

CREATING A MOVEMENT FOR CHANGE

THE HEALTHY FAMILIES NZ
COLLECTIVE IMPACT APPROACH TO
REDUCING THE HARM FROM ALCOHOL



MIHI

E ngā tai o te hiku o te ika tae noa atu ki Te Tai Hauāuru
Whakawhiti atu ki Te Tai Rāwhiti
Heke iho nei ki Te Upoko o te ika
Whakawhiti atu i Te Moana o Raukawa
Ki Te Waipounamu
Ki Rakiura
Koia nei te whakatau

E ngā rangatira o runga, o raro, o roto, o waho
Tēnei te mihi o ngā kaimahi o He Oranga Whānau ki runga i a koutou.
Kia tau mai ngā manaakitanga ki runga i a koutou katoa.

Huri kau atu ana ngā mihi ki runga i ngā kaupapa o te motu.
Ngā whānau, ngā hapori, ngā hapu, ngā iwi i tohaina mai ngā whakaaro
me ngā kōrero.
Tēnei te mihi o He Oranga Whānau ki runga i a koutou katoa.

To the tides surrounding the far North Island
Down to the tides in the West
Crossing over to the tides in the East
Coming down to the tides surrounding the lower North Island
Crossing over the waters of Raukawa
Towards the South Island
Towards Rakiura
These acknowledgements are to you all.

It is our honour as Healthy Families NZ to acknowledge everyone involved
in this work. May the many blessings of the creator be upon you all.

We would like to also acknowledge all the different work happening
around the country. The families, communities, Hapu and Iwi that have
shared their lived realities, insights and voices for this work.

Healthy Families NZ acknowledges you all.

Were Maiava
Hāmoa, Ngāti Tuwharetoa, Ngāti Maniapoto
Indigenous Systems Lead
Healthy Families South Auckland

CREATING A MOVEMENT FOR CHANGE

Healthy Families NZ is creating a movement for change by actively working in communities to reduce the harm from alcohol. This movement brings together system partners, change makers, local leaders and communities to create effective locally-led solutions.

Alongside alcohol system partners, Healthy Families NZ recognises that alcohol-related harm is not experienced uniformly across the populations, with disproportionate levels of harm being experienced within some particular contexts and across Māori and Pasifika populations. By reducing the harm from alcohol, we can improve the lives of many of our people across Aotearoa.

WE CAN ALL PLAY A ROLE IN BREAKING THE CYCLE OF ALCOHOL HARM.



Māngere East local Shir'e Fruean attending a protest outside the proposed Vine St liquor store. Photo / Justin Latif

ADDRESSING ALCOHOL HARM IN AOTEAROA

The time for action is now.

Our work in the alcohol system recognises that the relationships and connections within the system are key. By looking at the alcohol system as a whole we can find effective ways to challenge the status quo, thus creating opportunities where alcohol is denormalised and our communities are safer and healthier places.

Alcohol-related harm is unacceptably high in Aotearoa. It can be challenging to address something that's normalised in society, but it helps to understand and acknowledge the history, environments, and laws that got us here.

Healthy Families NZ see many opportunities at different levels of the system to influence and make a positive change to reduce the harms caused by alcohol. Now is the time to be brave and prepare to challenge traditional approaches and ways of thinking about this complex issue.



Photo: Alcohol Health Watch

STORIES OF CHANGE

Our Healthy Families NZ locations collaborate and work alongside health system partners to shift the levers on regulation, advertising, sponsorship and the promotion of alcohol, as well as stronger regulation of the availability and affordability of alcohol throughout communities.

Local movements are clearly linked to innovative outcomes and positive changes where alcohol is less accessible and less available, marketing and sponsorship of alcohol is controlled, environments support low risk drinking and community safety and wellbeing is enhanced.

The stories outlined in this impact report highlight the collective approach taken by Healthy Families NZ to address the underlying conditions that impact our health and wellbeing, in this case with the aim of reducing the harm from alcohol.

