



# Alcohol and the Community

Alcohol and Society Conference Series, 2005

MEAS

Mature Enjoyment of Alcohol in Society Limited



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# MEAS 2005 Conference Alcohol and the Community

## Foreword

*Alcohol and the Community was the theme of the conference hosted by MEAS in Cork in October, 2005. It was the third in a series of annual MEAS conferences concerning the topic of alcohol and society. MEAS's 2004 conference focused on Alcohol and Young People, while the 2003 MEAS conference addressed the theme of Alcohol and Partnership.*

*One of the conclusions of MEAS's 2004 conference was that the problem of underage drinking runs deep and has a range of determinants, and that addressing the problem will require a number of lines of action; these lines of action can be taken at Government level, at community level, and at family level. Clearly, it is a complex undertaking.*

*MEAS's 2005 conference focused on interventions at one of the three levels identified-the community level. Alcohol related harm within our communities presents a challenge for us all; this is especially so as we continue to experience dramatic societal change in Ireland, as well as the erosion of community.*

*The speakers at the MEAS conference shared a wealth of experience drawn from Australia and New Zealand, the European Community, as well as the United Kingdom and Ireland and, in a very real sense, both enlightened and inspired participants. As was the case with the earlier MEAS conferences the emphasis was very much on the practical - the identification of effective and implementable actions based on research and best practice. It is very encouraging that the examples and studies presented at the conference clearly demonstrated that communities can make a difference in addressing problems surrounding alcohol.*

*I am most grateful to all of the presenters for their excellent contributions, and to the conference Chair, Mr. Pat Cox for his participation and most valuable insights and contribution.*

*Dr. Mark Morgan has a long standing interest in the area of substance abuse, prevention programme evaluation, and educational disadvantage, and is editor and founding member of the European Schools Project on Alcohol and Other Drugs studies (ESPAD). I am delighted that Mark has agreed to prepare the attached summary of the main themes and conclusions that emerged at the 2005 MEAS conference. I hope the summary will benefit a wider audience and contribute to debate and solutions concerning alcohol related harm in Ireland, particularly at the community level.*



Chief Executive, MEAS

# Introduction

## **Alcohol and the Community**

The main themes and ideas of the 2005 MEAS conference are presented in this publication. As well as giving a flavour of the individual presentations which are available on the MEAS website ([www.meas.ie](http://www.meas.ie)), this document takes a broad look at the recurring ideas that characterised the various conference presentations.

The concept of a conference on 'Alcohol and the Community' had its origins in MEAS's 2004 conference on 'Alcohol and Young People'. As well as examining the pattern and changes in youth drinking, the 2004 conference raised questions about how the problem might be tackled. There was agreement that no one agency or group had the complete answer. As MEAS CEO, Fionnuala Sheehan, noted in her introduction to the 2005 conference:

'One of the conclusions of last year's conference was that underage drinking will require action at Government level, at family level and at community level ... alcohol related harm within our communities presents a challenge to us all; this is especially so as we continue to experience quite dramatic societal change in Ireland and the erosion of community.'

## **Main Themes**

Four main themes can be identified in the proceedings of the 2005 conference.

- The first concerns changes in the nature of alcohol consumption, particularly as this impinges on communities. An important point is that per capita consumption data does not tell the story of the social context in which drinking takes place and the impact of lifestyle changes. Some of these issues affect not only the individual and family, but whole communities, or a certain type of economy (e.g. the night-time economy in towns and cities around the country).
- The second theme of the conference was the real possibility for improvements through suitable interventions. Part of the problem around alcohol issues in Ireland in recent years is that a certain 'survey fatigue' has set in as people become accustomed to, or even bored with one more survey indicating a serious problem with 'binge drinking' in Ireland. Coupled with this is a feeling of helplessness that alcohol problems are inevitable as a result of our 'drinking culture', or our economic prosperity. Some of the examples in the presentations are excellent antidotes to such pessimism.
- The need for specific objectives in any intervention programme is a third important theme. While there is frequently a consensus that 'something should be done' in respect of alcohol problems, there is often a vagueness about the specific objective/s of what is planned. Several of the conference papers focused on objectives that are realistic and attainable. Related to the selection of attainable goals is the identification of suitable measurements of outcomes.
- The idea that collaboration between various interests is necessary for progress in relation to addressing alcohol problems is not new. However, what is quite novel is the idea that collaboration can coincide with self-interest. A number of the presentations stressed that while it was sometimes difficult to persuade commercial interests to invest in initiatives to deal with problems resulting from alcohol, it became apparent quickly that such initiatives were good for business. This is the fourth conference theme, and is particularly important since the major interventions that are needed will sometimes be expensive and require substantial resources over a long period.

## **Document Format**

In examining these four themes, the context for each one is examined from the perspective of national and international literature, along with the conference contributions; the latter are illustrated with relevant quotes from the speakers. Following an examination of the main themes, the main conclusions are set out in the final section together with suggestions for what communities can do.

# Changes in the Nature of Alcohol Consumption

## **Background**

Some of the data on alcohol consumption is quite well known. The increase in the overall consumption of alcohol per capita by about 40% over the last 15 years has been widely reported. Similarly, we have known that the age of young people beginning to drink has drifted downwards over the last two decades. More striking is the fact that so few young people reach the legal age for the purchase of alcohol (18 years) without having tried at least one drink. A generation ago, this was close to 30%; nowadays the figure is about 2-3%.

The 2004 MEAS Conference highlighted the significance of the reducing age at which young people begin drinking. The indications are that this change is in part accounted for by the social changes in Ireland and the claim to independence of young people due to the changing social and economic circumstances. Another major factor in the change in drinking is the increased economic prosperity that Ireland has experienced in the last decade. It is no co-incidence that the fall in the level of unemployment and the increase in take-home pay have been accompanied by an increase in per capita consumption of alcohol.

However, in addition to explaining why changes come about in society and in the economy and how they impact on drinking habits, we need to look at how increases in alcohol consumption interact with other influences to create a particular set of problems, particularly in a community setting. This was one of the main underlying themes at the conference.

## **International literature**

Whether or not alcohol causes violent behaviour is a question that has kept hundreds of scientists, psychologists and sociologists busy for the last three decades. The conclusion of a comprehensive literature review conducted for the UK's Alcohol Strategy Group was that alcohol can, in certain cultures and situations, be a facilitator of aggression if aggression is there to begin with, both in the individual and in the cultural environment. (Fox, 2003). Most scientists now agree that there is a relationship between alcohol and aggression, but it is not necessarily a straightforward or causal one. It is important to note that not all young people who drink heavily actually get involved in violence. Similarly, not all people who get involved in violence have consumed alcohol.

