



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)**

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 defensible evidence based regional A&D population health priorities and related capacity building programs

Research Recommendations



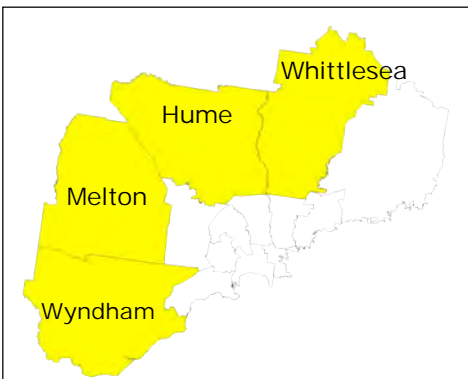
- *Reduction of illicit drug use in economically disadvantaged and refugee populations within Maribynong, Brimbank and Hume.*
- *Reduction of alcohol related harms within the entertainment precincts of the City of Melbourne and the City of Yarra*
- *Reduction of early age uptake and frequent adolescent alcohol use within the 'growth' municipalities of Melton, Hume, Wyndham and Whittlesea.*

Research findings



Epidemiological & demographic analysis...

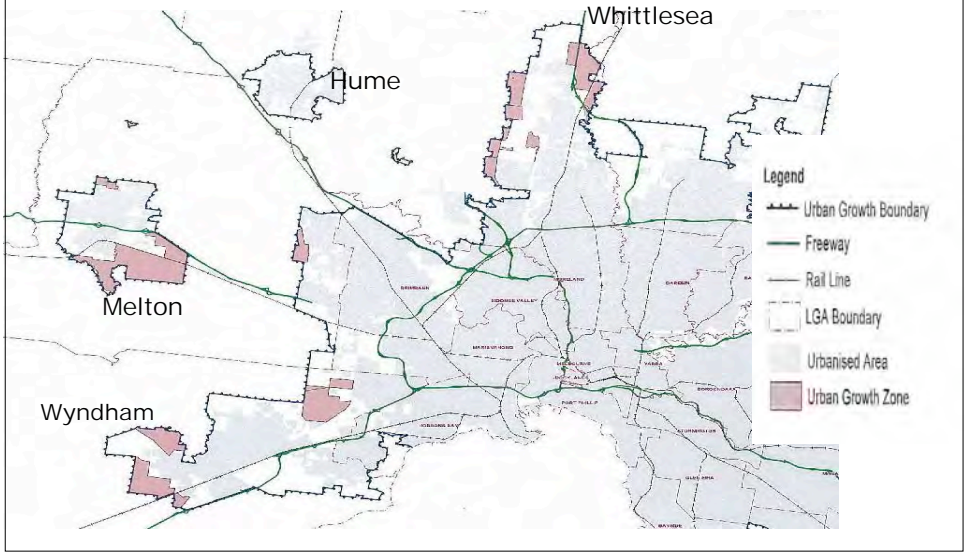
The growth corridor of the N&WMR



Wyndham	116,001
Melton	80,911
Hume	153,729
Whittlesea	129,525
N&WMR	1,495,281

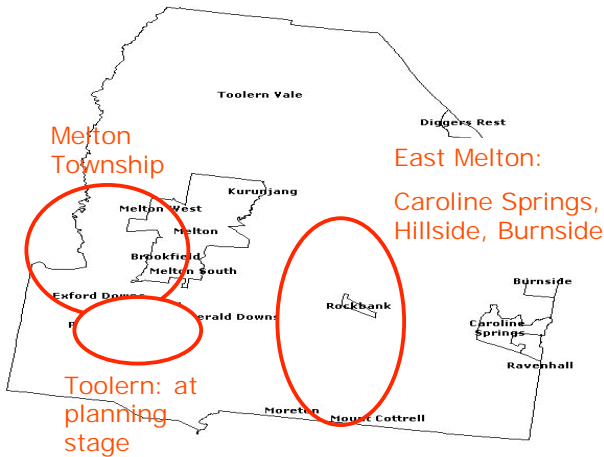
Source: ABS Census 2006

Urban Growth Boundary



