



A Road to Change

A Community Response to Reducing Alcohol Related Harm in Ballymun 2017-2020.





The logo was developed by the girl's group (13 yrs) in Ballymun Regional Youth Resource in collaboration with their Youth Arts Worker.

Circle represents the Ballymun Community

Change represented by the caterpillar and butterfly

Arch to represent Ballymun

Words used by group to describe the strategy logo

.....together, difference, positive, environment, community, change, colour, forwards, up, fresh, new, and fun.

Artwork included in this document was undertaken by other young people of BRYP.

Foreword

The new Ballymun Alcohol Strategy can inspire all communities in Ireland to take action to prevent and reduce alcohol-related harm in their local community. The strategy sets out how to mobilise a community to take effective action by working together using research evidence of what works along with local knowledge and a clearly defined agreed goal. It sets out an action plan to bring about change in public policies at the local level, which is the cornerstone for effectively reducing alcohol problems.

This new Ballymun Community Alcohol Strategy (2017-2020) is an organic development, building on the previous five-year strategy. Important additions in the new strategy include the documentation of the consultation process, the expansion of the overall goal to enhance health and well-being by reducing alcohol harms and the recognition that local action on alcohol can be enhanced by more effective national public health measures, which need stronger advocacy. To start with, we need a ban on very cheap alcohol and the protection of children from indiscriminate exposure to risk from alcohol marketing in public places.

I have encouraged local action on alcohol as far back as the early 2000's. It was clear that community mobilisation on alcohol was both possible and effective. I was privileged to have seen the Ballymun alcohol strategy grow and develop since 2009 – Ballymun has led the way.

Interagency collaboration is a key tenet of the Ballymun success. A wide range of agencies, groups and organisations in the local area are working together and deliver added value and benefits for the whole community - 'the sum is greater than its individual parts'. The consultation process is a 'must read' for all communities, interested in developing an authentic community engagement in the process of developing a strategy. It clearly describes the process of how to go about having the voices of a community heard, in the true spirit of partnership.

The ethos underlying the Ballymun strategy is a valuable example of how social learning at the local level can recast alcohol policies towards building a healthy and more sustainable society. We look forward to the other Irish community groups taking a leaf from the Ballymun model, as they progress their local alcohol and health action plans.

Dr Ann Hope: Research Associate: Trinity College Dublin



Introduction

As with most other Irish communities, Ballymun has experienced many alcohol-related harms. These harms take many forms, including physical illness, mental health and self-harm, accidents, criminal damage and public disorder, family problems and domestic violence, alcohol dependence, loss of employment and poverty, and so on. Even a brief examination of any Irish town will show similar patterns of such alcohol related harm. In one respect however Ballymun has been unique; the community here came together in 2009 with local services, local public representatives and local statutory services to assess the impacts of alcohol on the local community and to take collective action to reduce these.

The first Ballymun Community Alcohol Strategy (2010-2016) adopted a public health approach to addressing alcohol problems. It recognised that alcohol is not an 'ordinary commodity' which is sold in the same way as other food and grocery items in local shops and supermarkets. Rather, it recognised that, from a public health viewpoint, that higher levels of alcohol consumption always means higher levels of risk of alcohol related harm. Therefore, its overall aim was to reduce overall community consumption levels as well as addressing issues which were known to increase specific local risks. The collective of stakeholders involved in this *community mobilisation* included residents, local services, statutory agencies and local public representatives. Together, these stakeholders were involved in naming the overall aim. A plan with 41 actions that would contribute to the overall goal as well as mitigating identified specific risk issues was developed and implemented. These actions ranged from prevention and awareness raising, to treatment provision, to reducing availability and policing.

Analysis of findings from a recent population survey on local attitudes and behaviour on alcohol shows that the community mobilisation approach appears to be gaining more and more support in the community.

- There is increased local awareness of the social harms and adverse health impacts associated with alcohol use; local people are more informed about the risks associated with consistent alcohol consumption and risky drinking.
- Local retailers and bar staff have undertaken responsible server/trader training and co-operated with An Garda Síochána increasing enforcement of laws on alcohol selling, underage drinking, drinking in public places, etc.
- Local schools, youth organisations and other agencies are working together to highlight the impact of alcohol misuse on family life and to delay onset of alcohol use by delivering a range of alternatives.
- More treatment options for those with alcohol dependency were made available.
- There has been a decrease in the number of people who report using local alcohol delivery services.
- There is continued high level of community support for evidence based measures, and for controlling alcohol advertising and marketing.

As well as learning from our first strategy, our new Ballymun Community Alcohol Strategy (2017-2020) has again drawn on a wide body of Irish and international learning on public health and alcohol. We welcome the development of similar new strategies in other areas in Ireland and we are committed to supporting and learning from and with these other communities. This strategy reflects the needs and priorities of the community and as part of our consultation process, we have communicated and engaged with a wide range of individuals, groups, and agencies. This has enabled us to take a partnership approach; ensuring that the prevention and reduction of alcohol-related harm in Ballymun is everyone's responsibility. While we can have (and have had) an impact on local alcohol attitudes and behaviour, our aim to increase community safety and wellbeing will not work without stronger regulation of alcohol and how it is sold, marketed and how its laws are prioritised and enforced nationally. Therefore, we will continue to include actions on advocating for national change as part of our local response and we aim as part of this to seek the community's support for these changes.



