Planning Growth Corridor
Municipal Environments
to
Prevent Alcohol Related Harms

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Community planning to reduce alcohol-related problems for children and young people forum
CTC, RCH, VicHealth & RACV

Demonstration Project

Municipal Public Health Planning
for the
Primary Prevention of
Alcohol Related Harms

PROTECTIVE ENVIRONMENTS
**Project Partnership**

DHS N&WMR Primary & Complex Care  
Public Health/Drug & Alcohol  

+  
Project Consultancy Consortium  
coordinated by YSAS  

+  
N&WMR growth councils  
Melton, Whittlesea, Hume & Wyndham (shadowing)

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**Presentation Overview**

*Background & rationale*

*Development to date*
Background & rationale

- 2006, DHS N&WMR commissioned research to inform regional A&D Health Promotion planning.

- Research undertaken by a team from Murdoch Children’s Research Institute led by Prof John Toumbourou

- The research findings have been utilized to direct funding to evidence-based primary prevention initiatives that address defendable evidence-based regional A&D population health priorities and related capacity building programs

Research Recommendations

- Reduction of illicit drug use in economically disadvantaged and refugee populations within Maribynong, Brimbank and Hume.

- Reduction of alcohol-related harms within the entertainment precincts of the City of Melbourne and the City of Yarra

- Reduction of early-age uptake and frequent adolescent alcohol use within the ‘growth’ municipalities of Melton, Hume, Wyndham and Whittlesea.
Research findings

Epidemiological & demographic analysis...

The growth corridor of the N&WMR

<table>
<thead>
<tr>
<th>Region</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wyndham</td>
<td>116,001</td>
</tr>
<tr>
<td>Melton</td>
<td>80,911</td>
</tr>
<tr>
<td>Hume</td>
<td>153,729</td>
</tr>
<tr>
<td>Whittlesea</td>
<td>129,525</td>
</tr>
<tr>
<td>N&amp;WMR</td>
<td>1,495,281</td>
</tr>
</tbody>
</table>

Source: ABS Census 2006
Melton growth

- Six new houses completed every day
- Melbourne’s cheapest property prices
- Fastest rate of growth in the region
- Toolern will effectively double the township (62,000 more people)

Melton Township

East Melton: Caroline Springs, Hillside, Burnside

Toolern: at planning stage
Wyndham growth

- Population equivalent to Darwin
- Sixth largest population increase by LGA in Australia (2001-2006)
- 137 new people every week (2006-2007)
- Largest population increase in Victoria (2006-2020)

Whittlesea growth

- Aurora Epping North will grow from 12 people to 25,000 within 20 years
- Whittlesea will grow by more than 70,000 people (2006-2020)
- 20,000–30,000 new households
- Land use is fully planned
Hume growth

- Hume is the most disadvantaged of the growth LGAs
- Lowest percentage growth, but still 30,000 new people
- Craigieburn contains both growth and Community renewal areas

Projected growth in 4 LGAs

<table>
<thead>
<tr>
<th>LGA</th>
<th>Population 2006</th>
<th>Population 2020</th>
<th>Population Increase</th>
<th>% increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hume</td>
<td>155,277</td>
<td>183,577</td>
<td>28,293</td>
<td>18%</td>
</tr>
<tr>
<td>Melton</td>
<td>89,912</td>
<td>155,683</td>
<td>65,771</td>
<td>73%</td>
</tr>
<tr>
<td>Wyndham</td>
<td>175,520</td>
<td>202,871</td>
<td>27,351</td>
<td>16%</td>
</tr>
<tr>
<td>Wyndham</td>
<td>116,061</td>
<td>202,871</td>
<td>86,810</td>
<td>75%</td>
</tr>
</tbody>
</table>

Growth Areas total 480,166 732,772 252,606 53%

Source: ABS 2006, S&WP
Projected growth

53% growth by 2020

Current: 480,166 people in 4 growth LGAs (32% of region)
An additional 252,606 people in the next 12 years in these 4 LGAs

Source: ABS Census, S&WP

Research Findings

Secondary analysis of intervention effectiveness reviews...
Effective Interventions

