

# Community planning to reduce alcohol-related problems for children and young people



## The evidence-base for effective community interventions: What works in healthy development approaches?

Professor John W. Toumbourou, PhD



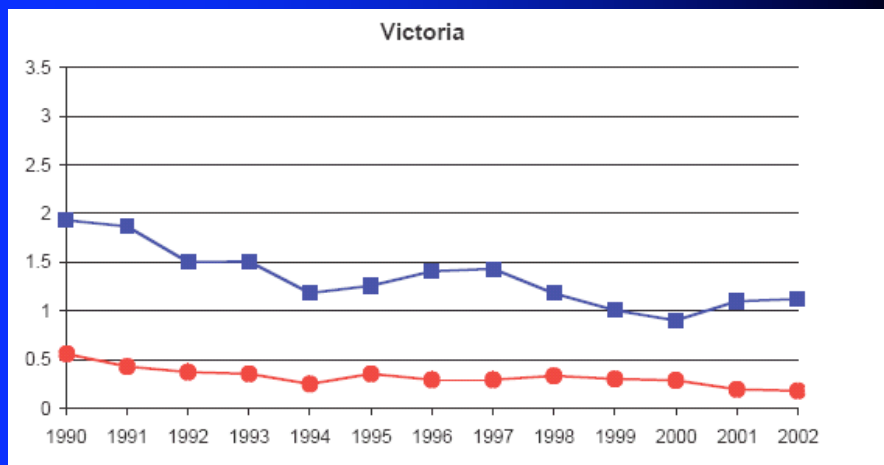
Chief Executive Officer, Communities That Care Ltd.,  
Chair in Health Psychology, Deakin University  
VicHealth Senior Research Fellow, Centre for Adolescent Health,  
Murdoch Children's Research Institute,  
Royal Children's Hospital, Melbourne Australia

## Objectives

increase understanding of a range of effective strategies that can be implemented within communities to reduce the currently high levels of alcohol use and related-problems experienced by children and young people in Australia.

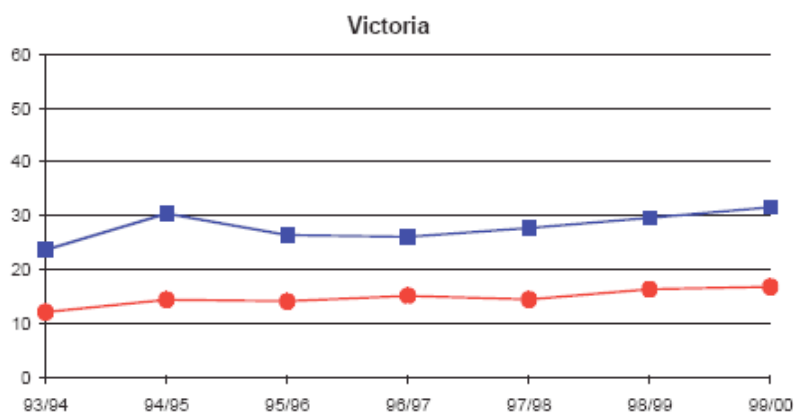
alcohol health  
promotion targets

# harm minimisation policies have reduced alcohol-related mortality



**Figure 1:** Alcohol-attributable deaths for 15–24 year olds, males and females, 1990–2002  
Legend: ■ males; ● females. Y Axis: Alcohol-attributable death rate per 10,000 15–24 yr olds.

# need to address other alcohol-related harms



**Figure 5:** Alcohol-attributable hospitalisations for 14–17 year olds, males and females, 1993/94–1999/00  
Legend: ■ males; ● females. Y Axis: Alcohol-attributable hospitalisation rate per 10,000 14–17 yr olds.