Hugh Greaves
Coordinator Ballymun Local Drug & Alcohol Task Force

Acknowledgements

Communiqué International who facilitated the consultation phase and supported the drafting of the Strategy through funding received from the Dormant Accounts Fund.



Young people in BRYR for various artwork used in strategy. Facilitated by youth arts worker and youth workers.

All who contributed to the consultation and drafting phase of the Strategy.

Dr. Ann Hope (TCD) for her continuous support and guidance over the years and constant belief in our local work.

To the Ballymun Community for their continued support, enthusiasm in working together to reduce alcohol related harm.

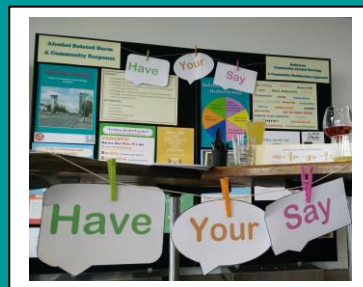
To the other community mobilization sites across Ireland for their collaborative support in reducing alcohol related harms across Ireland.



Table of Contents

Consultation Process	7
Community Vision	10
Overview of Strategy	11
Strategy Themes	
Theme 1: Supply Reduction, Availability & Enforcement	13
Theme 2: Prevention & Intervention	15
Theme 3: Treatment & Rehabilitation	18
Theme 4: Communications & Advocacy	20
Theme 5: Policy & Research	23
Further Information	25

Consultation Process



In developing the consultation process for the Ballymun Alcohol Strategy 2017-2020, the original strategy; *A Road to Change: Ballymun Community Alcohol Strategy 2010-2016*, had adopted a significant partnership approach; working with residents, local services, statutory agencies, businesses and local public representatives to devise and implement its 41-point action plan. It aimed to reduce alcohol related harm through the reduction of overall community consumption levels in the context of a public health approach. Community systemic change was sought; mobilising local people and local services and agencies in a collective strategy. It was clear that without collective buy-in to the delivery of the plan, its impact would be lessened considerably.

Consequently, the key consultation principles adopted for developing this new strategy (2017-2020) were firmly grounded in a spirit of partnership, co-ownership and information sharing. In formulating the issues for discussion, a wide body of Irish and international learning on alcohol and public health was explored as well as findings from research carried out in Ballymun during the life of the previous plan, and learnings gained from its implementation. Our challenge was to:

- Develop a consultation framework that reflected the partnership approach,
- Maximise the tools available for meaningful consultation to stimulate equally meaningful responses;
- Leverage existing partners and networks to make the best use of time and resources available;
- Inspire trust and confidence in a partnership approach that would deliver tangible outcomes;
- Build on the open communications approach of the Alcohol Round Table framework to date.
- 'Listen' locally to harness the best of what already works so that individuals and organisations are empowered to engage in the implementation of the new strategy;
- Create a consultation process to find a shared and common understanding of what would be possible in a refreshed Alcohol strategy; with the reassurance that it would be monitored, evaluated, reviewed and developed as needs evolve.

Within this context, the consultation sought an outcome where stakeholders acknowledged the importance of a strategy that is community wide and multi-component, as opposed to one that is targeted at individuals or high-risk groups only; and that the strategy should seek to bring about community level systemic change by mobilising the community to address the impact of alcohol-related harm. Therefore, by its very nature, the consultation exercise, in its efforts to engage as widely as possible, became a community mobilisation exercise.

A variety of approaches were employed to obtain the ideas and views in Ballymun.

- A call for submissions circulated via press, social media and through local organisations/networks;
- A follow up press and social media statement;
- Letters to key stakeholders and to public representatives;
- A series of targeted telephone interviews with key stakeholders;
- Individual meetings and focus groups with key stakeholders;
- Group meetings of Round Table stakeholders such as representatives of An Garda Síochána, DCC, Safer Ballymun, local retailers, local schools, treatment/medical professionals, youth/family organisations and sporting groups in Ballymun;
- A survey of over 400 local young people in Ballymun carried out by 8 youth/education and training agencies working with local young people;
- A community consultation event held in the Axis Arts & Community Centre, Ballymun for residents and workers;
- “Talking Wall” by local community addiction service engaging service users in attitudinal questions around alcohol.

Thanks to all who shared their time, expertise, and ideas to input into the strategy.



The draft strategy compiled was based on the research findings and evidence from the consultation process. It was presented for discussion at the Roundtable Alcohol discussion held on January 27th, 2017. Areas were also communicated to public health experts to ensure that measures contained in the strategy were feasible and evidence based in terms of reducing alcohol-related harms in the community.

