

9 July 2021

Via Email: [REDACTED]

Response to a request for official information

Dear [REDACTED]

Thank you for your request for official information as a partial transfer of Parts 4 – 8 (of 9) from the Ministry of Health and received 31 May 2021 by Nelson Marlborough Health (NMH)¹, where you seek the following information:

PART 4. What number of [the] following alcohol licence application types for each financial year split by each Public Health Unit were investigated and had a positive outcome:

NMH Response

TABLE ONE

| Licence type | 2018/19 | | 2019/20 | | 2020/21 to 10 May 2021 | |
|-----------------------|--------------|------------------|--------------|------------------|------------------------|------------------|
| | Investigated | Positive outcome | Investigated | Positive outcome | Investigated | Positive outcome |
| New off licences | 18 | 19 | 33 | 20 | 38 | 11 |
| Renewal off licences | 72 | | 67 | | 80 | |
| New on licences | 53 | 34 | 44 | 35 | 43 | 21 |
| Renewal on licences | 97 | | 110 | | 111 | |
| New club licences | 0 | 14 | 10 | 14 | 0 | 4 |
| Renewal club licences | 36 | | 26 | | 18 | |
| Specials | 379 | 71 | 288 | 55 | 275 | 34 |

¹ Nelson Marlborough District Health Board

PART 5 As well as the above, by Public Health Unit, how many of each licence type were:

(a) Applied for in high Maori population areas

NMH response: The level of detail to show alcohol licencing applications in designated 'high Maori population areas' is not electronically captured. It would take a significant amount of time and resources to manually extract this information and, as such, NMH refuses this aspect of your request under section 18(f) as *'the information requested cannot be made available without substantial collation and research'*.

(b) Investigated by health regulatory officers in consultation with Maori under public health's obligation to te Tiritio Waitangi?

NMH Response: We consulted with iwi Maori over the past year to work together to support oppositions for three off-licence premises that were identified in areas with a high deprivation score.

PART 6 In relation to the Sale and Supply of Alcohol Act 2012, could you provide me with the following since 2013:

a) Each PHU's 'Duty to Collaborate' s295 (b) collaborative plan of intervention and prevention strategies developed with the tri-agencies and other partners to prevent alcohol-related harm.

NMH Response: The desired outcome of the Tri-Agency Alcohol Licensing Enforcement Group (ALEG) is to reduce alcohol related harm by:

- Working together at a local level, and committed to shared approaches
- Improving decision making through sharing of information
- Developing and using best practice methods
- Ensuring that key public messages in relation to alcohol are consistent, complementary and supportive.

Both the **Marlborough Alcohol Governance Group** and the **Nelson Tasman Alcohol Harm Prevention Partnership** work with partner agencies including Te Piki Oranga, Accident Compensation Corporation (ACC), Local Territorial Authorities, New Zealand Drug Foundation, Community Action on Youth and Drugs (CAYAD), Hospitality New Zealand, New Zealand Transport Authority (NZTA), and New Zealand Police with the key focus to reduce alcohol related harm.

The Tri-Agency group is made up of the three alcohol regulatory reporting agencies as a means to meet their legislative requirements under section 295(a) of the Sale and Supply of Alcohol Act 2012. Matters for discussion include monitoring of licence premises (Controlled Purchase Operations (CPOs)), and reaching agreement of how and who will address any enforcement issues under the Act.

Sharing Information

Each of the agencies has access to and collects information in relation to alcohol licensing and alcohol related harm. All agencies undertake to provide relevant data they have obtained to support reports on applications, provide evidence at hearings, and to inform submissions to relevant policies, bylaws and legislative reviews.

Data collection

Councils:

- Records of inspections, monitoring and compliance checks
- Public complaints relating to noise, nuisance and vandalism
- Geographic Information Systems (GIS) information on location of licensed premises, location of sensitive sites (e.g. schools, churches) census data (age distribution, socioeconomic data by mesh block)

Police:

- Undertaking compliance checks
- Complaints and follow up of alcohol related offending

Public Health Service:

- Community health and deprivation data
- Regional data analysis including Alcohol related Emergency Department Admissions

Marlborough Alcohol Governance Group

A group of agencies whose purpose is *“To improve wellbeing in Marlborough by preventing alcohol related harm”*. MAGG priority areas include; delaying drinking, Fetal Alcohol Spectrum Disorder (FASD), Hazardous drinking, Kaupapa Maori projects, Recognised Seasonal Employer (RSE) workers, Marlborough drinking patterns data, Local Alcohol Policy (LAP) update, and regional engagement.

Alcohol Harm Prevention Partnership Nelson Tasman

A group of agencies whose purpose is *‘To improve wellbeing in Nelson Tasman communities by preventing alcohol related harm’* by way of identification of priorities for action, undertaking projects, and reviewing and evaluating change. A recent commissioned research report has provided current ‘alcohol related harm’ information for the Nelson Tasman region, and identified the following priority areas to guide project development; Fetal Alcohol Spectrum Disorder (FASD), underage drinking, hazardous drinking, older adults. The current project being developed is how to ‘connect’ with mid-life adult contemplators², in order to motivate them to take action to moderate their drinking.

Resources

Resources have been developed to reduce alcohol related harm across the Nelson Marlborough district and include; ‘0 alcohol when pregnant’, Mocktail recipes, ‘Drink Less, Live More’, ‘The Plan – Delay Teen Drinking’.

(b) If there is no plan please provide activities per PHU that shows collaboration to reduce and prevent alcohol-related harm under Duty to Collaborate under s295 (b).

NMH Response: Please refer to the above plan outlined in Part 6 (a).

(c) Please provide each PHU's successful strategies and interventions under s295(b)

NMH Response: Please refer to our *Alcohol Harm Prevention Partnership Nelson Tasman* overview above, and the attached *Marlborough Alcohol Governance Group Strategy*.

² Thirty two individual face-to-face interviews were conducted with Māori (n=16), Pacific (n=8) and NZ European (n=8) midlife adult contemplators (i.e. men and women aged 45-65 years who drink above the HPA's low-risk drinking advice, and sometimes/often have concerns about their drinking and have thought about cutting back over the last 12 months).

