



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

www.galwayalcoholstrategy.ie





INTRODUCTION

This five-year strategy has been developed to prevent and reduce alcohol-related harm in Galway City. It is informed by research on effective approaches to tackling alcohol-related harm and focuses on four key areas:

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

This strategy has been prepared by Galway Healthy Cities Alcohol Forum¹ in partnership with a range of organisations and groups. These include HSE West, An Garda Síochána, Western Region Drugs Task Force, City of Galway VEC, NUI Galway, Galway Mayo Institute of Technology, Galway City Council and Galway City Community Forum.

A wide range of agencies, groups and individuals participated in the consultation process to develop this strategy. This included submissions, emails, phone calls, attending meetings and providing feedback on the draft strategy. Galway Healthy Cities Forum would like to thank everyone involved for their effort and support in developing this strategy. A visual representation of the consultation process is outlined on the back of this document with further details at www.galwayalcoholstrategy.ie

PRINCIPLES AND APPROACH

The strategy is based on a number of principles including community development, partnership, collaboration, and advocacy.

This strategy is also informed by a whole-population approach and seeks to:

- Recognise that alcohol is not an ordinary commodity, but one that contributes to a range of social and health problems, the prevalence of which is related to alcohol consumption
- Provide a community wide comprehensive approach as opposed to one that is targeted at individuals or high-risk groups only
- Mobilise the community to take action to prevent and reduce alcohol-related harm
- Reduce alcohol-related harm by reducing overall consumption levels across the whole population
- Use approaches and actions that research has shown to work

OUTCOMES

The anticipated effect of implementing this strategy over the next five years is the following:

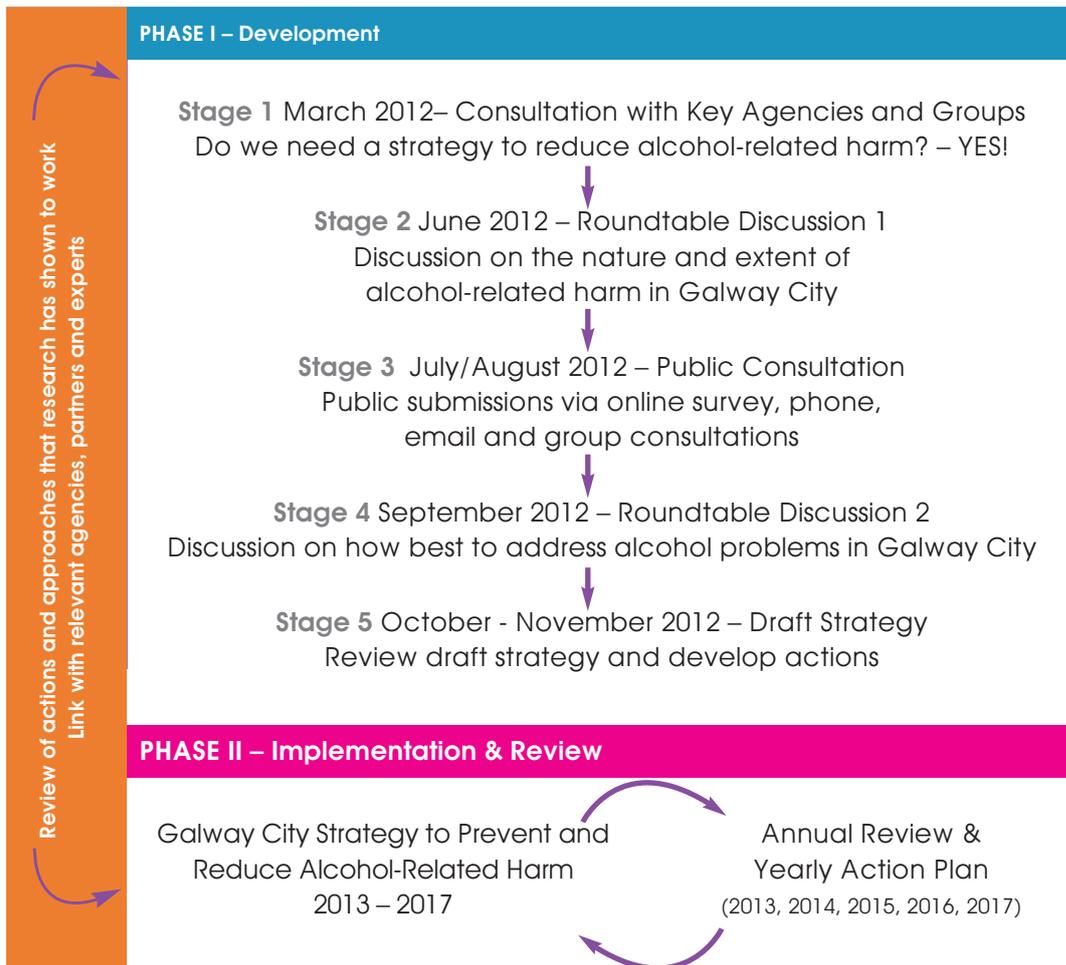
- (a)** Improved health, wellbeing and quality of life for people living in Galway City
- (b)** Reduced harmful use of alcohol
- (c)** Reduced alcohol-related harm
- (d)** Reduced incidents of alcohol-related crime and anti-social behaviour
- (e)** Increased access to support services for those affected by another's alcohol consumption
- (f)** Increased access to alcohol treatment services
- (g)** Reduced prevalence of alcohol at community events and activities; and
- (h)** Reduced alcohol marketing in local areas.