RŪRŪ PARIRAU

Healthy Families Rotorua (lead provider Te Whānau Ora)

Healthy Families Rotorua have embarked on a journey to explore the use of tikanga Māori to reduce alcohol related harm and encourage safer, healthier environments for whānau.

The term 'Rūrū Parirau' refers to birds shaking the wet morning dew off their wings so that they can fly unimpeded by excess weight.

The Healthy Families Rotorua team adopted the term Rūrū Parirau to describe the concept of 'shaking off negative stereotypes and behaviours' for their work in reducing alcohol harm.

The team have prototyped initiatives and campaigns with the aim of shifting the narrative and enabling well-known marae champions to lead a conversation about alcohol.





Rūrū Parirau is about Māori voices being in control of the Māori narrative and telling our own stories. When it comes to alcohol, many marae are at the forefront of managing alcohol in ways that utilise collective responsibility.

Six digital stories were created and feature marae discussing the value of tikanga in helping shape the future, underpinned by safe behaviours when it comes to alcohol, including the normalisation of alcohol-free spaces in the community.

The videos feature three Māori men as they share their stories of the negative impact alcohol has had on their lives. However, they will also highlight pivotal moments when they changed the narrative and are now leading positive lives, and become champions of the kaupapa.

Healthy Families Rotorua Manager, Jenny Kaka-Scott says, “We are interested in talking to people who have used tikanga Māori in environments such as marae, sports clubs and workplaces to shake off the impacts of negative stereotyping and harmful behaviours and who are shaping new narratives including normalising alcohol-free spaces for whānau.

“We have identified marae who are using tikanga-based solutions when managing the use of alcohol and we want to understand what that journey is like, both the barriers and the enablers - and how sharing our experiences might help others who are also wanting to make a change. Next, Rūrū Parirau will reconnect with alcohol system leaders to better understand the current momentum and seek spheres of influence to support destabilising the negative stereotypes of Māori and alcohol.

HEALTHY ATTITUDES TOWARDS ALCOHOL

Healthy Families Invercargill (lead provider Active Southland)

The Healthy Attitudes Towards Alcohol collective was set up in 2018, as a direct response to a community call to action around addressing alcohol related harm in Southland Murihiku.

The group comprises of representatives from cross-sector partners including industry, councils, health agencies, social agencies, police, and ACC, and meets to collaborate on shared initiatives targeting aspects of hazardous drinking. The Collective has shown a willingness to partner in a shared kaupapa to think differently about positive intervention to disrupt a complex and deeply entrenched system.

While it is recognised that these are complex and ingrained issues and will take a long-term approach to change them. Already, there have been significant impacts recorded among sectors of the community who are seeing benefits from the collective approach.

Initiatives such as a post-Covid lockdown drive for social reconnection using methods other than alcohol was well received among the community, while social media campaigns targeting the young professional demographic “went viral”. While we accept that social media views do not automatically equate to behaviour change, it is recognised that exposure to positive messaging is a key aspect of changing mental modes, policies, practices, and ultimately actions.





Stay Classy Southland was a social media initiative targeting young professionals, encouraging them to drink responsibly during the summer festive season. The initiative included "tongue in cheek" video and photographs promoting sensible drinking.

The Collective has also undergone a shift in approach, flexing with community need, particularly following the Covid-19 lockdowns, to become more directly involved with influencing policy, and community leadership in this space.

This is evidenced by its most recent initiative, 'What About You Murihiku?', a whole-of-community approach focusing on hazardous drinking, drug use, and mental health. While in the early stages, the idea behind this initiative is to bring in the whole community to work together to address these issues, recognising that we all have a role to play in making sustainable change.

The collaborative nature of the group means its power lies in the ability to influence across the whole of the community, and to identify and action new and innovative opportunities to reduce the harm from alcohol in the South.

The collaborative model undertaken by the Healthy Attitudes Towards Alcohol group is a model that can be replicated to assist in other shared community aspirations, with the learnings gained can provide guidance for other communities who wish to adopt a model that ensures the greatest collective impact is achieved.

