



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

# 2016 ACTION PLAN

## BACKGROUND

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

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

Community action on alcohol is based on the premise that changes in public policies (regulation, enforcement, laws, systems change) are necessary to prevent and reduce alcohol-related problems, rather than focus just on individual change. According to evidence, community action on alcohol is best implemented in towns and cities, with at least a population of over 5,000 people, for any chance of success.

The strategy, which was prepared by the Galway Healthy Cities Alcohol Forum<sup>1</sup> in partnership with a range of organisations and groups, was launched in February 2013. The Galway Healthy Cities Alcohol Forum, which includes representatives from HSE West, Western Region Drugs and Alcohol Task Force, Galway and Roscommon Education and Training Board, An Garda Síochána, Galway City Council, Galway City Community Network and NUI Galway, is responsible for coordinating and driving the implementation of this strategy.

## 2015 PROGRESS REPORT

As part of an annual progress update on the implementation of the strategy, a summary of actions completed in 2015 is outlined on the back page of this document. The focus of the third year of implementation was to continue to raise awareness of alcohol-related harm, build on our relationships and alliances, and move to more strategic and structural change. The Galway Healthy Cities Alcohol Forum would like to thank everyone involved for their effort and support in the work to date, and acknowledges that a community action approach to preventing and reducing alcohol-related harm requires everyone's involvement.

## CRITICAL SUCCESS FACTORS

The potential to successfully reduce alcohol-related harm in Galway City is dependent on the support of national policies to address issues such as alcohol pricing, marketing and availability. The Alcohol Forum welcomes and supports the Public Health (Alcohol) Bill 2015 which proposes restrictions on cheap alcohol; warning labels and calorie details; new powers for Environmental Health Officers; and new restrictions on advertising, marketing and sponsorship. The Galway City Alcohol Forum urges that this Bill is implemented in full. The areas covered within the Bill are critical in preventing and reducing alcohol-related harm. On a local level, collaboration and interagency working is critical to ensure actions and decisions made support the prevention and reduction of alcohol-related harm. With limited resources, collaboration is also important to ensure we optimise our resources and efforts for maximum effect.

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<sup>1</sup> Galway Healthy Cities Alcohol Forum is a sub group of Galway Healthy Cities Forum, which is a multi-agency group involved in the leading out of the World Health Organizations Healthy Cities Project in Galway City [www.galwayhealthycities.ie](http://www.galwayhealthycities.ie)

## A: PREVENTION

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

Goals	Priority Actions 2016*
<b>Public Awareness</b>	
1 Raise public awareness of the burden of alcohol-related harm to the people of Galway City	1a. We will develop a communication plan to raise awareness of alcohol-related harm 1b. We will communicate the impact of alcohol in relation to (a) cancer and (b) pregnancy 1c. We will communicate the impact of alcohol on the family
2 Raise public awareness of the benefits of effective action to prevent and reduce alcohol-related harm	2a. We will promote and share information on what works to prevent and reduce alcohol-related harm
3 Raise public awareness on how to influence policy to prevent and reduce alcohol-related harm	3a. We will monitor revised Galway City Bye-Laws (2015) to support the prevention and reduction of and alcohol-related harm
<b>Policy Development</b>	
4 Support organisations and workplaces, to develop policies	4a. We will deliver two policy workshops to facilitate and support community, voluntary and sporting organisations to develop alcohol policies 4b (i) We will integrate the work of the Galway Alcohol Strategy into existing and new plans within Galway City for example the Galway City Development Plan and the Galway Early Years Plan (ii) We will support the development of the Western Region Drug and Alcohol Task Force Strategy
<b>Protecting Children and Young People</b>	
5 Protect children and young people from alcohol-related harm and alcohol promotion	5a. We will collate and share information on what works to protect children and young people from alcohol-related harm and alcohol promotion
<b>Support Alcohol Free Activities</b>	
6 Encourage activities in Galway City that are free from alcohol	6a. We will support and promote recreational options that are alcohol free

\*Numbers and letters attached to priority actions for 2016 (e.g. 5a) refer and are connected with the priority strategic actions in the five-year strategy (2013 – 2017)

## C: SCREENING, TREATMENT AND SUPPORT SERVICE

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

Goals	Priority Actions 2016*
<b>Screening, Support and Brief Advice</b>	
13 Increase the availability of screening and brief advice	13a&b We will provide five training days in Galway City on the SAOR model for the delivery of screening and brief intervention
14 Promote and advocate for the development of treatment and support services to meet the needs of people affected by alcohol	14a. We will communicate information on alcohol treatment, support and rehabilitation options for people living in Galway City 14b. We will advocate for adequate level of services in Galway City to prevent and reduce alcohol-related harm 14e. We will examine the alcohol treatment and care needs of people who are homeless and problematic drinkers 14g. We will support the implementation of the Western Region Drug and Alcohol Task Force Family Support Strategy

\*Numbers and letters attached to priority actions for 2016 (e.g. 14a) refer and are connected with the priority strategic actions in the five-year strategy (2013 – 2017)



