

DRINKSAFE WORKSHOPS

Licensed premises in Taranaki continue to benefit from ongoing training opportunities in host responsibility, with attendance levels at record numbers.

The 'Drinksafe Workshops' are beneficial for bar, bottle store, restaurant, cafe, supermarket, sports club and off-license staff. They provide information and training to all licensed premises staff on regulatory requirements and aspects of host responsibility such as intoxication and age verification. These workshops have been conducted on a yearly basis in Taranaki and are jointly presented by NPDC District Licensing Agency, Police and the Taranaki District Health Board's Health Promotion Unit.

"The workshops are a free form of training around the issues of effectively dealing with

under-aged, intoxicated, angry or otherwise hard to deal with patrons" said Alisha Stone from the Health Promotion Unit "A wide variety of relevant topics are covered, for instance, workshop participants become more confident in age verification and recognising false IDs".

Separate workshops have been organised throughout Taranaki for staff working on licensed premises and are especially useful for those staff that have had no formal training. "These workshops are very entertaining, as well as informative for participants" said Ms Stone. For example, young people working in

supermarkets often find it difficult to insist on ID from their peers if they are attempting to buy alcohol. How to deal with this as well as other issues will be discussed in the workshops for staff from off licenses.

The Drinksafe Workshops are organised under the umbrella of the Youth Access to Alcohol Coalition, and are a joint initiative by the New Plymouth, Stratford and South Taranaki District Councils in their roles as District Licensing Agencies, Police, the Taranaki District Health Board's Health Promotion Unit, ACC and other community groups.

HOW MUCH IS TOO MUCH?

STAY IN CONTROL

PROFILE UPDATE



Tena koe, I'm Bridget Taylor and I work for Mahia Mai A Whai Tara. Mahia Mai is a Kaupapa Maori agency based in Waitara.

Code name of our programme is: **High on Life**

We work with communities and individuals within Taranaki to achieve wellbeing. We are also an affiliated provider to the Tui Ora Health Network.

My role is Early Intervention Alcohol and Other Drug (AoD) Worker, Adolescents. This role allows me to work within schools helping to deliver AoD education programmes to groups and individuals (but mainly group work), and

to work with schools and communities around AoD culture.

I have a BSocSci (hons) Psych from Waikato University and I am currently enrolled in MA Psych (thesis) at Massey University, Palmerston North.

On a personal note, my boss tells me that I play too much squash, ref too much touch, and don't do as I'm told (his words not mine) I beg to differ! (my claim is it keeps me sane-ish...).

If you would like to contact Bridget, you can reach her at bridget@mahiamai.co.nz

*Ki te taha o toku Matua
Ko Taranaki te Maunga
Ko Waitara te Awa
Ko te Atiawa te Iwi
Ko Ovae te Marae
Ko Leo Taylor Toku Matua*

*Ki te taha o toku Whaea
Ko Kakepuku te Maunga
Ko Waipa te Awa
Ko Ngati Maniapoto te Iwi
Ko Kaputuhi te Marae
Ko Raheara Taylor toku Whaea
Ko Ormsby te ingoa tuatahi a ia*

TARANAKI YATA GROUP

Youth Access to Alcohol (YATA) group members share a common purpose of "normalising moderation and reducing harm across Taranaki, proactively and reactively". The individual projects that the group are working on are all focused on reducing alcohol related harm to people under 25 years of age in a variety of settings around the Taranaki district from sports clubs, to pubs, to the home.

The priorities for the Taranaki YATA group are:

- Reducing alcohol related crime
- Reducing incidences of binge drinking
- Controlling supply of alcohol to minors

The projects that have been developed to support these priorities are:

- "Parent Pack" booklet production and distribution
- Hospitality door staff trainings
- Drinksafe Workshops
- Sport Club Assist
- High School Gala Day stands and others

The "Parent Pack" is a resource aimed at assisting parents and/or caregivers in managing a range of issues faced by

teenagers, including alcohol and drugs.

Drinksafe Workshops are run in New Plymouth, Stratford and Hawera for all off and on license establishments, including sports clubs, supermarkets and pubs. These courses cover host responsibility, liquor licensing issues and more.

The Sports Club Assist programme works with sports club executive committees to set alcohol policies and host responsibility guidelines for their clubs. This project aims to provide leadership to reduce alcohol related harm for sports club members.

The work of the group is ongoing and any prospective members who can contribute to our shared goals are invited to give us a call or attend a meeting.