- health & well-being
- prevention & alternatives
- alcohol free socialising
- education & community awareness

- legislation & regulation
- responsible marketing
- pricing
- promoting safer drinking environments

- destigmatising alcohol use and seeking help
- community role in reducing harm
- secondary purchasing/supply

- patterns of use
- public safety & amenity
- health impacts
- environment & availability

KEY THEMES



- ⇒ Alcohol availability and accessibility;
- ⇒ The importance of enforcement strategies;
- ⇒ Young people's perception of alcohol use among peers;
- ⇒ Use of social media and promotion of alcohol/alcohol use;
- ⇒ Impact of alcohol marketing;
- ⇒ Attitudes to alcohol and alcohol related harm;
- ⇒ Prevention and alternatives; alcohol-free socialising, a greater emphasis on health and wellbeing;
- ⇒ Effect of pricing on levels of consumption & alcohol related harms;
- ⇒ Secondary supply of alcohol to younger children;
- ⇒ Role of education and community awareness around reducing alcohol related harms;
- ⇒ Families and parents: role of adults and parents promoting and modelling positive practices;
- ⇒ Impact of public drinking on the local community and the reputational risk to the area.

Community Vision

It is 2019 in Ballymun.....What changes would you like to have seen in relation to alcohol?

*No gangs of young people, from as young as 11/12, hanging around shops and drinking at corners and bus stops and late into the evening.
They would be engaged in other social activities.*

I would like to see less kids drinking, and more adults take responsibility to say 'no' when they are asked to go into an off licence.

Perhaps adults would show a more mature attitude and realise that their children copy their behaviour in relation to alcohol.

I would really like to see the community taking more responsibility for the issue

Work closely with those in the community who want to make and see these changes. Help them feel heard and confident in these changes being made.

I'd hope that teachers would have a better understanding of where the children are "coming from" and that they would be more aware of the challenges their students face

More socialising around food as an alternative to socialising around alcohol.

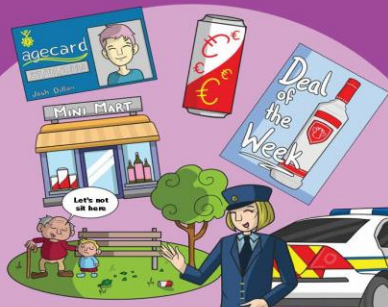
I'd like to see that the impact of early intervention has actually supported behaviour change and that young people are more aware of the mental health implications of alcohol misuse

It would be good if by 2020 we had alternatives to pub culture in Ballymun; something like nighttime cafés

VISION

Reduce the impact of alcohol related harm to enhance health and wellbeing in Ballymun.

Supply Reduction, Availability & Enforcement



Goal:

Reduce consumption of alcohol at local level, limit its availability and affordability.

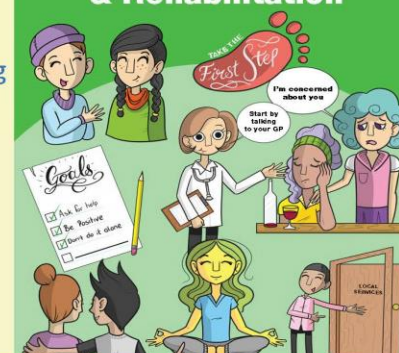
Prevention & Intervention



Goal:

Delay the early onset of drinking and encourage changes in risky drinking behaviours.

Treatment & Rehabilitation



Goal:

Effective treatment services & supports will be available and accessible to those with alcohol issues & their families.

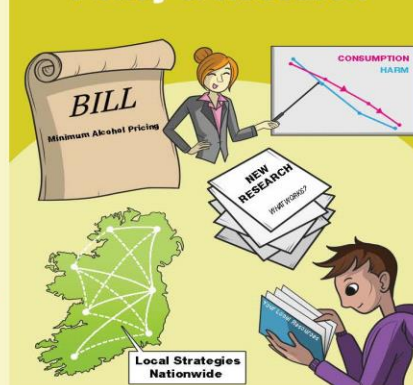
Communications & Advocacy



Goal:

Influence community perceptions and norms and obtain strong support for community change at local/national policy level.

Policy & Research



Goal:

Ensure that the work of Ballymun Community Alcohol Strategy is underpinned by research and evidence based practice and policy.

Mission

We will work to reduce the health, social and environmental impacts of alcohol consumption and enhance health and well-being in Ballymun by:

- Mobilising the community to affect local change
- Enforcing alcohol related legislation
- Reducing the availability and affordability of alcohol
- Ensuring the availability of and access to alcohol treatment and rehabilitation
- Advocating to influence local and national policy on the regulation of alcohol
- Ensuring interagency collaboration to address the impact of alcohol-related harm

Approach

- Inclusive
- Collaborative
- Evidence-based
- Measurable
- Achievable
- Transformative

Strategy Implementation

The strategy will be implemented via annual action plans and will be delivered by the Ballymun Alcohol Round Table partners. Each pillar will be monitored and reviewed using a logic model framework. This will ensure effective, efficient, and timely delivery of the agreed actions. Annual Roundtable reviews with expert input will be held. An Alcohol Strategy Steering Group will be formed to oversee and monitor the implementation of the strategy and will consist of Ballymun Local Drug and Alcohol Task Force, Safer Ballymun and key local agencies.

Theme 1: Supply Reduction, Availability & Enforcement



Theme 1: Supply Reduction, Availability & Enforcement

We have to clean up the mess from our gardens

If alcohol is priced too cheaply it can get into the wrong hands.