Ready to contemplate? Mid-life adults and their relationship with alcohol, Research New Zealand, October 2018

PART 7 The workforce capacity of alcohol licensing staff per each of the 12 public health units before COVID-19 (as of December 2020) including vacancies held

NMH Response

TABLE TWO

| Nelson Marlborough DHB Public Health Unit | Regulatory Officers Full Time Equivalent (FTE) | Regulatory Officers Head Count | Dedicated legal support FTE | Medical Officer of Health FTE | Administrative support FTE |
|---|--|--------------------------------|-----------------------------|-------------------------------|----------------------------|
| | 1.8 | 3.0 | Ni | 0.2 | 0.2 |

PART 8 The workforce capacity of alcohol licensing staff per each of the 12 public health units as of May 2021 including vacancies held

NMH Response

TABLE THREE

| Nelson Marlborough DHB Public Health Unit | Regulatory Officers FTE | Regulatory Officers Head Count | Dedicated legal support FTE | Medical Officer of Health FTE | Administrative support FTE |
|---|-------------------------|--------------------------------|-----------------------------|-------------------------------|----------------------------|
| | 1.8 | 3.0 | Ni | 0.2 | 0.2 |

This response has been provided under the Official Information Act 1982. You have the right to seek an investigation by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or free phone 0800 802 602.

If you have any questions about this decision please feel free to email our OIA Coordinator OIRequest@nmdhb.govt.nz I trust that this information meets your requirements. NMH, like other agencies across the state sector, supports the open disclosure of information to assist the public's understanding of how we are delivering publicly-funded healthcare. This includes the proactive publication of anonymised Official Information Act responses on our website from 10 working days after they have been released. If you feel that there are good reasons why your response should not be made publicly available, we will be happy to consider.

Yours sincerely

Lexie O'Shea
Chief Executive

Attached: *Marlborough Alcohol Governance Group Strategic Plan (June 2020 – June 2023) (27 pages)*

Marlborough Alcohol Governance Group (MAGG)

Strategic Plan (June 2020 – June 2023)



History

As with many other communities and towns in New Zealand, Marlborough is working hard to reduce alcohol related harm and the wider issues associated with alcohol. Community responses include working with on and off licences, young people, parents and the wider community to try and raise awareness of alcohol related harm.

In early 2013, the Marlborough District Council in association with ACC and the *then* Marlborough Alcohol Advisory Committee agreed to undertake an investigation into alcohol related harm issues in Marlborough. The 'review (In Toto Report) identified that there was a significant amount of harm occurring in the Marlborough district and although several initiatives were already in place, stakeholders agreed that more could be done.

Recommendations:

- Identify through available evidence the extent and nature of alcohol related problems in the Marlborough district
- Inform the development of a Local alcohol Policy as set out in the Sale and Supply of alcohol Act 2012
- Identify the demographics of the people and circumstances associated with alcohol related issues
- Provide baseline data for future monitoring of alcohol related problems
- Provide information to enable a coordinated approach to reducing alcohol related harm in Marlborough

Background

Marlborough achieved International Safe Community accreditation in March 2014.

The Steering Group driving the 'Safe and Sound @ the Top' project (SAS@TT) is a collaborative group comprising government and non-government agencies involved in the improvement of community safety in the Marlborough region.

The formation of an Alcohol Governance Group was built on the outcome of the wider community consultation meetings with groups and organizations working in the areas of alcohol related harm. It has been formed to encourage better linkages with community groups and identify and support initiatives and services around alcohol related harm in Marlborough.

This group will not be responsible for the delivery of programmes or actions but would be responsible for identifying the needs and engaging community support for actions to address those needs.

Purpose

The purpose of the group is to support better coordination, collaboration, coverage, training and understanding of Alcohol Related Harm.

Underpinning Principles

The Marlborough Alcohol Governance Group (MAGG) will operate in congruence with and promote the principles of the 'Safe and Sound at the Top' (SAS@TT) overall vision and Strategic Plan 2017- 2020 to include:

SAS@TT Principles: (over- riding)

- Safety is a fundamental human right
- People are at the heart of making communities safer places in which to live, work, learn, travel and play
- Everybody has a responsibility to promote and maintain their safety and the safety of others.

Marlborough Alcohol Governance Group Principles: (specific)

- Improve partnerships and integrated service delivery with alcohol related harm providers, specialists, education, health and social services
- Work to ensure the needs of communities are met
- Collective action on reducing alcohol related harm

Membership

Membership is open to any provider and stakeholders of any aspect of alcohol related harm in the community

Meetings

Meetings will be held at the discretion of the Marlborough Alcohol Governance Group (MAGG) members.

Meeting Chair

The Chair will be nominated annually from within the group. Administrative support can either be rotated or designated as a specific role from within the group. This person will be responsible for setting the agenda and taking the minutes as required.



Structure

The proposed structure was developed in consultation with a wide variety of community organisations working in alcohol related environments

Action Groups

Action Groups will report against an agreed action plan and feedback at both MAGG meetings and to the SAS@TT steering group. The groups will seek to nominate a lead in each of the action plan areas.

The Marlborough Alcohol Governance Group

(MAGG) will take effect of their principles by supporting the following action groups:

Hospitality and Licencing (previously Marlborough Alcohol Accord)

- Work together toward developing alcohol related harm information collation and distribution – a data loop: local information guiding local initiatives.
- Contribute to improving alcohol related harm evaluation and research in the local area especially around sale and supply of alcohol

Treatment and Health

- Be informed by local information and data especially around emergency response outcomes
- Identify areas of need and develop responsive services or proposals for change
- Improve access to early intervention and prevention services
- Encourage training opportunities between providers
- Contribution to formal clinical education opportunities e.g. study days, education evenings for professionals, wider workforce and other providers

Road Safety Group

- Improve networking, co-ordination, collaboration and information flow between road safety and alcohol related service providers
- Identify new opportunities as they arise with the aim of further enhancing alcohol related harm delivery and activities.

Community Campaigns

- Develop resources to improve information dissemination for providers and for whanau as appropriate
- Develop resources and training systems to get others better able to link community to alcohol related harm support and services
- Key Linkages with other relevant collaborative forums to facilitate cross-representation

Tools

The key tool for achieving aims will be regular meetings that provide an opportunity for information sharing via service updates, networking and progress on the four action areas.

The Marlborough Alcohol Governance Group (MAGG) will need to develop an Action Plan supported by a regular meeting structure.