An important question is how violent behaviour in bars can be effectively prevented and managed. In this regard, there is a substantial literature on the effectiveness of training programmes for bar staff, including recognition of warning signs, controlling angry and frustrated customers, and reducing the dangers at closing time. While most of these programmes have not been evaluated, those that have yield promising results. For example, Braun (2000) in a Canadian study found positive effects of a training programme on bar staff's morale and teamwork, as well as on their confidence that they could handle problem situations.

There are a number of interesting studies in relation to serving alcohol in licensed premises. One of the most promising findings relates to responsible beverage service training (also called server intervention programmes (SIPs)). These programmes focus on the responsibility of bar staff and management to prevent people getting drunk, the need for knowledge about alcohol and its effects, and legal liability in relation to alcohol serving. Two other components are also

important. One requires staff to learn a range of skills, including recognising intoxication, refusing service and avoiding problems with people who are drunk. Finally, the implementation of preventative actions is the most significant part; checking age ID, refusing to serve people who are getting drunk and assisting those who are already drunk (for example, providing help in getting home).

The research on the training of bar staff and the importance of their reaction to patrons has been underlined in several recent studies. For example, a recent study in Canada (Graham and Colleagues, 2005) examined how the reactions of bar staff can either escalate or defuse a customer's aggressive reaction. They found that the specific behaviour of bar-staff could sometimes make the situation worse (losing temper, pushing/shoving) or better (good humour, being confident and assertive and keeping by-standers away).

The impact of training on bar staff behaviour was examined in an Australian study by Homel (1997). In a series of studies involving a community intervention with several components, including training in crowd control, security for bar staff, and training for licensees in conflict resolution, there were significant improvements in bar-staff behaviour including friendlier bouncers and more systematic checking of identification at the entrance. There were also indications that staff were less permissive of deviant behaviour (while at the same time being more friendly). While these differences are significant and substantial, there was evidence that they did not persist indefinitely, thus suggesting that continued and innovative efforts are necessary to change staff behaviour in the desired direction.

In Ireland the Responsible Serving of Alcohol Programme (RSA) has been in operation for a number of years. The programme helps licence holders to develop policies and procedures about alcohol so as to minimise the risk of problems as a result of inappropriate consumption. It involves real situations and case studies to reinforce the necessary skills in relation to situations like preventing alcohol sales to under 18s, refusing to sell to intoxicated customers, handling difficult people, identifying signs of increasing intoxication, and co-operation with the authorities, especially the Gardai. Evaluation of participants' feed-back indicates that the programme is extremely valuable.

The evidence on the effectiveness of SIP programmes is very positive. Evaluations have shown that they reduce the number of customers who are drunk in bars. As might be expected, there are more likely to be interventions with patrons who are visibly drunk as opposed to those who have simply consumed a large number of drinks. Furthermore, SIP programmes have resulted in a greater likelihood that bar staff will suggest that customers slow down or that they have food. Finally, one of the strongest outcomes of these programmes is the evidence concerning the reduction in single car accidents resulting in serious injury. (Summarised by Babor et al. 2003).

### **Conference findings**

It is of particular interest that there is apparently not a straightforward correlation between per capita consumption of alcohol and indices of alcohol related harm. The New Zealand experience involved using a range of approaches to try to reduce the overall consumption of alcohol and by this means to reduce the problems and harm it caused. That particular campaign was quite successful as indicated by the fact that consumption declined in the last twenty years. However, the main indices of alcohol-related harm (with the exception of drinking and driving mortality) have not declined. Since it might even be argued that the

influences on drinking and driving may be somewhat independent of other influences on drinking, this pattern indicates a serious limitation on what could be called the per capita consumption model. There is a widely held view that as the average amount of alcohol per person in a society is reduced the number of problems resulting from alcohol will decline proportionately, or even at a relatively greater rate. However, the New Zealand experience shows that this is not necessarily the case. One explanation would be that the reduction comes about as a result of people drinking less frequently but drinking the same amount (or even more) on a given occasion.

The picture of New Zealand drinking, as described by Dr. Mike MacAvoy, Chief Executive of the Alcohol Advisory Council in New Zealand is remarkably similar to the picture emerging in Ireland. He pointed out that:

*'33% of young drinkers consumed 5+ "glasses" on the last drinking occasion'*

*'14% of young people (12-17 years) drink with the intention of getting drunk (at least once a week)'*

*'52% of adults binge'*

*'18% of adult drinkers consumed 7+ "glasses" on the last occasion'*

*'8% of adults set out to get drunk at least once a week'*

This picture emerges despite the actions to reduce overall consumption over the last number of years. In comparison to Ireland, New Zealand has had apparent success in managing to reduce consumption (especially of beer). However the major problems associated with alcohol remained.

*'Per capita consumption (in New Zealand) in the 1980s and 1990s has declined and recently plateaued'*

*'For example, we now drink 25% less beer per capita than we did ten years ago'*

*'The indices of harm, with the exception of drinking and driving mortality and morbidity, have not declined'*

*'A range of traditional approaches addressing overall consumption through policy and legislation had been deployed over many years'*

*'The per capita consumption model of harm does not hold true'*

Dr. MacAvoy said they were now pursuing an innovative social marketing programme under the slogan "It's Not the Drinking -- It's How We're Drinking". This focuses on the pattern of drinking and seeks to get people to reduce the amount of alcohol they consume on individual drinking occasions.

The contribution by Ms. Hannah Mummery, of the UK Civic Trust, was concerned with the evening/night economy, with particular reference to the consequences of alcohol



consumption. The Civic Trust is supported by the Special Grants Programme of the Office of the Deputy Prime Minister as well as by private sponsors, and is concerned at looking at the development and management of the evening and night time economies in England.

This economy includes a wide range of leisure and cultural attractions and entertainment, from cinema to sports, restaurants, pubs and discos. In some town and city centres, the streets are busier after midnight than during the day. Meanwhile, there is a trend towards town-centre living, in loft apartments, above the shop, or in purpose built blocks, whilst some centres have long-established residential areas close by. The Civic Trust wants to create a healthy balance of mixed uses and an environment in which all ages may enjoy the range of attractions of city centres without fear or intimidation, and without diminishing the amenity of others. They take the view that for this to work well a sophisticated system of planning, development, management and control needs to be put in place.

In her address, Ms. Mummery noted that the UK Licensing Act, 2003 had led to an increase in the number of premises with late licenses in towns and city centres across the country, while at the same time the government wished to emulate the more relaxed "European style" bar culture with longer opening hours and a more diverse range of attractions. Her work, therefore, is directed towards creating mixed uses in town and city centres and towards a more "continental style" living, instead of bleak and desolate streets.