Once the off licence is closed then the trouble starts, it spills over into the next morning especially bank holidays.....people are still drunk and they're being a nuisance

When I see adults drinking in parks or on the streets it makes me feel unsafe.

It's cheaper than lemonade; people drink more because of it.

Alcohol is a drug and powerful intoxicant and is widely and easily available in Ballymun. It is available for sale from several retail outlets and licensed premises. It is also available through delivery services, through social media sites, secondary purchasing/supply and from unlicensed suppliers. It is cheap and is constantly promoted including through price promotions, social media marketing, sports sponsorship and supplied in sweet tasting easy-to-drink product lines. Increased availability through price reductions, density of outlets and promotion leads to increased consumption and, as a consequence, increased alcohol-related harm and risk. Therefore, changes are required in the local environment to make alcohol less accessible and available.

Goal: Reduce consumption of alcohol at local level, limit its availability and affordability.

Objectives	Actions
1.1 Ensure consistent enforcement of alcohol-related laws.	<ul style="list-style-type: none">– Implement local protocols on dealing with public drinking in parks and public spaces.– Enforce local authority by-laws in parks and public spaces.– Continue to enforce drink driving legislation by increasing ‘high visibility’ random breath checks.– Continue to monitor the location of outlets for alcohol sales, changes of license and the allocation of new alcohol licenses.– Continue Garda late night leagues and schools programme.– Develop local reporting system to identify and monitor public drinking and alcohol related litter.– Monitor social media advertising of illegal alcohol supplies and alcohol-related events.
1.2 Encourage a sustained level of collaboration among local alcohol outlets.	<ul style="list-style-type: none">– Continue to encourage retailer participation in a collaborative process to include server/trader training, responsible marketing/promotion, retailer alert system and refusal logs.
1.3 Work collaboratively with local sports clubs to foster a balanced approach to alcohol consumption.	<ul style="list-style-type: none">– In partnership with local sporting bodies, devise a policy to reflect a balanced approach to alcohol consumption in the local club environment.
1.4 Maintain a proactive policing policy in relation to underage purchase /access to alcohol.	<ul style="list-style-type: none">– Conduct retail sales surveillance of outlets to monitor underage sales (at peak times).– Ensure prosecution of offending outlets regarding underage sales and serving.– Identify and prosecute adults who purchase alcohol for minors.– Encourage retailers to use CCTV outside and inside premises.– Encourage and promote the use and standard checking of national age card and other valid ID cards.

Indicators

- Reduced accessibility and availability of alcohol to those underage.
- Responses co-ordinated locally to reduce alcohol related harm through supply/secondary supply of alcohol.
- Increased monitoring of the environmental context in which alcohol harm takes place.
- Enforcement of existing laws in relation to alcohol licensing.
- Information available to community about alcohol licensing, planning process and appeals.
- Regular reporting at Safer Ballymun, Local Drug and Alcohol Task Force and JPC structures.

Theme 2: Prevention & Intervention



Theme 2: Prevention & Intervention

*You can socialise, it doesn't have to revolve around alcohol –
change the mindset*

*Get people out and talking rather than burying feelings and using
alcohol as a coping mechanism.*

*If children and young people see adults drinking on the street
they think it's okay because they depend on adults.*

Since our first strategy implementation process, there has been a significant reduction in the proportion of people who have ever consumed alcohol in Ballymun, as well as a significant reduction in the proportion of people drinking alcohol in the last year. However, despite these positive trends, the consumption of alcohol continues to be high in relation to frequency, quantity and levels of risky drinking. Residents believe that alcohol consumption causes several problems in Ballymun including visible drinking on streets/parks, anti-social behaviour and alcohol related violence.

The level of exposure to alcohol products, its use and how it features in the lives of people either through social media, alcohol marketing and ever present cultural messaging creates new challenges in how we respond as a community. In addressing these challenges, there is a significant role for the Ballymun community, for example engaging in actions to highlight positive role models, ensuring that alcohol free alternatives are available locally and increasing the knowledge and awareness of alcohol and its impact.