Outcomes

1. Provide a stock take of activities/programmes/projects currently happening to guide the development of new programmes **(Appendix 3)**
2. Identify potential projects for discussion and implementation into the community.
3. Develop and report against an agreed Action Plan
4. Support the development of the Results Based Accountability (RBA) reporting system for feedback to the 'Safe and Sound at the Top' (SAS@TT) Steering Group, the Safe Communities Foundations New Zealand (SCFNZ) and to the wider community and organizations

Marlborough Alcohol Governance Group (MAGG)

Action Plan (June 2020 – June 2023)

Overview

Action Plan

- Education
- Community Campaigns
- Policy development
- Resources
- Emergent Issues

MAGG Action Plan Overview

In July 2017, SAS@TT commissioned an independent report scoping alcohol related harm in the Marlborough District. This report was presented to MAGG early 2018 and provided an update on current issues compared to those identified four years earlier building on the information that was gathered at that time.

The report aimed to: Identify through available evidence the extent and nature of alcohol related issues in the Marlborough district – Provide baseline data for future monitoring of alcohol related problems Identify the demographics of the people and circumstance associated with alcohol related issues – Provide information to enable a coordinated approach to reducing alcohol related harm in Marlborough



The outcome of this review recognised several opportunities for MAGG to initiate:


- MAGG to champion the promotion of programs and campaigns using the calendar of events
- MAGG to link with local industry better
- There is a need for more profiling of what is being done locally
- Engage with sporting codes more
- Support ongoing campaigns and reminders about not drinking and driving
- Develop a strategy that enables networking and collaboration between parties
- Maintain collaboration between all service providers and agencies with a focus on alcohol harm reduction
- Strengthen opportunities for collaboration on education campaigns with a particular focus on youth and parents/ guardians
- Develop opportunities for the youth of Marlborough to become involved in that are, fun, social and meaningful - without alcohol

It was decided that ongoing actions include:

- Focus on young people, and the whanau of young people.
- Campaigns and programs targeting senior people would be developed once we had the new ambulance data available to understand where/why/how the harm was happening.
- Agreed actions would include the development of campaigns to target 'Sale and Supply of alcohol to minors' and the damage alcohol can cause to the young developing brain.
- Continue to use the 'Know your limits Marlborough' branding and supported by 3 key messages focused on:
 1. **Young people and health** (developing brain, poisoning, abuse, violence, 'lose a day, sexual assaults) - *Young people & caregivers*
 2. **Safer Partying & social drinking** (pre-loading, OK to say no, delayed drinking, drink limits, look after your mates, #on the waters, importance of eating, safe drinking) - *Young people*
 3. **Sale and supply to young people** (the law and responsibility) – *Caregivers and over 18s*

EDUCATION (and Training)

| Action (What we have decided to do) | Target Groups (Who is the focus?) | Activity (What we need to do) | MAGG Action Groups (Which action groups will deliver) | Leads (Who will help?) | Timeframe (By when?) | Outcomes (Is anyone better off?) |
|--|---|---|---|----------------------------------|--------------------------------|---|
| Utilise 'The Plan' resource in Marlborough Colleges | Parents and Whanau | Colleges are approached to promote 'The Plan' resource before the pre-formal season | Community Campaign Hospitality & Licencing | MAGG subgroup NMH (Helen) | Dec 2021 | 'The Plan' invitation is promoted regarding Sale and supply of alcohol to minors |
| 'The Plan' Training opportunities /invite | Parents, youth and whanau / colleges / out of school agencies / workplaces  | Health Promotion Nelson has offered to provide a short one-hour training session for parents of teens. Workplace sessions can also be provided to: (organizations & groups) | Community Campaign Hospitality & Licencing Treatment and Health | MAGG subgroup NMH (Helen) | Dec 2021 | Useful information and discussions raise awareness of keeping teenagers safe around alcohol. Investigate organizing some training opportunities for The Plan workshops. |
| Social media platforms | Community | Distribute relevant resources through social media outlets-Facebook, electronic newsletter, school newsletters, Hard copies & radio | Community Campaign Hospitality & Licencing Treatment and Health | MAGG members | Dec 2021 | Resources will be distributed through a variety of social mediums. |
| Education around health impact on brain development | Young people/ Parents  | Continue to promote resources around the impact of ARH on brain development | Community campaigns Treatment and Health | MAGG subgroup | Dec 2021 | Improved awareness of impact of ARH on brain development. Is there a need to organize Nathan Wikare Wallis workshops in colleges? |
| Police support | Young people /parents | Impact of ARH is promoted in colleges and potentially intermediate schools. | Community Campaign Treatment and Health | MAGG Police | Dec 2021 | Police would look at training one/some of their officers to be trained in the alcohol harm space to be able to deliver ARH sessions to schools and whanau |

| | | | | | | |
|---|---|---|---|------------------|----------|---|
| | | | | | | |
| Continue to raise awareness of the effect of drinking on the teenage brain | Students, Youth, Whanau and community | Find out what information and resources are currently available (HPA website MAGG resource links) | Community Campaign Treatment and Health | MAGG subgroup | Dec 2021 | Improved community awareness of the effect of drinking on the teenage brain |
| | | Distribute appropriate resources through a variety of mediums (Hardcopy & electronic) | Community Campaign Treatment and Health | MAGG members | Dec 2021 | A range of social media options are utilised to promote messages to young people |
| | | | | | | |
| Continue to raise awareness of impact of pre-loading behaviour | Students, Youth, Whanau, community | Find out what specific information & resources are currently available regionally and nationally | Hospitality & Licensing Community Campaign Treatment and Health | Kelly Harris HNZ | Dec 2021 | Appropriate Information & resources on the effect of pre-loading are identified & accessed. |
| Pre loading at home then going out to licensed premises National resources | National resources  HPA - Te Hiringa Hauora - Comms Mar | Utilise national media resources /promotions (E.g. HPA's Department of Lost Nights) | Community Campaign Treatment and Health | MAGG subgroup | Dec 2021 | National media resources around the impact of alcohol on the brain are utilised |
| | Community Social media platforms | Use of social media through a variety of mediums | Hospitality & Licensing Community Campaign Treatment and Health | MAGG members | Dec 2021 | Social media is utilised to raise awareness of the effects of pre-loading - using both local and national resources |
| | | | | | | |

