

Health Promotion Department, HSE South



Working in Partnership to reduce alcohol related harm

We all need to take responsibility...

- Although drinking is a personal act and an individual responsibility, it is also a behaviour shaped by our societies for which society as a whole has a responsibility. It is thus counterproductive to formulate health policy responses exclusively for the individual.

Dr. Gro Harlem Brundtland,

Former Director General of the World Health Organisation

Overview

- Evolution of the Club Cork project and the development of additional regional projects in the HSE South area
- Partnership - Actions / initiatives undertaken
- Community Mobilisation efforts
- Next Steps . building on our experience to date

Club Cork developed as a Local Response

HSE in partnership with An Garda Síochána and Local Publicans
and funded by the Cork Local Drugs Task Force

Aim

To increase awareness amongst staff and management of the negative consequences of alcohol and drug misuse and to explore / identify possible solutions to deal with such issues effectively



Local
Publicans

Programme Development

Phase One

Planning
A steering group of relevant stakeholders

Phase Two

Consultation
With target groups to identify training needs

Phase Three

Training
Planning, development and delivery
Ongoing evaluation

Phase Four

Evaluation

Benefits of Training for the Participants

- **Increased ability to identify drug & alcohol issues**
 - (a) Intoxication**
 - (b) ID issues / underage drinking**
 - (c) and to prevent situations arising**
- **Increased knowledge of the Licensing laws**
- **Increased knowledge of the impact of alcohol and drug misuse on the individual and wider society**
- **Social Responsibility – heightened awareness around the responsibilities as a server of alcohol in preventing intoxication and drug use in their venue and wider community**
- **Skills –responding and handling difficult situations such as conflict or drunkenness.**

Logistics

- Facilitators: Health Service, Gardaì and security personnel
- Target Group : Management and staff of licensed premises
- Methodology: Interactive and participatory
- Duration : Flexible



The Big Picture



Chain of Survival



Early
Access

Early
CPR

Early
Defibrillation

Early
Advanced
Care

Participants review the Club Cork programme

'It heightens awareness and improves overall image and running of the bar trade'

More knowledge & training amongst staff should lead to a better environment'



'It is important that there is communication within the entertainment industry and related professions'

'It helps to hear other bar peoples experiences and I can implement some ideas'

'It increases awareness and promotes a stronger focus on working practices'

'To increase Cork wide knowledge base and better management of clubs'

Evaluations

Evaluation 1 . Included as part of NDST evaluation of all interim funded projects nationally 2007

Evaluation 2 . Focused evaluation on the Club Cork model commissioned by the HSE- 2008

Responsible Serving of Alcohol- an evaluation of the Health Service Executive's Club Cork and Smart Serve initiatives in the Cork region+

Dr. Frank Houghton & Dr. Eleanor Fitzmaurice,
Irish Centre for Research on Applied Social Studies,
Limerick Institute of Technology

Key Recommendations

- Results indicated strong local support for the Club Cork project
- Clear partnership model of the project was seen as key
- Excessive alcohol consumption was noted as the priority issue for venues
- The pivotal importance of including the local gardaì in promotion and delivery could not be underestimated particularly for roll out of the regional projects in more rural areas
- Retail sector seen as a crucial gap
- Mandatory RSA training widely supported by respondents /some further exploration needed on how that would be implemented
- Co-ordination needed between national programmes to prevent duplication.

Club County Cork /Club Kerry

funded by the Southern Regional Drugs Task Force



- Rural Focus / Different Needs
- Local Steering groups to prioritise and guide the projects
- Linkage with community projects and networks for promotion / local needs assessment and to develop wider remit for follow on actions
- Involvement in wider drug / alcohol prevention initiatives in partnership with the SRDTF

Club Training being delivered in Cork and Kerry

Club Training in Listowel

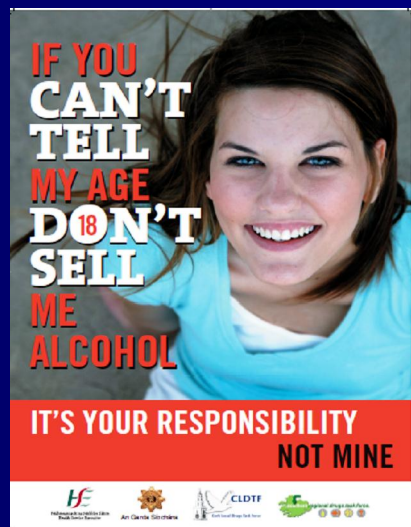


Club Training in Fermoy

Club Project Resources



Posters for on/ off trade



Follow Up -More integrated Initiatives

- Beer Mats Campaign - Youghal
- Supporting communities in advance of local events / festivals
 - (e.g. Cobh Regatta)
- Follow up training offered to Venues such as Basic Life Support Holiday Information and Awareness Campaign e.g. Fermoy Initiative
- Pubwatch / Business watch schemes
- Support of National and Local campaigns such as Dial to Stop a Drug Dealer and Cocaine Awareness Campaign
- Provision of wider community and professional training



What is Community Mobilisation?

