

# The Plan

## Supply Reduction/Availability/Enforcement

### 1.1. Develop a local policing strategy on alcohol

- Monitor alcohol selling and ensure prosecution of any retailers found to be offending regarding underage sales.
- Identify and prosecute adults purchasing alcohol for minors.
- Review, monitor and promote the number of national identity age cards issued in Ballymun.
- Limit drinking in public places through consistent street patrols and confiscations (follow up with parents in the case of minors)
- Monitor and police local alcohol home deliveries and seek urgent legislation to have this practice banned.
- Continue to enforce drink driving laws and increase the number of random breath checks carried out locally.
- Support the provision of CCTV supervision of areas where high-risk drink-related behaviour/violence occurs.

### 1.2 Actively seek a level of control in the number and density of local alcohol retail outlets

- Carry out 6-monthly assessments of the number, opening hours and density of pubs and shops selling alcohol (when we say Density we mean, how many and how close together they are in this one small local area).
- Set up a system where Dublin City Council informs all other relevant local agencies about planning applications for new alcohol outlets (pubs/shops).
- Set up a system for informing local people about upcoming planning applications for new outlets and about the renewal of existing licenses so they can make their views known on these.

### 1.3 Work with local traders to develop and implement a voluntary code of practice in relation to the sale of alcohol

- Encourage full use of national age identity card.
- Encourage responsible marketing and promotions.

### 1.4 Provide of Responsible Server Training for all local alcohol sales staff

- Provide (at least) two responsible server courses per year.
- Encourage all local traders to use this training for their staff.

### 1.5 Seek changes to existing laws on alcohol and call for action on

- The halting of alcohol home deliveries (such as 'dial-a-can' and text services).
- The halting of alcohol price-based promotions.
- The halting of sports sponsorship by alcohol manufacturers.
- The introduction of minimum pricing standards\*.

## Community Awareness/Attitudes

### 2.1 Influence how the community views alcohol and community behaviour around alcohol

- Ballymun Local Drugs Task Force to offer grants for community events/family fun/health promotion days.
- Organise alcohol free events for adults and for younger people.
- Ask local adults (parents, elder brothers/sisters, neighbours, etc) to be more aware of how they 'model behaviour' (how they drink and behave around alcohol) in front of children.

### 2.2 To use the media to gain support for the plan

- Promote healthier living/choices and alcohol free events in local newsletters, etc.

## Treatment and Rehabilitation

### 3.1 Ensure a range of responses for those with alcohol problems

- Provide local training around effective ways of responding to those with problem alcohol use, including how one can refer to specialist services.
- Provide local information to local people on supports available to families affected by problem alcohol use.
- Harm Reduction.

## Harm Reduction

### 4.1 Seek to reduce harm to individuals who are unable or unwilling to stop using alcohol

- Support the provision of day and evening services for problem alcohol users.
- Support use of appropriate residential services for those problem alcohol users who are having housing difficulties.
- Prevention & Education.

## Prevention & Education

### 5.1 Support provision of effective alcohol and drug education programmes

- Provide training in quality-standard drug/alcohol education programmes

### 5.2 Provide high quality family skills programmes

## Policy & Research

### 6.1 Monitor and regularly report on the progress of this Community Alcohol Strategy

### 6.2 Ensure the plan meets the needs of the local community

- Seek regular information on local drinking practices and attitudes to alcohol

### 6.3 Seek to influence national policy on alcohol by communicating local experience of alcohol-related issues

- Seek support for this local Ballymun Community Alcohol Strategy within the National Substance Misuse Strategy