



Healthy Families
Initiatives to
reduce alcohol-
related harm

Ehara taku toa, he takitahi, he toa takitini

My success should not be bestowed onto me alone, as it was not individual success but success of a collective

What is Healthy Families

- Healthy Families NZ is a large scale prevention initiative that brings community leadership together in a united effort for better health in the places we live, learn, work and play.
- Our goal is for all New Zealanders to enjoy health promoting social and physical environments that enable healthy food and physical activity choices, being smokefree, increasing mental health, resilience and wellbeing and reduces alcohol related harm.
- 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 principals, which creates our prevention movement.
- We seek to uncover the journey that leads to chronic disease, understanding the lived experience of whānau and communities so that we can determine together how best to address the conditions that lead to experiencing preventable chronic disease.



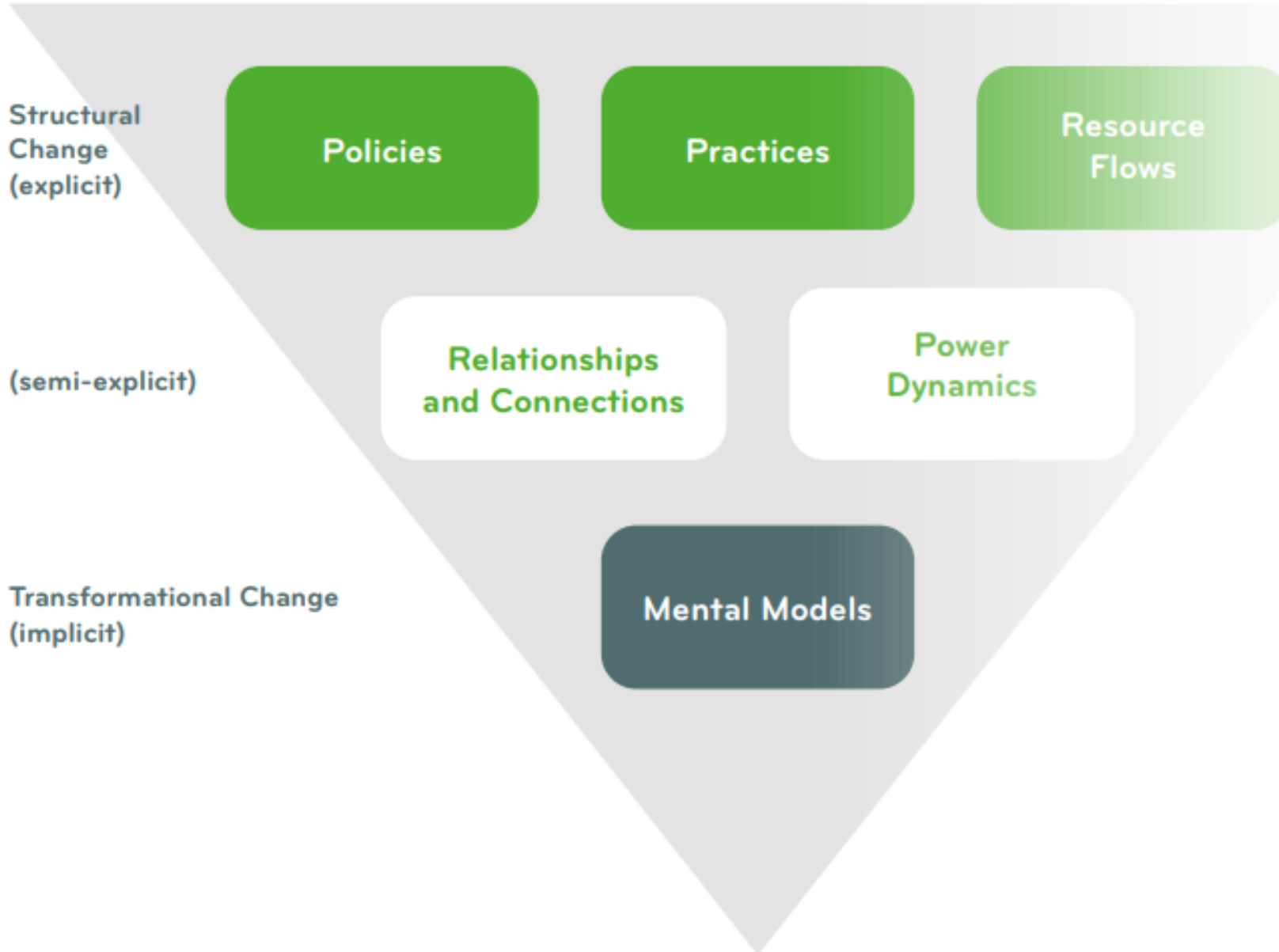
Healthy Family Sites

11 teams across ten localities embedded in a range of lead providers including, Iwi, Whānau Ora, Local Government, Regional Sports Trusts and Pacific-led Social Change organisations.

Healthy Families Christchurch Ōtautahi – Team of four (Maori Systems Innovator, Systems Innovator, Navigator, Lead Systems Innovator)



