

Background and Introduction

Having participated in the National Community Action on Alcohol Pilot Programme in 2015, supported by the Alcohol Forum, the Cork Local & Southern Regional Drug & Alcohol Task Forces developed and launched its first Alcohol Strategy for Cork and Kerry in 2016. The model adopted identified three pilot sites in the region; Listowel, Cork City and Youghal. The selection of pilot sites was underpinned by an international evidence base. To date, most of the published evidence on effective community action on alcohol involves towns or cities with a population of at least 5000.

In late 2016, three days of training were delivered by the Alcohol Forum and attended by members of the Community Action on Alcohol North Side (CAAN) from the Knocknaheeny, Hollyhill, Gurrabraher & Churchfield areas of Cork City. *Members of (CAAN) include both community representatives and key local project workers.* The overall aim of the training was to build the capacity & mobilise the local community to identify priorities and to develop a focused alcohol action plan to reduce alcohol related harms in the community under the national priority headings; *Education & Prevention, Supply – (Access & Availability), Screening, Treatment & Rehabilitation, Research and Monitoring & Evaluation.*

This action plan reflects the actions identified by the local working group (CAAN) incorporating the findings from a local Population/Household Survey overseen by UCC. It is envisaged this local action plan, using a community mobilisation approach will be presented to the local community of Knocknaheeny, Hollyhill, Gurrabraher & Churchfield in the spring of 2017 and implemented using a collaborative approach.

Our Local Alcohol Action Plan – which is underpinned by the Cork and Kerry Alcohol Strategy 2016–2018 and guided by the Healthy Ireland 2013–2025 framework – aims to bring about change in the local environment and community systems which currently facilitate harmful levels of consumption and patterns of drinking.

CAAN MISSION STATEMENT

Having conversations in our community and taking local action to reduce harms caused by alcohol.

The World Health Organisation Global Strategy on Alcohol (2010) identified 'community action' as one of ten interventions that should be adopted by governments to reduce alcohol related harms. It is a public health approach which seeks to change the context in which alcohol consumption occurs.

Using community development approaches & principles, we will strive to achieve the goals of our Local Action Plan across the five pillars of *Education & Prevention, Supply – (Access & Availability), Screening, Treatment & Rehabilitation, Research and Monitoring & Evaluation.*

Acronym Legend

ARBI	Alcohol Related Brain Injury
AF	Alcohol Forum
AOD	Alcohol Outlet Density
ASAP	Alcohol & Substance Abuse Programme – GAA ASAP Officers
C&KASG	Cork & Kerry Alcohol Strategy Group
CAAN	Community Action on Alcohol North Side (Knocknaheeny, Hollyhill, Gurrabraher & Churchfield)
CCP	Cork City Partnership
CLDATF	Cork Local Drug & Alcohol Task Force
FASD	Fetal Alcohol Syndrome Disorder
GPA	Gaelic Players Association
HAZ	Health Action Zone
HPD	Health Promotion Department
HSE	Health Service Executive
MUP	Minimum Unit Pricing
NDAI	North Side Drug & Alcohol Initiative
SAOR	Model of Screening and Brief Intervention for problem alcohol use
SRDATF	Southern Regional Drug & Alcohol Task Force
UCC	University College Cork
YWIC	Youth Work Ireland Cork

For more information on Community Action on Alcohol North Side:

- 👤 Jacqueline Daly (CAAN)
- ☎ 087 1962030
- ✉ jdaly@partnershipcork.ie
- 🏠 c/o Cork City Partnership Clg.
Level 1, Heron House,
Blackpool Retail Park, Cork City.

www.corkdrugandalcohol.ie www.corkcitypartnership.ie
www.askaboutalcohol.ie www.alcoholforum.org