HEALTHY SPORTS CLUBS

Healthy Families Ōtautahi (lead provider Sport Canterbury)

What does a healthy club mean and what does healthy sponsorship look like? (Without unhealthy commodity funding, like alcohol). These were the questions Healthy Families Ōtautahi set out to explore with local sports clubs.

Sports clubs provide physical activity, social interaction, community connectedness and enjoyment for people of all ages. They are recognised as a setting for public health interventions and an opportunity to improve health outcomes for those that work and play there.

An initiative between Sport Canterbury, The Christchurch Alcohol Action Plan (CAAP) and Health Promotion National Public Health Service (formally Te Hiringa Hauora), led to a collaborative design project exploring what a healthy sports club is when considering alcohol, alcohol sponsorship and wellbeing, including what healthy sponsorship looks like when you remove unhealthy commodities.



The design project began with a discovery phase to understand and hear from local sports clubs about what a healthy club means to them, what this might look like and the challenges and opportunities to achieve this.

The findings highlighted some clubs' reluctance to let go of alcohol as a funding option as well as the concern that removing alcohol from the bar would impact the social environment.

This work highlights the challenges faced by sports clubs and the need for a systems thinking approach to address them. The main barriers include lack of resources, time, and expertise, making it difficult for clubs to focus on new initiatives such as improving wellbeing.

To enable and empower clubs to explore different models of club sponsorship and funding and the removal of unhealthy commodities, Healthy Families Ōtautahi are building an understanding of what healthy sponsorship looks like in practice. Alongside Sport NZ, this journey will aim to raise awareness of alternative healthier funding and sponsorship options and create viable options for clubs.

For many New Zealanders, participation in sport and watching sport are important settings for recreation, socialising and connecting with others. However, the influence of alcohol in a sporting environment can be reimaged. By taking a leadership role and removing alcohol sponsorship and alcohol funding alongside creating safer, healthier, more family-friendly environments, sports clubs can provide the vehicle for positive role modelling to our tamariki and rangatahi.



IN SUPPORT OF THE LICENSING TRUSTS MODEL IN WEST AUCKLAND

Healthy Families Waitākere (lead provider Sport Waitākere)

A future with less alcohol-related harm means our children would grow up in safer neighbourhoods and communities, whānau would be happier and healthier, our essential workers (such as hospital staff and police) would feel safe to carry out their mahi and no one would be exposed to alcohol-related violence.

But right now, across Aotearoa, significant alcohol-related harm occurs every day. The Sale and Supply of Alcohol Act is not fit for purpose and has led to cheap and readily available alcohol proliferating our streets and neighbourhoods.

There are existing effective models across Aotearoa to regulate alcohol, including West Auckland's Licensing Trusts. Set up in the 1970s; the Licensing Trusts is a community initiative to control the sale of alcohol in West Auckland.



The Licensing Trusts owns The Trusts, the publicly owned asset and sole operator able to sell alcohol in the area. It has community-elected trustees to govern its activities across hotels, taverns and off-licensed premises. Surplus profits from these businesses are returned to the West Auckland community through grants, rebates and sponsorship.

The Licensing Trusts are seen as the 'gold standard' for managing liquor stores, with rigorous training of staff and minimising exposure, availability, and affordability of alcohol. Community members and organisations would like to see The Licensing Trusts take this one step further, with more deliberate resources put towards minimising alcohol-related harm.

Identifying The Trusts as a key partner in systems approach to alcohol-related harm, Healthy Families Waitākere undertook a comparative study on outlet density between West Auckland suburbs and neighbouring suburbs with similar population demographics. The study found three times the number of alcohol outlets in communities without the licensing trust model, alongside clustering of outlets and more frequent exposure.

Working alongside The Trusts, Healthy Families Waitākere's collective strategic intent has been to explore what strategies and resources might be deployed to reduce alcohol-related harm in West Auckland.

