



Alcohol and Other Drug Action Plan

2018-2021

Background

The Alcohol and Other Drug Action Plan 2018-2021 details the best practice approach to prevent and reduce alcohol and other drug related harm across the Surf Coast Shire.

Council Plan Commitment

In 2017 the Surf Coast Shire integrated the Municipal Public Health and Wellbeing into the 2017-2021 Council Plan. The Council Plan includes the strategic objective to 'support people to be healthy and active'. Within this objective the Council Plan commits to four strategies one of which is to 'develop and implement an alcohol, tobacco and drug strategy based on local evidence and best practice'.

As per the Council Plan, research has been undertaken to determine the prevalence of alcohol and other drug related harm within the Surf Coast Shire and develop an action plan to address issues identified.

What is alcohol and other drug related harm?

Alcohol and other drug related harm is defined as a pattern of use that causes negative health, social and economic impacts.

Health harms that arise from alcohol and other drugs include preventable

chronic diseases, injuries and road trauma.

Social harms caused by alcohol and other drug use include crime, assaults, family violence, childhood trauma and intergenerational trauma.

Economic harms include healthcare and law enforcement costs, decreased productivity, marginalisation and disadvantage.

What is harm minimisation?

Harm minimisation is considered the best practice approach to preventing and reducing harm associated with alcohol and other drugs. Harm minimisation involves a coordinated approach addressing three pillars: supply, demand and harm reduction.

Supply reduction strategies are those which aim to restrict the availability and accessibility of alcohol and other drugs. Whereas demand reduction strategies intended to delay, prevent or reduce use. Harm reduction strategies target specific risks that arise from alcohol and other drug use such as drink driving campaign.

Alcohol and other drug related harm in the Surf Coast Shire

Harms from alcohol and other drugs affect all Australian communities, families and individuals, either directly or indirectly. Research was conducted to uncover the impact that alcohol and other drug use has within the Surf Coast Shire.

Tobacco

10% of Surf Coast residents aged 18 or over are current smokers, which is lower than the Victorian average (13.1%). Due to effective long term health promotion interventions, smoking rates in Australia have been on a downward trend for over a decade. The National Drug Strategy Household Survey (NDSHS) showed that between 1991 and 2016 the proportion of persons smoking daily has halved (from 24% to 12.2%). Although despite this progress, tobacco remains the leading cause of cancer and the second leading cause of preventable death in Australia.

Illicit Drugs

In 2016, 4 in 10 (or 43%) Australians aged 14 and over had illicitly used a drug during their lifetime. With the most commonly used illicit drugs being cannabis (10.4%), misuse of pharmaceuticals (3.6%), cocaine (2.5%) and ecstasy (2.2%). Interestingly, rates of illicit drug offences within the Surf Coast Shire are well below the Victorian average but drug related ambulance attendances have increased from 9 attendances in 2011/12 to 38 attendances in 2017/18. The highest proportion of these attendances was for those aged 15 – 24 years (57.8%).

Alcohol

58.7% of Surf Coast Shire residents are at increased risk of alcohol-related harm on a single occasion of drinking; otherwise known as binge drinking. These figures are significantly higher than the Victorian average which is 42.5%. Harms associated with binge drinking include road traffic accidents, falls, drownings, assaults, suicide and acute alcohol toxicity. Evidence also highlights that the Surf Coast Shire has a higher proportion of residents with an attitude that reinforces a binge drinking culture.

79.7% Surf Coast residents aged 18 years and over are drinking at levels that put them at 'lifetime risk of alcohol-related harm'. Lifetime risk of alcohol related harm refers to the cumulative risk of experiencing injury, accidents, preventable chronic disease and early death. This rate is of significant concern given that it is 20.5 % higher than the Victorian average (59.2%) and places Surf Coast second out of 79 Councils for lifetime risk of alcohol related harm.

Alcohol is a drug that once consumed, affects the nervous system responsible for overall body control. Therefore drinking too much on a single occasion (binge drinking) is causally linked to alcohol-related road incidents. Over the past five years there has been an upward trend in the number of drink driving fatalities on Australian roads and Surf Coast is not immune. In fact the Surf Coast Shire experiences a higher rate of alcohol related serious road injury than the rest of the state (Surf Coast 6.3 vs Victoria 4.1, per 10,000 population).