In the case histories of individual town centres, the Civic Trust found that the evening economy had grown very substantially and that a major part of this growth was around locations/entertainment involving alcohol. The problems arose from the fact that most of the solutions to anti-social behaviour were quite conventional and did not take into account the new circumstances of the night-time economy.

*'We found a range of problems...lack of transport, proper cleaning...even intimidation of older people. People over 50 or 60 years thought that there was nothing for them...if you were over 30 there was nothing in it for you...worse still they felt afraid to walk out ...'*

Aspects of the initiatives taken and the indications of their outcomes are considered later. (See later section on 'Collaboration and Self-interest).

# Improvements through suitable intervention

## ***Is the problem so great that nothing can be done ?***

One of the real concerns in Ireland is the widespread belief that the scale and escalation of problems associated with alcohol are so great that nothing can be done to address them. Some of the analyses that attribute particular problems to 'changes in Irish society' can imply that only a return to conditions that prevailed before the economic upturn can be counted on to address the problems. There is also a widespread belief that very little can be done at school level, and a popular belief is that research has 'shown' that school programmes are ineffective.

However, it is clear from both the international literature and the excellent examples at the MEAS conference that this is not necessarily the case.

## ***International research***

With an issue as complex as the prevention of problem drinking among young people, it is hardly surprising to find that simplistic messages are not very useful. It has been known for several decades that the mere provision of information about the consequences of alcohol consumption are of limited value in preventing youth problem drinking. In fact, there are some indications that mere information about alcohol (or indeed any substance) may lead to experimentation among young people who are prone to risk taking or seeking adventure.

Both social influence programmes and comprehensive programmes hold much more promise. Two important components of social influence programmes are resistance skills training, that is the skills to resist the pressure to try out alcohol, and normative education, that is the correction of adolescents' tendency to overestimate the number of people of their age who drink.

However, the most promising kind of intervention at this level is one that combines the input of both school and community. Project Northland is one of the most promising in this regard. This intervention took place in north-eastern Minnesota and the aim was to prevent or delay the onset of drinking among young adolescents. There were several major components to the school element, including resistance skills and normative education, as well as providing parents with information on the alcohol use of young people of that age. The community element included major efforts to have Responsible Server Training programmes with an emphasis on ensuring that underage people would not be served. In addition, a variety of alcohol-free events were sponsored.

The evaluation of the programme produced interesting findings. A major outcome was an increase in knowledge on alcohol in the intervention communities and, more importantly, an increase in family communication about alcohol. While the overall effects of the programme on alcohol consumption were modest, there were indications that those young people who were actively involved in peer-planned activities were less likely to have drunk than those not involved in such activities. The other important consequence was the increase in family communication not only in relation to alcohol but also with regard to other family matters. Finally, it is important to note that in line with the research on other interventions, the positive effects of the programme ceased once the intervention ended. Again, the indications are that programmes are only as good as their implementation.

## Conference contribution

One of the striking features of the contribution from Ms.Liz McAvoy, City Centre Co-ordinator of Cork City Challenge was the prospect of co-operation between groups from different community sectors. 'Cork City Challenge', a town centre management project, is a public/private partnership initiated by Cork Business Association, Cork Chamber of Commerce and Cork City Council to develop a shared vision for the positive development of Cork city centre.

From a town centre management point of view, the night-time economy plays an important role in the vibrancy and vitality of the city centre, is critical to the image of Cork city both locally and nationally, and contributes significantly to the economic performance of the city and region.

Like every town and city in Ireland, Cork has, in recent years, incurred rising public disorder and an excessive drinking culture. Two very serious assaults in 2000 damaged public confidence in the city's ability to deal with large groups of young people exiting city centre venues late at night, and these concerns were rekindled when the prosecutions relating to the assaults came to court three years later.

One of the concerns that arose was the widespread perception that Cork city was a dangerous place. What mattered was not whether or not it was dangerous but rather the perception that this was the case. Liz McAvoy made the point that:

*'There was a need to encourage a positive development of Cork City Centre...the night time economy in Cork is as vital a component as any of the other retail components...is a strong asset in building and sustaining commercial activity, jobs, tourism and trade as well as investment in the city centre. It has the ability to become an asset or the city's Achilles heel...'*

Following these highly publicised incidents, a small strategic city group reflecting public and private interests, and the Gardai, came together at the instigation of Heineken Ireland to identify, develop and monitor sustainable initiatives and measures that would complement the City's Public Order Policing Model of 2002 to build a robust Safe City Project under the title 'Cork City Cares'.

This plan was extremely successful in bringing down the level of crime. However, public perception was somewhat different:

*'Following these incidents...Cork joined other Irish cities in the league of dangerous Irish towns'*

*'Despite the fall in crime...public confidence had been dealt a severe blow...public opinion surveys show people still felt that the city centre was unsafe...without being too specific as to what caused that....they had heard it. Our own citizens do not feel ownership of the city'*

Currently the project is a work-in-progress, the aim of which is to deliver a programme of initiatives, communications and networks that focuses on best practice, continual improvement and community responsibility in the promotion, management and development of the Cork City Centre night time environment and economy. The project echoes one of the key recommendations from the Strategic Task Force on Alcohol, 2004, that community mobilisation projects be promoted and supported.

Optimism about the possibility of improving the situation regarding alcohol came from the President of the GAA, Sean Kelly. His presentation outlined the increase in alcohol consumption in Ireland against the backdrop of the decline of traditional community structures. He drew attention to some of the difficulties that existed in our communities in the past and how we as a nation are managing to address them.

He emphasised the potential of the GAA to reach a wider cross-section of people than any other organisation at a time of erosion of community involvement. He explained the specific means by which they can bring about changes. These included appointing a national co-ordinator for their campaign, planning at club level, using their own players as role models, and giving young people good reasons why they should not drink.

Mr. Kelly commented that:

*'We celebrate if we win....we celebrate if we lose....any excuse'*

*'The notion of community imbued the Irish with a sense of belonging which in many ways they always retained no matter where they went...'*

*'Sport is thriving in Ireland ...its popularity soared over the last 10 years....we (the GAA) have two thousand clubs.'*

*'The recommendations (by the GAA) involved putting in place a range of initiatives ...to help in achieving a healthy and balanced life-style'*

*'The GAA can reach a wider cross section than anybody else, through our own infra-structure...we have a club in every parish and each club has good facilities'*

*'Through a process of persuasion, we can make a difference'*

There was support for the view that with the right courses of action, and with the support of the partners who are central to the project, Ireland can tackle the problems that are associated with alcohol. Pat Harvey, initial sponsor of the North West Alcohol Forum, suggested that the country had resolved more difficult problems.

