



**Canal Communities Local Drug and Alcohol Task Force  
Community Action on Alcohol Plan  
2018-2021**



# CAAP 2018-2021

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## Historical Perspective of Alcohol in Canal Communities

The misuse of alcohol consumption can have far reaching negative consequences, not only on the individual, but also those closest to the individual family members, including children, and also the overall community.

The Canal Communities Local Drug and Alcohol Task Force (CCLDATF) has a history of providing a high level of services and resources towards dealing with the crisis level of alcohol consumption within the Canal Communities areas (Inchicore, Bluebell & Rialto). In 2007, emerging needs dictated the need for a specific role to be created to focus primarily on alcohol related harms. The CCLDATF through one of its services, developed a post specifically to address treatment and rehabilitation for alcohol related harms and emerging needs related to polydrug use.

In 2009, the Government established a steering group to formulate an alcohol policy. The steering group published their recommendations in 2012 and, following on from this, in 2014, alcohol was officially added to the remit for Task Forces. As a result of this addition, a specific Alcohol Task Group was created for the Task Force. Part of the Terms of Reference for the Alcohol Task Group was to conduct research, the result being the publication, *Alcohol Survey, 2015 - A study of pattern and trend of alcohol use within the Canal Communities Drug and Alcohol Task Force*. The brief for the research was to establish trends, patterns and understand behaviours of alcohol consumption across the Canal Communities areas and to understand the extent of harm that was being caused by alcohol misuse in the community.

Through quantitative analysis, targeting the areas of highest disadvantage in the Canal Communities areas (Bluebell, Rialto and Inchicore), the findings of the research found that of those surveyed (n=250) 87% were classified as harmful drinkers.

The study also explored drinking patterns and attitudes of an under 18s cohort. Although the youths surveyed had experienced negative consequences as a result of alcohol consumption (23.1%), the research indicated that youths have an overwhelming positive perception of alcohol. The majority of youths surveyed had consumed alcohol before the age of 16.

With the research highlighting that 87% of the cohort sampled from our local community were classified as harmful drinkers, it was apparent that alcohol misuse was having a detrimental effect at the level of the individual, and family and also the level of the local community as a whole.

Following the research, as part of the Dormant Accounts Fund allocated in 2016, an Alcohol Worker was recruited.

With guidance from the Alcohol Task Group, the Alcohol Worker in conjunction with the Polydrug and Alcohol worker conducted further research to ascertain the level of knowledge, skills and competence project staff had across Tier 1 to 4 services.

The sample (n:70) highlighted that staff dealing with alcohol issues as part of their overall interventions with community members needed further training, knowledge and skills to support their work related to alcohol. As a result, the Alcohol Task Group hosted a professional training seminar for all project staff in the Canal Communities areas. The seminar was held in October 2016, and a variety of workshops on alcohol awareness was held, including an introduction to the SAOR Brief Intervention © HSE Model.

In addition to the training, focus groups were also consulted to ascertain what further training was needed for community and project staff, and recommendations were given to the Task Force to inform the strategy on alcohol going forward.

The feedback from this seminar was very positive and the seminar was well attended with just under 50 staff from a variety of service across the Canal Communities areas in attendance.

The output from both the focus groups and the seminar was an 'Alcohol Resource Kit' which the Alcohol Task Group developed for wide dissemination as an aid in supporting project and community staff in the Canal Communities areas.

## **Community Action on Alcohol Plan (CAAP)**

During 2017, CCLDATF was formally accepted to be part of the National Community Action on Alcohol Programme and also became active members of the Irish Community Action on Alcohol Network (ICAN).

To drive the CAAP, the CCLDATF agreed to create a specific subgroup for alcohol. A recruitment drive took place for this specific group. Subsequently relevant stakeholders with expertise in the field of public health joined the alcohol subgroup along with two members of the Task Force. It is the intention of this Community Alcohol Action Plan to further build the capacity of the Communities of Bluebell, Inchicore and Rialto by utilising a 'community mobilisation' approach in a bid to increase public awareness of alcohol related issues, and promote evidence based measures to effectively reduce alcohol related harm in the Canal Communities areas.

