



derry
healthy cities

“Community Led, Civically Endorsed”

A Partnership Approach to Alcohol Harm Reduction

Eamon O’Kane
Director, Derry Healthy Cities



DERRY
CITY COUNCIL



OVERVIEW



- Where we were then – 2005
- Contexts
- Approaches
- Initiatives
- Case Studies
- Where we are now - 2013

Background Context

- Local perception of Derry as an area with high levels of alcohol misuse
 - (68% of people saw alcohol misuse as the most important policing issue in the district command unit – source DDPP/NISRA)
- 2 in every 3 presentation to A&E as a result of Alcohol related harm
- High numbers receiving treatment for liver, heart, stroke and cancer related to alcohol misuse
- Research showed that young people in Derry get drunk for the first time as young as 12 years old
- Estimated total social cost of alcohol misuse in NI was £770m per annum





HELP WANTED
NO IRISH
NEED APPLY

Kiss Me, I'm Irish



Alcohol Benefits

- NI Licensed Trade worth c.£1 Billion per year
- c.34,000 jobs directly & indirectly
- 1/3 of tourism spend on food and drink (c.£ 1/2 Billion per annum)
- DHSSPS estimate pubs pay c.£2 Million annually into Arts, Sports & Charities
- c.25% of alcohol is purchased in pubs

We are not about threatening this!



Market Trends

There is a shift from the pub to the off-licence sector, and supermarkets in particular.

- Alcohol is 62% more affordable today than 30 years ago
- Between 2005 & 2009 in NI
 - 118 pubs closed
 - Value of off-trade sales increased by 1/3
- Within UK, we have the lowest expenditure on alcohol but highest on drinks consumed outside the house



Barriers to making a difference

- Absence of leadership – community, organisational , political...
- Ignoring the history & environmental signs in our communities, homes and workplaces
- Complacency and subscribing to fatalism
- Ignoring the community's tension on alcohol and drug misuse
- Focusing on short term measures alone
- Focusing on the popular but least effective education initiatives
- Reliance on the Health sector to address this major societal and cross sectoral issue



Vision

A clean, safe and vibrant region with a responsible attitude to alcohol which protects future generations against alcohol related harm.

Aims

- To raise awareness of the need to change the current alcohol culture
- To initiate a process of cultural change
- To create a responsible position for alcohol use within societal priorities