Alcohol and Other Drug: Action Plan 2018-2021

Council Plan Strategy 6	Pillar 1: Supply Reduction		
	Deliverables	Partners	Timeframe
Develop and implement an alcohol, tobacco and other drug strategy based on local evidence and best practice	Restricting the density of packaged liquor retail outlets Explore using the local planning scheme to support the health, wellbeing and safety of the future community.	Planning and Development Community Health and Development	December 2018 – June 2021
	Licence Agreement Inclusion Include and reinforce legislative requirements relating to alcohol management and tobacco.	Recreation and Open Space Planning Governance and Risk Community Health and Development	November 2018 – January 2019
	Supply to Minors Monitoring and Support Provide support to identified packaged liquor retail outlets and sporting clubs to reduce the sale of alcohol to minors.	Deakin University Youth Development Recreation and Open Space Planning Community Health and Development	July 2019 – June 2021
	Smoke-free Council Facilities Reduce the social acceptability of smoking in family friendly and health promoting environments.	Development Compliance and Local Laws Environment and Community Safety Recreation and Open Space Planning Community Health and Development	February 2019 – June 2021
	Smoke-free Beaches Reduce the social acceptability of smoking in family friendly and health promoting environments.	GORCC Parks Victoria Surf Life Saving Victoria Development Compliance and Local Laws Recreation and Open Space Planning Community Health and Development	February 2019 – June 2021
	Smoke and Alcohol Free Events Explore the potential to develop community event grant criteria that reduces the number of Council funded events supplying alcohol to the public.	Events Community Health and Development	February 2019 – June 2021

Pillar 2: Demand Reduction

Deliverables	Partners	Timeframe
<p>Hello Sunday Morning Coordinate the delivery of this evidence based community alcohol culture change program.</p>	<p>Hello Sunday Morning Community Groups Local Businesses Recreation and Open Space Planning Community Health and Development</p>	February 2019 – June 2021
<p>‘Just Think’ Program Coordinate the delivery of this ‘whole of school’ approach to reducing harms and preventing early uptake of alcohol and other drugs.</p>	<p>headspace Geelong Barwon Child, Youth and Family Secondary Schools Youth Development Community Health and Development</p>	February 2019 – June 2021
<p>Achievement Program – Workplace Settings Support the delivery of this best practice health promotion program which requires organisations to meet six benchmarks, including the Alcohol and Other Drugs and Smoking.</p>	<p>Cancer Council Barwon Health People and Culture Community Health and Development</p>	February 2019 – June 2021
<p>Achievement Program – Early Childhood Settings Coordinate the delivery of this best practice health promotion program which requires organisations to meet six benchmarks, including the Alcohol and Other Drugs and Smoking.</p>	<p>Cancer Council Bellarine Community Health Service Early Years Community Health and Development</p>	February 2019 – June 2021

Pillar 3: Harm Reduction

Deliverables	Partners	Timeframe
<p>Good Sports Facilitate the delivery of this nationally recognised health promotion program to reduce harm associated with alcohol and tobacco within the sports club environment.</p>	<p>Good Sports Leisure Networks Sports Clubs Recreation and Open Space Planning Community Health and Development</p>	February 2019 – June 2021
<p>Quit Campaign - Dentists Build the capacity of dentists to provide information and/or referral to quit support services.</p>	<p>Cancer Council Dentists Barwon Health Western PHN Community Health and Development</p>	July 2019 – January 2020
<p>Alcohol Screening – General Practice (AUDIT-C) Build the capacity of local general practitioners to identify and provide information and/or referral to specialist alcohol and other drug services.</p>	<p>General Practice Western PHN Regional AOD services Community Health and Development</p>	February 2019 – February 2020
<p>Alcohol and other Drug Brief Intervention Service Ensure access to this regionally funded service within the municipality.</p>	<p>Western PHN Barwon Child, Youth and Family Barwon Health Community Health and Development</p>	February 2019 – June 2021
<p>Surf Coast Alcohol and Other Drug Community of Practice Work in partnership to enhance outcomes and to monitor, evaluate and report progress annually.</p>	<p>All organisations committed to reducing alcohol and other drug related harm in the Surf Coast Shire Community Health and Development</p>	June 2019 – June 2021