¹ Galway Healthy Cities Alcohol Forum is a sub-group of Galway Healthy Cities Forum, which is a multi-agency group involved in the leading out of the World Health Organizations Healthy Cities Project in Galway City www.galwayhealthycities.ie

METHODOLOGY

Many individuals and a range of community, voluntary and statutory agencies have contributed to this strategy. Communicating and engaging with individuals, groups and agencies is essential for a public health approach, where the prevention and reduction of alcohol-related harm is everyone's responsibility.

Figure 1 Process for developing and implementing this strategy



IMPLEMENTATION

The Galway Healthy Cities Alcohol Forum will oversee the implementation of this strategy. Annual action plans will be developed and outline in detail how we can collectively prevent and reduce alcohol-related harm in Galway City. At the end of each year, a progress report will be compiled, along with an action plan for the following year, which will include a commitment from a range of partners, groups and organisations for each proposed action.

Through maintaining and further developing this partnership approach, we are confident that together we can make a real difference in preventing and reducing alcohol-related harm across Galway City. We look forward to working with you to make this happen.

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	Strategic Actions 2013-2017
Public Awareness	
1. Raise public awareness of the burden of alcohol-related harm to the people of Galway City	1a. Develop communication plan in relation to harm caused by alcohol 1b. Communicate the link between alcohol and health issues, such as cancer, obesity, cardiovascular disease, diabetes, foetal alcohol syndrome, etc. 1c. Communicate the link between alcohol and social harms, such as crime, violence, public disorder, relationships, family difficulties etc
2. Raise public awareness of the benefits of effective action to prevent and reduce alcohol-related harm	2a. Communicate effective measures to prevent and reduce alcohol-related harm and the benefits of undertaking these measures
3. Raise public awareness on how to influence policy to prevent and reduce alcohol-related harm	3a. Communicate local regulations in relation to alcohol and the mechanisms in place to influence policy and address concerns regarding alcohol-related harm
Policy Development	
4. Support organisations and workplaces, to develop policies	4a. Deliver policy development workshops in the City targeting all community/voluntary groups, workplaces and sporting organisations 4b. Integrate and link this strategy to existing and new policies, strategies and plans within Galway City
Protecting Children and Young People	
5. Protect children and young people from alcohol-related harm and alcohol promotion	5a. Develop actions to safeguard children and young people from alcohol-related harm and alcohol promotion
Support Alcohol Free events	
6. Encourage activities in Galway City that are free from alcohol	6a. Identify and support the development of sport, recreation and cultural activities in Galway City that are free from alcohol