CONDITIONS OF SYSTEMS CHANGE

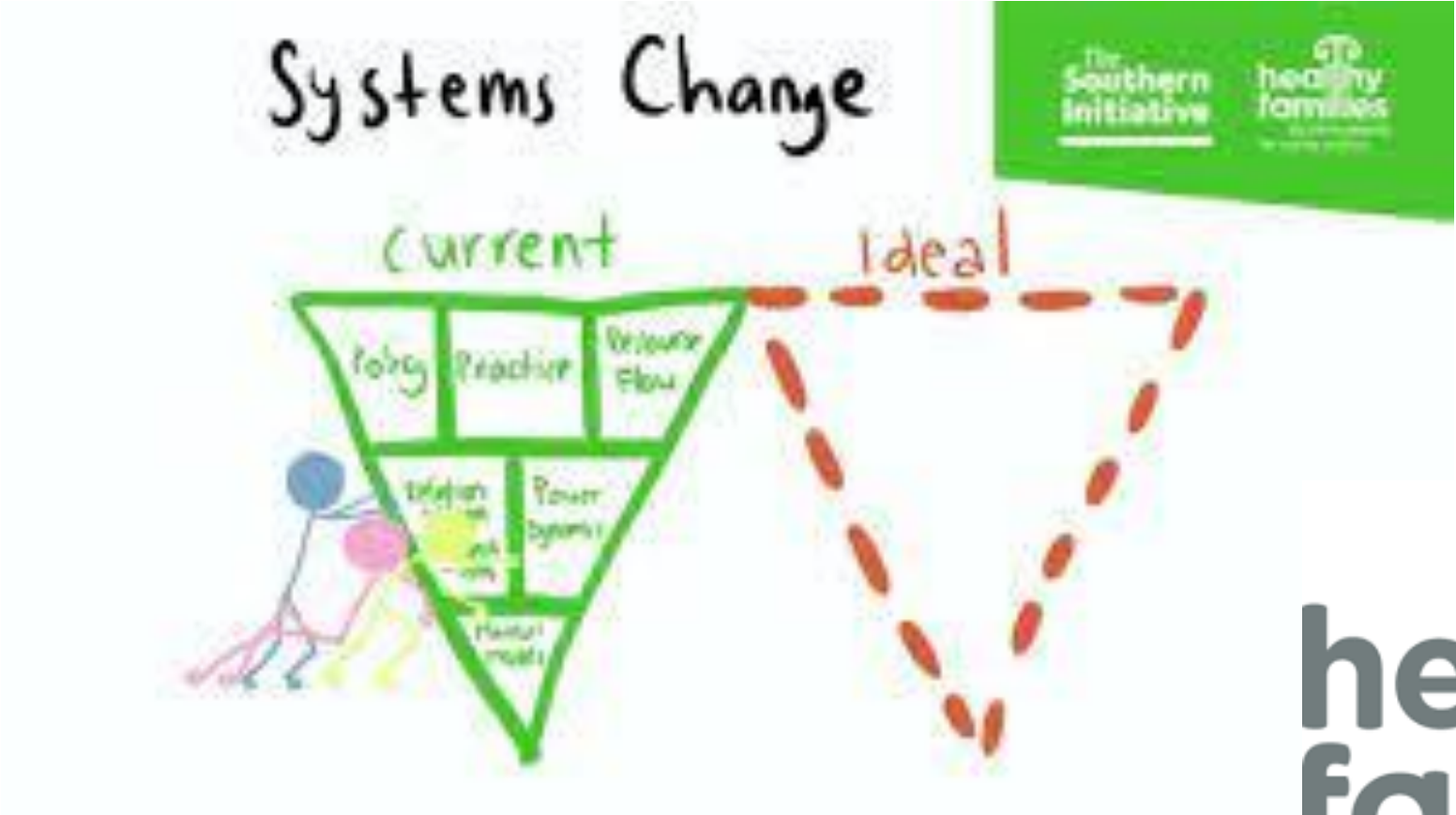


Systems change

We enable community-led change through the Six Conditions of Systems Change.

No one individual, organisation or sector can do this alone, so working deliberately and collectively is essential to creating change

Systems change





Healthy Families Waitākere

Two workstreams within the Alcohol Harm Reduction mahi: law reform and community voice.

- Law reform: regional advocacy rōpū- raising awareness and sharing information about Chloe Swarbrick's members bill.
- Working with CAYAD and Auckland Council's Western Initiative to Influencing the West Auckland Licensing Trust's community investment for greater impact on harm reduction and prevention.
- Community voice: Conversations about alcohol - how do young people experience and perceive the role of alcohol in our society.

Healthy Families South Auckland

Co-designing local solutions with community groups in South Auckland to reduce alcohol-related harm.

- The South Auckland team identified four key community groups in which alcohol-related harm is an important issue.
- #SafeOutSouth co-design workshops were held with each of the groups to prototype ideas. There were a few key themes within the prototypes developed: 1. based on creating a safe space, 2. educational/programmes-based and 3. online-based.
- Follow up workshop to develop their initial prototypes further and help them to create implementation and evaluation activities for the next six months.

Healthy Families Rotorua

Ruru Parirau - destabilizing the stereotypes about maori and alcohol.