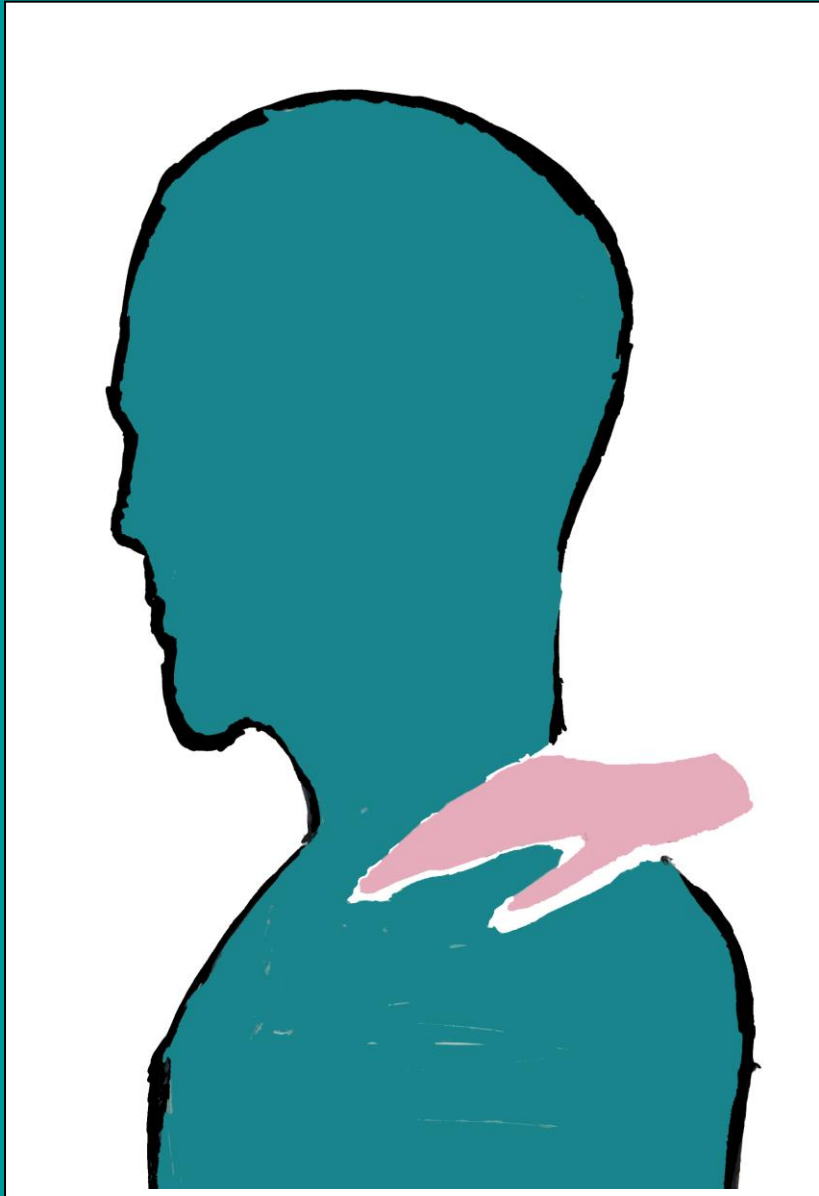
Goal: Delay the early onset of drinking and encourage changes in risky drinking behaviours.

Objectives	Actions
2.1 Increase capacity of community organisations, training centres and other education centres to respond to alcohol issues through information, training, and other approaches.	<ul style="list-style-type: none"> – Conduct audit of current drug/alcohol training levels to identify gaps and needs. – Develop and deliver evidence based/evidence informed training/information programmes to build capacity of professionals in relation to alcohol use and harms. – Work with needs identified by specific groups on alcohol related harms and build capacity to respond to these through tailored training/responses. – Collaborate with Dublin City University (DCU) support actions relating to <i>Responding to Excessive Alcohol Consumption at Third level</i> (REACT) Project. – Participate in SAOR train the training programme to deliver SAOR training to wide range of youth, education and community organisations and members in Ballymun.
2.2 Work with service providers to increase the focus on alcohol as a key component of programmes or interventions delivered in relation to parenting, health & nutrition, sports and fitness, wellbeing etc.	<ul style="list-style-type: none"> – Scoping and identification of programmes/initiatives where information on alcohol could be incorporated and discussed. – Develop mechanisms for inclusion of alcohol information and its impact in programmes/initiatives delivered locally.
2.3 Support and promote delivery of evidence-based family skills programmes to build protective factors within the family environment.	<ul style="list-style-type: none"> – Continue to deliver Strengthening Families programme and other evidence-based family/parenting programmes in the area and promote access to ongoing supports. – Enhance inter-agency work which responds to and provides protection for families and young people affected by alcohol and related risks. – Engage local parents/families in use of social media parent-to-parent support. Use of Ballymun Connects and other recommended websites and in relation to alcohol related issues.
2.4 Build community awareness of the risks associated with alcohol use and the benefits of healthy lifestyles and well-being.	<ul style="list-style-type: none"> – Encourage healthy living lifestyle awareness and involvement in alcohol free community participative events. – Work with service providers and community groups to highlight foetal alcohol spectrum disorder (FASD) and alcohol use during pregnancy. – Promote community awareness of the importance of healthy brain development and how alcohol impacts on cognitive functioning over the life course (including the teenage brain).

2.5 Continue to work with local schools, youth organisations and training centres to reduce alcohol consumption among young people.	<ul style="list-style-type: none"> – Utilise Prevention & Education Sub-committee, to develop a shared framework for responding to issues relating to young people and alcohol. – Continue to support and develop alcohol-free venues/events with young people being centrally involved in their design and delivery. – Explore ways to further resource community groups to develop viable alternatives to alcohol as a social option, such as food-based activities, midnight suppers, BBQ events in youth group settings, etc.
2.6 Respond to the needs of children at risk of alcohol related harm through inter-agency working.	<ul style="list-style-type: none"> – Utilise the <i>Network Protocol</i> and <i>Meitheal process</i> to address hidden harm issues relating to the impact of alcohol use on children in the home. – Identify and prepare referral pathways information/signposting of agencies that support children/young people in relation to hidden harm around alcohol. – Continue to progress the work of the Ballymun Network for Assisting Children and Young People to respond to hidden harm.