*'If we can do it with unemployment and emigration....over a generation we can do it with our drink culture'*

He detailed the work of a regional community initiative called 'The North West Alcohol Forum'. Sponsored by the local Health Board, it aims to prompt, steer and oversee a total community response and Action Plan. The Forum is representative of state agencies, community, sports, leisure and commercial interests as well as service providers and public representatives.

# Need for specific objectives

## **Clarity on desired outcome and its implementation**

The idea of doing 'something' about alcohol problems is widespread in all forms of debate. There is less clarity about exactly what needs to be done and more significantly in creating agreement that the action in question is worthwhile. The research in this area has shown the absolute necessity to be clear on the desired outcome and how it should be brought about. Two examples from the international literature are drawn on here; one which was very successful (community mobilisation), and another which has been a failure (warning labels). The implication is that the targeting of specific outcomes is much more likely to be successful than hoping that 'something will happen' as a result of telling people about possible 'dangers'.

The presentation by Inspector Steve Greenacre, Manchester Metropolitan Police, illustrates this same point. Through the provision of public transport in Manchester involving bus companies sharing routes, there was a major improvement in getting people home at night, with consequent reductions in problems associated with anti-social behaviour. Similarly in New Zealand, it was noted that health campaigns have frequently not been good at getting a positive message across. Consequently, they have devised a campaign emphasising that drinking per se is not the problem, it is how the drinking is being done.

## **International literature**

The CAaip (Community Alcohol Abuse/Injury Prevention Programme) in Rhode Island, USA, was based on the idea of community mobilisation as a means of reducing alcohol-related injuries and harm. Among the components in the programme was a responsible server module, monitoring both on and off-sales in licensed premises, and training police specifically in relation to alcohol issues. In addition, there was a major mass media campaign. The evaluation of the project showed a significant decline in alcohol related injuries and admissions to emergency units in hospitals. Interestingly, however, the decline was not maintained once the programme ceased.

An example from the international literature of a campaign that has had very little impact is that associated with warning labels on alcohol. These had their origin in the United States in the late eighties and emphasised a variety of potential negative outcomes of excessive alcohol consumption, including birth defects, impaired driving and general health risks. The rationale is broadly similar to that for the warning labels on cigarette packs.

The evidence is very clear that people see the warning labels and recall their contents (Babor et al, 2003). There is also an indication that the information contained is transmitted to drinkers, especially with regard to heavy drinking and birth defects. However, there is no evidence of any change in behaviour that follows from the warning labels. Worse still, there is some evidence that the addition of the warning labels may add some glamour and attractiveness to the products. This is in line with studies of risk taking at adolescence where the addition of a modest level of danger may actually increase the attractiveness of an activity.

What is clear from the international literature is that some interventions are extremely effective while others are not. Thus, the selection of appropriate specific objectives should be informed by the relevant research to have a better prospect of success.

## Conference views

The Conference Chairperson, Mr. Pat Cox, former President of the European Parliament summarised the principles on which effective interventions should be based. He stressed the importance of culture and about getting the message accepted. In particular he stressed the importance of 'a process that is culturally intuitive rather than counter culture'. He talked about the need to 'engage without preaching or being paternalistic'.

In order to achieve aims, it is crucial that each party involved in a partnership should be very specific about the contribution that it can make to the 'basket of interventions' that are needed to respond to a complex problem. This was one of the main themes taken up by Inspector Greenacre who, with colleague Sargeant Jan Brown, have been involved in the 'Best Bar None' Awards scheme which was developed by the Manchester City Centre Safe project. A major part of its remit is to address alcohol related crime. Work in this area was as a result of the findings of the British Crime Survey in 2001 and other local data analysis which showed that a significantly high proportion of crime (both violent and acquisitive) was directly or indirectly attributable to clients of licensed premises with poor management standards.

Development work on the awards began in Manchester in late 2001, and extensive discussions were held with various bodies within the alcohol industry to devise a way of setting a common benchmark of operating standards for pubs and clubs. It was felt that a way of incentivising operators to raise standards was required to complement targeted enforcement activity which was also being pioneered by Manchester's City Centre Safe programme at this time. Best Bar None sets a baseline standard and, if used effectively, should develop and improve these standards year on year. For this reason it is clearly a worthwhile exercise in itself. However, on its own it cannot be expected to reduce all the problems concerned with the operation of the night time economy in any given area. For this to happen, it needs to be embedded within a truly holistic crime reduction partnership initiative.

Referring to the shared bus-route initiative, which is one of the many initiatives undertaken within the Manchester Crime Reduction partnership, Inspector Greenacre also said that when bus stops had bus marshals, customers felt much safer and were more likely to use the service.

*'When you have a similar drinking culture backed up by a buoyant economy... the problems in different countries are similar'*

*'You cannot take the Manchester model and impose it on Cork or anywhere else... you distil the elements and use these to tackle the problems'*

*'What happens when the night club owner shuts down? How do people get home? How do they access public transport? .....Instead of all the bus companies competing with each other, they shared the bus routes...giving a secure transport corridor'*

The co-ordinated set of strategies taken in New Zealand, and detailed by Dr. MacAvoy, involved a series of very specific actions aimed at reducing the frequency of drunkenness, not just among young people, but among all the population. This involved (among other things) a responsibility for staff in licensed premises to act when there was a consensus that patrons were drunk. More importantly, a criterion for deciding on when someone is drunk was established in New Zealand. Noting that health campaigns have frequently not been good at getting a

positive message across, a positive campaign for drinking that does not involve getting drunk was devised in New Zealand. Particular emphasis was placed on the implementation of the measures on the ground, having noted the experience that many strategies fail not because they are not appropriate but because they are not implemented (A major theme of the 2004 MEAS conference.)

Dr. MacAvoy said:

*'It's not the drink that is the problem, it's how we drink...People often say 'why don't we drink like the French.....this does not work, we have to take existing culture into account'*

*'There is no point in increasing law enforcement without.....helping those people who are experiencing problems'*

*'We instituted a 'random control purchase operation' for minors...which involved .... a person under 15 years under the supervision of a police officer who tried to purchase alcohol...if they do the licensee can be charged...the penalties are instant'.*

*In the 'Last Drink Survey' ...people arrested were asked where they had their last drink...this provided intelligence as to where problem premises were'.*

*'It is illegal to sell alcohol to an intoxicated person but no one had been able to define that...if both (police officers) and the manager say that a person is intoxicated, that is enough....this has been very effective'*

*'At the individual level...we have moved towards early intervention which is the most effective way to limit alcohol problems.'*

*'There were problems...what we defined as 'binge-drinking' was (according to some journalists) merely 'wet the whistle' drinking'.*

*'A key factor was that the alcohol industry came on board'*

In considering specific objectives and specific groups, it is particularly significant that community initiatives are sometimes confined effectively to male interests. This point was raised by the Cork Lord Mayor, Deirdre Clune. She noted that

*'we are always told that the provision of alternatives is the answer....I find that this is not true for females...for example, they are not as likely to get involved in sport'.*

## Collaboration and self interest

### ***Benefits to communities of collaborative approaches***

Communities benefit from the co-operation involved in interventions to address problems associated with alcohol. Even premises that put prevention measures into effect can benefit greatly from the increased benefits that are associated with addressing these problems. The international literature shows that an increase in the minimum drinking age (provided the law is fully implemented) can have a greater impact on accidents and the other negative effects of excessive youth drinking, than any other single intervention. In terms of a comparison with a range of other kinds of interventions to reduce drinking among young people in the US, the increase in the drinking age was by far the most effective.