It is worth knowing that reducing alcohol harm is also a World Health Organisation (WHO) goal as well as a World Sustainable objective. The World Health Organisation (WHO) recognises and recommends the strategies adopted by the community mobilisation approach to be effective tools in reducing alcohol related harm. For example: implementing effective legislative measures such as pricing and taxation, marketing and availability all of which are also advocated for in the Public Health Alcohol Bill and reflected in Canal Communities Local Drug and Alcohol Task Force's Community Alcohol Action Plan.

## **CAAP Consultation Process**

Since the alcohol subgroup was established in 2017, monthly meetings were held to develop the CAAP to ensure it was strategically aligned to national action 1.1.1, part b. of the recently published National Drug and Alcohol Strategy *Reducing Harm, Supporting Recovery*

## CAAP Actions

<b>Goal One - Promote and Protect Health and Wellbeing</b>	
<b>Aim</b>	Communicate national messages of the physical, social and mental health risks associated with alcohol related harm to local communities (Bluebell, Inchiore & Rialto).
<b>Actions</b>	<p>Organise/facilitate the following educational programmes/sessions:</p> <ul style="list-style-type: none"> <li>○ Foetal Alcohol Spectrum Disorder (FASD) and Alcohol Related Brain Injury (ARBI) for health care professionals, midwives, GPs and project staff working in local services within the Canal Communities areas.</li> <li>○ Promote the Health Service Executive's (HSE) Making Every Person Count (MECC) Health Initiative.</li> <li>○ Promote the Alcohol Forum's Campaign (#zerotonine) to Midwives across the Canal Communities, Canal Communities Local Drug &amp; Alcohol services and local community.</li> <li>○ Highlight the links between Cancer and alcohol misuse specific to both men &amp; women to local community and to project staff in the Canal Communities Local Drug &amp; Alcohol Services.</li> <li>○ Promote and disseminate the HSE's Foetal Alcohol Spectrum Disorder (FASD) and the Alcohol Forum's Adolescent Brain Health leaflet across the Canal Communities Local Drug &amp; Alcohol Services as part of media package. Disseminate articles and publications using local newspapers, newsletters and social media channels.</li> <li>○ Utilise drama and other creative methodologies to engage the community in conversations and analysis of</li> </ul>

	<p>alcohol related harm.</p> <ul style="list-style-type: none"> <li>○ Create a social media competition for children and young people (U18s) on alcohol health related themes.</li> <li>○ Provide alcohol awareness events and information stands at community events.</li> </ul>
<b>Lead</b>	<p>Alcohol Subgroup with following partners:</p> <p>Local community &amp; youth projects</p> <p>Paula Leonard/Alcohol Forum</p> <p>Health Service Executive (HSE)/ARC Cancer Support Centres (ARC)/Irish Cancer Society (ICS)</p> <p>Polydrug and Alcohol Worker &amp; the Drug Education Worker</p>
<b>Time Frame</b>	Ongoing
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>● An increased knowledge of health risks associated with alcohol misuse.</li> <li>● Positive collaboration between a range of stakeholders.</li> <li>○ Increased community engagement and ownership of the local community alcohol action plan.</li> </ul>
<b>Resources</b>	

<b>Aim</b>	<b>Provide and promote alcohol free social activities and events.</b>
<b>Actions</b>	<ul style="list-style-type: none"> <li>○ Organise and promote social activities that are alcohol free.</li> <li>○ Promote <i>Hello Sunday Morning, Sober October, Funky Seomra, No Name Club, One Year, No Beer</i> and other existing initiatives.</li> <li>○ Set up social media accounts for promotional use.</li> </ul>
<b>Lead</b>	<b>Alcohol Coordinator</b> directed by Alcohol Subgroup
<b>Time Frame</b>	
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>● Promotion of alcohol free events and activities.</li> <li>● Influencing behaviour of drinking patterns amongst drinkers by promotion of drink free alternatives.</li> <li>● Highlighting the visibility of non drinkers amongst the community.</li> </ul>