- .. supporting local communities to come together to raise local awareness of how alcohol related harm affects their community and to mobilise a local response to these issues.

This can

- Reduce alcohol related harm
- Reduce acceptability of public drunkenness
- Support other measures at community level
- Enhance partnerships and networks
- Provide support and care for affected individuals

Local Examples

- Cobh Regatta experience . Co. Cork
- Castleisland Youth Forum . Co. Kerry
- Cork City Cares - Cork City

- Club Health- European Project

Cobh Regatta

**Aim: to ensure a safe and successful regatta
August 2011**

- Local Committee established including local publicans
- Involvement of local gardaì and local community projects
- Information and Awareness Campaign developed in advance using local media
- Links with Local Schools and input through SPHE programmes
- No One agency / community ownership

Castleisland Youth Interagency Forum

- Aim to reduce alcohol and drug related harm in the community
- Build capacity to respond amongst a wide range of individuals, agencies and organisations in the community
- Membership (HSE, Gardai, Youth Organisations, Family Resource Centre, Local Development Company, Travellers Development project)

Castleisland Action Plan 2011-12

- **Community Awareness**
Parents Workshops on drugs and alcohol awareness
- **Prevention and Education**
Training on Alcohol and Drug Issues for all Forum Members
- **Supply Reduction, availability, enforcement**
RSA training through Club Kerry for local venues and off licences,
Links with HSE pharmacy liaison
- **Evaluation**
Review the progress to date



CORK CITY CARES

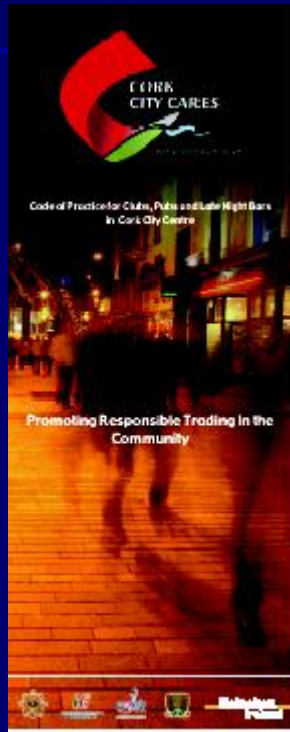
a safe city project

ALCOHOL & DRUG AWARENESS

training programme for management and staff of licensed premises



CLUB CORK



TAXI

MARSHALLED RANK

11.30pm - 4.30am
THURS, FRI, SAT
MARSHALLED TAXI RANK





Some of the aims

- Engage and involve a social partnership with all players and stakeholders in city centre night time operations
- Drive, monitor and acknowledge responsible trading / serving and good practices across all commercial activities in the centre at night, licensed premises, off licences, retails, transport providers dance and music venue

Some of the Objectives

- Reduce alcohol related crime in Cork City
- Reduce A/E alcohol related admissions from Cork city centre
- Implement a communications strategy that underpins new social norms of recreation

Cork City Cares

Membership

Cork City Council,
An Garda Síochána,
Cork Publicans and Nightclub Owners,
Cork Marketing Partnership
Heineken
And
HSE . Health Promotion Department

Current Position

Wound Up in 2011
But with
Significant achievements such as Code of Practice for venues
Strong Partnerships developed

Club Health

Healthy and Safer Nightlife of Youth

"The project is co-financed by the European Commission under the Health Programme 2008-2013".



20 associated and 12 collaborating partners from 15 EU member states

- Website link: <http://www.club-health.eu>.

Aims of Club Health

- To promote healthier ways of life for young people with a focus on nightlife settings,
- to build capacity to develop and manage safe nightlife environment amongst all stakeholders
- To increase sensitivity of media, advertising and others to their responsibility for shaping healthy lifestyles of young people

Project Outline

- Comparative study of policies and their implementation
- Health and Safety Standards in Nightlife Premises
- Training Staff in Nightlife Premises
- City Criteria for healthy and safer nightlife
- Media Influence on Nightlife

Safer nightlife requires partnership between key agencies

- | | |
|--------------------|--------------------|
| ■ Education | |
| ■ Communities | Environment |
| ■ Transport | Health |
| ■ Criminal Justice | Local Authority |
| ■ Licensing | Nightlife Industry |
| ■ Young people | Government |

Next Steps for us

- Build on local links developed to date and continue to work in a partnership way
- Continue to promote a community mobilisation approach to tackling alcohol related harm.
- Advocate for consultative approach to the development of a national RSA model to ensure best practice, and building on experience
- Strive to work in an integrated way with other services to maximise effort as the issue is TOO BIG for any one sector to tackle alone.

Further Info

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- Cork.
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