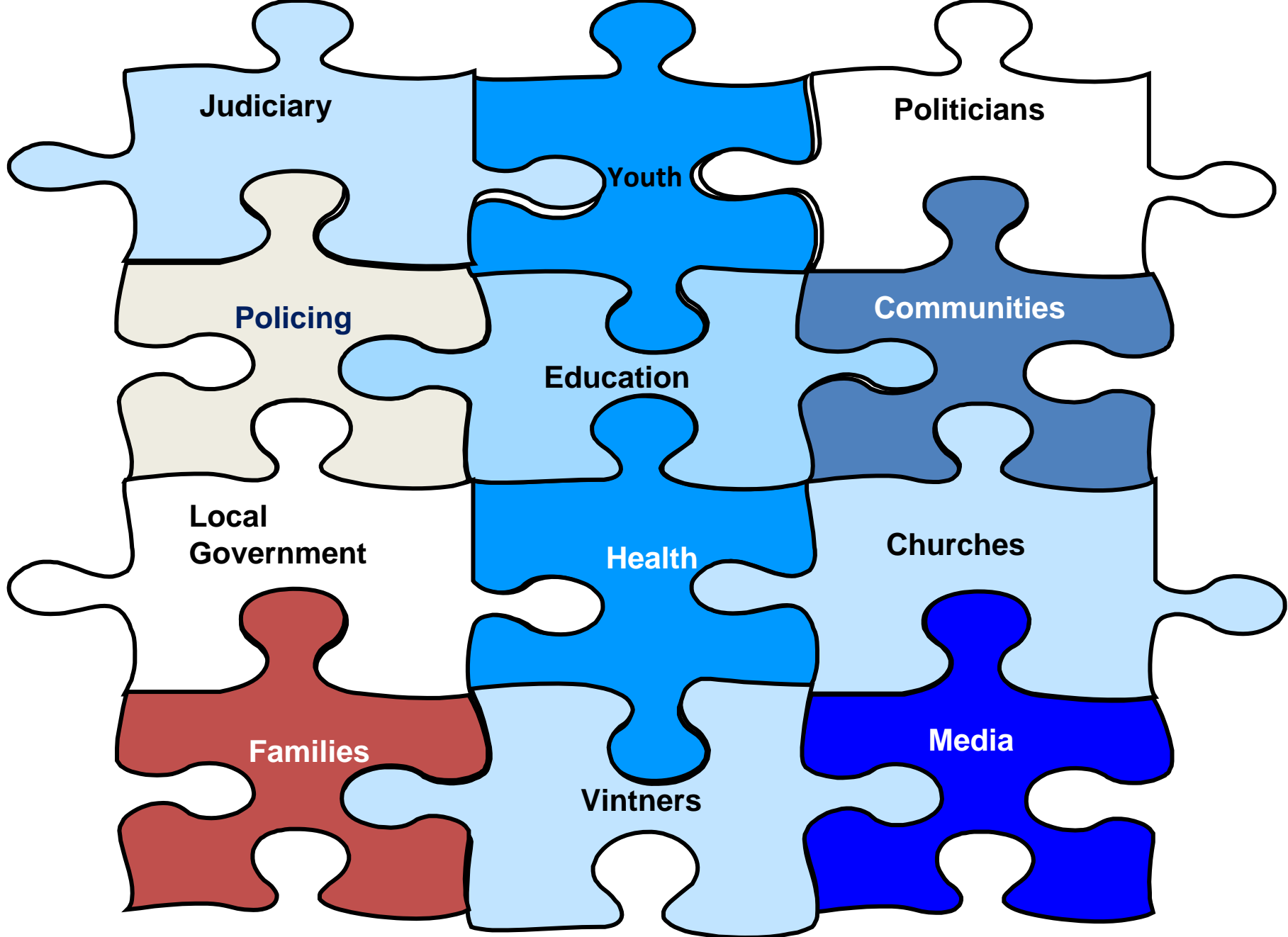
Objectives

- A collective approach harnessing the support, commitment & enthusiasm of all stakeholders
- Educate stakeholders on their role in tackling alcohol culture
- Reduce & ultimately eradicate access by children to alcohol
- Provide alternative non-alcohol focussed entertainment
- Create a safer, vibrant City Centre and region
- Establish, maintain, monitor & enforce standards of good practice in the operation of premises selling alcohol.