The conference contributions demonstrated how new developments around Irish pubs could function as a reflection of a changed and more inclusive society, by linking alcohol consumption with a range of other leisure activities, greater diversity in the beverages available and a more significant recognition of women's interests. It has often been suggested that the expense incurred in training staff or in changing premises would be a cost that would not have a benefit, but the opposite happened in Manchester.

### ***International findings***

At the 2004 MEAS conference, Professor Tim Stockwell recounted a number of interventions that have been very successful in changing drinking behaviour as well as being broadly acceptable to the general population. Brief interventions, for example, those involving doctors screening all patients can be particularly effective, are relatively inexpensive, and have a major impact at population level.

Improvement in the area of drink driving is one of the major success stories in the field of the prevention of alcohol associated problems. While the number of drunk drivers on the road account for less than one percent of drivers at any given time, these same drivers represent a high percentage of fatal accidents (estimates vary between 10% and 40%). The evidence suggests that a number of features of law enforcement are especially effective (Babor et. al, 2003). Firstly, the issue of enforcement is a particularly critical one; the indications are that the enforcement of the law in relation to drunk driving may be more important than the severity of punishment. Secondly, the certainty that drivers believe they will be caught is a major factor in changing behaviour. Finally, almost any regime has a limited lifespan, requiring new ways to implement changes and to keep the issue in the public eye.

There is evidence that a co-ordinated community based approach to drink driving is especially effective in changing behaviour. A striking example of this is from the Saving Lives project in Massachusetts in the eighties and early nineties (Hingson, 1996). This intervention was designed to save lives through reducing alcohol impaired driving, as well as related matters like speeding. In the six communities in which the intervention was implemented, a full time co-ordinator organised a task force which was representative of the state agencies. However, the final shape of the programme was designed locally and included a range of activities including driver awareness, police training, peer-led education in high schools, prevention programmes in colleges, as well as major media campaigns.

The evaluation of the programme by Hingson et al. (1996) showed that during the five years of operation of the programme, there was a decline of 25% in the number of fatal crashes



compared to the other areas in Massachusetts, and more dramatically a reduction of almost a half in the number of fatally injured drivers who tested positive for alcohol. What was especially interesting is that the decline in driving after drinking was greatest among the youngest drivers (aged 16-25 years).

The area relating to the minimum age at which alcohol can be purchased is one of the most researched in preventing alcohol harm. The United States has produced a number of insightful studies into this topic arising from the fact that at one time, different States had different minimum ages at which alcohol could be purchased. The range was 18-21 years with a sizable number of States having 19 and 20 years as minimum drinking ages. However in the nineties, a uniform minimum drinking age of 21 years was adopted in all States, thus creating an experimental situation where changes could be interpreted meaningfully.

Not surprisingly the change has resulted in numerous publications and the review of these by Wagenaar & Toomey (2000) produced a number of interesting conclusions. Their main conclusion was that compared with a range of other interventions to reduce drinking among high school (post-primary) students, the increase in the drinking age was by far the most effective. With regard to fatal accidents involving young drivers, the indications are that the increase to a minimum age of 21 resulted in a 19% decrease even when other changes in laws were taken into account. The evidence is also clear that changes in age law resulted in substantial reductions in other kinds of alcohol-related injuries (other than car accidents).

But the positive impact of the changes in the age law was only found when the law was effectively enforced. This is a recurring theme in the international evidence and also in the presentations at the conference.

### **Conference views**

The Minister of State at the Department of Health and Children, Sean Power, indicated the kinds of economic and social costs involved in alcohol abuse. For example, the increased pressure on the overburdened health system is a major issue, including the impact on hospital A & E departments. Of even greater significance are the social costs outlined by Pat Harvey, including absenteeism from work, self-harm and unplanned pregnancies. A significant reduction in excessive drinking and the consequent reduction in social problems would, therefore, be of significant social and economic benefit.

Ms Julie Gannon and Ms. Gillian O'Brien (The Futures Academy, Dublin Institute of Technology) stressed the great value that changes in the pattern and style of drinking could bring about, not only in relation to pubs as they function now, but more specifically in the future. Ireland has witnessed dramatic and unparalleled changes over the past twenty years in almost every sector of society including business, governance, education, demography, health, culture and environment. This trend is set to continue.

The Futures Academy at DIT undertook a study earlier in 2005 to examine the forces driving change in Ireland over the next ten years and to explore how such transformations might impact upon the pub industry and the culture of drink in Irish society.

In their vision of the Irish pub of the future, Miss Gannon and Miss O'Brien paid particular attention to its role in bringing about social integration, linking alcohol consumption with a range of other leisure activities, greater diversity in the beverages available and a more significant recognition of women's interests and choices. They emphasised:

'Looking back' from a 2015 perspective, that:

*'Now...pubs have become catalysts of social and cultural integration...turning the pub into a meeting place for people of all backgrounds'*

*'In particular, the pub trade has responded to what women want....their spending power has increased but so has their demand for respect'*

*'Services have been expanded...book and bridge clubs, theatre and drama groups ...internet bars...classic movie nights ...food has taken off also'*

*'Pubs have had to compete....healthy combinations of food, drink and pastimes have been developed'*

Sargeant Jan Brown of the Greater Manchester Police explained in detail what the benefits are for pubs in city centres of improving operational standards, giving the example of Manchester. While licensees were initially negative about the expense involved in training staff or in changing their premises, the opposite was the outcome for the bars in question. Part of the initiative involved a 'quality' mark for particular bars so that customers could identify a place which had invested in safety. She emphasised that this positive side of management was a necessary complement to strict enforcement of laws. One will not work without the other.