In early 2022, Healthy Families Waitākere developed a briefing for The Trusts on international best practice for reducing alcohol-related harm. Initiatives included: limiting opening hours, disestablishing single sales, reducing advertising and store visibility (particularly around schools) and phasing out tobacco products. Of the initiatives presented to The Trusts, three of the five have been actioned and implemented: Reducing store-front advertising, disestablishing single sales and phasing out tobacco.



Photo: The Trusts

IMPACTS AT A GLANCE

ADVANCING THE MANA AND HAUORA OF PEOPLE THROUGH SPORT

Healthy Families Hutt Valley (lead provider Hutt City Council)

Wellington Rugby League, with support from Healthy Families Hutt Valley, are changing the lives of players, whānau and communities through the game of rugby league.

Alcohol in sport has long been a part of our history and alcohol is seen in almost all sporting environments, including heavy drinking on the sidelines. Drinking alcohol on the sidelines at games normalises this behaviour and tamariki who are exposed to alcohol drinking behaviours are more likely to start drinking at a younger age, and drink in a hazardous way.

Powered by Wellington Rugby League at a local level and supported by New Zealand Rugby League, the code is implementing alcohol-free sidelines at games to begin shifting New Zealand's engrained culture of alcohol and sport.

The initiative goes beyond the game for greater health and wellbeing and aims to drive home the message that by creating supportive physical and social environments, we can affect change and be positive role models for the younger generation.

The holistic approach Wellington Rugby League is taking to advance the mana and hauora and waiora of people through sport, stems from an interweaving of better health outcomes with the wellbeing of players and wider whānau.

“Everyone, including our sporting community has a role to play in laying the foundations for a healthier future. This region-wide hauora first rugby league initiative, highlights the powerful leadership that can be driven through sport to promote healthy change, including removing alcohol from the sidelines.”

Wellington Rugby League CEO, Andre Whittaker

WAI MĀORI OVER WAIPIRO

Healthy Families East Cape (lead provider Te Ao Hou Trust)

Ōpōtiki's Muriwai Tournament brings together local hapū and iwi to connect through sport. The tournament has been running for more than thirty-five years, using whanaungatanga, kaitiakitanga, and manaakitanga as the guiding principles.

Leveraging the Muriwai tournament to engage with local people in their spaces and places, Healthy Families East Cape partnered with Whaakatu Whanaunga Trust Community Action on Youth and Drugs (CAYAD) kaimahi to gauge the appetite of the community in reducing the consumption of alcohol.

The current Sale and Supply of Alcohol Act 2012 poses many barriers for communities to have a say in how alcohol is sold and supplied in their area.



“Recently, Justice Minister Kiri Allan announced an amendment to the current legislation on the Sale and Supply of Alcohol Act that will see a shift in power to the community, and we see that as crucial to reducing alcohol harm in our regions”.

-Healthy Families East Cape Rautaki Māori, Jade Kameta.

The insights gathered by Healthy Families East Cape and CAYAD at the Muriwai tournament formed part of a submission to strengthen Local Alcohol Policies for Eastern Bay.

Healthy Families East Cape has a bold goal of creating safe spaces where we live, learn, work and play which are free from the harm caused by alcohol and reduce the impact of this on our communities, particularly our tamariki.

We are keen to continue to support local government with the review of the Local Alcohol Policies as one tool to manage and control how alcohol is sold and supplied in Ōpōtiki.

CO-DESIGNING WITH COMMUNITIES TO REDUCE ALCOHOL HARM

Healthy Families South Auckland (lead providers The Cause Collective and The Southern Initiative)

In mid-2022, Healthy Families South Auckland hosted a series of co-design workshops with community groups to talk about their experiences with alcohol and effective solutions to harmful drinking.

Several stakeholder groups from South Auckland – residents, church ministers, youth and sports and fitness advocates, were part of the workshops which provided an opportunity to design prototypes to help reduce alcohol harm in their communities.

Chante, a Clover Park resident and a teacher at a local secondary school, enjoyed the opportunity to learn about the significance of alcohol-related harm in New Zealand and potential solutions to reducing alcohol harm.