C: SCREENING, TREATMENT & SUPPORT SERVICES

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

Goals	Strategic Actions 2013-2017
Screening, Treatment and Support Services	
13. Increase the availability of screening and brief advice	13a. Promote the range of alcohol screening tools available, and advocate for increased use of these tools by relevant agencies and groups 13b. Encourage the use of appropriate screening and brief advice tools across a range of services
14. Promote and advocate for the development of treatment and support services to meet the needs of people affected by alcohol	14a. Provide information on alcohol treatment, support and rehabilitation services available in Galway City 14b. Advocate for additional services where gaps in service provision are identified 14c. Assess and strengthen referral systems for alcohol treatment in Galway City 14d. Promote recognised quality standards in the provision of alcohol treatment and support services 14e. Examine the support and service needs of identified groups who are at risk of encountering alcohol-related harm 14f. Provide information on supports available for those affected by another's drinking 14g. Provide training and facilitate the development of family supports for those affected by alcohol 14h. Support the development of a range of services for young people affected by alcohol



B: SUPPLY, ACCESS & 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	Strategic Actions 2013-2017
Alcohol Price	
7. Influence national policy in relation to alcohol pricing	7a. Advocate for minimum pricing at national level by linking with relevant groups and politicians
Alcohol Availability	
8. Limit the availability of alcohol in Galway City	8a. Review alcohol outlet density and seek to strengthen zoning regulations to reduce availability of alcohol in Galway City 8b. Limit the availability of alcohol at civic, sporting and public events 8c. Work with festival organisers to promote understanding and implementation of existing Festival Care Guidelines
9. Promote and strengthen legislation and enforcement relating to the sale of alcohol	9a. Advocate for changes in alcohol licensing legislation to consider the impact on health 9b. Provide public information on any upcoming granting or renewal of licences to enable members of the public and agencies to participate in the process 9c. Monitor and promote compliance with laws to ensure no sale of alcohol to and for minors
Alcohol Marketing	
10. Reduce the exposure of children to alcohol marketing in public places	10a. Advocate for statutory regulation in relation to alcohol marketing to protect children 10b. Monitor local alcohol marketing practices and alcohol sponsorship 10c. Strengthen local restrictions in relation to alcohol marketing in public places
Drinking Environment	
11. Promote responsible practices within the drinking environment to prevent and reduce alcohol-related harm	11a. Communicate to consumers and licenced traders information on rights and responsibilities in relation to selling, purchasing, consuming alcohol, and server liability 11b. Communicate current bye-laws in relation to alcohol focusing on roles and responsibilities of the community, licensed traders, City Council and An Garda Síochána 11c. Assist licensed traders to enforce regulations in relation to the sale of alcohol 11d. Develop a guide to safer pubs and clubs based on best practice
Enforcement of Legislation	
12. Continue to enforce legislation and bye-laws relating to alcohol	12a. Continue enforcement of legislation by An Garda Síochána in relation to <ul style="list-style-type: none"> not selling alcohol to minors drink driving venue closing hours not selling alcohol to intoxicated people implementation of bye-laws



D: RESEARCH, MONITORING & EVALUATION

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

Goals	Strategic Actions 2013-2017
Research	
15. Increase knowledge of evidence-based practice in preventing and reducing alcohol-related harm	15a. Examine current research on effective action in preventing and reducing alcohol-related harm 15b. Develop systems for sharing of evidence-based practice 15c. Identify gaps in research knowledge and support research actions to address this
Monitoring & Evaluation	
16. Monitor and evaluate the progress and impact of this strategy	16a. Develop system to track progress of this strategy 16b. Evaluate the impact of strategic actions within this strategy at appropriate stages 16c. Monitor the level of public support for this strategy