*'They have said to us....You want us to invest in server training...to run a better premises but what's in it for us.....we would like to be rewarded for doing this'*

*'We invite people to apply for this award....afterwards....we send two trained assessors to look at that premises to see....that they have put the ideas into practice'*

*'We know that when those standards are in place, there will be a significant reduction of risk.....of crime....and of harm to people who are using that premises'*

*'The benefit is...that is what the public want...tourists would like to chose an environment where they feel safe'*

*'Awarding a plaque that they can display... (is like saying)... we invite you to choose our premises'*

*'There can also be a significant reduction in insurance costs for premises that have good management practices in place'*

*'This is the other side of strict enforcement practices'*

## Conclusions: What communities can do

If any note was memorable at the conference, it was one of optimism. The various examples recounted here from the conference (and reinforced in research) demonstrate clearly how communities can make a difference in addressing problems surrounding alcohol. It is noteworthy that the examples given here take a broad view of what community is, and encompasses not only the people living in a particular locality, but also community based on common interests, as well as community taken as meaning the general public at national level.

The work described in the previous sections emanating from New Zealand, the United States and the United Kingdom show that some of the more serious problems associated with alcohol can be tackled with appropriate community backing. Looking at the successful initiatives it can be said that they had a number of features in common:

- *Successful intervention had more than one component. In other words, an approach that has a multi-component, community basis stands a much greater probability of success than one based on a single strand.*
- *There is a need to take vested interests on board (including the Drinks Industry) and demonstrate that they can gain from their involvement.*
- *Successful interventions take into account the existing culture in which alcohol is consumed.*
- *Success requires careful planning and selection of targets over a number of years. The level of implementation of a programme is as important as the ideas behind the programme.*
- *Careful evaluation helps other communities to learn from what has been achieved.*

The findings of the conference have a number of implications which are worth considering briefly. Firstly, we need to decide exactly what is the problem with alcohol that we want to solve? This might seem a trivial question but this is not the case. The European Schools Project on Alcohol and other Drugs studies (ESPAD), and the study of adult drinking in the European context by Ramstedt & Hope (2005), show that the real issue in Irish drinking is not the number of occasions on which people drink, but rather the consumption level on any one drinking occasion. This finding gives a very precise target around which many initiatives could focus. An approach to the problem that took into account the traditions and culture of this country and yet recognised the real problem we have, could yield very positive results.

One of the key features of the successful interventions described at the conference was co-operation between the various interests and the avoidance of 'pointing the finger of blame'. However, it was also clear that this consensus required considerable preparation and persuasion. In many cases, business interests had to be prepared to spend substantial sums in the hope that the benefits would accrue some months, or even years, later.

It is clear there is considerable optimism about what communities can do in the future.

The Lord Mayor of Cork, Cllr. Clune indicated that

*'.....local representatives have very strong links with the community...and are very aware of their responsibilities ...and supportive of community organisations'.*

However important questions remain as to what formal arrangements are needed to harness these links. An important consideration with regard to community involvement (leaving aside business interests) is what community interests should be involved? The National Alcohol Policy for Ireland published in 1996 claims that community action has great potential and cites international research indicating the possibilities for community action. However, it does not specify what interests should be involved. Very little has changed since the publication of that document with regard to policy development. In fact, we lack a framework for understanding and developing community interests and input into this, and indeed other problems.

It is worth noting that part of the 'Sustaining Progress' agreement involves a special initiative 'Working Together to Reduce the Harm Caused by Alcohol Problems' (due for publication, shortly). A major recommendation in that report is around local community responses. A central guiding idea in relation to community action is a theme that has been echoed frequently in the conference, viz., that no one agency can bring about change on their own and that no one action is sufficient. The Working Together report, therefore concludes that 'community action needs to be multi-agency and involve multiple actions combined and delivered through an integrated approach with real participation with all relevant stakeholders'. There is a specific recommendation that about 4-6 community mobilisation projects should be established in 2006. In our view, the proceedings of the MEAS conference will provide excellent guidelines for the conduct of such projects.

## Conference Presenters: Biographical Information

### Mr. Pat Cox

*Former President of the European Parliament*

Pat Cox is Managing Partner of European Integration Solutions, a Washington DC - Brussels based transatlantic consulting firm.

Mr Cox served as President of the European Parliament from January 2002 until July 2004. During his Presidency he campaigned ceaselessly throughout Europe to promote the enlargement of the European Union, including vigorous campaigning in the Irish referendum on the Nice Treaty and the subsequent accession referenda throughout Central and Eastern Europe. He was the European Parliament's senior representative on the Intergovernmental Conference leading to the adoption of the proposed new Constitutional Treaty.

Pat Cox was first elected in 1989 to the European Parliament as a Member for the constituency of Munster in the Republic of Ireland. He was elected on two subsequent occasions to the European Parliament.

Between 1986 and 1989 Pat Cox was the founding Secretary General of the Progressive Democrats in Ireland and represented that party in Dáil Éireann (Irish Parliament) in the early Nineties as their finance spokesman.

Between 1982 and 1986 Pat Cox worked as a television current affairs reporter and presenter, reporting on Irish and international political and economic events, including US presidential elections and United Kingdom and French general elections.

Pat Cox graduated from Trinity College in Dublin in 1974 and went on to become an economics lecturer at the Institute of Public Administration in Dublin and the University of Limerick. During this time he contributed to the first ever undergraduate programme for European Studies at an Irish university.

Pat Cox has received many awards and distinctions for his European leadership, including Freeman of his home city, Limerick, Honorary Doctorates from the National University of Ireland, Trinity College Dublin, the American College Dublin and the University of Limerick. He has been conferred by their respective Presidents with the highest national honours of France, Italy, Estonia, Latvia, Lithuania, Bulgaria and Romania. In 2003 he was presented in Poland with the Special Diploma of the Minister of Foreign Affairs for the "Promotion of Poland in Europe" and he was awarded the Polish Business Oscar for 2003. In May 2004 Pat Cox was the recipient of the "International Charlemagne Prize" in Aachen for his outstanding contribution to the EU enlargement process.

Pat Cox is a Member of the Board of Trustees of the Crisis Group and of Friends of Europe, and a Board member of the Smurfit Graduate Business School at University College Dublin. He also serves on the Board of the French based global tyre company Michelin.

### **Deirdre Clune**

*Lord Mayor of Cork*

Councillor Deirdre Clune was elected Lord Mayor of Cork at the Annual Meeting of the City Council on the 27th June, 2005. She was elected in 1992 to the Council and was re-elected in 2004. From 1997 to 2002 Cllr. Clune served as a Dáil Deputy, representing the Cork South Central constituency.

