

Alcohol Harm Reduction

Quarterly Update 1 April - 30 June 2023

Healthy Families NZ develops quarterly updates for each key focus area, providing a snapshot of mahi being carried out across our location teams.

Healthy Families Rotorua is looking into changes in behaviour with alcohol and urupa. Beginning with bringing the issue to light and talking about it as whanau, hapu/iwi, insights have been gathered from community (survey), marae and urupā trustees, with an insights report drafted using the collated information.

As part of a series which aims to minimise the harm caused by alcohol, **Healthy Families Ōtautahi** have embarked on “Healthy Sports Clubs”, which involves exploring how to support clubs and Regional Sports Organisations to look at healthier funding and sponsorship options - outside of alcohol. The team worked with sports clubs members and supporters around what a “healthy sports club” means to them, as well as how change could happen to reduce the harm caused by alcohol.

“What About You Murihiku” has been introduced in Southland by the Healthy Attitudes Towards Alcohol collective, of which **Healthy Families Invercargill** is a member. This initiative aims to reduce hazardous drinking and drug use, and improve mental health through the use of collective messaging and resources. It has been successfully implemented over the last 5 years in the Wairarapa, where it achieved significant positive results, and the hope is that it will be as well received in Southland.

Healthy Families Waitākere has been supporting CAYAD to backbone the Sport and Alcohol ropu with a collective aim to ‘build a movement to end alcohol sponsorship in sport. This year the rōpū has gone through a refocusing process and has found shared agreement in widening the purpose of the rōpū to “transforming the relationship between alcohol and sport.” The three pou for this purpose are (1) inform and inspire, (2) action and innovation, and (3) advocacy (particularly community voice).

Healthy Families East Cape had a focus to empower their communities to make better decisions around the consumption of alcohol using the Matariki public holiday to leverage the true meaning and intent of Matariki. The team petitioned through submission to have Matariki recognised as having the same status as Christian Holidays, where there is a reduction in the sale and supply of alcohol during this holiday. The team are working on the community-focused campaign “Choose Wai Māori over Waipiro” during Matariki.