“I grew up in a family that loves to celebrate. Alcohol was typically consumed as part of those celebrations. Sadly, I’ve had a few family members die because of drink-driving, so the effect of alcohol has been heavy in my family,” she says.

“Our literacy around alcohol is lacking so educational workshops aimed at youth will be crucial to helping reduce alcohol-related harm in South Auckland,” she says.

“If people that overdrink don’t know the harm they are causing to others, we need to help them understand the dangerous consequences that can occur when they consume too much alcohol.”

Working with community groups and systems stakeholders remains a key focus of Healthy Families South Auckland’s approach to changing the existing policies, practices, and peoples’ mindset in relation to addressing alcohol harm in South Auckland.



ARE YOUR BLINDERS ON?

Healthy Families Invercargill (lead provider Active Southland)

Being a parent can be tough, especially when it comes to having conversations about alcohol. 'Are Your Blinders On?' is a digital media strategy in collaboration with agencies charged with addressing alcohol harm, intended as an innovative way of reducing the impact of alcohol related harm on youth, in Southland.

Several reports indicate that Southland has the highest incidence of alcohol-related harm of any region in the country. Healthy Families Invercargill, alongside system partners set out to talk to parents and teenagers about alcohol and when they did, they found that many people were unaware of how prevalent the drinking culture is in Southland.

They also learnt that while parents would like to talk with other parents about teenage drinking, many were uncomfortable doing so and stayed silent instead. The campaign combined a question platform, where parents could seek information and advice from a health professional, the ability to post tips to other parents anonymously, ask questions of other parents about how they manage alcohol and teens, as well as dedicated resources, articles and evidence-based information.

The aim was that by creating a memorable locally-focused media strategy which encourages communication between parents, and between parents and their children, that this will influence and enable safer communities.

The initiative explored and challenged the assumptions and Southland preconceptions that adults have about teenage drinking and opened up the opportunity for parents and caregivers to connect and feel empowered to engage with other parents, while facilitating an increased awareness of safe practices around teen social occasions and alcohol use.



TRANSFORMING THE ALCOHOL SYSTEM



We have a strong culture of binge drinking in Aotearoa, with the impact of alcohol on our children and whānau being undeniable. Children in families where an adult drinks heavily, are known to be vulnerable to a variety of negative effects, including family harm.

Aside from alcohol contributing to health conditions, preventable chronic disease, mental health and wellbeing and family harm, it also contributes highly to road traffic injuries and other unintended injuries and falls. This is the result of generations of change within society, culture and the law.

By minimising the harm from alcohol, we can expect to see a range of outcomes including better health and wellbeing, a reduction in crime and alcohol-fuelled violence and reduced road fatalities. Less alcohol in our communities also positively affects people's sense of safety and freedom to move around our cities and neighbourhoods.

There are many opportunities at different levels of the system to influence and make change to reduce the harm caused by alcohol.

By disrupting the alcohol system and creating positive change in our environments, we can make the greatest impact to reduce the harm caused by alcohol in our communities.

JOIN THE MOVEMENT AND LET'S TRANSFORM THE ALCOHOL SYSTEM

Healthy Families NZ is committed to working alongside alcohol system partners to bring about transformational change for the health and wellbeing of our communities.

We all have a role to play to influence healthy change and create environments and spaces which support and promote safer patterns of drinking behaviour along with a culture of low-risk drinking. Working deliberately and collectively is essential to creating change.

By working together with communities, champions and decision makers, we can reimagine and redesign the alcohol system in Aotearoa.

TOGETHER WE CAN:

- Leverage the learnings, insights and approaches by Healthy Families NZ to implement in other regions and reshape the alcohol system.
- Enable, empower and invest in locally-led solutions to create healthier and safer environments where we live, learn, work and play which are free from the harms caused by alcohol.
- Collectively support local central government actions that make alcohol less visible, affordable, available and help shift social norms towards low-risk alcohol consumption and not drinking.
- Reform the Sale and Supply of Alcohol Act 2012 and utilise the opportunity for new strengthened regulations which better serve our communities and our people. Whilst ensuring that any alcohol reform considers the principles of Te Tiriti o Waitangi.