Indicators

- Scoping needs & training audit undertaken and identification of needs and gaps.
- Delivery of alcohol related information and components in local programmes/initiatives.
- Current and additional evidence-based prevention and intervention programmes which relate to alcohol reviewed and further expanded or developed.
- Alcohol related issues experienced by specific groups identified and explored through flexible/socially inclusive programmes and responses.
- Active promotion and sharing of alcohol specific information and signposting of supports.
- Range of alcohol-free events planned and delivered in Ballymun.
- Issues relating to alcohol and hidden harm highlighted and responses co-ordinated.



Theme 3 Treatment and Rehabilitation

I would love to see treatment centres available to me here in the community. People can stay in the community and receive the treatment they need from detox right through to the aftercare. They may engage more if they are doing it in their local community. Everyone would be aware of what they are going through and would be able to support them

A lot of people do be looking to become alcohol free and they think that because everybody drinks, it is socially accepted and they are embarrassed to ask for help

While residential treatment can work for some people, it may not always be accessible; it can be expensive and there may be significant obstacles to people availing of it (childcare, employment). Community-based alcohol treatment options (such as the CARE Project) have been successful in Ballymun and in other communities. Community-based treatment pathways are effective for people in their local contexts and environments. They can range in intensity and duration according to the level of need and can involve group and individualised support. Locally based treatment also encourages and elicits intervention, buy-in and practical support from a range of related services, e.g., GPs, housing services, etc. The recent alcohol household study showed that a considerable number of local people can be affected by someone else's alcohol use. In addition, families require accessible, non-judgemental community-based supports in dealing with a loved-one's alcohol use. Research and evidence gathered locally demonstrate that a range of accessible local and rehabilitation options are vital.

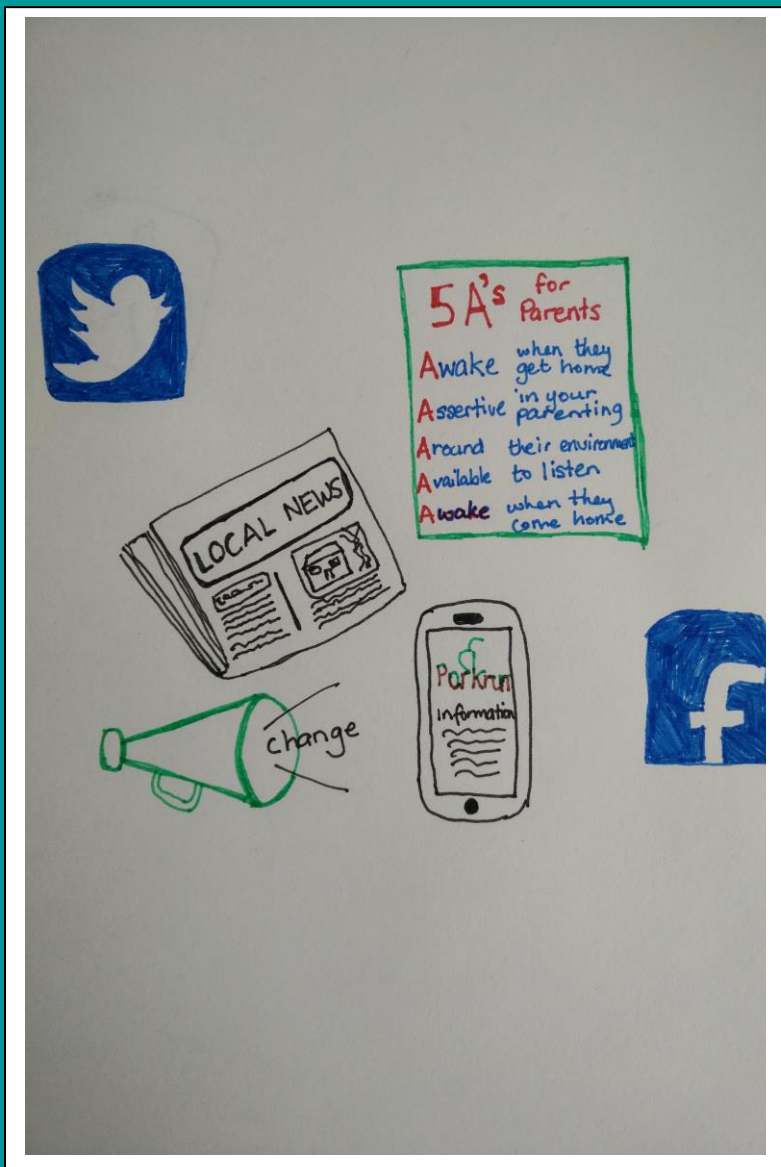
Goal: Effective treatment services and supports will be available and accessible to those with alcohol issues and their families.

Objective	Action
3.1 Ensure that a broad base of group and individual treatment options and evidence-based interventions are available within the community.	<ul style="list-style-type: none">– Work to ensure restoration of funding, implementation, and development of the CARE Alcohol Project.– Support the continuation of evidence-based family support programmes and explore development of others to meet emerging needs.– Promote engagement and take-up of services by providing outreach and other interventions for individuals and families with alcohol related issues.– Promote accessible supports to respond to physical and mental health needs due to continuous drinking behaviour.– Provide information/guidelines on nutrition and supplements for those drinking heavily or undergoing detox.– Provide alcohol related training and referral information to local GP's, health care providers and community agencies.– Increase awareness of Alcohol Related Brain Injury (ARBI) and explore evidence-based treatment interventions/pathways.