Draft Community Action on Alcohol Plan for CCLDATF

<b>Resources</b>	

<b>Goal Two: Minimise the harms of alcohol and promote recovery</b>	
<b>Aim</b>	<ul style="list-style-type: none"> <li>○ Provide HSE © SAOR Screening and Brief Interventions for Substance Misuse training for multiple relevant stakeholders.</li> <li>○ Launch and disseminate the Canal Communities Alcohol Resource Kit.</li> <li>○ Collaborate with Health Service Executive (HSE), Department of Education and Skills, Professional Development Service for Teachers etc. on roll-out of Social Personal Health Education (SPHE) as per <i>Reducing Harm, Supporting Recovery 2018-2025</i> in local schools.</li> <li>○ Pilot the School Health Alcohol Harm Reduction Programme (SHAHRP) programme for schools in Canal Communities. (See Annex 1 for Further Information on SHAHRP)</li> <li>○ Raise awareness of existing Canal Communities Local Drug &amp; Alcohol Task Force alcohol treatment services among GPs, hospitals and other services by developing media package.</li> <li>○ Identify gaps in existing alcohol services in order to develop solutions.</li> <li>○ Promote awareness and use of Drinks Meter App <a href="https://www.drinksmeter.com">https://www.drinksmeter.com</a></li> <li>○ Advocate to access to U18 Treatment Services.</li> </ul>
<b>Lead</b>	<p><b>Alcohol Coordinator</b> directed by Alcohol Subgroup in partnership with community &amp; youth projects, schools and services.</p> <p>SAOR© Training delivered by the Canal Communities Regional Addiction Service Polydrug and Alcohol Worker in collaboration with the Dublin 12 Local Drug &amp; Alcohol Task Force Education Coordinator.</p> <p>SPHE Training delivered by the Drug Education Coordinator in</p>

	partnership with other stakeholders identified (eg: Health Service Executive (HSE), Department of Education and Skills (DEIS) etc)
<b>Time Frame</b>	
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• Community members will be equipped with the skill set to carry out brief interventions where appropriate.</li> <li>• Staff working on behalf of the Canal Communities Local Drug &amp; Alcohol Task Force will have a reliable resource to consult via the Alcohol Resource Kit.</li> <li>• Community members will be aware of the suite of programmes available throughout the Canal Communities services for substance misuse issues.</li> <li>• More enhanced services as a result of identifying gaps.</li> <li>• Knowledge of drinking behaviours and consumption via findings from the Drinks Meter App will allow services to adopt appropriate measures to respond to needs identified.</li> </ul>
<b>Resources</b>	

<b>Goal Three: Address the harms of Alcohol Marketing and Reduce Access for Harmful Use</b>	
<b>Aim</b>	Raise awareness and promote community action on alcohol advertising and availability measures across Canal Communities areas.
<b>Actions</b>	<ul style="list-style-type: none"> <li>○ Map the number, type and density of outlets selling alcohol in the local Canal Communities areas.</li> <li>○ Map the amount of alcohol advertising in the local area including proximity to local schools.</li> <li>○ Raise link between density of advertisements and sales with alcohol related harm.</li> <li>○ Promote and facilitate workshops on the impact of alcohol advertising and peer influence on young people to parents and those working with young people using best practice approaches.</li> <li>○ Run a social media competition exploring the impact of marketing and advertising and how they have the potential to influence children and young people.</li> </ul>
<b>Lead</b>	<b>Alcohol Coordinator</b> directed by Alcohol Subgroup in partnership with An Garda Síochána, Dublin City Council Planning Office, schools and youth projects.
<b>Time Frame</b>	
<b>Outcomes</b>	Increased awareness of the extent of alcohol marketing & highlighting the potential it has to influence drinking patterns, particularly amongst U18s cohort.
<b>Resources</b>	

<b>Aim</b>	<b>Implement effective law enforcement and Supply Reduction strategies</b>
<b>Actions</b>	<ul style="list-style-type: none"> <li>○ Support An Garda Síochána_ to ensure the following are being checked regularly in compliance with Liquor Licensing Laws and other relevant by-laws:</li> </ul>