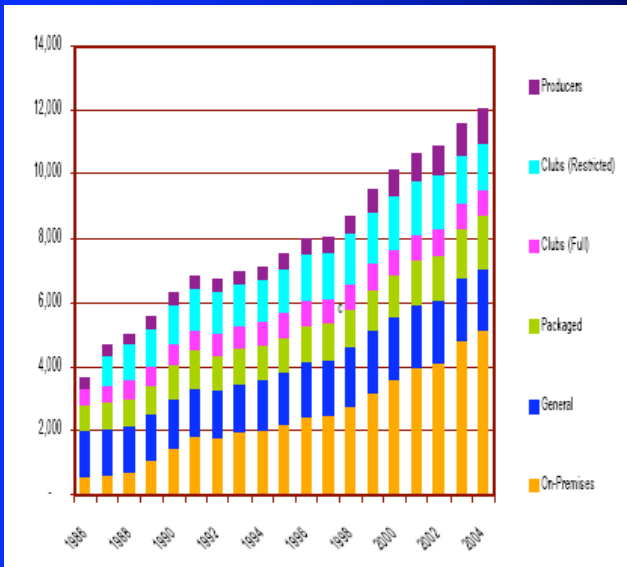
## We need to monitor developmental harm

- ? Female heavy alcohol use contributing to problems with infants & children
- ? Early use increasing levels of dependence
- ? Mental health impacts (eg., self-harm)
- ? Brain impacts

Prevention Clearinghouse No. 13, 2004

Alcohol availability has proliferated rapidly in recent years

## Growth in liquor licenses Victoria



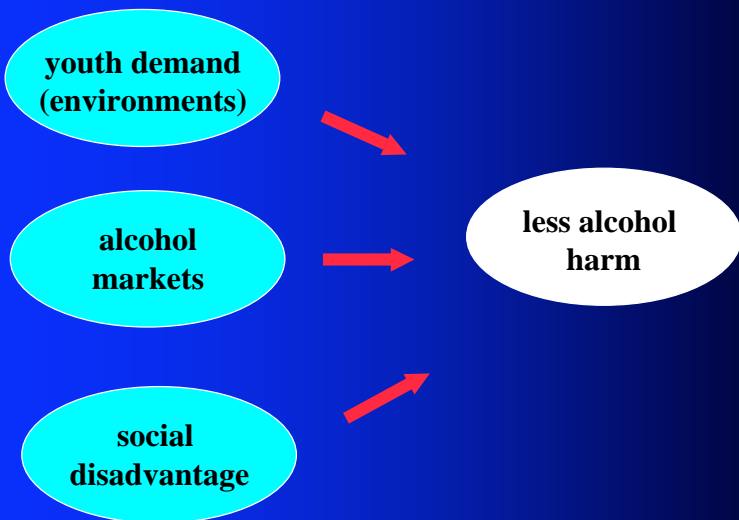
Turning Point - National Alcohol Strategy, 2006

## Government policy supports community strategies

- Addressing harmful alcohol and drug use are Federal and State priorities
- Recent Federal and State alcohol interventions
- Community acknowledged as important
- Opportunity for alcohol to have a higher priority and more evidence-based action in local plans
- Some excellent community strategies are emerging

# three distinct community approaches

- Socially Disadvantaged Areas
  - early years investments
- Markets - Entertainment Precincts
  - managing alcohol
  - harm minimization
- Environments in Growth Areas
  - children and young people
  - alcohol prevention



# What works?



**The National Drug  
Research Institute  
&  
The Centre for  
Adolescent Health**



## Authors

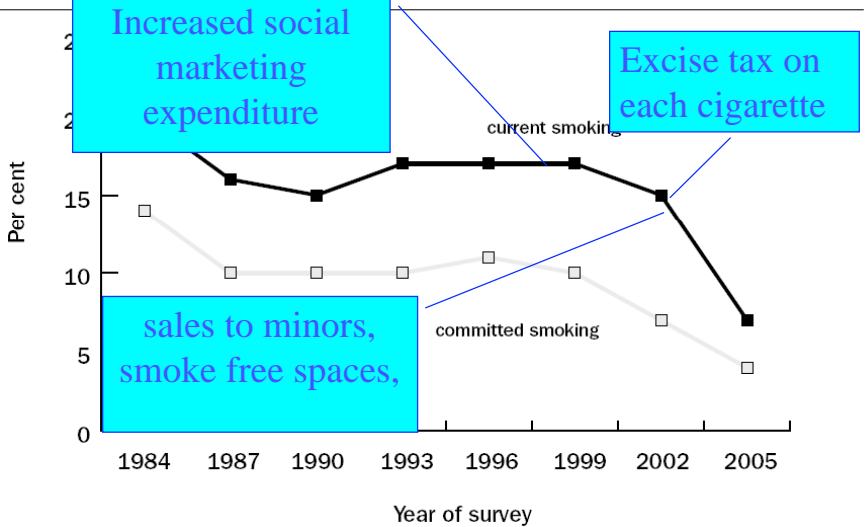
Wendy Loxley, John W. Toumbourou, Tim Stockwell, Ben Haines, Katie Scott, Celia Godfrey, Elizabeth Waters, George Patton, Richard Fordham, Dennis Gray, Jann Marshall, David Ryder, Sherry Sagers, Lena Sanci and Jo Williams