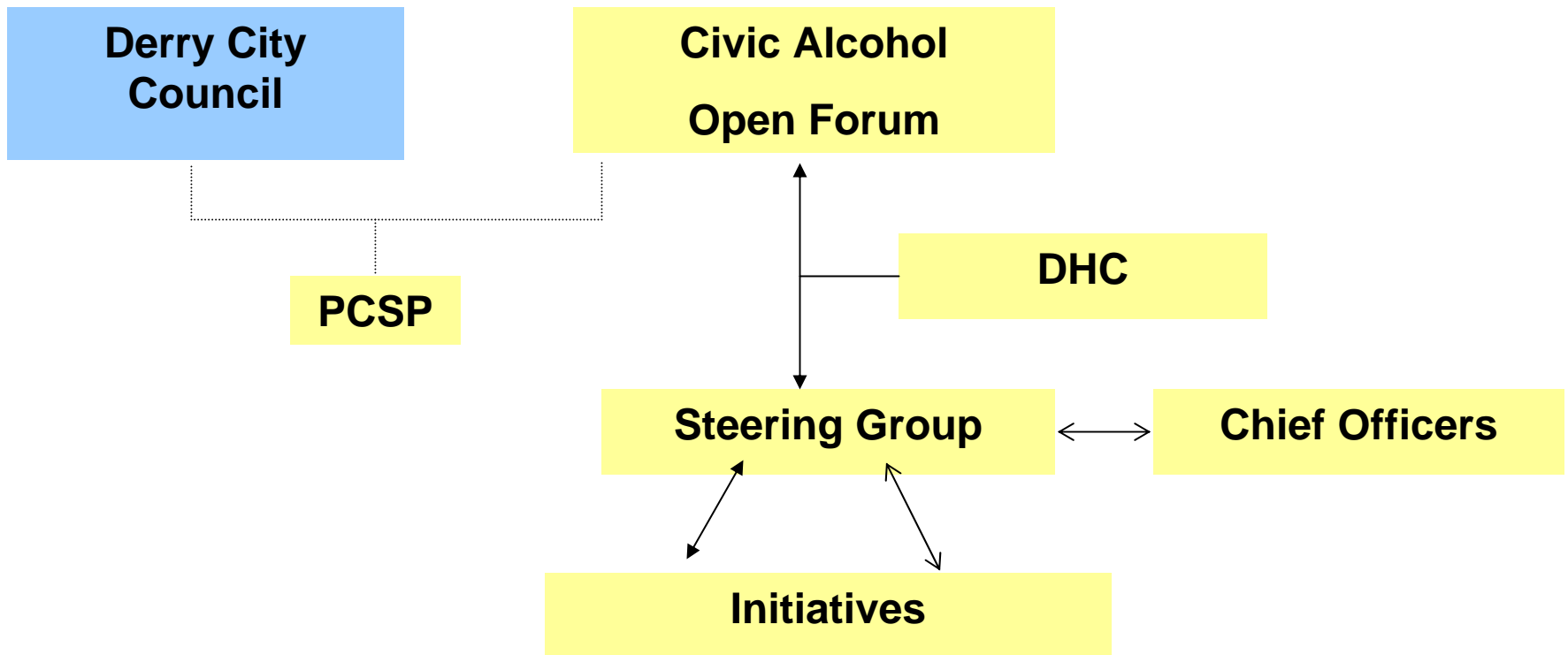
Anticipated Outcomes

- Reduced harmful use of alcohol;
- Reduced prevalence of underage drinking;
- Reduced alcohol-related harm;
- Reduced incidents of alcohol related violence;
- Reduced alcohol-related hospital admissions;
- Reduced family relationship problems due to alcohol;
- Increased access to alcohol treatment services;
- Reduced prevalence of alcohol at community events/activities;
- Reduced alcohol marketing in local areas;
- Increased use of responsible server techniques and skills.



The Stakeholder Jigsaw

Outline Structure



CHATHAM HOUSE RULES

The Approach

- Commitment to Action + Leadership
- Ethos of shared responsibility
- Increase Participation/Membership
- Quick Wins + Developing Action Plans eg
 - Treatment & Prevention Interventions
 - Alternatives
 - Family Support
 - *Risk taking???*

First Action Plan

- Four stages linked to a night out
 - Getting ready
 - People management
 - Venues
 - Environment



Charter of Commitment

This Charter represents a commitment to support and co-operate with the Civic Alcohol Forum in the Derry City Council area in the pursuit of a safe and responsible approach to alcohol amongst all citizens.

In signing this Charter we agree to commit to the Vision of a clean, safe and vibrant region with a responsible attitude to alcohol which protects future generations against alcohol related harm. In pursuit of this vision we agree to work in collaboration with all local stakeholders to

- Raise awareness of the need to change the current alcohol culture
- Initiate a process of behavioural and cultural change
- Create a responsible position for alcohol use within societal priorities

We recognise that our commitment to this charter will require us:

- To support a collective approach that harnesses the support, commitment and enthusiasm of all key stakeholders.
- To educate stakeholders on their role in tackling alcohol culture
- To reduce & ultimately eradicate access by children to alcohol
- To provide an alternative to alcohol linked entertainment
- To create a safe, vibrant City Centre and region
- To establish, maintain, monitor and enforce standards of good practice in the operation of premises selling alcohol.

In signing this Charter we agree to offer our full support in the pursuit of the above

Signed For Organisation:

Signed For DCC:



www.derrycity.gov.uk

only 5 initiative.....



ARE YOU 18?

Please feel flattered!

These premises have agreed to ask for identification from anyone who appears to be under 21 years old!

You may have kept your youthful looks, but we hope you'll be able to prove to us that you're over 18 before we can sell alcohol to you!

This premise supports the **only 5 initiative**.

▶ Staff will not sell alcohol to anyone under the age of eighteen

We'll only accept one of the following **5** as evidence that you can buy alcoholic products:

- ▶ Driving licence with photo card
- ▶ Passport
- ▶ National Age Card
- ▶ Electoral registration card
- ▶ CitizenCard

CitizenCard is a PASS Hologram identification that is readily available free of charge through schools, colleges and retail outlets so if you are over 18, there is no excuse not to have identification.

Sorry. You look so young and so good, we just want to be sure.



OFF LICENCE CODE OF PRACTICE



18?

retailers guide





"Stick To Your Limits"

Men - max 4 units/day & not more than 21 units/week

Women - max 3 units/day & not more than 14 units/week

**1 x 35 ml measure of alcohol
= 1.5 units**

1 Glass of Wine = 1.5 Units

1 Pint of Beer = 2.5 units

**You Don't Have To Be Drunk
To Be Doing Real Damage!**

DERRY CITY COUNCIL



MAXIMUM PENALTY
£500

**ALCOHOL
FREE ZONE**

It is an offence to drink
alcohol in this area



DERRY CITY COUNCIL

**ALCOHOL
FREE ZONE**

It is an offence to drink
alcohol in this area



As adults
we should lead
by example



Drunken arguments...
you might forget
but will he?