<table>
<thead>
<tr>
<th>Federal</th>
<th>Tax on alcohol</th>
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</thead>
<tbody>
<tr>
<td>State</td>
<td>Liquor Licensing</td>
</tr>
<tr>
<td></td>
<td>Industry regulation &amp; enforcement</td>
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<tr>
<td></td>
<td>Drinking age 21</td>
</tr>
<tr>
<td>Local</td>
<td>Enforcing local laws/accords</td>
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<tr>
<td></td>
<td>Planning controls</td>
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<tr>
<td></td>
<td>Redressing disadvantage</td>
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<tr>
<td></td>
<td>Community mobilisation to shift cultural practices &amp; create positive developmental pathways</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>setting</th>
<th>supply reduction</th>
<th>demand reduction</th>
<th>harm reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>national state</td>
<td>Effective and coordinated policies &amp; strategies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>community</td>
<td>licensing, enforcement &amp; regulation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>adults &amp; families</td>
<td>availability &amp; price reflects harms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>children</td>
<td>drugs are unfashionable &amp; unavailable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>state</td>
<td>prevention programs</td>
<td></td>
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<tr>
<td></td>
<td>social connection and responsible drug use</td>
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<tr>
<td></td>
<td>healthy social development</td>
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<tr>
<td></td>
<td>community &amp; individual safety</td>
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<td></td>
<td>less risky drug use</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>less drug use</td>
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Research findings

Analysis of government & funded sector policy & planning documents.............

Research findings

Analysis of stakeholder interviews.............
Project rationale

Discrepancy identified between the potential for population health improvement and the identification of prioritized evidence-based actions in MPHP's and other intersecting plans.

Scope to build the capacity of selected local governments to plan for the primary prevention of alcohol related harms through the municipal public health planning process.

Local Government Planning

DHS state-wide health promotion priorities
Reduce & minimise harm from tobacco, alcohol and illicit drugs

DHS N&WMR A&D health promotion priorities
Reduce early age & frequent adolescent alcohol use within the municipalities of Melton, Whittlesea, Wyndham & Hume

Other Plans: Alcohol & Drug, Community Safety, Early Years, Economic Development, Neighbourhood Renewal, Sport & Leisure, etc.
The framework outlines the following planning actions:

- Municipal scanning to determine needs
- Identification of Health and Wellbeing priorities
- Goal & objective setting
- Strategies identification
- Partnership Development

<table>
<thead>
<tr>
<th>Environmental Dimensions</th>
<th>Council Action Areas – Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Built/Physical</td>
<td>• Land use planning</td>
</tr>
<tr>
<td></td>
<td>• Transport and traffic management</td>
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<tr>
<td></td>
<td>• Recreation facilities</td>
</tr>
<tr>
<td>Social</td>
<td>• Community support</td>
</tr>
<tr>
<td></td>
<td>• Art and cultural development</td>
</tr>
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<td></td>
<td>• Library services</td>
</tr>
<tr>
<td>Economic</td>
<td>• Community economic development</td>
</tr>
<tr>
<td></td>
<td>• Access and equity</td>
</tr>
<tr>
<td>Natural</td>
<td>• Water quality</td>
</tr>
<tr>
<td></td>
<td>• Waste management</td>
</tr>
<tr>
<td></td>
<td>• Energy consumption</td>
</tr>
</tbody>
</table>
E4H-Municipal Planning to Prevent Alcohol Related Harms

Examples of council action areas

| Built/Physical | • Limit number of licensed premises  
|               | • Mixed precinct planning |
| Social        | • Alcohol accords  
|               | • Good Sports Programs |
| Economic      | • Responsible serving of alcohol  
|               | • Alcohol free events |
| Natural       | • Public space drinking regulation |

Phase 1 (2008-9)
Strategic Municipal Planning

Growth corridor councils will be assisted to:

- Raise awareness of the under-utilized capacity of local government to reduce alcohol related harms through the integration of primary prevention multi-component strategies within MPH plans & other intersecting plans.
- Foster leadership for primary prevention through integrated strategic planning.
- Identify alcohol related harms amenable to primary prevention as a defensible priority within MPH plans & other intersecting plans of council.
- Identify evidence based multi-component primary prevention strategies for incorporation within a whole of council response.
- Establish benchmark alcohol harm reduction impact indicators. Develop relevant alcohol reduction primary prevention impact indicators for incorporation into MPH evaluation planning.
- Document the planning methodologies processes and planning products developed for dissemination via the Vic.gov website.
Phase 2 (2008-10, subject to funding)
Municipal Strategy Implementation

Develop for implementation selected under-utilised strategies to develop protective environments:

- Policies, guidelines & protocols to improve regulation & management of alcohol supply through built environment management, land use and statutory planning; sports, leisure and cultural infrastructure management, and local law enforcement etc
- Policies, programs and services that reduce demand by promoting positive child & youth developmental pathways

Project Methodology Development

Needs Assessment

Organisational Capacity Building Plan
  - Partnership
  - Leadership
  - Workforce skills
  - Resource
Phase 3 (2010-, subject to funding)
Municipal Strategy Evaluation

- Implementation of planned evaluation strategy

THANK YOU

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