## B: SUPPLY, ACCESS AND AVAILABILITY

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

Goals	Priority Actions 2016*
<b>Alcohol Price</b>	
7 Influence national policy in relation to alcohol pricing	7a. We will continue to advocate for the introduction and implementation of measures, including minimum pricing, in the Public Health (Alcohol) Bill 2015
<b>Alcohol Availability</b>	
8 Limit the availability of alcohol in Galway City	8a. (i) We will make a submission to Galway City Development Plan in relation to issues affecting access and availability of alcohol (ii) We will update the map on the number, type and density of outlets selling alcohol in Galway City 8b. We will develop and promote healthy meetings guidelines
9 Promote and strengthen legislation and enforcement relating to the sale of alcohol	9b. We will communicate information on the process for granting and renewal of alcohol licenses 9b. We will support local alcohol vendors to comply with new alcohol regulations
<b>Alcohol Marketing</b>	
10 Reduce the exposure of children to alcohol marketing in public places	10c. We will examine national and local regulations in relation to alcohol marketing in public places
<b>Enforcement of Legislation</b>	
12 Continue to enforce legislation and bye-laws relating to alcohol	12a. We will support the enforcement of legislation in relation to sale and supply of alcohol

\*Numbers and letters attached to priority actions for 2016 (e.g. 7a) refer and are connected with the priority strategic actions in the five-year strategy (2013 – 2017)



## D: RESEARCH, MONITORING & EVALUATION

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

Goals	Priority Actions 2016*
<b>Research</b>	
15 Increase knowledge of evidence-based practice in preventing and reducing alcohol-related harm	15a. Connected to 2a. We will promote and share information on what works to prevent and reduce alcohol-related harm 15c. We will undertake research to assess the exposure of alcohol marketing on young people in Galway City
<b>Monitoring and Evaluation</b>	
16 Monitor and evaluate the progress and impact of this strategy	16a. (i) The Galway City Alcohol Forum will meet three times in 2016 to progress actions (ii) We will organise a review of 2016 and planning for 2017 event 16b. We will carry out a review to assess the impact of the strategy to date

\*Numbers and letters attached to priority actions for 2016 (e.g. 7a) refer and are connected with the priority strategic actions in the five-year strategy (2013 – 2017)

For more information please visit [www.galwayalcoholstrategy.ie](http://www.galwayalcoholstrategy.ie).

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

# 2015 ACTION PLAN: PROGRESS UPDATE

## A: PREVENTION

### Public Awareness

- Website - [www.galwayalcoholstrategy.ie](http://www.galwayalcoholstrategy.ie) 901 unique visitors and update of news section weekly
- Local media - 19 local media articles and radio pieces generated via the Galway Alcohol Forum
- Key document produced and circulated: 'Research evidence to prevent alcohol-related harm: What communities can do in Ireland (Hope, 2015)'
- Provided information and learning on developing an alcohol strategy to interested parties

### Policy Development

- Linked with national organisations (HSE, Department of Health, Healthy Ireland, Alcohol Action Ireland, Alcohol Forum and Irish College of General Practitioners (ICGP))
- Two policy workshops were delivered to support community, voluntary and sporting organisations to develop alcohol policies
- Submission made to Galway City Local Economic and Community Plan (LECP)

### Protecting Children and Young People

- Presentation in relation to the prevention and reduction of alcohol related harm delivered to Galway Youth Worker Forum

## B: SUPPLY, ACCESS AND AVAILABILITY

### Alcohol Price

- Contacted all Oireachtas members to advocate for introduction of Public Health (Alcohol) Bill 2015 and Minimum Unit Pricing (MUP)

### Alcohol Availability

- Submission to City Development Plan (2017 – 2023) in relation to issues affecting the availability of alcohol
- Updated map on number, type and density of outlets selling alcohol in Galway City (2015 n=264 – increase from 2012 n=243)
- Strengthened Galway City bye-laws in relation to consumption of alcohol with exemptions to bye-laws requiring a management plan to cover both public safety and public health issues, and the HSE are also included in the decision making process
- Licensing renewal system process was communicated through website and Galway City Community Network

### Alcohol Marketing

- Weekly logs compiled on alcohol advertisements in the local media in general, and on social media of local pubs, clubs and festivals

### Enforcement of Legislation

- A total of 221 drink driving arrests in Galway City District

## C: SCREENING, TREATMENT AND SUPPORT SERVICES

- Two SAOR training courses delivered in Galway City – 21 participants attended.
- A regional 'SAOR Train the Trainers' course was delivered with three people from Galway becoming accredited trainers
- Training provided to workers who support others affected by someone else's drinking - 73 people attended four workshops.
- Key partners convened to review the provision of appropriate services to meet the needs of people who are homeless and problematic drinkers
- Continuing to progress securing Alcohol Liaison Nurse position for University Hospital Galway

## D: RESEARCH, MONITORING AND EVALUATION

### Research

- Seminar organised by NUIG (June 2015) to present findings of three linked research studies that assess sexual harassment/assault linked to alcohol - 58 people attended
- Galway City Alcohol Survey (n=500 respondents) undertaken (Nov 2015) to assess behaviours, attitudes and awareness in relation to alcohol use in Galway City (Report due in April 2016)

### Monitoring

- Galway Alcohol Forum met three times in 2015 and organised an annual review and planning session - 32 people attended
- Ongoing monitoring of strategy implementation through action completion and outputs