	<ul style="list-style-type: none"> <li>○ Test Purchasing (from perspective of conducting Test Purchasing and also raising community and public awareness that it is not tolerable to sell to those who are underage in the community)</li> <li>○ Drinking in Public Places</li> <li>○ Breathalysing Drivers</li> <li>○ Venue Closing Hours</li> <li>○ Street Drinking Hot Spots</li> <li>○ Revenue Compliance</li> <li>○ Promote and raise awareness of <i>A Community Guide to Alcohol Licensing in Ireland</i>.</li> <li>○ Promote Responsible Server Training for all alcohol retailers.</li> <li>○ Lobby for compulsory Responsible Server Training for new licence holders through Irish Community Action on Alcohol Network (ICAAN)</li> <li>○ Work collectively with the Irish Community Action on Alcohol Network (ICAAN) to seek changes in licensing in Ireland.</li> </ul>
<b>Lead</b>	<p>Kevin Street Garda Station</p> <p>Dublin City Council</p> <p>Alcohol Subgroup</p>
<b>Time Frame</b>	
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>● Decrease in local establishments selling alcohol to minors and opening after hours.</li> <li>● Decrease in visible street drinking and driving under the influence of alcohol.</li> <li>● Increased public knowledge of alcohol licensing and reports made.</li> <li>● Increased participation with ICAAN.</li> </ul>
<b>Resources</b>	

<b>Aim</b>	<b>Build positive working relationships with Dublin City Council (DCC) and the Joint Policing Committee (JPCs) Local Policing Forum (LPF).</b>
<b>Actions</b>	<ul style="list-style-type: none"> <li>○ Recruit a Dublin City Council (DCC) Representative to join the Alcohol Subgroup</li> <li>○ Seek to influence Dublin City Council (DCC) in relation to alcohol retail units.</li> <li>○ Keep Community Representatives on Joint Policing Committee (JPCs) and Local Policing Forum (LPF) informed of Community Action on Alcohol work.</li> </ul>
<b>Lead</b>	<b>Alcohol Coordinator</b> directed by Alcohol Subgroup in partnership with Dublin City Council and the Joint Policing Forum.
<b>Time Frame</b>	
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>● Input into local planning regarding alcohol retail units.</li> <li>● Positive engagement with Dublin City Council, Joint Policing Committee and Policing Forum.</li> </ul>
<b>Resources</b>	

#### Goal Four: Support Participation of Individuals, Families and Communities

<b>Aim</b>	Raise awareness of alcohol related information for community members using Community Development Principles
<b>Actions</b>	<ul style="list-style-type: none"> <li>○ Host Alcohol Awareness Stands at community and school events.</li> <li>○ Design a Seasonal Campaign with engagement from local groups &amp; services in Canal Communities areas.</li> <li>○ Host consultation meetings to empower community.</li> <li>○ Launch and promote Community Action Alcohol Plan and Survey and work of Irish Community of Alcohol Network (ICAAN)</li> <li>○ Launch and promote Alcohol Resource Kit at a future information briefing lunch for Community Development and Project Workers.</li> <li>○ Collaborate with Inchicore College of Further Education (IFCE) to deliver SAOR © HSE: Model TO Social Care Students.</li> </ul>
<b>Lead</b>	<b>Alcohol Coordinator</b> directed by Alcohol Subgroup in partnership with Canal Communities Regional Addiction Service and Inchicore College of Further Education

<b>Time Frame</b>	
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• More members of the community educated on the risks of alcohol related harm.</li> <li>• Increased community engagement and resilience.</li> <li>• Knowledge and awareness of Community Action on Alcohol in Canal Communities areas and throughout Drug and Alcohol Services across the Canal Communities areas..</li> </ul>
<b>Resources</b>	