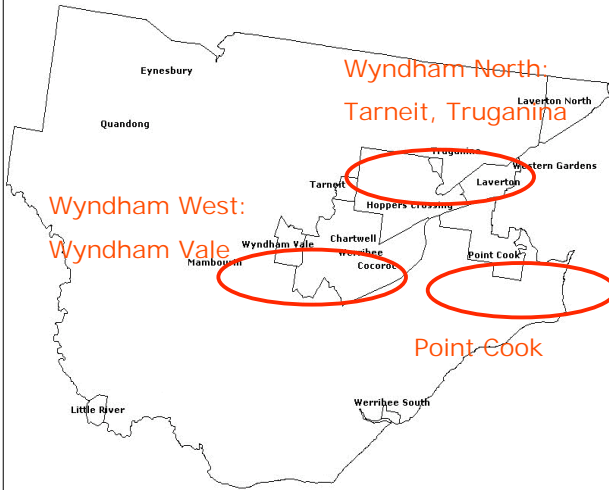


Melton growth



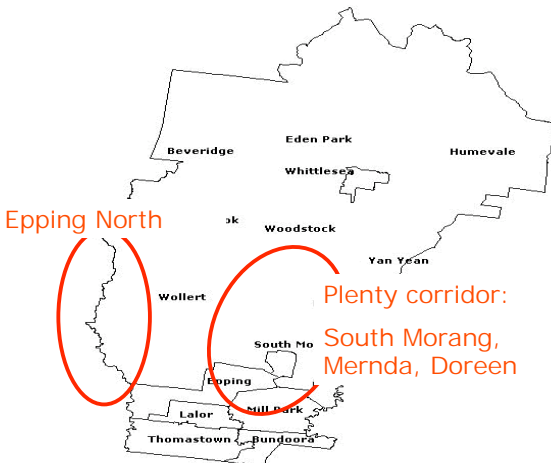
- Six new houses completed every day
- Melbourne's cheapest property prices
- Fastest rate of growth in the region
- Toolern will effectively double the township (62,000 more people)

Wyndham growth



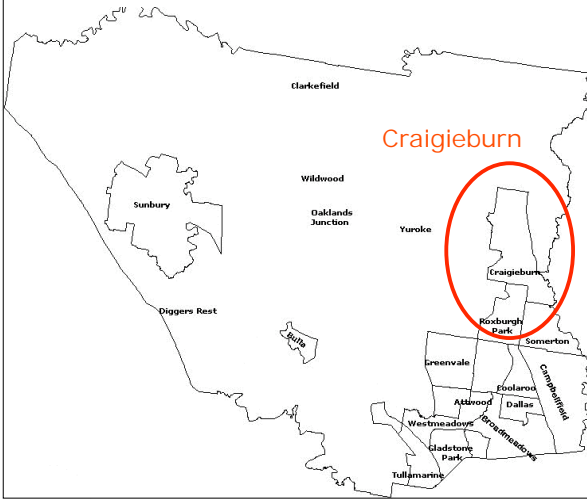
- Population equivalent to Darwin
- Sixth largest population increase by LGA in Australia (2001-2006)
- 137 new people every week (2006-2007)
- Largest population increase in Victoria (2006-2020)

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

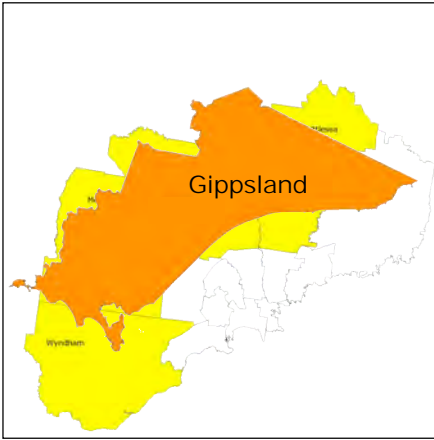
Projected growth in 4 LGAs



LGA	Population 2006	Population 2020	Population Increase	% increase
Hume	153,729	184,532	30,803	20%
Melton	80,911	155,686	74,775	92%
Whittlesea	129,525	189,683	60,158	46%
Wyndham	116,001	202,871	86,870	75%

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

Projected growth



53% growth by 2020

Current: 480,166 people in 4 growth LGAs (32% of region)