Cllr. Clune was educated at the Ursuline Convent, Blackrock, Cork, and attended University College Cork. From 1981 to 1990 Cllr. Clune worked as a Civil Structural Engineer in private practice, and from 1990 to 1997 worked as a full-time homemaker. Cllr. Clune's qualifications include a Bachelor of Engineering (Civil), a Higher Diploma in Environmental Engineering and a Diploma in Management of Engineers.

### **Ms. Hannah Mummery**

*Special Projects Manager, The Civic Trust, United Kingdom*

Hannah Mummery is Policy and Projects Manager at The Civic Trust, Britain's leading urban environment charity. Hannah is responsible for co-ordinating and drafting the Trust's policies on a wide range of urban environment issues. She also coordinates the Trust's major research projects. Hannah led a three year government funded project looking at the management and development of the evening and night time economies in England. Prior to joining the Trust Hannah worked as a researcher, specialising in historic building research, at the London Metropolitan Archives. Hannah is a graduate of the University of London.

### **Dr. Mike MacAvoy,**

*Chief Executive Officer, The Alcohol Advisory Council of New Zealand*

Dr. Mike MacAvoy was born and educated in Dunedin, New Zealand. He attended the University of Otago where he gained a Bachelor of Science and a Post-Graduate Diploma in Science (Psychology), before training in Clinical Psychology and embarking on a career in the fields of addictions and forensic psychology.

In 1973, with a grant from the New Zealand Medical Research Council, he studied the effects of cannabis sativa on humans and was awarded a Doctorate (Psychology) from the University of Otago in 1976.

Moving to Australia in 1976, he took up the position of Senior Clinical Psychologist with the Drugs of Dependence Branch, Victorian Health Department. In 1979 he moved to Brisbane as Supervisor of Treatment Services with the Alcohol and Drug Services, Queensland Department of Health. In 1985 he was appointed Director of the Drug and Alcohol Bureau, Northern Territory and in 1988 Director, Drug and Alcohol Directorate, New South Wales Government. The Directorate was the primary advisory body to the New South Wales Government on all matters relating to drugs.

In addition, Dr MacAvoy has held the positions of Chairperson, New South Wales Interdepartmental Committee on Drugs, and Chairperson of the National Drug Strategy Committee, which advises all State and Territory governments on drug related matters. In 1994 he returned to New Zealand to take up the position of Chief Executive Officer of the

Alcohol Advisory Council of New Zealand (ALAC). This is a government organisation which has the statutory roles of advising government on alcohol related matters, promoting moderation in the use of alcohol and reducing alcohol-related harm for the nation.

Dr MacAvoy is currently one of the Deputy Presidents of the International Council on Alcohol and other Addictions board, an agency based in Lausanne, Switzerland.

### **Mr. Sean Power, T.D. Minister of State**

*Department of Health and Children*

Sean Power was appointed Minister of State at the Department of Health and Children on the 29th September 2004. Mr. Power was educated at the Christian Brothers School in Naas, Co.Kildare. He was first elected to Dáil Éireann in 1989, and has been elected at each subsequent General Election.

Mr. Power was a member of the Joint Committee on European Affairs, and of the Joint Committee on Environment and Local Government, and was Assistant Chief Whip in 1993. Mr. Power is a son of Paddy Power, who was TD for Kildare 1969-1989, a former Minister for Defence (1982), Minister for Fisheries and Forestry 1979-1981, and M.E.P., 1977-1979.

### **Ms. Liz McAvoy**

*City Centre Co-ordinator, Cork City Challenge*

Elizabeth McAvoy is City Centre Co-ordinator at Cork City Challenge Ltd., a town centre management project initiated through a public private partnership of the city's business community (through the Cork Business Association), the Cork Chamber of Commerce, and Cork City Council. Current Cork City Challenge projects include the City Centre Marketing Initiative and the City Centre Environment Initiative, as well as Cork City Cares, a project developed with Heineken Ireland, Cork City Council, and An Garda Síochána. The Cork City Cares project is designed to explore channels to deliver a vibrant city centre night-time economy across all age groups. The project partners are working together to support the effective management of the large numbers of people in the city centre late at night/early morning and to combat alcohol-related harm and anti-social behaviour. Prior to joining Cork City Challenge Liz worked in arts management in Ireland, at Triskel Arts Centre, Cork, at the University of Limerick, the Galway Arts Centre, and the Arts Council, Northern Ireland.

### **Inspector Steven Greenacre and Sargeant Jan Brown**

*Greater Manchester Police*

Jan Brown and Steve Greenacre have been working in the field of alcohol related harm and holistic partnerships for the last six years. Both are police officers in Greater Manchester Police working on Manchester's City Centre Safe project, now seen as national and international best practice in this area.

Steve, a languages graduate, has a wealth of experience in event organisation and emergency planning and worked in the alcohol industry before joining the police. Jan's background was in resource management and operational planning, and before joining the police she was a national sales manager.

Jan and Steve work with the UK Home Office on alcohol issues and provide consultancy to

many areas in the United Kingdom seeking to introduce multi agency partnership projects. They have been working for the last four years on standards of good practice in bars, pubs, clubs, and more recently off licenses, and launched the Best Bar None awards three years ago. They are currently in the process of introducing the awards nationally across the United Kingdom, and are developing a national management unit to support the scheme. Jan was awarded the OBE in the 2005 Queens Birthday honours list for her work in this area.

The Best Bar None awards were introduced to Manchester in 2002 after extensive consultation with the licensed trade and others to define what were the bench mark standards that defined good standards of management in licensed premises. Premises apply annually for the award and those meeting the criteria display the award outside their premises for the public to see. The awards were so popular with both the trade enforcement agencies, public and others that the award is now a national scheme (part of the UK governments Tackling Violent Crime Programme) that has over 40 towns and cities taking part in it as of April 2006. It is contributing to safer environments, reduction of crime and improving and sharing good practice in licensed premises.

**Ms. Julie Gannon (BA, MSc)**

*Research Project Manager, The Futures Academy, Dublin Institute of Technology.*

Julie Gannon, BA (TCD), MSc (DIT), is Research Project Manager for The Futures Academy in the Faculty of the Built Environment, Dublin Institute of Technology (DIT). She has a background in environmental science (BA, Trinity College Dublin) and sustainable urban development (MSc, Dublin Institute of Technology).

Julie is currently involved in a multi-million Euro project on improving the quality of life in Large Urban Distressed Areas (LUDA) and, as one of the lead researchers, her main role is to prepare a practical handbook on 'futures workshops' for use by project partners and practitioners. She has supervised two recent studies undertaken for the LUDA project entitled Financing Urban Regeneration: the Public Private Partnership Route, and Culture and Urban Regeneration: An Overview of Policy, Programmes and Strategies. She has facilitated a number of futures workshops for different groups and cities including Dublin, Lincoln in the UK and Bratislava, Slovakia. Julie was recently selected for the Marie Curie Fellowship Programme, Future Urban Research in Europe.

