



GALWAY CITY STRATEGY TO PREVENT AND REDUCE ALCOHOL-RELATED HARM 2013-2017

2013 ACTION PLAN

BACKGROUND

The five-year strategy seeks to prevent and reduce alcohol-related harm in Galway City. It recognises that alcohol contributes to a range of social and health problems, and that the prevalence of these problems is directly related to levels of alcohol consumption. Therefore, measures that reduce total consumption, will contribute to reducing a range of social and health related harms. This requires a city-wide approach with all partners, groups and organisations having a role to play.

The anticipated effect of implementing the five year strategy is the following:

- (a) Improved health, wellbeing and quality of life of people living in Galway City
- (b) Reduced harmful use of alcohol
- (c) Reduced alcohol-related harm
- (d) Reduced incidents of alcohol-related crime and anti-social behaviour
- (e) Increased access to support services for those affected by another's alcohol consumption
- (f) Increased access to alcohol treatment services
- (g) Reduced prevalence of alcohol at community events/activities; and
- (h) Reduced alcohol marketing in local areas.

ANNUAL ACTION PLAN

The Galway City Alcohol Forum¹ will develop a yearly action plan to achieve the long-term outcomes of the strategy. In addition, an update on progress made will be completed each year. This annual review, in advance of each yearly plan, will enable us to adapt the plan to reflect developments and changes in the local or national context. This will also ensure energy and momentum for the implementation of this strategy.

IMPLEMENTATION

Many individuals and a range of community, voluntary and statutory agencies have contributed to this strategy. Partners, groups and organisations have also committed to being involved in specific actions. All actions endeavour to be city-wide, involving a range of partners. Key partners include: An Garda Síochána, Galway City Council, HSE West, Western Region Drugs Task Force, the education sector, and community and voluntary groups. Information on those involved in implementing each proposed action are available at:
www.galwayalcoholstrategy.ie.

¹ Galway Healthy Cities Alcohol Forum is a sub-group of Galway Healthy Cities Forum, which is a multi-agency group involved in the leading out of the World Health Organizations Healthy Cities Project in Galway City www.galwayhealthycities.ie



A: PREVENTION

Aim: To communicate and engage with policy makers, stakeholders and the general public on how best to prevent and reduce alcohol-related harm in Galway City

Public Awareness

- Develop and implement an annual multimedia plan regarding this strategy
- Develop Galway City Alcohol Strategy website – www.galwayalcoholstrategy.ie
- Gather and communicate information on the following:
 - link between alcohol and cancer
 - impact of harmful use of alcohol on families
 - effective actions to prevent and reduce alcohol-related harm
 - local regulations in relation to alcohol
 - how to influence policy and seek to address concerns relating to alcohol-related harm

Policy Development

- Deliver two policy development workshops targeting community, voluntary and sporting organisations
- Identify where links can be developed between this strategy and other City policies

Support Alcohol Free events

- Map recreational options that are alcohol free



C: SCREENING, TREATMENT & SUPPORT SERVICES

Aim: To provide a range of services and supports to prevent and reduce alcohol-related harm

Screening, Treatment & Support Services

- Gather and provide information on available options for alcohol treatment in Galway City
- Gather and provide information on services for young people affected by alcohol
- Pilot a screening and brief advice system within the health sector in Galway City
- Provide a training workshop for those working with family members affected by another's drinking
- Promote awareness for family members, affected by another's drinking, of family support groups in Galway City

B: SUPPLY, ACCESS & AVAILABILITY

Aim: To ensure that key factors influencing alcohol supply such as price, availability and marketing are regulated and controlled to prevent and reduce alcohol-related harm in Galway City

Alcohol Price

- Advocate for minimum pricing at national level with support from local and national agencies, TDs and Councillors

Alcohol Availability

- Map number, type and density of outlets selling alcohol in Galway City
- Engage with two festivals in Galway City in implementing the Festival Care Guidelines
- Collate information on the process for granting and renewal of alcohol licences

Alcohol Marketing

- Log local alcohol marketing practices in public places in Galway City
- Log local alcohol marketing practices in relation to sports sponsorship in Galway City

Enforcement of Legislation

Support enforcement of alcohol laws and local regulations by An Garda Síochána in relation to:

- not selling alcohol to minors
- venue closing hours
- drink driving

D: RESEARCH, MONITORING & EVALUATION

Aim: To use information and research in decision making to prevent and reduce alcohol-related harm in Galway City

Research

- Continue to examine current research on effective action in preventing and reducing alcohol-related harm
- Involve young people in research on alcohol marketing practices

Monitoring & Evaluation

- Gather baseline information to track success of this strategy
- Develop a system to monitor progress of the strategy
- Produce annual review of strategy for 2013



KEY AREAS

-  **Prevention**
-  **Supply, Access & Availability**
-  **Screening, Treatment & Support Services**
-  **Research, Monitoring & Evaluation**

KEY PRINCIPLES

- Community Development
- Partnership
- Advocacy
- Collaboration

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Galway Healthy Cities Project
Gailimh Tionscnamh na gCathracha Sláintiúla