COMMUNITY CAMPAIGNS

| Action (What we have decided to do) | Target Groups (Who is the focus?) | Activity (What we need to do) | MAGG Action Groups (Which action groups will deliver) | Leads (Who will help?) | Timeframe (By when?) | Outcomes (Is anyone better off?) |
|---|--|--|---|---|-------------------------|---|
| Sale and supply of alcohol to young people (licensed premises) <i>Know your limit</i> <i>Marlborough (KYL)</i> | Community Licensees | Identify promotional options for using KYL (man) during and before community events involving alcohol | Community campaigns Treatment and Health Hospitality & Licensing Road safety | MAGG subgroup Youth Council is looking at AHR this year as well as cyber safety. | Dec 2021 | KYL is eye catching and popular with industry, and can be placed anywhere to provide maximum 'return'. The group agreed it was an important promotional tool to provide information to the local community. |
| Supplying young people with alcohol & the legal requirements | Community Parents /whanau | Consistent messages around the Law - use local/ regional & national resources to raise awareness | Community campaigns Road safety | MAGG subgroup | Dec 2021 | Improved awareness of legal requirements around sale and supply of alcohol. |
| Young people and health | Community/ whanau | Billboards | Community campaigns Treatment and Health Road safety | MAGG subgroup | Dec 2021 | Billboard signage investigated |
| 'Safer Summer' promotions | Community /whanau | MAGG 'Safer Summer' promotions continue | Community campaign Treatment and Health | MAGG subgroup | Dec 2021 | 'Safer Summer' social media promotions are reinforced |
| Safer Partying 'It's OK to say no' <i>Delaying drinking</i> | Young people Parents | Identify community events promoting KYL and The Plan | Community campaigns Treatment and Health Road safety | MAGG subgroup | Dec 2021 | Social media platforms identified. MAGG Calendar is used to target and promote Know Your Limit and others |
| Older adults 55+ <i>Drink Less. Live More</i> | Male and female Also "Pour choice add up" campaign Otago https://www.odt.co.nz/the-star/nzers'-alcohol-use-focus-campaign | Continue to develop the <i>Drink Less. Live More</i> . Campaign to encourage less hazardous or non-drinking behaviors. | Community campaigns Treatment and Health | MAGG members | Ongoing Dec 2021 | <i>The Drink Less. Live More.</i> social media project raises awareness of the 'benefits of drinking less' encourages contemplative moments and better health and life options |


| | | | | | | |
|---|--|---|---|-------------------------------------|----------|--|
| 45+ age group | Females in this age bracket | Continue to monitor data to assess trends | Community campaigns Treatment and Health | MAGG subgroup | Dec 2021 | Ongoing ambulance data on local demographic trending |
| Drinking from Home | Community | Investigate NMH/ ED and St John data. Work with Off-licence industry to reduce ARH | Treatment and Health | MAGG subgroup | Dec 2021 | Contact Safe Communities Network to identify if similar projects already in place (Monica) |
| FASD project | Females | Develop a promotional opportunity to advocate and raise more awareness of the impact of FASD. | Community campaigns Treatment and Health Hospitality & Licensing | MAGG subgroup | Dec 2021 | Marlborough FASD meeting group has not met for a while but meeting in Nelson at the end of July 2020. Feedback to MAGG Oct 2020 |
| | Addiction Services | Provide statistics for Marlborough and FASD actions this group can consider to support. | Community campaigns Treatment and Health | MAGG subgroup | Dec 2021 | Relevant FASD data is obtained. MAGG to advocate for more support and promotion in this space. |
| KATOA project Knowledge And Training On Alcohol related harm | Maori Wardens working alongside the community around the sale and supply of alcohol and ARH | Provide support for this project and regular updates as to what is happening. | Community campaigns Treatment and Health Hospitality & Licensing Road safety | NMH Public Health (Monica/Coral) | Dec 2021 | Improved relationship developed with members of the KATOA team and support provided when requested. |
| Kaupapa Maori Work alongside local iwi and Maori organisations to discuss alcohol related harm projects that are more responsive to the needs of Maori and will help reduce health inequities. | Develop a relationship with Maori to encourage membership and participation on the MAGG group. | Provide support and regular updates | Community campaigns Treatment and Health Hospitality & Licensing Road safety | MAGG members | Dec 2021 | Improved relationships with local iwi and Maori organizations with support provided on request. |

POLICY DEVELOPMENT (and Data)

| Action (What we have decided to do) | Target Groups (Who is the focus?) | Activity (What we need to do) | MAGG Action Groups (Which action groups will deliver) | Leads (Who will help?) | Timeframe (By when?) | Outcomes (Is anyone better off?) |
|--|---|---|---|----------------------------------|--------------------------------|---|
| <p>Progress the development of a local alcohol policy (LAP)</p> <p>Progression endorsed by SAS@TT on February 2018</p> | Community | <p>Re-visit and support the development of a LAP with Marlborough District Council.</p> <p>MDC confirmed that the progression of a LAP is on a work plan for the 2020-2021 year.</p> <p>Most contentious issue is around hours licensed premises are allowed to open.</p> | Community Campaign Hospitality & Licencing Treatment and Health Road Safety | Police MDC MAGG | Ongoing | <p>A Marlborough local alcohol policy (LAP) continues to be progressed with MDC updates provided as available.</p> <p>Reporting on: Merits of Marl having a LAP; whether to retain the previous draft LAP or start fresh with a new document for consultation. LAP can provide clear guidance around such issues as closing times, one way door policies, and special license conditions.</p> |
| <p>Support provided by MAGG members</p> | MAGG members Alcohol Licencing Group members | <p>What is the evidence of local issues? Are there any problem premises? Impact of supermarket closing hours? Preloading in summer versus winter? Support for licensed premises? LAP limitations?</p> | Community Campaign Hospitality & Licencing Treatment and Health Road Safety | MAGG members | Ongoing | <p>MAGG members support and contribute to the development of a LAP by keeping informed on local issues and concerns.</p> <p>Needs to be discussion and agreement amongst the local businesses.</p> |
| <p>Data/ research</p> | | <p>'Safe drinking guidelines' challenged (Canadian)</p> | Community Campaign Hospitality & Licencing Treatment and Health Road Safety | MAGG members | Ongoing | Keep updated with current data sets and research |