Local Action
on Alcohol Plan
2016 – 2018





EDUCATION & PREVENTION PILLAR

Objective	Action	Who	When	Resources	Performance/KPI Indicators
What needs to change?	What actions could contribute to change? How much can we do?	Lead / Others	Time frame	Inputs required	What will this change look like? What Evidence?
Raise Local Awareness of Alcohol Related Harm to Individuals, Young People, Families, Wider Communities, local agencies & schools etc.	Organise an open community meeting / launch including Billy's Choice play to share and promote the findings of the local area household survey	CAAN CLDATF CCP HPD	2017 Qr. 2	Voluntary time from (CAAN) Supported by CLDATF / CCP / HPD / HAZ Cyclone Production Company	Launched & Organised Awareness of CAAN Initiative
	Organise community awareness events during Cork's Life Long Learning Festival	CLDATF CCP CAAN	2017 / 18 Qr. 2	Voluntary time from (CAAN) Supported by CLDATF / CCP / HPD	Awareness of Event Numbers in attendance
	Organise community awareness events during Cork Drug & Alcohol Awareness Month	CLDATF CCP	2017 / 18 Qr. 4	Voluntary time from (CAAN) Supported by CLDATF / CCP / HPD	Numbers in attendance Community Awareness Event undertaken
	Develop an ongoing Communication – Media Strategy for the area	CAAN CLDATF CCP HPD C & K ASG	During 2017 / 18	Voluntary time from (CAAN) Supported by CLDATF / CCP / HPD / C & K ASG	Community Media Strategy Development Implementation Strategy
	Promote local alcohol & drug services through leaflets (including the Directory of Drug and Alcohol Services in Cork & Kerry), social media presence etc.	CAAN CLDATF CCP HPD	During 2017 / 18	Voluntary time from (CAAN) Supported by CLDATF / CCP / HPD / C & K ASG	Numbers of leaflets delivered and directories disseminated Facebook Page / Events Page Set up
	Develop an information campaign on alcohol related harms which tackle the findings of the household survey (Drink Driving / Drinking culture etc.) – Build awareness of key Public Health messages including Fetal Alcohol Syndrome Disorder (FASD) / Alcohol Related Brain Injury (ARBI) / Other Health Messages Actively promote the National HSE Alcohol Awareness Campaign	CAAN CLDATF CCP C & K ASG	During 2017 / 18	CLDATF / CCP / HPD / C & K ASG Community Org / Local Health Professionals	Numbers of campaigns undertaken Information disseminated Safer / Healthier Community
	Promote the concept of Alcohol Free Zones (community agencies, local people & business, Bus Eireann / Adshells)	CAAN CLDATF CCP HPD HAZ Feroige	Qr. 1 – 4 2018	Voluntary time from CAAN Support from CLDATF / CCP / HPD / C & K ASG	Safer / Healthier Community UCC Household Survey
	Promote, organise & deliver evidenced based education & prevention programmes / training / workshops to a range of target groups incld; young people / families etc. Harm Reduction – SAOR Brief Intervention (2) Strengthening Families Programme (2) Putting the Pieces Together (1) Fetal Alcohol Syndrome Disorder (FASD) (1) Alcohol Related Brain Injury (ARBI) (1) 'Steps to Cope' Programme Family Support & Concerned Person / Young Person's Programme (1)	CLDATF / SRDATF CCP HPD YWIC	During 2017 / 18	Voluntary time from CAAN Support from CLDATF / CCP / HPD / C & K ASG SFP Steering Committee Alcohol Forum Funding	No. of Programmes / trainings / workshops – promoted, organised and / or delivered (SFP 2017 Delivered)
	Raise awareness of the Local Alcohol Action Plan with School Principals, SPHE Co-ordinators, Boards of Management, Parents Councils, Children & Young Peoples' Services Committee, Youth Reach, Youth Organisations, Sporting Clubs, Local Agencies / Networks etc.	CAAN CLDATF CCP HPD	During 2017 / 18	Voluntary time from CAAN Support from CLDATF / CCP / HPD	Safer / Healthier Community Reduction in drinking – including underage
	Promote 'Hello Sunday Morning' activities locally	CLDATF CCP HPD	Qr.1 2017	Voluntary time from CAAN Support from CLDATF / CCP / HPD	Healthier Community