The right choice
can be a
lonely choice



He tells me not
to drink,
but he never stops




A life beginning...
a life **wasted**





www.123nightbus.com

Just Add Water



The Civic Alcohol Forum would like to encourage you to consume a glass of water for each alcoholic drink you choose to consume.

This benefits you by:

- Allowing you to keep a clear head.
- Enabling you to stay in control during the evening.
- Helping you to stick to the recommended daily limit of alcohol.
- Reducing the likelihood of waking up tomorrow feeling ill.

Why don't you try it for yourself!!

We hope you enjoy your evening.

For more info ring (023) 7161 1384 or visit www.123nightbus.com

- 1 GET ON**
- 2 GET OFF**
- 3 GET HOME**

from cityside to city-wide its as easy as
one²three

one²three
nightBUS

saturdays 1am to 3 am
pickup points: foyle street + strand road

Promotions Protocol



Friday Morning



Friday Afternoon

RESPECT THE SHAMROCK - RESPECT YOURSELF

Event Charter

This charter represents a commitment to support and co-operate with the Civic Alcohol Forum in the Derry City Council area to make this event a safe and enjoyable one for all our patrons.

We value your custom and want to make today memorable for the right reasons.

In signing this charter the owners and staff of these premises are committed to an enjoyable celebration weekend that is based upon a safe and responsible approach to alcohol amongst all.

Through the charter we commit to the following objectives;

- The Vision of a clean, safe and vibrant day of celebration that ensures a responsible attitude to alcohol.
- The maintenance, monitoring and enforcement of standards of good practice expected of premises selling alcohol.
- Appointment of appropriate staff numbers to facilitate an enjoyable day in our premises
- The prevention of the sale of alcohol to children or people buying alcohol for children
- The prevention of admission and alcohol sale to intoxicated patrons
- Prevention of any glass emerging onto the street
- The facilitation of safe and enjoyable celebration by all of our patrons
- The responsible consumption of alcohol by all our patrons
- The safe and responsible dispersal of all patrons at the close of business

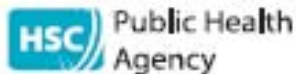


PLEASE ENJOY YOUR DAY



Festival Care

Guidelines on the management of alcohol and its related harms at festivals & events



Festival Care



Are you organising a community festival or event as part of the City of Culture celebrations?

If so, make sure that the event is safe and fun for all... don't let alcohol spoil a good time!

The Festival Care Guide provides information on how to manage alcohol responsibly at public events. Topics Covered include:

- Briefing of event staff and volunteers
- Publicising your event
- Legislation and Responsible Service of Alcohol
- Alcohol Policy Template
- Festival Charter

For a copy of the guide or to get further information, please contact Derry Healthy Cities on

(0)28 7138 4568 or festivalcare@derryhc.com



Halloween Case Study

- 25 years ago, Derry City Council's inaugural Halloween Festival, parade & fireworks display
 - 25,000 people attending
- Success marred by significant street drinking , associated assaults & hospital admissions
- Significant negative press coverage
 - Public calls from doctors and church leaders for festival cancellation
- Carnival Care Campaign
 - “Enjoy Halloween Safely, Enjoy Halloween Sensibly”


- Campaign led by a multi-disciplinary planning team from within Council
 - Environmental Health, Building Control, Engineering, Street cleansing, Development and Marketing & Communication
- External planning team
 - Police, Fire & Ambulance services, Social Enterprise Stewarding company, Road services & numerous community groups



- School visits (art competition)
- Letters
 - all licensed premises, Taxi Companies, Off Licences, Churches, GP surgeries, bus companies
- 50,000 “You, Your Child and Alcohol” booklets
 - distributed to parents via churches & schools
- Parents centres & drop off/pick up plans
- Regular press interviews/features
- Carnival care wardens

Divert
Project



 carnival care

No tricks All treats



Enjoy Hallowe'en Safely
Enjoy Hallowe'en Sensibly
Don't let alcohol ruin it

Banks of the Foyle


like us on 

www.derrycity.gov.uk/care

Useful numbers: Divert (9am to 5pm): 028 7127 3972 Samaritans: 0845 790 9090
Lifeline: 0800 808 8000 Childline: 0800 1111, Drinkline: 08009178282