<https://www.jsad.com/doi/10.15288/jsad.2020.81.352>

RESOURCES

| Action (What we have decided to do) | Target Groups (Who is the focus?) | Activity (What we need to do) | MAGG Action Groups (Which action groups will deliver) | Leads (Who will help?) | Timeframe (By when?) | Outcomes (Is anyone better off?) |
|--|---|--|---|----------------------------------|--------------------------------|--|
| MAGG Calendar | Community | Utilise the MAGG calendar for seasonal promotional themes Revisit the pending calendar opportunities at MAGG meetings | Community Campaigns | NMH | Ongoing | MAGG members are kept informed as to planning and timing of local activities around alcohol related harm. (Appendix 1) |
| MAGG electronic resources New SAS@TT Click here Facebook page | Community | Update the resource link on the MAGG Action Plan as appropriate | Community campaigns Road safety Treatment and Health Hospitality & Licencing | NMH | Ongoing | MAGG members are kept informed of current resources available for promotional use. (Appendix 2) |
| Strategic Action Plan | MAGG group | Update the MAGG strategic action plan | Community campaigns Road safety Treatment and Health Hospitality & Licencing | NMH | Quarterly | MAGG members are kept informed as to planning outcomes and local activities around ARH |
| Nelson/Tasman Alcohol Harm Partnership (AHPP) group | MAGG group AHPP group  Research into the Extent of, and Contrib | Collaborate with AHPP group to provide an annual update and share ARH resources for Te Tau Ihu. | Community campaigns Road safety Treatment and Health Hospitality & Licencing | MAGG | Annual | MAGG members are made aware of what is happening regionally to reduce alcohol related harm. |

EMERGENT ISSUES

| Action (What we have decided to do) | Target Groups (Who is the focus?) | Activity (What we need to do) | MAGG Action Groups (Which action groups will deliver) | Leads (Who will help?) | Timeframe (By when?) | Outcomes (Is anyone better off?) |
|--|---|--|---|--|--------------------------------|---|
| Older group of males living on the street | Specific group of males living and drinking on the street | Investigate advocating for more resourcing from government Work alongside the Men's broker project to raise awareness of ARH support services | Treatment and Health | Drug ARM | Ongoing | Social housing has been made more available during COVID and the homeless males are presently well supported and less obvious on the streets. |
| Sporting codes | Sporting groups and their members | Identify the local culture of sport codes accessing alcohol | Community campaigns Treatment and Health Hospitality & Licensing | MAGG members | Ongoing | Sporting codes are mainly very compliant with the rules (drinking less at clubrooms) and around sale and supply |
| Migrants and Refugees | RSE workers Former refugees Migrants | Understand the issues around ARH and the support that is already available for RSE workers, new migrants and former refugees. | Community campaigns Treatment and Health Hospitality & Licensing Road safety | Migrant Centre Red Cross NZ Police | Dec 2021 | Discuss with Migrant Centre, Red Cross and RSE contractors |
| Workplaces | All workplaces and industries | Identify workplaces that require support with ARH. | Community campaigns Treatment and Health Hospitality & Licensing Road safety | | Ongoing | Talk with Work Well Advisors re trends and concerns |

Marlborough Alcohol Governance Group (MAGG)

Appendices

Appendix 1 – MAGG Calendar (2021)

Appendix 2 – Stock take of Resources – website/ web-links (October 2020)

Appendix 3 – Stock take of activities and programs in Marlborough (2015 – 2017)

Appendix 4 – Scoping report on alcohol related harm in Marlborough (February 2018)














Appendix 1 – MAGG Calendar (2021)

| Month | NZTA | HPA | MAGG promotions | Target Groups | Dates | Comments |
|---------------------|--|--|--|-------------------------------|---------------------|--------------|
| Summer 2021 | | | | | | |
| MAGG meeting | 27th Jan 2021 @ 10.00 | | | | | |
| December | Alcohol/speed/drugs motorcycles | | 'Crate Day' Know your limit (KYL) 'Safer Summer' projects | Youth /adults | Jan 2021 | |
| January | Speed/fatigue/ young drivers/motorcycles | | Know your limit (KYL) 'Safer Summer' projects | Youth /adults | Nov 2020 - Feb 2021 | |
| February | Drugs/distraction/visiting drivers | | 'Drink less/Live more' project Young person drinking/drugs Marlborough Wine Festival | Older adults Youth /adults | Nov 2020 – Feb 2020 | |
| Autumn 2021 | | | | | | |
| MAGG meeting | July 2021 @ 10.00 @ MDC | | | | | |
| March | Young driver/ fatigue/ drugs/ distraction/ alcohol /cyclists/motorcyclists | Radio Say 'yeah nah' On line adverts Cinema | 'Delaying drinking' | Youth/parents | March - May | NZTA funding |
| April | Alcohol/ young drivers/cyclists/motorcyclists | On line adverts Don't know, don't drink/ Cinema | Young person 'delaying drinking' drugs & alcohol | Youth/parents | March - May | |
| May | Speed/distractions/young drivers | TV Say 'yeah nah' Radio Say 'yeah nah' Don't know, don't drink | Look after your mates Youth Week Road Safety Week | Youth | May | NZTA funding |
| Winter 2021 | | | | | | |
| MAGG meeting | Sept 2021 @ 10.00 @ MDC | | | | | |
| June | Drugs/alcohol/youth/distraction | TV Say 'yeah nah' Radio Say 'yeah nah' Don't know, don't drink | Look after your mates QCC Formal | Youth/ parents/colleges | June | |
| July | Drugs/alcohol/youth | | Look after your mates | Youth | | |
| | Hazardous drinking | New HPA project being developed 2020 | 'Dry July'/Alcohol 'Drink less/Live more' project | Midlife - older adults | March Ongoing | |
| August | Speed/distraction/alcohol | | Sexual Health, safety/wellbeing | Youth /adults | | |
| Spring 2021 | | | | | | |
| MAGG meeting | Nov 2021 @ 10.00 @ MDC | | | | | |
| September | Young drivers/ distraction | | FASD Day/Month MBC/MGC Formal, SADD Month | Youth/parents/ colleges/ | September | NMH |
| October | Alcohol/young drivers /speed | | Host responsibility World Mental Health Day | Youth /adults | October | |
| November | Speed Fatigue/motorcycles | | Host responsibility 'Safer Summer' projects | Youth/adults | Nov – Feb | |

