



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

2014 ACTION PLAN

BACKGROUND

Galway City is the first City in Ireland to develop an alcohol strategy to prevent and reduce alcohol-related harm. This five year strategy (2013-2017) is informed by research on effective approaches to tackling alcohol-related harm and focuses on the four key areas of:

- A) Prevention
- B) Supply, Access & Availability
- C) Screening, Treatment & Support Services
- D) Research, Monitoring & Evaluation

The strategy, which was prepared by the Galway Healthy Cities Alcohol Forum¹ in partnership with a range of organisations and groups, was launched in February, 2013. The Galway Healthy Cities Alcohol Forum, which includes representatives from HSE West, Western Region Drugs Task Force, Galway/Roscommon Education & Training Board, An Garda Síochána, Galway City Council, Galway City Community Forum, NUI Galway and Galway Mayo Institute of Technology, is responsible for coordinating and driving the implementation of this strategy.

2013 PROGRESS UPDATE

As part of an annual progress update on the implementation of the strategy, a summary of actions completed in 2013 is outlined on the last page of this document. The initial focus of this first phase of implementation is raising awareness of alcohol-related harm, building relationships and making connections to support actions to prevent and reduce alcohol-related harm. The Galway Healthy Cities Alcohol Forum would like to thank everyone involved for their effort and support in the

work to date, and acknowledges that a community action approach to preventing and reducing alcohol-related harm, requires everyone's involvement.

CRITICAL SUCCESS FACTORS

The potential to successfully reduce alcohol-related harm in Galway City is dependent on the support of national policies to address issues such as alcohol pricing, marketing and availability. We welcome the announcement by Minister Alex White (October 2013) of the proposed Public Health (Alcohol) Bill, based on the Steering Group Report of a National Substance Misuse Strategy (2012). The measures proposed for inclusion in this Bill include minimum unit pricing, regulation of marketing and advertising of alcohol, regulation of sports sponsorship, structural separation of alcohol from other products in mixed trading outlets, and health labelling of alcohol products. The introduction of minimum unit pricing is one of the most important measures to enact, and its implementation is urgently required. Moreover, many of the other proposed actions announced fall short of the recommendations of the steering group report on these issues².

FURTHER INFORMATION ON GALWAY ALCOHOL STRATEGY

For more information please visit www.galwayalcoholstrategy.ie.

If you have any comments, suggestions or would like to get involved, please email healthpromotion@hse.ie or call Health Promotion (HSE) on 091 737262

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

² Drugnet Ireland Issue 48 Winter 2013 http://www.hrb.ie/uploads/tx_hrbpublications/Drugnet_48_-_Web.pdf



A: PREVENTION – 2014 ACTION PLAN

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 (2014) communication plan for the strategy
- Develop and promote Galway City Alcohol Strategy website www.galwayalcoholstrategy.ie
- Connect and network with organisations working on alcohol-related issues
- Gather and communicate information on alcohol-related harm including harm to self, harm to others and social harms
- Develop fact sheet on effective action to prevent and reduce alcohol-related harm

Policy Development

- Facilitate and support community, voluntary and sporting organisations to develop alcohol policies
- Review Galway City Festival Care Guidelines and follow up with organisations who received these guidelines
- Develop media guidelines in relation to communication of alcohol-related issues in the media
- Integrate the work of the Galway Alcohol Strategy into other local, regional and national policies and plans

Protecting Children & Young People

- Link with organisations and groups working with young people to identify actions to protect young people from alcohol-related harm

Support Alcohol Free events

- Promote recreational options that are alcohol free



B: SUPPLY, ACCESS AND AVAILABILITY - 2014 ACTION PLAN

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 Availability

- Update map on the number, type and density of outlets selling alcohol in Galway City
- Communicate information on the process for granting and renewal of alcohol licenses
- Prepare submission in relation to issues affecting access and availability of alcohol as part of Galway City Development Plan preparation phase

