knowledge and skills of parents and guardians to talk to their children about alcohol.	Provide information to parents through schools and in community settings.	BLDTF, all services providing support to parents / guardians / children in the Blanchardstown community.	Ongoing evaluation.	Numbers in attendance, Evaluation of increase in knowledge and confidence to talk to children.
1.10 Provide early intervention programmes.	Facilitate young people who are drinking to take personal responsibility for their drinking and to recognise the harm caused by alcohol.	BLDTF and community organisations.	Bi-annually.	Evaluation by participants and staff, identifying changes in drinking behaviours. Collation of information a review by BLDTF, Statistics from Gardai.
1.11 Provide and promote local alcohol free events for young people, e.g., Youth Café's.	Young people and staff from relevant local agencies to be involved in planning and organising alcohol free events.	Schools, Youth Cafes, Community Gardai, JLO's, Fingal County Council.	Throughout the year on an ongoing basis, particularly at times of celebration.	Attendance and evaluation by young people and all services involved, Statistics from Gardai regarding incidents of ASB.
1.12 Promote use of telephone help lines already in existence	Seek more volunteers	BLDTF	Continuous	Number of phone calls, Statistics to be gathered from relevant agencies by BLDTF
1.13 Support Teachers in accessing ongoing training in relation to alcohol issues.	Provide Teachers with information on training relating to alcohol issues.	Department of Education.	Throughout school year.	Feedback from young people and teachers.

2. Supply Reduction and Enforcement

(Alcohol-related crime costs the Irish State almost €1.2 billion a year)
(Byrne, 2010)



**Who will need a
Garda Certificate of Character when applying for a work visa?**

- Students after qualification
- People wishing to work abroad

Who looks for a Garda Certificate of Character?

- Many large companies based in Ireland
- Foreign embassies before granting work visa's

Who wont get a Garda Certificate of Character?

- A person with any sort of criminal conviction

2. Supply Reduction & Enforcement

Objectives	Actions	Responsibility	Timeframe	Indicators
2.1 Formalisation of a local policing strategy in relation to alcohol.	Ensure prosecution of offending outlets regarding underage sales and serving.	An Garda Síochána.	Continuous	Numbers of inspections. Monitoring of outlets. Record of prosecutions.
	Develop and share guidelines for the community to encourage Reporting of offending retailers.	BLDTE, Community Groups, Safer Blanchardstown, An Garda Síochána.	First quarter of 2012.	Number of operations conducted following reports.
	Conduct retail sales surveillance and test purchasing to monitor underage sales.	An Garda Síochána.	Ongoing.	Number of surveillance and test purchasing operations and outcomes of these.
	Limit drinking in public places through high visibility policing.	An Garda Síochána.	Continuous.	Number of confiscations.
	Follow ups with parent or guardian in the case of a young person in possession of and /or under the influence of alcohol.	An Garda Síochána, JLO's and relevant youth service.	Continuous.	Number of referrals and follow ups.
	Increase the issuing of on the spot fines for street drinking by Fingal County Council.	An Garda Síochána and Fingal County Council.	Ongoing.	Number of fines issued and paid.
	Develop a responsible serving accreditation Scheme for all alcohol retailers in the Blanchardstown Area.	Safer Blanchardstown.	Third quarter of 2012	Number of outlets participating in staff training.
	Continue to enforce drink driving legislation locally.	An Garda Síochána - Garda Traffic Core.	Continuous.	Number of Mandatory alcohol tests conducted at checkpoints.
	Random testing reports in local media.	An Garda Síochána and local media.	Quarterly.	Reports in local media.
Identify and prosecute adults purchasing alcohol for minors.	An Garda Síochána.	Continuous.	Statistics on prosecutions. Reduction in number of young people accessing alcohol.	