Appendix 2 – Stocktake of current resources – February 2020

| Alcohol resources | Subject | Web – link | Video | Hardcopies |
|------------------------------------|--|--|--|------------|
| HPA Health Promotion Agency | General Interactive tools | <ul style="list-style-type: none"> • https://www.hpa.org.nz/what-we-do/alcohol • https://alcoholdrughelp.org.nz/ • https://www.alcohol.org.nz/resources-research/alcohol-resources • http://www.alcohol.org.nz/ • http://drughelp.org.nz/resources • https://www.hpa.org.nz/research-library/research-publications?keys=&date_filter%25Bvalue%25D%25Byear%25D=&tid=11995 • https://www.alcohol.org.nz/alcohol-its-effects/body-effects/body-effects-tool/alcohol-and-your-body • https://www.hpa.org.nz/pybc | thelostnight.com | |
| HPA | LAP Mid-life to older adults | <ul style="list-style-type: none"> • https://www.hpa.org.nz/sites/default/files/Final-Report-LAP%20Early%20Experience%20Case%20Studies-March%202018.pdf • Mid-life adults – who are they, how do they drink, what effect does their drinking have on their health and wellbeing and what are the information gaps [HealthSearch Ltd] • New insights on mid-life adults’ relationship with alcohol and their attitudes to changing how they drink [Research New Zealand] • The role of alcohol in older people’s lives and patterns of alcohol use over their lifespan from the New Zealand Health, Work and Retirement Longitudinal Study [Massey University/University of Auckland]. • Panel discussion on the practical implications of the findings. | | |
| Ministry of Health | On-line Alcohol resources Mental health | <ul style="list-style-type: none"> • https://www.health.govt.nz/your-health/services-and-support/health-care-services/help-alcohol-and-drug-problems/online-resources • https://www.health.govt.nz/our-work/mental-health-and-addictions/alcohol | | |

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|---------------------|---------------|---|--|--|
| | Effects | <ul style="list-style-type: none"> • https://www.mentalhealth.org.nz/get-help/a-z/resource/35/alcohol • https://www.alcohol.org.nz/alcohol-its-effects/body-effects/effects-on-the-body • http://alcoholthinkagain.com.au/Parents-Young-People/Alcohol-and-the-Developing-Brain/Impact-of-Alcohol-on-the-developing-brain | | |
| NZTA | Drink driving | <ul style="list-style-type: none"> • http://nzta.govt.nz/safety/driving-safely/alcohol-and-drugs/ • http://nzta.govt.nz/safety/driving-safely/alcohol-and-drugs/drink-driving-advertising/ | | |
| NZ Police | | <ul style="list-style-type: none"> • http://www.police.govt.nz/advice/driving-and-road-safety/driving-rules-and-legislation | | |
| Ministry of Justice | Laws | <ul style="list-style-type: none"> • http://www.lawcom.govt.nz/our-projects/regulatory-framework-sale-and-supply-liquor • http://alcoholaction.co.nz/wp-content/uploads/Law-Commission-Report.pdf • https://www.alcohol.org.nz/management-laws/nz-alcohol-laws/sale-and-supply-of-alcohol-act-2012 | | |
| Other NZ resources | | <ul style="list-style-type: none"> • https://www.buzzed.co.nz/resources • http://www.aodcollaborative.org.nz/ • http://www.odyssey.org.nz/news-resources/useful-links/ | | |
| Overseas | Parents | <ul style="list-style-type: none"> • http://parentactionondrugs.org/program-resources/ | | |
| FASD | Community | <ul style="list-style-type: none"> • www.alcohol.org.nz/digital-toolkit-dont-know-dont-drink • Video for sharing on your own social media. www.alcohol.org.nz/sites/default/files/images/ALC0758%20-%20September%20Social%20-%20WIP02%5B2%5D.mp4 • alcoholpregnancy@hpa.org.nz • https://www.alcohol.org.nz/sites/default/files/images/Evidence%20summary%20-%20alcohol%20and%20pregnancy.pdf | | |
| SADD | Drink Driving | | | |

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|---|--|---|--|--|
| KYL  18106871 KYL Invitation 2018.pdf | Drink Driving | Invitation to parents to be familiar with Supply of alcohol. Many other resource material developed over the years and are available if required. Safer summer; #OnTheWaters; | | |
| Delaying Drinking MAGG resources | Youth & parents |  A4 posters_2.pdf  Parent Poster_A4 with alcohol.pdf | | |
| Safer Summer MAGG resources | Community |  SafeSummer_A5Flye_r_2up.pdf  SafeSummer_FBpos_t3.jpg  SafeSummer_FBpos_t5.jpg | | |
| Drink Less Live More MAGG resources | Mid-life to older people |  20200623_222327_00_00.png  20200623_222327_00_02.png  20200623_222327_00_01.png  20200623_222327_00_03.png  20200623_222327_00_05.png  20200623_222327_00_04.png  20200623_222327_00_06.png | | |
| Brake | Drink Driving | http://www.brake.org.nz/ | | |
| Regional Campaigns | Drink Driving Midlife/ Older adults | https://at.govt.nz/about-us/news-events/auckland-transport-launches-new-drive-drink-free-campaign/ - Auckland https://www.odt.co.nz/the-star/nzers'-alcohol-use-focus-campaign 'Pour choices add up' campaign – Otago | | |
| Hospitality NZ | Drink Drive | http://www.hospitalitynz.org.nz/industry/know-your-limit.html | | |
| RYDA | Drink Drive | http://www.rse.org.au/programs/ryda/ | | |
| Festivals & events | Youth Adults | https://www.alcohol.org.nz/in-your-community/get-organised/run-a-local-promotion-0 https://www.drugfoundation.org.nz/info/drugs-in-bars/festivals/ https://www.marlborough.govt.nz/recreation/events/event-toolkit | | |
| Regional | AHPP report | Nelson Tasman Alcohol Harm Prevention Partnership research July 2020 (refer resources) | | |

Appendix 3 – Stock take of programmes and activities (2015-2017)