Julie has presented many papers in the field of urban sustainability and futures studies (e.g. to the WHO's 2003 International Healthy Cities conference and the International Research Symposium in the Salford Centre for Research and Innovation, 2005.)



**Ms. Gillian O'Brien, BSc, MSc (DIT)**

*Doctoral Student, The Futures Academy, Dublin Institute of Technology.*

Gillian O'Brien, BSc, MSc (DIT), is a full-time doctoral student at The Futures Academy in the Faculty of the Built Environment, Dublin Institute of Technology. Gillian is undertaking research to examine the notion of corporate responsibility and foresight within the commercial property industry in Europe. Using a futures-orientated approach the aim of the research is to critically evaluate corporate responsibility and the role that corporate foresight could play in creating and maintaining a culture of responsibility and innovation within corporations, those, in particular, within the commercial property industry in Europe. In addition, Gillian is collaborating on a three-year pan-European research project looking specifically at the application of sustainable development principles and socially responsible policies within the corporate real estate sector. She has a keen interest in how companies manage their business processes to produce a positive impact on society and the environment, whilst ensuring wealth maximisation for their shareholders.

**Mr. Pat Harvey**

*Former Chief Executive Officer, North Western Health Board and initial sponsor of North West Alcohol Forum; now Special Advisor to Forum.*

Pat Harvey, from Letterkenny, Co Donegal is a Management Consultant with Harwyn Management Consultants, with special interests in health care, human resources, and general management. Before taking up his current position with Harwyn Management Consultants, Pat served for seven years as Chief Executive Officer with the North Western Health Board. Pat had previously served twenty seven years in the public health system, principally in general management, and with extensive periods in the acute hospitals system.

National positions held by Pat include Chairman (and continuing), Health Services Employers Agency, now the Health Services Executive – Employers Agency, Chairman (joint), Health Services National Partnership Forum, lead CEO / Group Chairman on development of the current National Health Strategy (published 2001), Chairman, PPARS, a national (enterprise wide) ICT project, and lead CEO on consultant contract negotiations and nursing pay review following the Commission on Nursing.

Pat holds a Masters degree from Trinity College, Dublin and the Irish Management Institute and a Postgraduate Diploma in Health Service Management from the Institute of Public Administration. Pat has also participated in the Top Management Programme in King's Fund, London. Pat is currently involved in management development and consultancy in health related areas. He is a developer and special advisor in Private Health Care, and is special advisor to the North West Alcohol Forum.

**Mr. Sean Kelly**

*President, Gaelic Athletic Association*

Sean Kelly was elected to succeed Sean McCague as President of the GAA, taking office following the 2003 Congress in Belfast; in so doing he became the first Kerry man to serve as Uachtarán CLG.

Mr. Kelly is a past pupil of St. Brendan's College in Killarney (a renowned football nursery)

and was a student in the college when it won the Hogan Cup in 1969. He studied in St Patrick's College, Drumcondra, where he qualified as a Primary school teacher. He taught in Dublin for a number of years, where he was closely associated with the Parnells Club.

On his return to Kerry, Mr. Kelly got involved at administrative level, becoming Chairman of his own Club. He was also centrally involved in the promotion of hurling. He studied by night to become a secondary school teacher and spent some ten years as Chairman of Kerry County Board. He was involved in the appointment of Paidí O'Sé as Kerry Manager, and as Cathaoirleach oversaw Kerry's 1997 All-Ireland success, the county's first since 1986.

He spent three years as Chairman of Munster Council and was also Chairman of the International Dimension Workgroup. His uncle, also Sean Kelly, won an All-Ireland Medal with Kerry in 1953, playing at full forward, while another uncle, Fr. Brian, was renowned as one of the great organisers and motivators in Kerry. In September 2005, Mr. Kelly was honoured with a People of the Year award for his leadership of the Association.

## **Biographical Information on author of Conference Summary**

### **Dr. Mark Morgan**

*Head of Education, St. Patrick's College Drumcondra*

Dr. Mark Morgan is a social psychologist and head of the Education Department at St. Patrick's College, Drumcondra, Dublin. His research has mainly been in areas of substance use, evaluation of prevention programmes and educational disadvantage. He is an editor and founding member of the European Schools Project on Alcohol and Other Drugs (ESPAD) and is a member of the Research Institute for a Tobacco Free Society.

He is the author of over 70 scholarly publications among which are the reports on the International Adult Literacy Survey and the Prison Literacy Survey. He has completed evaluations of several programmes including the SPHE (Social, Personal and Health Education) programmes 'Walk Tall' and 'On My Own Two Feet'.

His work in the area of substance use has involved a long-term co-operation with Joel W Grube (formerly of the ESRI and now at University of California, Berkeley). Their joint work on the relative importance of peer and parental influences has received widespread attention.

More recently, Dr. Morgan's work has focused on family influences and he has a particular interest in working with parents' groups in relation to prevention of substance misuse.

# ALCOHOL and the COMMUNITY

## MEAS's Third ALCOHOL AND SOCIETY Annual Conference

### Conference Programme

#### **Chairperson's Welcome and Introduction**

*Mr Pat Cox, former President, European Parliament*

#### **Opening Address**

*Mrs. Deirdre Clune, Lord Mayor of Cork*

#### **Town and City Centres and the Evening and Night Time Economy**

*Ms. Hannah Mummery, Special Projects Manager, The Civic Trust, United Kingdom*

#### **Alcohol and the Community: A Perspective from Down Under**

*Dr. Mike MacAvoy, Chief Executive Officer, The Alcohol Advisory Council of New Zealand*

#### **Alcohol and the Community in Ireland**

*Mr. Sean Power, T.D., Minister of State, Department of Health and Children*

#### **Cork City Challenge Project**

*Ms. Liz McAvoy, City Centre Co-ordinator, Cork City Challenge*

#### **Best Bar None**

*Sargeant Jan Brown and Inspector Steve Greenacre, Greater Manchester Police*

#### **The Future of the Irish Pub within Wider Society**

*Ms. Julie Gannon, Research Project Manager and Ms. Gillian O' Brien, Doctoral student, The Futures Academy, Dublin Institute of Technology*

#### **A Regional Community Initiative: The North West Alcohol Forum**

*Mr. Pat Harvey, former Chief Executive Officer, North Western Health Board and initial sponsor of North West Alcohol Forum; now Special Adviser to Forum*

#### **Alcohol, Sport and Community in Ireland**

*Mr. Sean Kelly, President, Gaelic Athletic Association*

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