HEALTHY FAMILIES NZ

Healthy Families NZ is an innovative, proven prevention initiative that is community-led, systems focused and grounded in mātauranga Māori. The approach of Healthy Families NZ recognises that communities are best placed to understand and prioritise their own health and wellbeing. It aims to improve people's health where they live, learn, work and play and by taking a 'systems' change approach to preventing chronic disease.

In healthier environments, children learn better, workplaces are more productive, people are healthier and happier, and communities thrive.



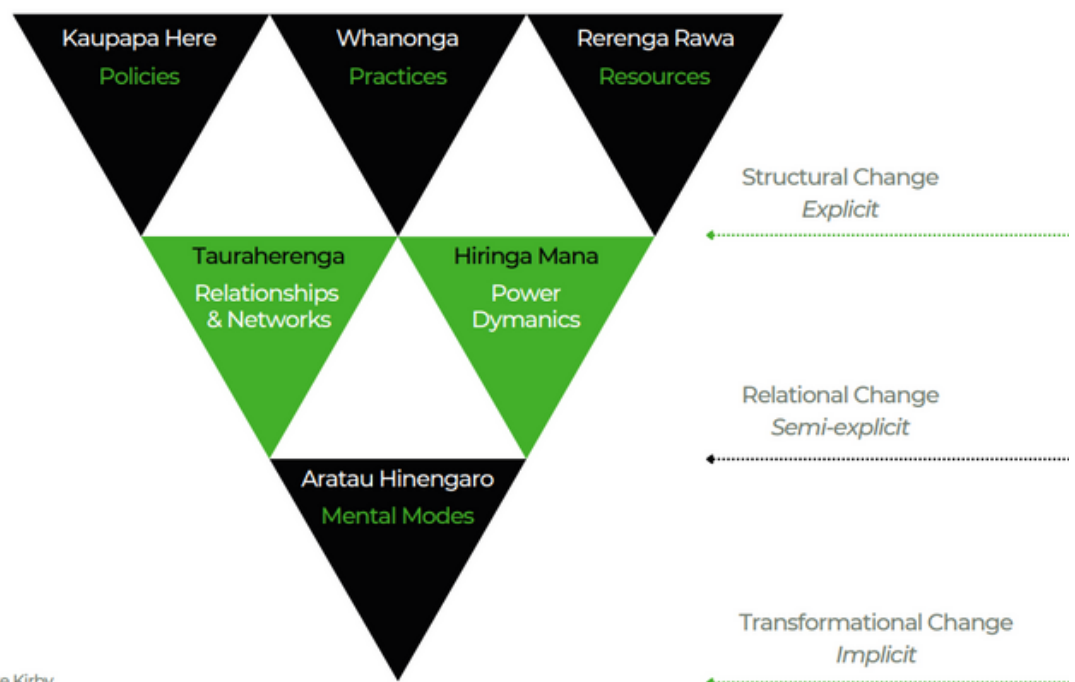
ENABLING COMMUNITY-LED CHANGE THROUGH THE SIX CONDITIONS OF SYSTEMS CHANGE

The Healthy Families NZ approach focuses on addressing the underlying conditions that impact our health and wellbeing, in order to reduce the risk of preventable chronic disease. All of the Healthy Families NZ localities are connected through this common approach and principles, which creates our prevention movement.

We enable community-led change through the Six Conditions of Systems Change. A systems approach recognises that the relationships and connections within a system are key, in this case the alcohol system, and that by looking at a system as a whole we can find effective ways to challenge the status quo.

It also recognises that no one individual, organisation or sector can do this alone, so working deliberately and collectively is essential to creating meaningful and impactful change.

Six Conditions of System Change Model



Mātanga Reo Māori: Mihaere Kirby

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