Objectives	Actions	Responsibility	Timeframe	Indicators
2.1 continued	Lobby to clarify existing legislation in relation to home delivery of alcohol.	Safer Blanchardstown, BLDTF, JPC, elected public representatives.	First half of 2012 and continuously.	Result /outcome of lobbying.
	Promote acceptance and use of Garda National Age Cards in Blanchardstown by retailers and young people.	Safer Blanchardstown, JPC	End 2012.	Number of cards issued to people in Dublin 15 and survey of number of retailers accepting card as evidence of age.
	Report number of new licence applications to JPC	An Garda Síochána.	Annually.	Statistics on number of new licence's issued Reports to JPC.
2.2 Work with local alcohol retail outlets	Liaise with local outlets and Licensing Inspector to develop and encourage the adoption of and participation in an audited voluntary code of practice.	Safer Blanchardstown, An Garda Síochána, local outlets.	End 2012.	Number of outlets participating in voluntary code.
	Encourage responsible marketing and serving among outlets in the Blanchardstown Area	Local outlets, NOFFLA, Alcohol.ie LVA., Safer Blanchardstown.	Continuous.	Changes to marketing and serving practices
	Lobby for compulsory training to become subject to licence renewal.	Safer Blanchardstown, BLDTF, elected public representatives.	Continuous.	Changes in legislation
2.3 Advocate for changes to current legislation.	Advocate for legislative changes regarding alcohol pricing alcohol sports sponsorship, below cost selling, advertising and for compulsory training.	JPC, Political representatives, Safer Blanchardstown.	Continuous.	Number of submissions and number of parliamentary questions; changes to legislation.
2.4 Tackling violence & anti-social behaviour linked to the misuse of alcohol.	Collection of data on alcohol-related violence and public order offences.	An Garda Síochána.	Annually.	Garda and Fingal County Council statistics on number of complaints and prosecutions.
	Identify training gaps for alcohol services whilst working with offenders.	Frontline health and social service staff and alcohol specific support agencies.	Continuous.	Increase in numbers trained.
	Implement alcohol arrest referral for offenders.	BLDTF, An Garda Síochána and relevant agencies.	End 2012.	Statistics on number of public order offences where alcohol was a factor.

3. Treatment & Rehabilitation



Alcohol is the only common link amongst those who have died by suicide.

Alcohol is a depressant

*Make The Link
Respect Alcohol*

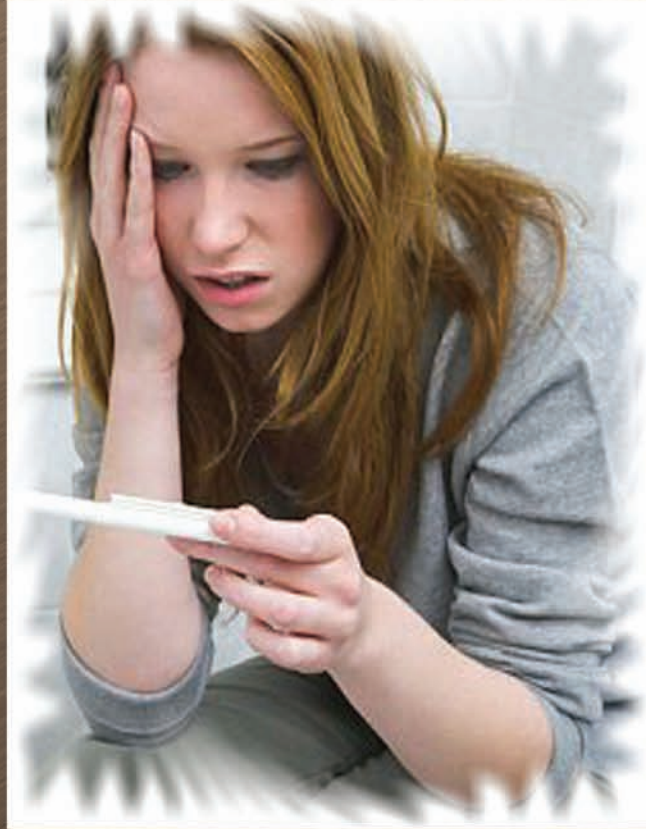
3. Treatment and Rehabilitation

Objectives	Actions	Responsibility	Timeframe	Indicators
3.1 Identify hazardous and harmful drinkers and provide brief advice.	Train and support relevant front-line staff to identify hazardous and harmful drinking and provide Brief advice / Brief intervention, using SAOR Model.	BLDTF HSE.	Offered Annually.	Increase in number of staff trained. Increase in staff confidence and skills (measured by survey). Increase in problem drinkers identified and given advice.
	Investigate the implementation of routine identification in A&E departments and providing Brief advice to those identified.	James Connolly Memorial Hospital Staff.	First half 2012.	Reduction in re-attendance for alcohol-related conditions. Reduction in alcohol consumption for patients given Brief advice, at 3 month follow-up.
	Investigate the implementation of routine identification when people are arrested and in custody, or in other criminal justice settings and providing Brief advice to those identified.	An Garda Siochana. Support and consent from Parents and Guardians where the person is under 18 years.		Increases in onward referral.
3.2 Tackle the overlap of alcohol misuse with the misuse of drugs.	Ensure all practitioners are skilled and confident in giving Brief advice and onward referral on poly drug use where alcohol is a factor.	BLDTF, CDT's, PCT's, frontline Hospital staff.	Training offered annually.	Number of practitioners trained and increase in knowledge and confidence of poly drug use issues involving alcohol.
	Establish stronger links between specialist community alcohol services and mental health services etc.	BLDTF, BIAN, Local community addiction and HSE services.	First quarter 2012.	Links established, increased referrals amongst agencies.
	Ensure services are reporting alcohol use in the NDTRS form to the HRB.	Addiction Services, HSE, BLDTF, BIAN, James Connolly Memorial Hospital, other relevant services.	Annually.	Number of reports received by HRB being completed by local agencies.