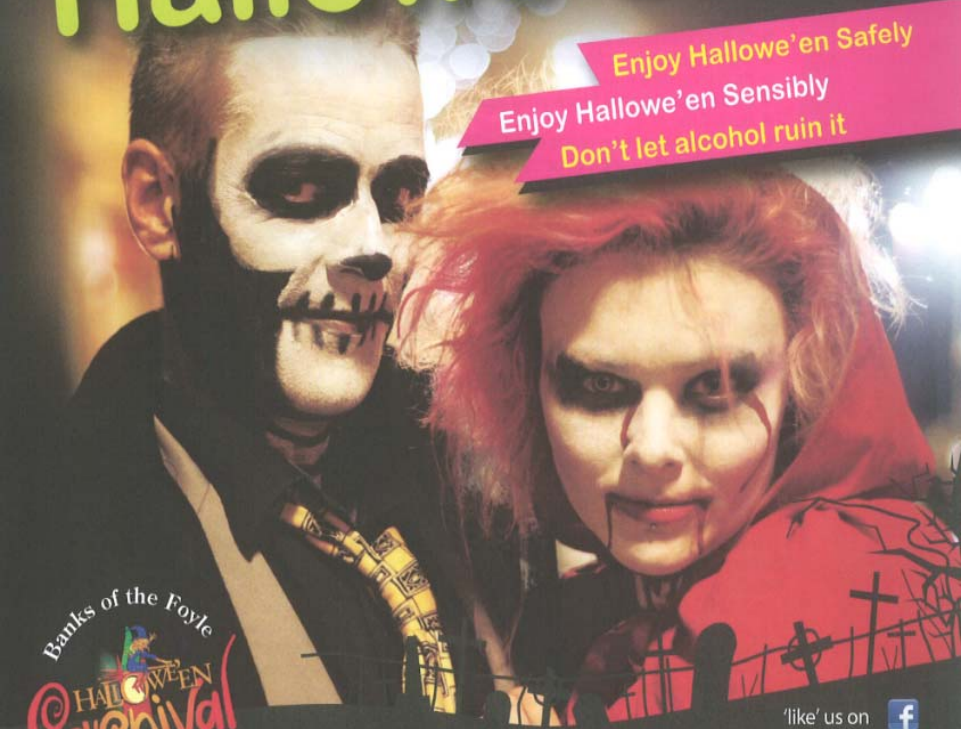


Divert
Project




 carnival care

Be Safe this Hallowe'en



Enjoy Hallowe'en Safely
Enjoy Hallowe'en Sensibly
Don't let alcohol ruin it

Banks of the Foyle


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- 2006 Media evaluation
 - positive media value of £54,004 and negative value of £16,354.
 - Negative media stories eg “not many bright sparks in city’s Halloween festival” “Derry’s fight night” and “could do better...”
- 2008 Media report
 - positive media value of £201,405.60 and negative value of £4,052.67.
 - Positive headlines “Halloween Carnival a huge success for all”, “peaceful Halloween praised” and “all right on the night”.
 - independent report estimated the economic benefit of Carnival to region at £545,400
- 2012 - over 40,000 visitors
 - policing and A&E incidences remain static

Halloween was 'safest on record'

BY BRENDAN McDAID
 bmcdaid@belfasttelegraph.co.uk

DERRY'S Halloween celebrations have been praised for being the most successful and safest on record.

Accident and Emergency staff at Altnagelvin Hospital, the Mayor, the PSNI and others have praised the organisers and participants for ensuring there were fewer incidents than usual.

Despite up to 30,000 people gathering for the parade, firework displays and other activities, only 34 people were treated at Altnagelvin Hospital for Halloween-related injuries.

Some 52 people attended A&E during Halloween activities.

Three in the city were treated at the Altnagelvin Hospital for Halloween activities.

Two thirds of those injured were male and the average age of attendees was recorded in the 20 to 25 age group.

Nine people were treated for assaults, while 22 were treated for excess alcohol, as well as three cases of underage drinking.

In total, 24 people were transported to A&E via ambulance and two Mr James Steele, Consultant for A&E with the Western Trust, said: "I am pleased to report a downward trend in A&E attendances as a result of the Halloween festivities this year when compared to previous years."

"Hopefully this downward trend will continue in the coming years." He added "Staff emergency room across the Western Trust area

to make it such a memorable and positive experience for everyone, Over 900 participants made the Carnival parade and thousands lined the River Foyle for the city's annual fireworks display.

The city was at its busiest over the Halloween weekend with accommodation and many events full to capacity. An inter-agency programme of

dealt extremely well with the expected increase in incidents over the weekend and should be commended for their sterling efforts.