<b>Goal Five: Develop evidenced informed policies : Monitor &amp; Evaluate</b>	
<b>Actions</b>	Support monitoring and evaluation processes within Alcohol Subgroup.
<b>Lead</b>	<ul style="list-style-type: none"> <li>○ Source funding for resourcing a Coordinator for implementing CCLDATF Community Alcohol Action Plan CAAP.</li> <li>○ Be accountable by reporting to Canal Communities Local Drug &amp; Alcohol Task Force on strategy and results.</li> <li>○ Conduct follow-up surveys:             <ul style="list-style-type: none"> <li>○ Community Alcohol Survey; Attitudes, trends and behaviour of youth and adult population.</li> <li>○ Community Workers Survey; Attitudes, knowledge, skills and competence.</li> </ul> </li> <li>○ Continue to promote 2015 and 2016 survey results.</li> <li>○ Develop monitoring and evaluation progress of alcohol plan.</li> </ul>
<b>Lead</b>	<b>Alcohol Coordinator</b> directed by Alcohol Subgroup.
<b>Time Frame</b>	
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• Accountability</li> <li>• Effective monitoring &amp; evaluations processes.</li> <li>• Ability to publish and promote work of subgroup and as a result the Task Force.</li> <li>• Promotion of Findings from surveys.</li> </ul>

<b>Resources</b>	
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## Members of CCLDATF Alcohol Subgroup

Many thanks to the dedicated subgroup members who supported this process, their time and effort were an invaluable contribution to the creation of this body of work.

A special thanks to the Alcohol Forum, and in particular Paula Leonard, National Lead for guiding the Alcohol subgroup in the right strategic direction and her support throughout the entire process.

<b>Name</b>	<b>Organisation</b>
Norah Byrne	Canal Communities Regional Addiction Service
Lisa Buckley	F2 Centre
Eilish Comerford	St. Michael's Family Resource Centre (Task Force Member)
Joanne Dunne	Canal Communities Local Drug and Alcohol Task Force
Ciara Faughnan	Canal Communities Regional Addiction Service
Ian Lambe	An Garda Síochána
Anne Levins	Rialto Community Drug Team
Thomas Mc Carthy	Core Youth Project
Paul Perth	Bluebell Youth Project / Canal Communities Regional Youth Service
Senator Lynn Ruane	Independent Politician
Roisin Ryder	Fatima Groups United

## **Bibliography**

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## Annex 1 Information on SHAHRP



### Summary

The European School Survey Project on Drugs and Alcohol (ESPAD) 2015 reported that 80% of 15-16 year olds have drunk alcohol, with 35% saying they had done so in the past month. This research also shows that between the ages of 13 and 15 young peoples' alcohol consumption begins to increase substantially. It is widely accepted that alcohol use at this age can disrupt the maturation of the brain that occurs. The Canal Communities Local Drugs and Alcohol Task Force in partnership with 5 other task force areas are proposing to pilot the School Health Alcohol Harm Reduction Programme (SHAHRP) programme with schools in Canals area to provide a truly evidence based response to the phenomenon of youth drinking. This programme has a strong evidence base. It is hoped that by running this programme the outcomes will include increased participant knowledge of alcohol, lower alcohol consumption and a reduction in potential alcohol related harms for young people.

### The SHAHRP Programme

Is a 14-week programme delivered in two phases, with 8 sessions in phase 1 and 6 sessions in phase 2. The programme is delivered by trained facilitators. Training is available to teachers who wish to facilitate the programme.

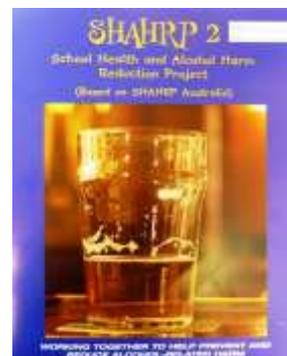
Participants will receive a manual as part of the programme and a CD ROM which allows them to copper-fasten the learning through alcohol harm related gaming.

### Suggested age group

Phase 1 – 1st year in secondary school approx. age 13

Phase 2 – 2nd year in secondary school approx. age 14

A comprehensive survey is carried out before and after the programme. In each area, the project will be led by a Task Force worker. Collectively there is technical support from Dr Michael McKay of Liverpool John Moores University.



*SHAHRP Manual*

### Projected Outcomes

The SHAHRP aims to:

- Increase participants knowledge of alcohol and related harm
- Decrease overall consumption
- Decrease risky alcohol consumption (binge drinking)
- Decrease participant's own harm from alcohol use
- Decrease harm to participant associated with other people's alcohol use



### Contact

For more information on the project contact Ciara on 0861730966