Alcohol Marketing

- Log local alcohol marketing practices in print and social media
- Conduct survey with local sports clubs and organisations to establish current levels of alcohol sponsorship in sport

Enforcement of Legislation

- Support enforcement of legislation by An Garda Síochána, in relation to sale and supply of alcohol
- Communicate national laws and local bye-laws in relation to the supply, access and availability of alcohol

C: SCREENING, TREATMENT AND SUPPORT SERVICES – 2014 ACTION PLAN

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

Information on services available

- Communicate information on alcohol treatment, support and rehabilitation options for people living in Galway City
- Promote awareness of family support services for family members affected by another's drinking

Screening & Brief Intervention

- Organise two information sessions and pilot the SAOR model for the delivery of Screening and Brief Intervention in Galway University Hospitals

Address gaps in service provision

- Identify and take action to address gaps in service provision in relation to treatment, support and rehabilitation services for people affected by alcohol in Galway City

Training

- Provide two training workshops for those working with family members affected by another's drinking

D: RESEARCH, MONITORING AND EVALUATION - 2014 ACTION PLAN

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

Research

- Promote existing alcohol-related research and relevant databases
- Review information on evidence based treatment and support options for people affected by alcohol
- Undertake research project to assess the exposure of alcohol marketing on young people in Galway City
- Support relevant alcohol-related research for Galway City

Monitoring & Evaluation

- Develop monitoring and evaluation framework for the strategy
- Provide regular progress updates in relation to implementation of action plan

2013 ACTION PLAN PROGRESS UPDATE

A: PREVENTION

Public Awareness

- Development of www.galwayalcoholstrategy.ie, with 507 unique visitors and a weekly news section
- 24 local print media articles generated to increase public awareness regarding alcohol related issues

Policy Development

- Linked with key stakeholders at local and national level to progress common agendas including Joint Policing Committee, HSE, Healthy Ireland, Alcohol Action Ireland, Drugs Task Forces, Royal College of Physicians, Colleges (NUIG and TCD)
- Ran one substance misuse policy development workshop with 12 people in attendance

Support Alcohol Free Events:

- Compiled list of recreational options that are alcohol free

B: SUPPLY, ACCESS & AVAILABILITY

Alcohol Price

- Contacted all 166 Oireachtas members to advocate for minimum pricing, which was further supported by a motion passed in July 2013 by Galway City Council and Galway City Joint Policing Committee to support minimum pricing

Alcohol Availability

- Restricted opening hours of off licenses on St Patricks Day 2013. A 25% reduction in public order offences was reported
- Festival Care Guidelines were issued to all organisations applying for an event license, arts grant or community festival grant to Galway City Council to enable them to address and minimize any potential harm that may arise associated with alcohol misuse
- Map compiled on the number, type and density of outlets selling alcohol in Galway City
- Licensing renewal system investigated and communicated through Galway City Community Forum

Alcohol Marketing

- Weekly logs compiled on general alcohol advertisements in the local print media and social media

Enforcement of Legislation

- 10 premises were prosecuted regarding sale of alcohol to underage persons with 9 convictions
- 211 persons were arrested for drunken driving in the Galway district

C: SCREENING, TREATMENT & SUPPORT SERVICES

- Information on SAOR model of Screening & Brief Intervention provided to key stakeholders at Galway University Hospital, and funding proposal developed for piloting of SAOR model in 2014.
- Compiled list of all available options for alcohol treatment in Galway City
- Compiled list of information on services for young people affected by alcohol

D: RESEARCH, MONITORING & EVALUATION

Research

- Supported MSc Social Marketing Masters on "Alcohol and Social Norms"
- Connected with NUIG Whitaker Institute to develop alcohol research interest group for 2014

Monitoring

- Progress reports compiled to monitor implementation of strategy in line with 2013 action plan



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www.galwayalcoholstrategy.ie

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Galway Healthy Cities Project
Galilimh Tionscnamh na gCathracha Sláintiúla