In addition, first aid volunteers should be recognised for their excellent support in Derry City centre on Friday night providing triage at the scene."

Derry City Council thanked the interagency team and carnival participants who have worked together to make this year's Banks of the Foyle Carnival such a success.

The Mayor Councillor Paul Fleming said: "The uniqueness of the Halloween Carnival is the public and community participation and the number of locals and visitors who attended to make it such a memorable and positive experience for everyone, Over 900 participants made the Carnival parade and thousands lined the River Foyle for the city's annual fireworks display."

with younger people has been credited with reducing the level of underage drinking reported at the city centre triage. Th PSNI were also encouraged by the reduction in

and a notable decrease in assaults. Inspector Jon Burrows said: "We have continued to build on the success of previous years and this is down to a strong partnership right across

the community. I am pleased to report that the number of assaults has decreased and our messages regarding alcohol are getting through. "Halloween has become a positive news story for this city and we

are confident this will continue." Sinn Féin Tourism spokesperson, Councillor Maeve McLaughlin said: "A lot of time and preparation goes into putting on this event from Derry City

Council, schools, community organisations, emergency services, and especially the people of Derry who have been vital in making this into the biggest annual Halloween Carnival in Ireland."



Sheila and Gery Coll with their children Kate and Conor during the Banks of the Foyle Halloween Carnival

Picture Martin McKeown



Challenging Underage Drinking

OAP'S

VANDALS SMASHING WINDOWS

PENSIONERS LIVING IN FEAR

PENSIONERS living in the Rosemount Gardens area of Derry claimed yesterday that they are being terrorised by vandals who have repeatedly smashed windows in their homes and set gardens and shrubberies on fire.

The pensioners homes became the target of vandals again yesterday when a fence around the home of an 81 years old woman was ripped apart.

Mrs. Ruby Mooney, who lives alone, said she left her home for only ten minutes yesterday afternoon and returned to find her garden fence torn apart. She was badly shaken by the incident which she said was the latest in a catalogue of attacks which had made life unbearable for the elderly residents of Rosemount Gardens.

"We are being tormented by these people who obviously know that we all

live on our own. We just want to be left in peace. We can't take much more of this," said Mrs. Mooney. Local Welfare Rights Officer Mr. Jim Campbell said the pensioners had suffered so much at the hands of the vandals that the

estate had become known as "persecution square." He said it was disgraceful that the elderly should be "tortured" in such a manner and he called on those responsible to desist from their activities.

A 79-year-old woman who suffered a stroke is being treated in hospital after she found up used condoms in her home after drinking.

By AL



Mrs. Ruby Mooney, centre, pictured outside her Rosemount Gardens home, which was attacked by vandals yesterday. Included in the photo are Mrs. Mooney's neighbour Elizabeth O'Hagan and welfare rights worker, Mr. Jim Campbell. (3/11/B20)

Disgraceful: an elderly resident is regularly left to sweep up broken bottles and discarded condoms outside her Rosemount home. Inset: the window of a local home smashed by a missile.

NEWS 05

'OR

The way the youth adding the...

The Approach

- Community led engagements
 - with the licensed premises
 - Engagement with the “underage drinkers”
 - With residents
- Education of young people/parents/wider community
- High Visibility patrols
- Inter-generational action
- Challenge and reward methods
- Social Capital & Capacity



Outcomes

- Improved partnership working in locality
- Reduced disorder and underage drinking
- Reduced nuisance and fear for residents
- Engagement of alcohol retailers
- No evidence of problem displacement
- Reduction in alcohol litter at hot spot areas
- Local retailers have set up an Off sales forum
- Resident feedback - the difference is “life changing”

Enforcement of possession of alcohol by young people (referral to youth diversion officer)

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2010	2	6	6	11	41	25	18	5	14	9	25	6	168
2011	19	14	11	10	3	10	7	6	4	7	9	10	110

THE MJ 2012

Achievement Awards

WINNERS



anti-social behaviour in the Creggan, Rosemount, Beechwood and Glen areas of the city.

"I wanted to come and see for myself the outstanding effect this project is having on the quality of life for Derry people.

important issue and will continue to work together in order to progress the project."