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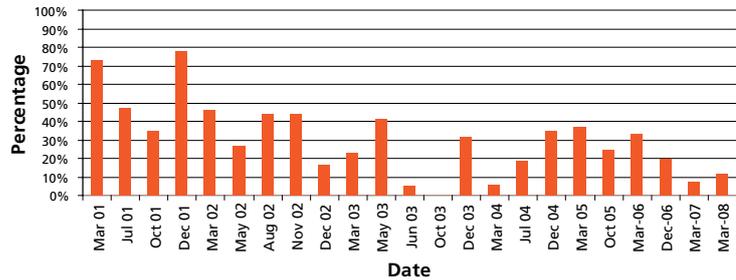
Hawera Youth and Alcohol Community Action Project

PSEUDO PATRON

When the alcohol purchase age was lowered to 18, the government stated that this would be strict and every young looking person would be asked to produce proof of age. No ID would mean no sale. Pseudo patron operations were developed to see if this was being carried out. These pseudo patron operations use young looking 18 year olds to attempt to purchase alcohol in licensed premises.

The licensed premise can not be fined for failing to check ID as the volunteers are of legal age. However, they are reprimanded in a letter if they supply the young people with alcohol. Meetings with licensed premises are held twice a year to discuss the pseudo patron operations, staff training and other issues.

Percentage of successful purchases at all premises in Hawera



The graph above illustrates eight years of monitoring the pseudo patron operations in Hawera. The graph shows a substantial decrease in successful purchases by our volunteers, which may be a result of improved practice from licensed premises.

The Taranaki District Health Board's Health Promotion Unit will continue working towards supporting premises to implement best practice when selling alcohol, until the results consistently reflect zero purchases by young people without ID.



CONTROLLED PURCHASE OPERATIONS

Police in South Taranaki are pleased to report only one breach during a recent operation into the sale of alcohol to minors.

Controlled Purchase Operations (CPOs) are long established and use underage volunteers, with police supervision, to test licensed premises and their commitment to denying sales to minors.

It has been some time since a CPO was carried out in the South Taranaki area so officers did not know what to expect.

The operation was held on Friday 27 March and was run jointly by the local Licensing Authority and Public Health. Two 16 year old volunteers approached 12 off-licenses, supermarkets and bars.

One of the teenagers was sold liquor at an off-licence premise. Sergeant Robyn Burnett said, "One sale of alcohol to a minor is one too many. We are really pleased the majority of premises turned the youngsters away. It demonstrates that, by and large, venues are taking the law seriously and supporting us in cracking down on underage drinking".

"Retailers need to be aware we could carry this type of initiative out at any time. If they want to avoid prosecution they need to make sure they are consistently checking ID and refusing sales to minors."

The premise who breached the law is not being identified at this stage. The staff member who sold the liquor will be charged and appear at district court. The duty manager and licensee will go before the Liquor Licensing Authority in due course.

Media enquiries should be referred to Sgt Robyn Burnett on 06 - 2780238

SOCIAL SUPPLY PROJECT

A new development for the Hawera community action project is reducing alcohol-related harm for young people.

In the early days of this project the focus was on improving age verification at licensed premises so young people could not easily buy alcohol. There is evidence that licensed premises in Hawera have made some improvements.

In March 2001, 73% of purchase attempts by pseudo-patrons (18 year olds with no ID). Seven years later only 12% of purchase attempts succeeded. We know young people get alcohol from a range of sources such as parents, older friends, siblings and other whānau members. A recent study in Auckland found the frequency of social supply (alcohol from social sources) was a significant predictor of the quantity of alcohol consumed by young

people, as well as their frequency of drinking and level of drunkenness (Huckle et al 2008).

There is growing evidence that delaying the age when young people start drinking lessens the chances of them experiencing alcohol-related harm. Currently, laws around social supply are being reviewed by Parliament, as part of the Sale and Supply of Liquor and Liquor Enforcement Bill and by the Law Commission.

At the moment only parents or legal guardians can supply alcohol to minors except at a private social gathering where anyone can give alcohol to a young person. What counts as a private social gathering is open to interpretation and makes the current law difficult to enforce.

Over the next few months the Taranaki District

Health Board's Health Promotion Unit will be working with Massey University's SHORE and Whariki Research Groups, and with other community action projects to develop new approaches to reducing social supply. There will be a major focus on policy change and exploring ways to support families and the wider community to set boundaries around the social supply of alcohol to young people.

Community meetings are held on a regular basis to discuss the Hawera Youth and Alcohol project and its initiatives.

To be put on the mailing list, or if you would like to be involved in some way, please contact:

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The Rise and Rise of Rugby League

Rugby league is basking in their World Cup glory, after leading a stunning upset of our friends and foes, the Aussies. What a satisfying moment for all proud New Zealanders.