Stocktake of activities

Hospitality and Licencing

| Project name | Lead organisation | Issue being addressed | Evidence based | Target population | Time frame | Outcomes | Partners | Comments |
|---|---|--|---|---|---------------------------------|---|---|---|
| Formation of the Marlborough Alcohol Accord Group (MAA) <i>(see projects 2 -6)</i> | MDC ACC MAAC <i>(disestablished 2014)</i> | Action Plan Implementation with an operational focus on local projects <i>(Amended May 2015)</i> | In Toto report Medical Officer of Health report | Community | Used to meet once a term | Work together to minimise the harm associated with alcohol | ACC NMDHB Hospitality NZ MDC NZ Police | MAA has not been active since early 2015 |
| Project 2.1 Request the presence of St John ambulance in CBD & high risk events/periods | St John | Prevent and minimize the harm associated with intoxication | | Community involved in high risk events and high risk periods | As required | Work together to minimise the harm associated with alcohol | ACC NMDHB | |
| Project 2.2 Agreed definition of “intoxication” and consistent approach to ARH | NZ Police MDC | Prevent and minimize the harm associated with intoxication | SCAB tool distributed and adopted by members | MAA group initially | Ongoing | Work together to minimise the harm associated with alcohol | ACC NMDHB HNZ | |
| Project 2.3 Training of all staff | HNZ | Prevent and minimize the harm associated with intoxication | | Staff involved in managing intoxication | As requested | Work together to minimise the harm with alcohol | NZ Police NMDHB MDC | |
| Project 2.4 Introduction of a ‘Protocol’ | HNZ | Prevent and minimize the harm associated with intoxication | | Key issues around proof of age, exclusion of intoxicated people, food etc | | Work together to minimise the harm associated with alcohol | | HNZ to investigate feasibility |
| Project 2.5 ‘Summer campaign’ in partnership with MAA members | ACC MDC – road HNZ NMDHB | Prevent and minimize the harm associated with intoxication | Evaluation | Wider community | Summer season | Work together to minimise the harm associated with alcohol | Nelson groups | Know your limits Say yeah.nah |

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|---|-----------------------------------|--|--|----------------------------|------------------------|--|---|--|
| Project 2.6 Door staff training | HNZ | Prevent and minimize the harm associated with intoxication | | | As requested | Work together to minimise the harm associated with alcohol | MDC NZ Police NMDHB | |
| Project 2.7 Industry /Agency breakfasts | HNZ HPA Other funders | Prevent and minimize the harm associated with intoxication | | | Once a term | Work together to minimise the harm associated with alcohol | MDC ACC NZ Police NMDHB | Not happening at present – small numbers attending |
| Project 3.1 Community Campaign -linked with national campaigns | Public Health HPA Drug ARM | Reduce supply of alcohol to under 18s | | | As available | Work together to minimise the harm associated with alcohol | MDC, ACC, Schools, MYC, YWC, SADD, Local media | |
| Project 3.2 Controlled Purchase Operations (CPOs) | NZ Police Public Health MDC | Reduce supply of alcohol to under 18s | | Off & On licensed premises | Ongoing dates pre- set | Work together to minimise the harm associated with alcohol | | |
| Project 4 | MAA group members | Opportunities to implement the Sale & Supply of Alcohol Act 2012 | | | | Work together to minimise the harm associated with alcohol | MAA members | |
| Project 5.1 Continuum of alcohol plan: licensing, enforcement, management of intoxication | MDC | Improve management of alcohol at large events to reduce intoxication and related harms | | Local event organisations | As required | Work together to minimise the harm associated with alcohol | Licensing Committee Event organizers Licensees NZ Police Ambulance NMDHB | Air show New Year's Wine and Food Maritime Festival Havelock Mussel festival |
| Project 6.1 Increase awareness & enforcement of liquor ban | NZ Police MDC | Reduce pre-loading and associated problems | | High risk groups | As required | | NCC TDC | |

Stocktake of current activities

Road Safety

| Project name | Lead organisation | Issue being addressed | Evidence based | Target population | Time frame | Outcomes | Partners | Comments |
|--|--------------------------------|---|---|-------------------------------------|----------------------------------|--|---|--|
| Know your limit project | Road Safety Group | Drink Driving | Drink Driving Offences, Police stats for baseline and evidence based analysis | Drivers in Marlborough | Dec 2015 – March 2016 | Reduced drink driving offences | Police MDC | Linked to overall KYL project |
| Facilitation of Road Safety Billboards | Road Safety Group | Drink driving | Utilising research based on national advertising | Drivers in Marlborough | Four month promotions | Visual education for both visitors and locals | ACC MDC TDC NCC | Linked to national promotions |
| Students Against Dangerous Driving (SADD) | SADD | Young drivers | National programme | Youth | As indicated by local SADD group | Establish positive opportunities and environments | KYL Team | Subject to student participation |
| Rotary Youth Drivers Awareness programme (RYDA) | Road Safety Education & Rotary | Young drivers | National programme developed to be delivered to Australian and NZ students | Year 12 youth | March over two days | Learning road safety experiences for young, emerging and potential drivers | MDC Police Public Health NZ Brain Injury Trust | Annual programme offered to all Marlborough colleges |
| Graduated driver licence workshop | MDC/Road Safety Group | Driving support for young offenders | Evaluation reports completed | Young offending drivers 16-24 years | As required | Supporting young offenders to be better informed | Supporting Families Police | Positive response to working with young offenders |
| Motorcycle Training | ACC | Motorcycle safety which includes alcohol related harm | ACC data and research | Motorcyclists and other road users | Ongoing | Reduce fatal and serious injury crashes through having better riders | MMRSC Police MDC | Difficulty promoting courses to local riders |

Stocktake of current activities

Treatment and Health

| Project name | Lead organisation | Issue being addressed | Evidence based | Target population | Time frame | Outcomes | Partners | Comments |
|---|--|--|-------------------------------|---|--------------------|---|--|--|
| Supportive detoxification treatments | St Marks & Addiction Services | Drug and alcohol dependency in community | NMDHB/CADS evidence and stats | Drug and alcohol dependant sufferers | Ongoing since 1987 | Providing support and guidance to clients with alcohol and drug dependence issues | Dept of Corrections, WINZ, Housing NZ, supporting families, CADS Marlborough, NGO orgs | |
| Ambulance statistics /data | St John ACC Emergency Department | Evidence around numbers of alcohol incidents | ACC Statistics | Individuals picked up with alcohol related issues | Ongoing | Data to identify areas of concern | ST John ACC NMDHB /ED | |
| Crisis respite care | St Marks Addiction Residential treatment programme | Pressures on families and carers of drug and alcohol dependent sufferers | NMDHB/CADS evidence and stats | Families and carers of drug and alcohol dependent sufferers | Ongoing since 1987 | Giving families respite from their family member who needs help | Dept of Corrections, WINZ, Housing NZ, supporting families, CADS Marlborough, NGO orgs | Highly regarded service in Marlborough |
| Emergency Department (ED) | NMDHB | Monitoring of intoxication in ED around those presenting with alcohol related harm | ED Data | Clients arriving intoxicated at ED | As required | Identifying an issue and referring on to support agencies | Clients referred to other agencies in the community | <i>How do clients get home if presenting as intoxicated? Breathalyser project?</i> |
| Alcohol & Drug Services | NMDHB | Alcohol or drug addiction | NMDHB data and programmes | Individuals with alcohol or drug issues/addictions | Ongoing | Self-discharge or when client has made changes | Referral agencies & organisations | Services flexible to need |