Challenging Underage Drinking

One



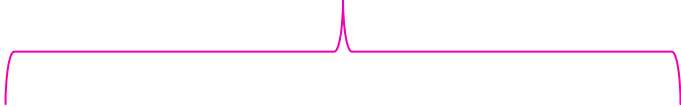
One City
One Plan
One Voice



Intensive Process of Analysis and Engagement

- **1** Future Search event **120** participants and year long follow up process
- **1** Equality Conference **200** delegates
- **1** Strategy Board **40** strategy board members **12** Strategy Board meetings
- **12** SWGs **417** SWG members registered, at least **200** SWG meetings
- **83** Citi-Scope Survey Enumerators interviewed **480** representative residents,
- **14** Focus Groups with **165** participants covering all Section **75** categories
- **6** plenary sessions **5** integration Meetings
- **1,000+** regular visitors to yourcityyoursay.com
- **1,000+** yourcityyoursay E-zine' recipients
- **46,000** summaries of the draft Plan to every household
- **5,000** copies of the Plan to key stakeholder groups
- **22,000** copies of the Plan for every primary and post primary school child

12 Sectoral Working Groups
12 Sectoral Visions
58 Key Priorities
189 Proposals
153 Consolidated Actions
110 Supporting Actions and 43 Foundation Actions
5 Transformational Themes
11 Catalyst Projects



Future Search + Citi-Scope + Econometric Model (Oxford Economics) + Government Statistics (NIRSA) + Space Syntax + OECD

One City – One Plan – One Voice

Our Mission is to deliver Renewal – Economic, Physical and Social, building a stronger and more vibrant economy with increased prosperity for our city and region in ways which ensure that opportunities and benefits from regeneration are targeted towards the most deprived in our communities

Mainstreaming Equality

Embedding Sustainability

Employment & Economy

Education & Skills

Building Better Communities

Health & Well Being

Sustainable & Connected City Region

Growing the Digital Economy

Strategy for skills & employment

Early Intervention City

Health for All

Eco-City: A Transition to Green Energy

Accelerating growth of tourism & culture economy

Higher Education Expansion (particularly the University)

Foyle Valley Gateway

Integrated Transport Strategy (particularly Public Transport)

Establish a Co-operative and Social Enterprise hub

Quality Spaces, Places & Neighbourhoods

A Competitive, Connected, Creative, Caring City

The Culture of Alcohol Challenges

Priority :- Transform the culture of alcohol in the city

Objective :- Derry~Londonderry becomes the lead city for community mobilisation on the issue of alcohol

Sub Challenges:-
Valuing economic benefits
Not being Anti-alcohol
Evidence based action
Community development & partnership
Information sharing
Monitoring impact

