

# Youth Access to Alcohol (YATA)

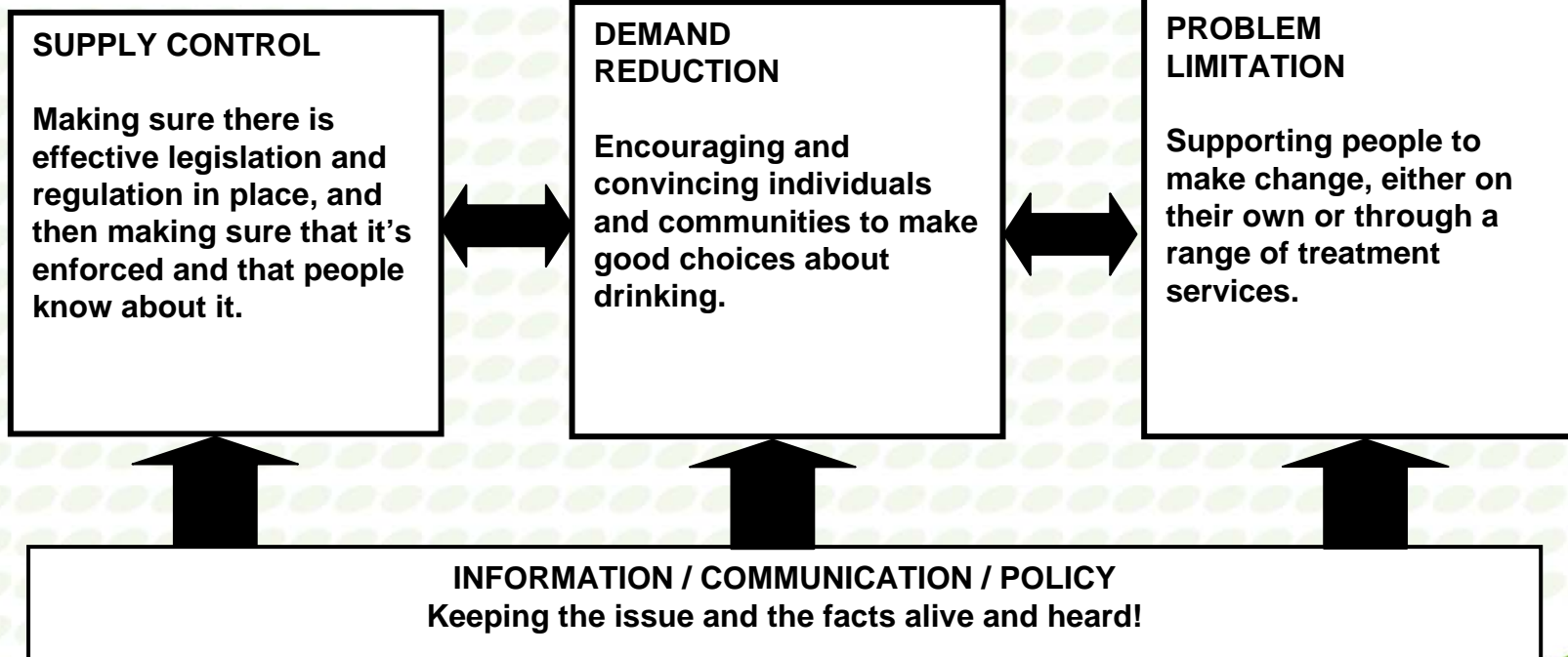
**Communities Working Collaboratively to Reduce  
the Supply of Alcohol to Young People**



# The ALAC Model to change a drinking culture

## Vision

New Zealanders drink in a way that shows they believe it is never ok to get drunk



# Supply Control

- Across all three approaches Young People, Maori and Pacific peoples remain the population group priorities for ALAC
- Supply Control is an approach that works to limit the availability and access of alcohol as a strategy to reduce alcohol related harm
- Research studies have demonstrated that with a reduction in retail availability, alcohol problems decline
- YATA is a Supply Control initiative



# Where did YATA come from?

- Evidence shows that Underage Drinking is a problem in NZ
- Evidence shows that the primary source of alcohol for underage drinkers is their parents, followed closely by of-age friends and associates, and older siblings
- During 1990's the *Youth Alcohol Project* was initiated, however it's scope was too broad and therefore other ways of addressing youth supply of alcohol was explored
- During 1999 through to 2001 a series of discussions were held to determine the best action for youth access to alcohol issues.



# Where did YATA come from?

- During 2001, ten communities piloted the YATA project to measure its effectiveness
- In April 2002, YATA was mandated as a successful way forward to work on Youth Access to Alcohol
- There are now 30 YATA communities across New Zealand
- YATA is designed to influence four key audiences: parents, young people, retailers of alcohol, and policy makers



# YATA Objectives

- To reduce the supply of alcohol by parents to under 18's for unsupervised consumption
- To make no sales of alcohol to minors from licensed premises
- To increase the knowledge and understanding of the laws around the supply of alcohol to under 18's
- To encourage young people to have safer events and parties



# What is a YATA community?

A YATA Community can be either:

- A group of people with a sense of common identity or interests, for example, an iwi group in a region or a cluster of schools
- A local area or district with defined boundaries, for example, a town or a suburb within a city



# Where are the YATA groups?



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# Who makes up a YATA group?

- Police
- Public Health (health promotion, health protection, public health nurses)
- Youth Workers, Youth Services
- Local Council (liquor licensing, road safety, councilors, Safer Community Council, community liaison)
- Young People (SADD, youth councils)
- Schools
- Retailers



# Youth dedicated resources

- The Six Packs
- Alcohol, your kids, and you
- Engaging Youth: a practical tool
- “Think” resources
- Planning Parties
- Urge/Whakamanawa Website



# Popular YATA activities

- Controlled Purchase Operations
- Host Responsibility Awards
- “THINK” before you buy under 18’s Drink’ campaigns
- Assisting with the development of safe parties e.g. After balls
- School Surveys
- Parent Forums and Parent Packs
- Youth Events
- Community Needs Assessments



# Controlled Purchase Operations

- Off-license and On-license
- Recruiting and Wrangling Volunteers
- Process, Process, Process
- Successes and Failures

For more information refer to ALAC's Controlled Purchase  
Operations Guidelines



# Afterball Parties

- “Safer” Afterball Parties
- Process, Process, Process
- Saturation Marketing
- The Wonders and Pitfalls of txt-messaging
- Advantages for other YATA projects

For more information refer to ALAC's Planning Party  
Guidelines



# Words from the 'Young'

- Youth on YATA
- The media is integral, but young people don't read community papers
- Wider implications of YATA

For Information on Youth Participation Workshops contact ALAC



# Points to ponder...

- How do we market YATA to young people?
- How do we ensure we are reaching Maori and Pacific populations?
- How do we balance time restrictions on the ground and robust measures of success?