Locally, there are big changes in the wind as Taranaki Rugby League and their associated clubs create more supportive, healthier environments for their players and supporters.

A good example of local progress is the Waitara Rugby League Club. This club boasts a rich and proud 76 year history, being well-known for punching above their weight nationally and for being a breeding ground for some of New Zealand's most successful rugby league personalities. However, even with the success on the field, the club realised they needed to clean up their act off the rugby field.

Addressing alcohol misuse and smoking were a priority for the club, so they approached the Taranaki DHB's Health Promotion Unit late last year for support and assistance in cleaning up the club's image. The approaching milestone of 80 years as a club and the proud history of success were catalysts for the development of a four year plan where a number of long term goals were developed.

"Waitara has more national sporting representatives per capita than any other community in New Zealand, so supporting the Waitara Rugby League Club to manage alcohol use and begin developing a smokefree culture is an important investment in the health and wellbeing of the club and wider community", Taranaki District Health Board Health Promoter Jason Matthews stated.

Implementing the Manaaki Tangata Safer Use programme was the first step in supporting safer management of alcohol. One of the first strategies for the committee was to get buy-in from senior teams through consultation.

The club has also developed a policy covering alcohol consumption, which is used as a code of conduct for members and supporters. The club also recognised the influence of alcohol marketing through sponsorship and a need to show leadership by banning all forms of alcohol related marketing.

"Rugby league is a dynamic and healthy sport. The health of our members and supporters is an important investment in our community" said George Rapana, President Waitara Rugby League.

Raumano Health Trust Youth Development



We have had a busy few months being a part of organising our "Not Even" event in Patea. A big Kia ora to the whanau who came along to tautoko the evening, it was the best one we have had yet and was enjoyed by everyone.

To the Youth Steering Committee - Mauri Ora!! You are one of the most awesome groups of rangatahi we have had the pleasure of working with. The mahi you all put into this event made it the success it was, and we would like to personally acknowledge each and every one of you, and know that you will have more opportunities to show how brilliant you all are!

To Damien and Bradley Bowlin of Waitotara, Anaru Luke and Wikitoria Edwards of Waverley, Luther Ashford and Te Rangimarie Rio of Patea - thank you so much for the time and effort that you all put into this project! To the adults who

worked with the youth and were part of the Adult Steering Committee - kia ora for your input and guidance, we really enjoyed working with you all and hope we can again in the future. To the sponsors, technical, lighting and sound crews, caterers, MCs and entertainment - thank you so much for making our night so successful!

We have also been busy with other projects - Ngati Ruanui Rangatahi Wananga at Pariroa Pa, South Taranaki Youth Day, South Taranaki United Crew, Treaty of Waitangi Rangatahi Workshop, Balance Me Workshop, Patea hapu collective with Ngati Ringi water safety programme, Stratford PAC Centre with a new initiative, Natural High and Jenny Kershaw from Ngati Ruanui with an unemployment/education workshop.

This will be the last panui from us as our contract finishes on the 30th June 2009. We are currently looking for more funding, so hopefully we will only be gone for a short

amount of time. We would like to take this opportunity to thank everyone we have had the pleasure of working with over the past 3 years, especially the amazing rangatahi who reside in South Taranaki. To the volunteers and organisations working for the betterment of our rangatahi/youth - kia kaha, kia manawanui - keep up the excellent work you are doing!

To the rangatahi/youth - stay strong, stand proud and know that there is a lot of support and understanding for you within your community and South Taranaki as a whole.

If you need help - ask for it, if you want to achieve - go for it, but most importantly, **DARE TO DREAM THEN JUST DO IT!!**

Nga mihi
Patu Maruera and Rose Taikato
Raumano Health Trust Youth
Development



Policy News

Sale and Supply of Liquor and Liquor Enforcement Bill

The Sale and Supply of Liquor and Liquor Enforcement Bill amends the Sale of Liquor Act (1989), the Summary Offences Act (1981) and the Land Transport Act (1998). The Bill aims

to implement new recommendations arising from recent reviews of the sale and supply of liquor to minors and sale of liquor and liquor enforcement issues. It also introduces a new system of enforced self-regulation of alcohol advertising. Submissions on this bill closed on 23rd of April - watch this space to see what eventuates!

Alcohol Strategies

Development of district wide alcohol strategies are fully underway in the New Plymouth

and South Taranaki areas. Sector based consultation groups have recently been held for the New Plymouth alcohol strategy to consider how community and agencies can and will respond to the issue of alcohol harm in our community. The draft South Taranaki Alcohol Strategy will be completed in the near future to then be released for consultation. Make sure you have a say!

For further information contact:

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