- Positive story telling of Māori and alcohol is a way of changing the mental modes and the beliefs of a population that are often heavily influenced by media.
- Using local champions to tell stories of Māori to inspire a population. The story telling injects lived realities with positive outcomes to shift mindsets and a system which encourages inequality.

<https://www.youtube.com/watch?v=r954CdmlvdA>



A group of people are dining at an outdoor restaurant or bar. They are seated at a long table, eating and drinking. The atmosphere is casual and social. The background shows a building and some greenery.

Healthy Families Invercargill

Working with The HATA group (Healthy Attitudes Towards Alcohol)

- Alcohol Needs Assessments competed over a 5-year period – Our Voice 1 and Our Voice 2
- Safe Reconnection – post covid campaign to increase awareness of positive and healthy attitudes towards alcohol consumption for social reconnection.
- Our Clubs – working alongside sports clubs and Regional Sports Organisations to promote a health promoting environment unique to the sports club's vision
- Red Light Drink – supporting a group of Otago Polytechnic students with their work on to keep young peoples safe when out in pubs and clubs
- An Events Calendar – so we can add all our resources and material in one place and can all utilise each organisations messages/materials to promote safer drinking prior to big community events in our region.
- Are your Blinders On a digital media strategy to increase parents and caregivers' awareness of the realities of local teenage alcohol consumption