Stocktake of activities

Community Campaigns

| Project name | Lead organisation | Issue being addressed | Evidence based | Target population | Time frame | Outcomes | Partners | Comments |
|---------------------------------------|-----------------------|--|--|--------------------|-----------------------|--|---|--|
| Know your limit project | Public Health | Alcohol related harm in the home & at social events | ACC stats for alcohol related injuries in the home DHB ED stats Ambo stats | Marlborough | Dec 2015 – March 2016 | Reduced statistics for alcohol related harm in the home & at events | MDC Drug Arm MYT THONR | Linked to overall KYL campaign plan |
| ALCO – LINK PROJECT | NZ Police | High rates of offending involving alcohol in the community | NZ Police crime stats | Whole community | 2004 and ongoing | Helping to more accurately assess the impact of alcohol | MDC and ACC | Increased understanding of extent and nature of problem enabling a more effective response |
| Street Van | Drug ARM Inc | Drunkedness and drug use in the Marlborough community especially amongst youth | NZ Police and Drug ARM evidence | All groups | Weekly patrols | Trained volunteers on street at night to assist with reduction of alcohol issues | NZ Police | A highly regarded community initiative |
| FASD Awareness Week | NMDHB & Public Health | Preventing FASD | Ministry of Health data | Pregnant women | Present | Reduction in FASD stats with appropriate support | Drug ARM FASD website support and resources | NMDHB & MoH are beginning to address this issue |
| NZ Police - youth aid officers | NZ Police | Need for targeted and skilled Police response to at risk youth | NZ Police/ MSD/Statistics | Children and youth | Ongoing | Skilled officers with a focus on assisting at risk youth to avoid trouble and get assistance from agencies | WINZ, Child and youth services, education providers and DrugARM Marlborough | High reliance by community on services of youth aid officers |

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| Students Against Drink Driving -SADD | Marlborough College students | Young drivers | National programme | Youth | As indicated by local SADD group | Establish positive environments | NMDHB MDC ACC | Subject to student participation |
| Probation 'Beer Goggles' | Department of Corrections | Education around alcohol related harm | Dept of Corrections | Work parties | As required | | | MVIP have have goggles |
| 'Your Choice' | Family Education Network (FEN) | Education around results of binge drinking | Evaluation ongoing | High risk students | As required | Raise awareness of legal ramifications around age of consent | FEN Local colleges | Young people making the right choices and it is OK for them to choose |
| Marlborough College Pastoral Programmes | Marlborough Colleges | Alcohol and drug education | Ongoing | High risk students | Weekly | Raise awareness of alcohol related harm | Deputy Principal MBC A & D Te Piki Oranga | Referrals as required |
| Church youth groups | Local church youth groups | Pastoral support for individuals & groups with alcohol related harm issues | Ongoing | At risk youth | Weekly | Role modeling | | |
| Maori Wardens | Maori Wardens organisation | Supporting local and community event s | Positive anecdotal feedback for their community support | Maori Community volunteers | As required | Maori wardens are re-establishing themselves | Maori organisations | |
| Community Policing | NZ Police | Police walk-ins to licensed premises to check on compliance issues | Ongoing | Under age patrons General community | As required and around events and festivals | Encouraging acceptable behaviors in premises | NZ Police Licensed premises | |

General comments and emerging issues around alcohol related harm

Feedback from focus groups

| Community organisations and agencies <i>FASD workshop meeting - November 2015</i> | Young people <i>Know you limit meeting July 2015 (SADD students)</i> | Resources |
|---|--|--|
| <ul style="list-style-type: none"> • Binge drinking culture • Family violence/ Driver of crime • Lower age group drinking below 13 years or younger • Parents are supporting underage drinking • Parents need to take more responsibility for their children's drinking – take up the challenge • Alcohol is too normalized in homes • Starting point of all celebrations • Generational problem engrained in NZ • Destination is to be drunk • Need more youth engagement • A & E observations that young people are oblivious to alcohol related harm (eg trouble with Police) • Road deaths related to alcohol • Problems Fri day & Sat nights • Pre-loading at home • Social media impact of availability of alcohol • Marlborough has huge economic benefits from alcohol • Successful and positive behaviours with other countries (France/Italy) • Celebrate the successes in the community • Stories work well with young people • Ongoing support for A & D positions • HPA 'no beersies ' | <ul style="list-style-type: none"> • Alcohol versus sexual health • Student input necessary for change • Drinking culture /underage drinking in homes • Peers supporters great resource • Marlborough Youth trust • Focus on schools for underage support • General community reluctance to deliver alcohol messages to people under 18 • Focus on younger age group as well as older age group – everyone knows what messages are out there. • New 'sale and supply of alcohol act 2012' legislation has strengthened Police ability to prosecute when alcohol is involved with young people • Target younger people as early as possible about the law and the ramifications of underage drinking • Educate the parents • Student lead event with messages about alcohol and not drinking • Learning about it through the curriculum is a good idea (e.g. chemistry and effects of alcohol on body) • Safer Summer Campaign promotion • Binge drinking culture – it's Ok to drink? • More young females getting drunk • Youth wandering the streets after a night out • Young people go through a stage of not listening • Culture is you are 'tough and cool ' if you drink • New though process to change the drinking culture • The 'right 'people need to deliver messages to youth • After party after the formal is better managed | <p>Resources :</p> <p>Kiwi Roots U tube 20 minutes research about drinking culture and promiscuous behaviour (Otago Uni students)</p> <p>Sugar movie analogy: Perhaps develop something similar with alcohol focus</p> <p>DVD s to go in homes 3 inmates share their stories about alcohol</p> <p>Australians research studies One off event not effectual as incorporating the topic into curriculum</p> |