Objectives	Actions	Responsibility	Timeframe	Indicators
3.3 Ensure a range of services exist to provide support to individuals and family members affected by alcohol misuse.	Draw up a list of services which provide support for individuals and family members with alcohol issues in the Blanchardstown Area.	BLDTF.	First half 2012.	List developed.
	Put together a report on any gaps in service provision for alcohol users or their families and the models which current services follow.	BLDTF.	Third Quarter 2012.	Report developed.
	Ensure that age and culturally appropriate services are available for all groups.	BLDTF, HSE, relevant local services.	Continuous.	Number of services/workers using CRA/ACRA/CRAFT.
	Encourage the use of evidence based approaches such as CRA/ACRA/ CRAFT in local services.	BLDTF, HSE and local Addiction Services.	Continuous.	Number of interventions recorded.
	Develop transition services to ensure continuity of support for young people as they become eligible for adult alcohol services.	BLDTF, HSE, PCT.		Services developed.
	Increase weekend and evening opening for alcohol support services	HSE.		Increased weekend opening.
	Develop service user consultation and involvement in services.	HSE		Number of service users involved.

Objectives	Actions	Responsibility	Timeframe	Indicators
3.4 Identifying people at risk of harm from alcohol misuse and referring them to relevant services.	Agencies to be identified to come together to develop and adopt an evaluated assessment tool.	BLDTF, BIAN	2013	To adopt and put in use an assessment tool.
3.5 Targeting parents whose drinking is causing risk to the wellbeing of their children.	Develop clear protocols for identifying and intervening in cases of parental alcohol misuse.	BLDTF HSE Children and Family Services.	2013	Protocols to be developed and agreed by all involved.
	Provide training for all relevant workers to identify and address parental alcohol misuse.	BLDTF.	Continuous	Courses provided and evaluation of increase in knowledge and confidence.
	Provide support for children in heavy drinking environments (e.g. confidential child-specific services).	BLDTF and local services.	Continuous	Supports provided.
	Offer parenting training and support for families through programs such as Strengthening Families..	BLDTF and local services.	Annually.	Numbers referred to SFP where alcohol is an issue. Number of Families completed programme.

4. Harm Reduction



As children get closer to 18 parents tend to relax the rules around access to alcohol

- 20% of participants under the age of 25 said that alcohol /drug taking had contributed to them having unprotected sex (ISSHR 2005)
- Losing control can affect your Childs future

4. Harm Reduction

Objectives	Actions	Responsibility	Timeframe	Indicators
<p>4.1 Work to reduce the health and social harms caused by alcohol to individuals who will not / cannot stop consuming alcohol.</p>	<p>Set up a working group to look at the issues of providing community outreach to people in their homes.</p>	<p>HSE BLDTF Local Services.</p>	<p>End 2012.</p>	<p>Supports developed for groups currently not linked into any service or to inappropriate services to their needs.</p>
	<p>Implement support for individuals engaging in problem drinking behaviour in their homes or through outreach schemes.</p>	<p>Voluntary and statutory agencies.</p>	<p>Continuous.</p>	<p>Increase in numbers receiving support in their homes, reduction in alcohol related tenancy breakdown.</p>
	<p>Ensure food services are available to individuals engaging in problem drinking behavior.</p>	<p>Community / voluntary agencies.</p>	<p>Continuous</p>	<p>Reduction in reported neighbour nuisance, reduction in hospital admissions due to alcohol related problems.</p>
	<p>Develop clear protocols/multi agency agreements for identification, assessment and referral pathways for people at risk from their own drinking using a CRA model.</p>	<p>BLDTF, HSE, Local Services.</p>	<p>End 2012.</p>	<p>Protocols developed.</p>

5. Research & Monitoring



€145million is made from the illegal sale of alcohol to under 18's in Ireland.

In Ireland 16 to 17 year olds spend an average of €20.09 per week on alcohol.