Healthy Families Christchurch

What we have done

Focusing has been on sports clubs and building collaboration

- Sports Clubs and Alcohol
 - Sideline drinking ban
 - licensing training
 - What is a Healthy Sports Club
- Collaborations on raising awareness and sharing information about Chloe Swarbrick's members bill.
- Part of the Healthy Families Alcohol Community of Practice – sharing resources and capacity



Health Families Christchurch

What we are doing

- FASD training for people working with young people in care
- Capturing community stories and perspective of alcohol harm - challenges and opportunities.
- Research- Club environments without alcohol
- Phase two - Health sports club

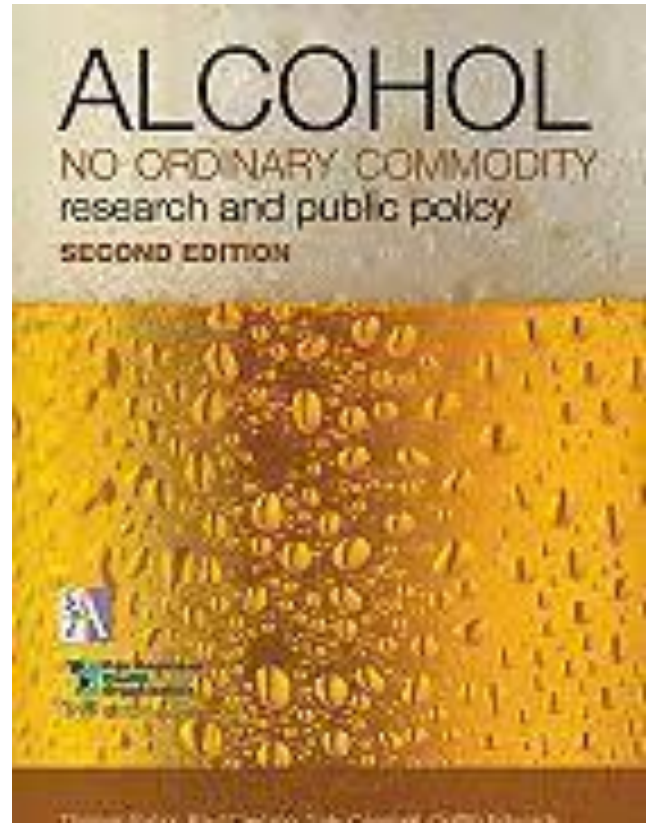
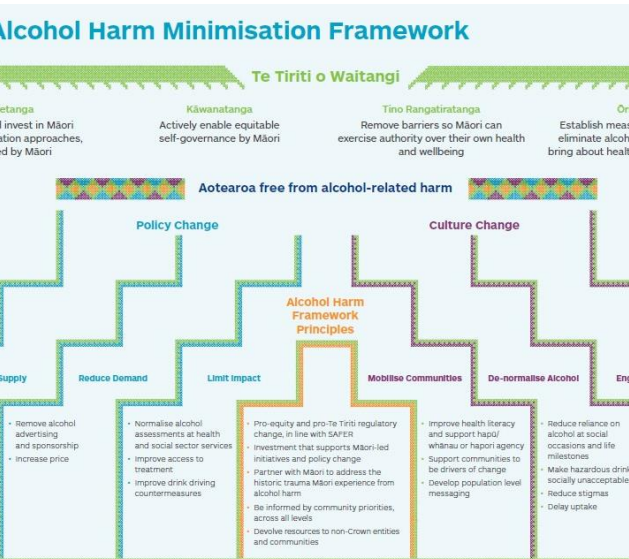
ALCOHOL ACTION +5+ Solutions



Health Families Christchurch

What we want to do

- Build the Alcohol work wider than sport
- Continue to build engagement and collaboration with others
- Support Systems change and systems practice
- Consider how Alcohol Action +5, WHO – Safer and Harm Minimisation strategy can be supported at a local level.
- Work with Māori, (and non-Māori) in pursuit of Māori health and equity



Thank you

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