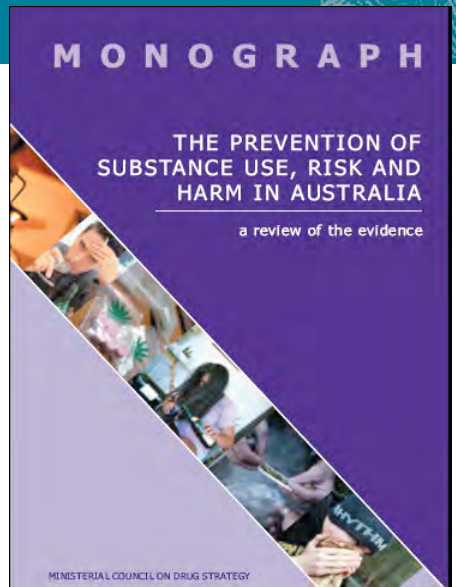
An additional 252,606 people in the next 12 years in these 4 LGAs

Source: ABS Census, S&WP

Research Findings



**Secondary analysis of
intervention
effectiveness reviews....**



Effective Interventions



Federal ***	Tax on alcohol
State ***	Liquor Licensing Industry regulation & enforcement Drinking age 21
Local **	Enforcing local laws/accords Planning controls Redressing disadvantage Community mobilisation to shift cultural practices & create positive developmental pathways

setting	supply reduction	demand reduction	harm reduction
national state	Effective and coordinated policies & strategies		
community	licensing, enforcement & regulation	prevention programs	community & individual safety
adults & families	availability & price reflects harms	social connection and responsible drug use	less risky drug use & harms
children	drugs are unfashionable & unavailable	healthy social development	less drug use

Research findings



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

Research findings



Analysis of stakeholder interviews.....

Project rationale

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

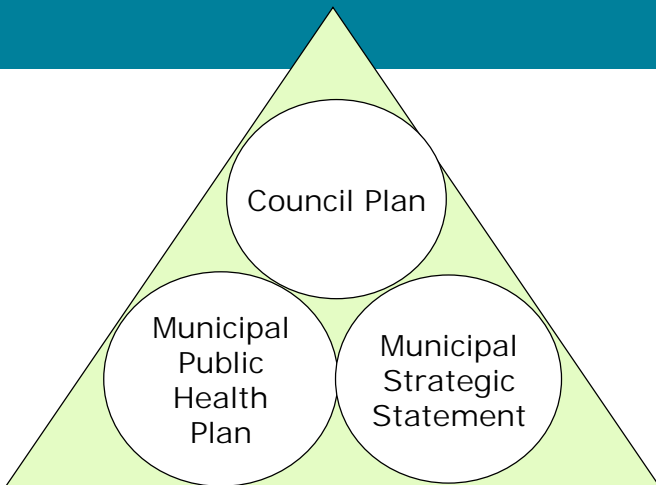


Discrepancy identified between the potential for population health improvement and the identification of prioritized evidence-based actions in MPPH's and other intersecting plans



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



Other Plans: Alcohol & Drug , Community Safety, Early Years, Economic Development, Neighbourhood Renewal, Sport & Leisure, etc.

Environments for Health

Promoting Health and Wellbeing through
Built, Social, Economic and Natural Environments

Municipal Public Health Planning Framework

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

Environmental Dimensions

Council Action Areas – Examples



Built/Physical

- Land use planning
- Transport and traffic management
- Recreation facilities



Social

- Community support
- Art and cultural development
- Library services



Economic

- Community economic development
- Access and equity



Natural

- Water quality
- Waste management
- Energy consumption

E4H-Municipal Planning to Prevent Alcohol Related Harms



Examples of council action areas

Built/Physical	<ul style="list-style-type: none"> • <i>Limit number of licensed premises</i> • <i>Mixed precinct planning</i>
Social	<ul style="list-style-type: none"> • <i>Alcohol accords</i> • <i>Good Sports Programs</i>
Economic	<ul style="list-style-type: none"> • <i>Responsible serving of alcohol</i> • <i>Alcohol free events</i>
Natural	<ul style="list-style-type: none"> • <i>Public space drinking regulation</i>

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 MPHP & 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 bench mark alcohol harm reduction impact indicators Develop relevant alcohol reduction primary prevention impact indicators for incorporation into MPHP 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



Growth
corridor
councils
will be
assisted
to:

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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