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ACC and Alcohol-Related Harm:

Injury Prevention Priorities from a National and Community Perspective

*Safer Communities Conference
August 2006*



ACC & Alcohol-Related Injury



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- Historical focus on drink-driving – Sober Driver Programme (formerly Stop Bus) since 1998
- More recently broadened focus into public safety and workplace areas
- Reducing injury associated with alcohol misuse is now a prevention priority for ACC
- Why?



Alcohol & Injury



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- Associated with increased risk of injury & death in incidents involving vehicle crashes, falls, fires, pedestrians, injuries related to sports and recreational activity, self-inflicted injuries & injuries resulting from interpersonal violence
- Alcohol is a contributory factor in 70% of accident and emergency hospital admissions
- Difficult to identify alcohol-related claims costs to ACC, but considered significant
- Identified as a significant risk factor in the *New Zealand Injury Prevention Strategy 05/08*



Strategic Direction – Public Safety



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- ACC's work in this area is guided by some key government strategies....
 - ALAC – *Culture Change Programme* – ‘*more moderation, less harm*’
 - NZ Police – *Alcohol Action Plan 2006*
 - Priority = to improve Police's ability to prevent & reduce alcohol-related harm
 - Ministry of Health – *National Alcohol Strategy 2000-2003*



ACC's Strategic Direction (cont.)



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...and by what is known to be effective (WHO, 2005)

- Enforcement activity is considered important – a recurring theme
- In particular, targeting compliance of SoLA in licensed premises - combining enforcement of serving regulations and the legal liability of bar staff and owners for the actions of those they serve

...and what is less so

- School-based education
- Public service messages about drinking



ACC's Strategic Direction (cont.)



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- Supports a whole-of-government long-term 'culture change' programme
 - Reducing tolerance of intoxication
- Targets 'binge' drinking behaviour
 - Injuries are most typically sustained following heavy alcohol consumption
 - Aligns with ALAC's goal of *more moderation, less harm* i.e., reducing consumption per occasion
- Focus is primarily on enhancing compliance with the Sale of Liquor Act (SoLA)
 - enforcement an effective mechanism to reduce alcohol-related harm
 - crime prevention focus with injury prevention outcomes



Why SoLA Compliance?



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- Binge drinking heightens an individuals risk of injury
 - Stockwell et al (1996)
- A significant proportion of drinking occurs in licensed premises
 - Habgood et al (2001)
- Drinking in this context is more likely to be heavy
 - Caswell & Zhang (1997)
- Police data indicates that approximately 60-70% of alcohol-related offending & associated harms emerges from licensed premises



Activity to Date - National



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- Sober Driver Programme
 - ACC Stop Bus
 - Ambient 'Is this One?' Campaign
- Alcohol & Drug Programme
 - Supporting enforcement agencies to build capacity and capability
 - Intelligence systems i.e., Alco-Link
 - Increasing capability i.e., piloting 'collaborative' enforcement model (Wellington CBD)



Activity to Date – National



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- Supporting ACC Delivery team in community projects
 - Undertaking internal training
 - Providing guidance on alcohol-related projects
- Supporting/developing innovative community projects
 - Te Ara Poka Tika - Project Walkthrough
 - Sport Club Accreditation Project
- Supporting alcohol-related research
 - IPRU Hazardous Drinking Project
 - Le Ala – Pacific project
 - Youth2007
 - Auckland Hospital Early Intervention Project



Moving Forward - National



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- Sober Driver Programme – continuation of:
 - ACC Stop Bus
 - Rural unmarked ambient (Is this One?) campaign
 - Targets males 17-45 years in high risk areas
 - Advertising campaign supported by police enforcement
- Alcohol & Drug Programme
 - Ongoing support for integration of Alco-Link into Police practices
 - Support development of a ‘best practise’ model to deploy Alco-Link data



Moving Forward - National



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- Development of Responsible Beverage Service (RBS) resource/initiative
 - Targeted to medium-risk premises
 - Focus on SoLA & Host Responsibility
- Pilot of Sport Club Accreditation Project
- Ongoing research/evaluation of initiatives that enhance enforcement activity
 - E.g., One Way Door Policy
- Supporting development of community initiatives and delivery team capability



ACC - Community Delivery



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- 23 ThinkSafe communities
 - based around territorial local authority boundaries
- Each community has 1+ Injury Prevention Consultants (IPCs)
- Key roles:
 - target injury prevention issues specific to their community
 - relationship building, creating partnerships
 - deliver ACC Injury Prevention programmes (designed by Programme Managers)
 - communicating ACC data & information to other agencies
 - dedicated alcohol work – 10 IPCs 2005/06; 12 IPCs 2006/07



Activity to Date - Community



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- Building capability of ACC IPC's regarding alcohol-related harm and interventions through regular training
- IPC's starting to build relationships with key stakeholders and local alcohol coalitions (i.e., Police, Public Health, Local Authorities, YATA)
- Involved in a variety of community projects
 - 05/06 first year of engaging in alcohol-related projects
 - no clear co-ordinated strategic direction



Moving Forward - Community



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- Continued development of IPC activity to support SoLA compliance activity on licensed premises
- IPC's to continue to build relationships with community groups (i.e., YATA) and key statutory agencies (i.e., Police, DLA, Public Health)
- Involvement with initiatives which are:
 - supported by enforcement activity
 - endorse 'more moderation, less harm' message
 - supported by key statutory agencies
- Consider the broader context of the proposed strategy – not to focus on a project in isolation



Questions?



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