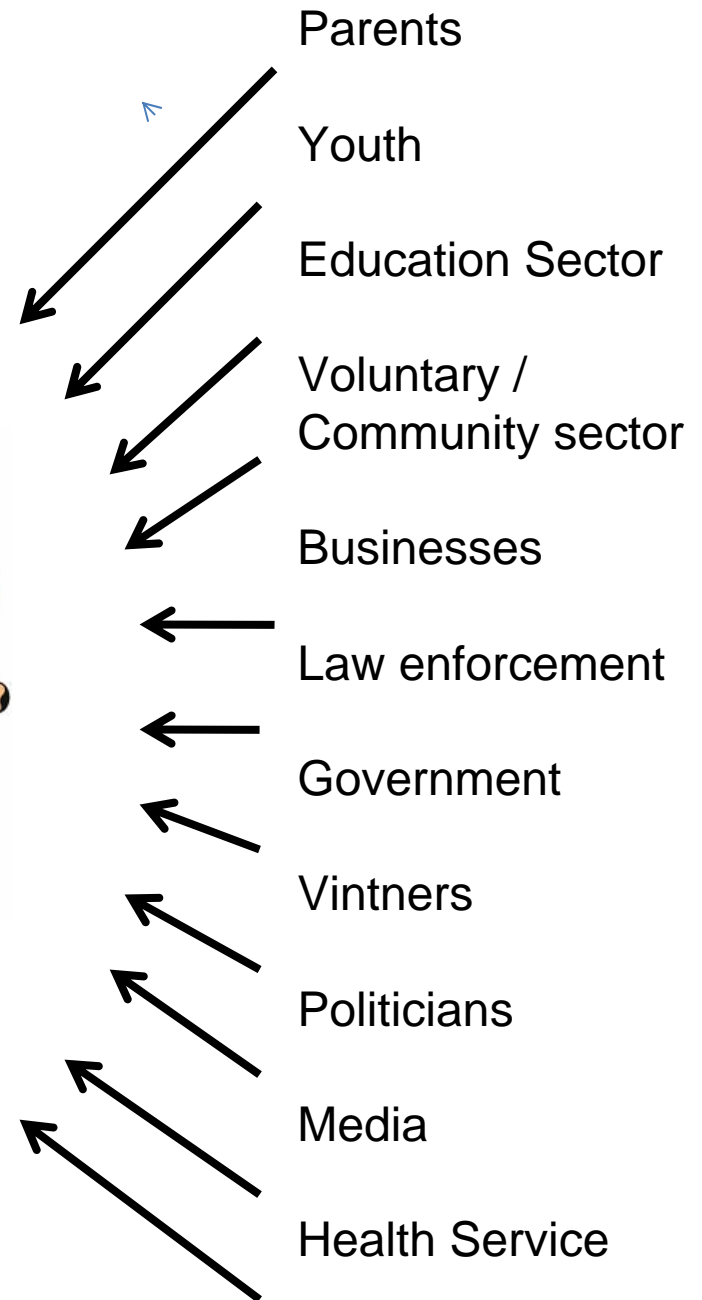
Programme for Government

One Plan

Health Implementation Plan

What is Mobilisation?

Mobilisation on alcohol is a comprehensive response to an issue, involving a wide range of individuals, agencies and organisations that come together to change the 'environment' of alcohol consumption as well as the individual.



Seeks to challenge the 'normalisation of alcohol misuse' in the community.

Why Mobilisation?

- Develops community Ownership & Leadership in addressing negative aspects of alcohol culture
- Improves levels of support for families, individuals and communities to address alcohol related issues
- Educates/creates understanding with stakeholders in relation to their role in changing alcohol culture
- Develops evidenced based action in response to locally identified need
- Develops sustainable capacity to continue/progress mobilisation in the future
- Builds Social Capital for change

Draft Culture of Alcohol Plan

Underpinning principles

- Leadership
- Community development
- Partnership & co-operation
- information sharing and monitoring.
- In line with National Strategic Direction for Drugs & Alcohol

Recognitions

- Alcohol is no ordinary commodity but rather a causative factor in many health and social harms
- Need to have a community wide multi-component approach as opposed to targeting key individuals or at risk groups
- Need to mobilise community action and interest to effect change
- Need to reduce overall consumption levels and to reduce alcohol availability

Action	Summary
Understand the picture of delivery	Develop overview for CAF & City Leaders on current delivery across the 4 Tiers of intervention in the locality
Culture of Alcohol Plan	Develop a multi-agency action plan that adds value to 4 Tiers of intervention <u>BUT</u> with a focus on Culture Change
Civic Alcohol Forum	<ul style="list-style-type: none"> • Review & Strengthen Civic Alcohol Forum • Reinforce profile as catalyst vehicle for alcohol culture change
Communications/ Messaging	<ul style="list-style-type: none"> • Build commitment to CAF Brand • Raise public awareness & understanding of impact of alcohol across all aspects of life • Promote key messaging to reduce harms

Action	Summary
Role Modelling & Stereotyping	Develop campaign around role-models for responsible consumption whose actions counter stereotypical beliefs
Hidden Harms	Support actions to raise awareness & intervene with those citizens impacted by the hidden harm of alcohol
Policy Influence	<ul style="list-style-type: none"> • Develop Council areas profile as a key informant of local and national policy • Minimum Pricing • Derry as a learning/research site
Environment Change	Work with key stakeholders to change the supply, availability & management of alcohol in the local community

Action	Summary
Build Capacity	<ul style="list-style-type: none"> • Increase knowledge of emerging best practice • Facilitate learning opportunities • Broaden range of community intervention expertise • Support utilisation of quality standards • Champion/Endorse new actions
Support for Licensees & Trade workers	<ul style="list-style-type: none"> • Support to utilise best practice/legal observance in performance of activity • Recognise/reward best practice • Ensure awareness of emerging trends/obligation
Screening, Treatment & Support	Be a resource to Tier 3 & 4 delivery agents
Monitoring/Evaluation	<ul style="list-style-type: none"> • Establish a monitoring/evaluation framework • Monitor Public Support

Considerations for Action

- What is it you want to achieve?
- Who are the stakeholders and what is their understanding?
- How does the vision fit with current practice?
- Preaching v Practice
- Spreading the responsibility
- Internal and external messages
- Not just for match days



**Management is doing things right,
Leadership is doing the right things**

Contact

Derry Healthy Cities
c/o Purchasing Corridor
Altnagelvin Area Hospital
24 Glenshane Road
Derry
BT47 6SB
T – 028 7161 1384
E- info@derryhc.com