Indicators

- Increased awareness in the community and among service providers in accessing alcohol supports locally and nationally.
- Clear referral pathways in place.
- Provision of an integrated community alcohol programme providing a range of support for individuals and family members.
- Barriers accessing alcohol treatment for individuals and families are monitored, identified, and resolved.
- Increased access to a range of supports to respond to physical and mental health needs of those with alcohol issues and their families.
- Increased information on alcohol among local service providers because of training received.

Theme 4: Communications and Advocacy



Theme 4: Communications and Advocacy

A shift in people's attitude towards alcohol. Alcohol needs to be seen in the same light as drugs! A community-wide response. We are all responsible for our community.

More open discussion. More awareness through community workshops and events in planning a community response that involves everyone associated with and living in the area.

Local people can influence local and national policy environments in relation to alcohol use and related harms. Findings from the consultation process indicated that people in Ballymun are seeking more information in relation to how they might influence future alcohol policy and they are eager to be involved at an advocacy level. Currently the Roundtable framework has been successful in providing and receiving information. However, community mobilisation is most effective when the input from all community partners and stakeholders is maximised. Through consistent advocacy we hope to strengthen our work with the community and other agencies to raise awareness nationally, contribute to policy formulation or policy amendment, influence legislation and input to other decisions that affect alcohol harms in the community.

Goal: Influence community perceptions and norms, obtain strong community support for systems change at local and national policy levels.

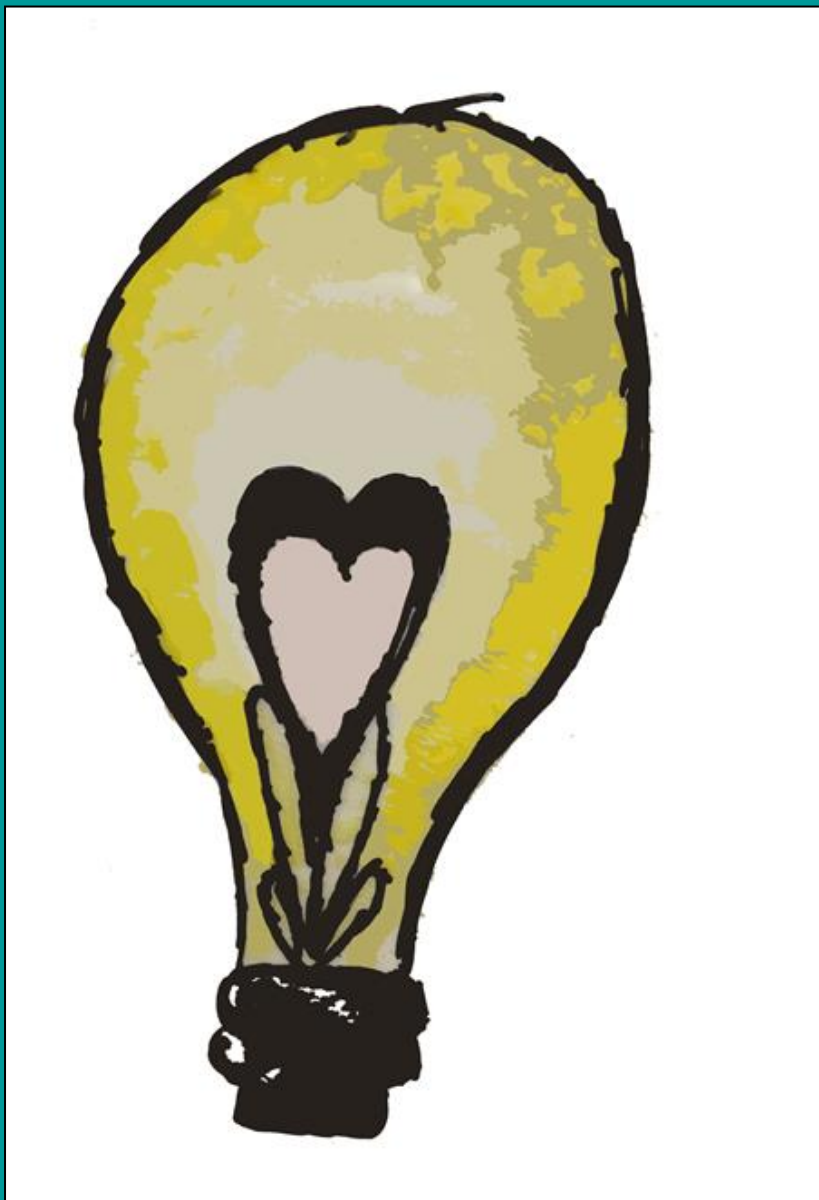
Objectives	Actions
4.1 Enable accessible messaging about the impact of alcohol related harm via a variety of communications channels.	<ul style="list-style-type: none"> – Devise a communications strategy (including social media) which focuses on alcohol harms and related issues to include hidden harm, mental illness, suicide/self-harm, and violence. – Coordinate local action on alcohol/alcohol awareness weeks annually and provide targeted local awareness events leading up to key 'drinking occasions' (e.g., Christmas, St Patrick's Day, Mothers' Day, Junior/Leaving Cert graduations, etc.) – Promote individual engagement and uptake in alcohol services by providing community information on services available. – Create community awareness opportunities and events to engage with issues relating to licensing laws, planning, and alcohol legislation and local "hot spots". – Seek to reduce exposure and effects to local alcohol related marketing by creating community awareness of laws/regulations/guidelines on alcohol advertising, sponsorship, etc.
4.2 Continue to advocate vigorously to alleviate the impact of alcohol-related harm.	<ul style="list-style-type: none"> – Continue to participate fully in the Public Alcohol Health Alliance and support its key measures including: the introduction of minimum unit pricing, restrictions on sports sponsorship, advertising and marketing, introduction of structural separation. – Develop a network of public health advocates/activists among residents. – Work with local people to communicate and promote local experience to inform policy debates and agendas. – Work with elected members of Dublin City Council, Joint Policing Committee (JPC) and city planners to consider the impact of the local environment on alcohol-related issues and harmful drinking patterns. – Advocate for cessation/or strong control of distance sales, alcohol home deliveries and text/social media-based sales. – Advocate against alcohol price reduction promotions and volume-based price reductions.
4.3 Ensure that alcohol related harm is an integral part of the JPC strategy, Roundtable framework and other regular reporting systems.	<ul style="list-style-type: none"> – Provide regular reports on alcohol-related harm at quarterly JPC meetings, at area meetings and at Safer Ballymun meetings. – Enable members of the public to monitor, inform and oversee the granting or renewal of licences process.