(Report by the Office of Tobacco Control 2006)

5. Research and Monitoring

Objectives	Actions	Responsibility	Timeframe	Indicators
5.1 To ensure the Blanchardstown Alcohol Strategy is monitored and reviewed at regular intervals.	Set up a working group with key agencies around the table.	BLDTF.	First quarter of 2012.	Plan is regularly reviewed at least bi-monthly.
	Discuss the Strategy at the BLDTF Treatment and Rehab subgroup. Develop a framework for the measurement of actions.	BLDTF.	First quarter of 2012.	All actions can be measured in the short term and long term.
	Develop a framework for the measurement of actions.	BLDTF and BASDG.	First quarter of 2012.	Framework in place.
To update the plan with new policy and/or research.	Gather information on new alcohol research and policy and bring to the wider group for discussion.	BLDTF and BASDG.	Continuous	Group is aware of changes to policy and new research.
To ensure the plan meets local need.	To consult with community representatives and local agencies to make sure the plan meets the local need.	BLDTF and BASDG.	At review date.	Local agencies and community representatives agree that the plan is comprehensive.
Reports in relation to the progress of the Alcohol Strategy.	Bi-annual reports on implementation of Alcohol Strategy to JPC.	An Garda Síochána, Safer Blanchardstown and relevant agencies.	Twice yearly.	Progress of strategy.

Appendix A - List of services consulted in alphabetical order:

A&E Department Connolly Hospital, HSE
Aistear Beo Family Centre, Daughters of Charity
Ambulance Service
Occupational Therapy Manager HSE, North West Dublin Community Services

Barnardos Services, Dublin 15
Blakestown / Mountview Youth Initiative
Blanchardstown Area Partnership
Blakestown Local Community Development Project
Blanchardstown Local Drugs Task Force
Blanchardstown Traveller Development Group
Blanchardstown Youth Service

Child & Adolescent Mental Health Services, HSE
Childcare Manager HSE, North West Dublin
Clinical Nurse Specialist in Mental Health, Primary Care HSE, North West Dublin
Community Development Team HSE, North West Dublin
Community Drugs Teams, Dublin 15
Community Mental Health Services, HSE
Community Policing Unit, Blanchardstown Garda Station
Community Section, Fingal County Council
Crosscare, Dublin 15

Director of Public Health Nursing HSE, North West Dublin, Community Services
Disability Service Manager, HSE, North West Dublin
Dublin Fire Brigade

Family Support Service, HSE, North West Dublin
Foroige, Dublin 15

General Manager HSE, North West Dublin
Genesis Counselling & Psychotherapy Service
GP Practices in Dublin 15 (12 Practices)

Health Promotion Department HSE, North West Dublin

Ladyswell National School, Mulhuddart
LVA

NOFFLA

ORB – Garda Youth Diversion Project, Foroige

Physiotherapy Manager HSE, North West Dublin Community Services
Primary Care Social Workers, HSE
Principal Psychologist HSE, North West Dublin Community Services
Principal Social Workers HSE, North West Dublin
Probation Services, Dublin 15

RAPID, Dublin 15

Residents from Dublin 15 (at meeting in Corduff Community Resource Centre)

RGDATA

Riversdale Community College

Social Inclusion Manager HSE, North West Dublin

Social Work Department Connolly Hospital, HSE

Social Work Team Leader for Older Persons HSE, North West Dublin

Speech & Language Therapy Manager HSE, North West Dublin Community Services

St Patrick's National School, Corduff

Transformation Development Officer - Primary Care HSE, North West Dublin

Viva House, Women's Refuge

WEB - Garda Youth Diversion Project, Foroige

Appendix B - Glossary

ACRA	Adolescent Community Reinforcement Approach
ASB	Anti-Social Behaviour
BAP	Blanchardstown Area Partnership
BASDG	Blanchardstown Alcohol Strategy Development Group
BIAN	Blanchardstown Interagency Addiction Network
BLDTF	Blanchardstown Local Drugs Task Force
BMYI	Blakestown Mountview Youth Initiative
BYS	Blanchardstown Youth Service
CDT	Community Drugs Team
CIC	Citizen's Information Centre
CRA	Community Reinforcement Approach
CRAFT	Community Reinforcement Approach Family Therapy
FRC	Mountview Family Resource Centre
FSW	Family Support Worker
HRB	Health Research Board
HSE	Health Service Executive
JLO	Juvenile Liaison Officer
JPC	Joint Policing Committee
LCPF	Local Community Policing Forum
LVA	Licensed Vintners Association
NDTRS	National Drug Treatment Reporting System
NOFFLA	National Off-Licence Association
NYP	Neighbourhood Youth Project
OMD	Office of Minister for Drugs
ORB	Opportunities for Responsibility in Blanchardstown
PCT	Primary Care Team
SFP	Strengthening Families Programme
SPHE	Social, Political and Health Education
WEB	Working to Enhance Blanchardstown
YPAA	Young People's Access to Alcohol

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Hope, A. (2008). Alcohol-related harm in Ireland, Health Service Executive – Alcohol Implementation Group

National Census (2006)

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