SUPPLY, ACCESS & AVAILABILITY PILLAR

Objective	Action	Who	When	Resources	Performance/KPI Indicators
What needs to change?	What actions could contribute to change? How much can we do?	Lead / Others	Time frame	Inputs required	What will this change look like? What Evidence?
The local community is saturated in terms of the availability of alcohol	Map the number, type and density of outlets selling alcohol in the local area. Map the extent of alcohol advertising taking place in these communities.	(YWIC) Young Persons' a. & part of b. (CAAN) CCP / UCC)	2017 Qr. 2 / 3	Voluntary time from (CAAN) Supported by CLDATF / CCP / HPD YWIC	Highlight the amount of alcohol outlets in the area
Build awareness in the community of the link between harm and easy availability of cheap alcohol	Explore the possibility of mapping alcohol outlet density (AOD) with other information incld; • crime data • proximity of (AOD) to crèches, schools etc. • any alcohol advertising in the site areas	(CAAN CCP) Garda CLDATF	2017 Qr. 2 / 3	Voluntary time from (CAAN) Supported by CLDATF / CCP / HPD	Removal & restriction of local alcohol advertising campaigns Reduction in drinking – including underage
	Link with local businesses / organisations etc. re. advertising of alcohol products	CAAN CLDATF CCP HPD	2017 / 18	Voluntary time from (CAAN) Supported by CLDATF / CCP / HPD	Less visible advertising locally Link with other agencies UCC Household Survey
	Raise awareness in the local community of the link between alcohol outlet density, availability and harm	(CAAN CCP) Gardai CLDATF	During 2017 / 18	Voluntary time from (CAAN) Supported by CLDATF / CCP / HPD / Community organisations / Household Survey	Reduction in drinking – including underage
	Seek to limit the availability of alcohol at local public, civic, community, sporting events etc. (Alcohol Free Zones)	(CAAN CCP) Gardai CLDATF Sporting & Community Orgs	During 2017 / 18	Voluntary time from (CAAN) Supported by CLDATF / CCP / HPD / Sporting (GPA) (ASAP Officers) & Community organisations	Reduction in drinking – including underage Alcohol Free Zones – Sporting / Community / Special Occasion Events etc.
	Raise public awareness in the community around the licensing process for on & off licenses – incld District Court Clerk / Judges etc.	(CAAN) CCP) Gardai CLDATF	2017 Qr. 4 / 2018 Qr. 1	Voluntary time from (CAAN) Supported by CLDATF / CCP / HPD	No new licenses to sell alcohol issued in the local community • Numbers Lobbied • Number of licenses • Potentially Reduce Harms
	Work with the Cork & Kerry Alcohol Strategy Group / Alcohol Forum to develop an information booklet / community toolkit on licensing and the process of objecting to licenses	C & K ASG A F	During 2017 / 18	C & K ASG A F	No new licenses to sell alcohol issued in the local community
	Lobby local politicians to seek support for Minimum Unit Pricing (MUP) and structural separation in the Public Health Alcohol Bill, while ensuring that the level of support for the above is known to all local elected representatives	C & K ASG A F	2016 / 17	C & K ASG A F Voluntary time from (CAAN) Supported by CLDATF / CCP / HPD	Public Health Alcohol Bill passed in its entirety without amendments Meetings with officials Letters / Emails
	Seek engagement of the local Garda in (CAAN) Liaise with the local Garda to ensure that a number of targeted measures are carried out locally incld: • test purchasing • drink driving • venue closing hours • selling alcohol to intoxicated people implementation of bye-laws	Garda / CLDATF NDAI HPD	During 2017 / 2018	C & K ASG CLDATF / CCP HPD Garda District Superintendent NDAI	Garda Rep is a member of CAAN Updates on targeted measures being carried out locally No. of Leaflets sent RSA Training numbers



SCREENING, TREATMENT & REHABILITATION PILLAR

Objective	Action	Who	When	Resources	Performance/KPI Indicators
What needs to change?	What actions could contribute to change? How much can we do?	Lead / Others	Time frame	Inputs required	What will this change look like? What Evidence?
Build local capacity / raise awareness of the alcohol and drug services / supports that are available locally and through the referral process	Build local capacity / up-skill Tier 1 services / supports in the local area through the provision of training in SAOR Brief Intervention Training across the community including sports organisations Brief Intervention programme rolled out in the area	CLDATF CCP HPD CLDATF	Qr. 3 2017 & 2018 Qr. 3 / 4 2017 & 2018	Voluntary time from CAAN Support from CLDATF / CCP / HPD / Local Community / Agencies / Sporting Orgs CLDATF / YWIC / Feroige	Training completed Programmes completed



RESEARCH PILLAR

Objective	Action	Who	When	Resources	Performance/KPI Indicators
What needs to change?	What actions could contribute to change? How much can we do?	Lead / Others	Time frame	Inputs required	What will this change look like? What Evidence?
Community are aware of and have access to the household survey and its finding	Promote the findings of the Local Household Survey – of the Community Action on Alcohol North Side / Local Plan The Launch Local Library / Venues Local Networks etc. Cork Drug / Alcohol Events	CAAN CLDATF CCP HPD	Qr. 2 3rd, 5th & 7th April 2017 & 2018	Voluntary time from CAAN Support from CLDATF / CCP / HPD C & K ASG	Community Awareness – Alcohol Related Harms etc. Local Action Plan / CAAN



MONITORING & EVALUATION PILLAR

Objective	Action	Who	When	Resources	Performance/KPI Indicators
What needs to change?	What actions could contribute to change? How much can we do?	Lead / Others	Time frame	Inputs required	What will this change look like? What Evidence?
Community Awareness of Household Survey findings & Alcohol Related Harms	Liaise with UCC regarding Household survey findings Develop and review a local action plan Conduct a needs analysis with the local group to explore what supports will be required to implement the plan Meet regularly and review progress Develop a process evaluation Recording Information	CLDATF UCC / A F / CAAN / CLDATF / CCP / HPD Alcohol Forum / CLDATF / CCP / HPD CAAN / CLDATF / CCP / HPD C & K ASG UCC	2016 / 17 2016 / 17 / 18 2016 / 17 Qr. 1 2016 / 17 / 18 2016 / 17 / 18	UCC C & K ASG Alcohol Forum / CLDATF / CCP / HPD / C & K ASG UCC Alcohol Forum / CLDATF / CCP / HPD / C & K ASG UCC UCC	Community Awareness of Household Survey findings – completed & disseminated Development of Local Action plan drafted and CAAN formed Local Action Plan reviewed Needs analysis conducted / supports in place to implement Local action plan Ongoing review / community mobilisation & alcohol related harm awareness etc. Ongoing evaluation



CORK

Community Action on Alcohol

Knocknaheeny • Hollyhill • Gurranaheer • Churchfield

Supported by The Alcohol Forum