Indicators:

- Key messages agreed and delivered within agencies and across the community.
- Dissemination of appropriate information on availability of services to address alcohol related issues.
- Increased traffic on social media.
- Delivery of alcohol awareness weeks/ initiatives, levels of participation (agency & individuals).
- Local seminars held with community groups and residents.
- No of submissions, PQ's, letters/emails to public representatives and use of social media to disseminate messages.
- Regular reporting at Safer Ballymun, JPC meetings and Northwest Area meetings.

Theme 5: Policy and Research



Theme 5: Policy and Research

*More conversation is needed about alcohol. There is a lot of talk about drugs, we don't talk about alcohol to the same extent
(local service provider)*

*Ballymun needs a change in culture in relation to alcohol; social drinking as opposed to a "binge drinking, drunk culture"
(resident)*

We are aware that research can generate and advance new understanding, knowledge and insight into issues relating to alcohol use and related harms. It can also inform the national understanding of the current issues and examine the effectiveness of evidence based responses.

As part of this, it is important that we continue to develop methods to measure the progress of the actions at local level and support the agencies responsible to ensure full implementation of these actions in Ballymun.

In addressing alcohol use and harms locally, it is necessary to ensure that it is kept high on government and departmental agendas and that it is also monitored and integrated into other social policy and legislative agendas. We will continue to work alongside other communities and articulate our views about Government policy regarding alcohol, monitor the impact of policies and make proposals for policy change.

Goal: Ensure that the work of the Ballymun Community Alcohol Strategy is underpinned by research and evidence-based practice and policy.

Objectives	Actions
5.1 Continue to monitor alcohol consumption, alcohol related harms and related health consequences.	<ul style="list-style-type: none"> – Establish a set of data domains to include a variety of different indicators to monitor alcohol use and harms at a local level and support the collection and co-ordination of data from various sources. – Explore opportunities for data collection by hospitals, emergency departments and local medical providers in relation to alcohol-related presentations and admissions, including place of last drink for those presenting from Ballymun. – Work with other community mobilisation sites to collectively develop and progress different measurement methods in relation to alcohol.
5.2 Continue to increase knowledge of evidence-based practice in preventing and reducing alcohol-related harm.	<ul style="list-style-type: none"> – Continue to ensure free flow of information exchange through the alcohol Roundtable structure and other relevant channels. – Measure the impact and effectiveness of specific interventions and initiatives locally and the extent to which progress is achieved. – Partner with a third level institution to undertake research on alcohol related harm to others at a local level. – Encourage and support partner organisations to address local needs in their research and policy agenda. – Continue to implement agreed actions from the collaborative alcohol framework model. – Undertake a review of local patterns and emerging trends to support annual action plans and prioritisation of responses.
5.3 Continue to examine current international research on community mobilisation and learning from other areas.	<ul style="list-style-type: none"> – Review and disseminate good practice examples and criteria in relation to designing and implementing alcohol policy interventions in the community.
5.4 Inform national research and policy on an ongoing basis.	<ul style="list-style-type: none"> – Continuously monitor and evaluate strategy implementation. – Work with other community mobilisation sites to integrate community information and research-based evidence into policy making.

Indicators

- Regular data reporting system established and availability of trend data.
- Actions plans monitored and reported.
- Delivery of alcohol roundtable meetings and pillar meetings to assess progress.
- Collaborative work between other community mobilisation sites undertaken.
- Delivery of actions are based on good practice examples.

Further Information - To Get Involved

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