### **With contributions by**

Susan Carruthers, Tanya Chikritzhs, Simon Lenton, Richard Midford, Pamela Snow and Catherine Spooner

Toumbourou, J.W., Stockwell, T., Neighbours, C., Marlatt, G.A., Sturge, J., & Rehm, J. (2007) Interventions to reduce harm associated with adolescent substance use. *The Lancet*, 369, 1391 -1401.

Figure 3: Trends in proportion of current (smoked in past week) and committed smoking (smoked on three or more days of past week) among 12- to 15-year-old students, 1984–2005



White et al, (2007) National School Survey

Evidence-based  
approaches for reducing  
underage alcohol  
problems

0	Limited investigation.
☒	Evidence is contra-indicative.
⌘	Warrants further research.
★	Evidence for implementation.
★★	Evidence for outcome effectiveness.
★★★	Evidence for effective dissemination.

## NEW INVESTMENTS

- Tax on alcohol \*\*\*
- Liquor Licensing \*\*\*
  - Age 21
  - Industry regulation
- Community Change
  - Community mobilisation – positive environments for children and youth \*\*\*
  - Enforcing local laws/ Accords \*\*
  - Redressing disadvantage – renewal \*\*

## WHO?

Federal  
State

Local

what works in areas of  
high disadvantage?

early years  
prenatal to preschool

0	Limited investigation.
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<b>Intervention</b>	
<b>Prior to birth</b>	
Preventing and delaying pregnancy in young and vulnerable mothers	Ⓜ <sup>0/0</sup>
Health service reorientation (antenatal)	Ⓜ <sup>2/3</sup>
Family home visiting (antenatal)	☒☒
<b>Infancy and pre-school</b>	
Health service reorientation	Ⓜ <sup>2/3</sup>
Family home visiting	☒☒
Parent education	☒☒
School preparation programs	☒☒

## Integrate “early years” and drug treatment investments

- Parents in drug treatment should be systematically targeted for support.
- Support should be evidence-based and focus both on drug treatment and strategies to encourage healthy child development.

# primary school

- 0 Limited investigation.
- ☒ Evidence is contra-indicative.
- ⌘ Warrants further research.
- ★ Evidence for implementation.
- ★★ Evidence for outcome effectiveness.
- ★★★ Evidence for effective dissemination.

Intervention	
<b>Primary School Age (5 to 10)</b>	
Family intervention	👤👤
Parent education	👤👤
School-based drug education	👤 <sup>7/12</sup>
School organisation and behaviour management	👤👤

# improving primary school social environments

- Schools and Families Educating Children
- Seattle Social Development Project
- Good Behaviour Game
- Linking the Interests of Parents and Teachers
- Child Development Project
- Fast Track
- Kids Matter

substance use  
school

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

What works in  
entertainment precincts?

# Community Action

- ◆ Community partnerships are formed
  - Police, health, venues, local government
- ◆ Integrated training and planning
- ◆ Monitoring systems better record alcohol violations
- ◆ Venues and hotspots are identified in violation data
- ◆ Evidence-based venue and situational intervention

Wallin , E. Lindewald, B. Andréasson, S. (2004) Institutionalization of a Community Action Program Targeting Licensed Premises in Stockholm, Sweden. *Evaluation Review*, 28(5), 396-419.

what works in  
encouraging healthy  
environments for  
children and young  
people in growth areas?





## Communities That Care

encouraging healthy environments  
for children and young people

CTC is one of few community prevention approaches supported by peer-reviewed evaluation

### Australian literature reviews recommending Communities That Care

- Mental health promotion (VicHealth review, 2006)
- Drug prevention (Commonwealth Prevention Monograph, 2004)
- Crime prevention (Pathways to prevention, Commonwealth Attorney Generals, 1999)

# Communities that Care Stages

1. establishes a local community prevention task force  
*- key leaders and community members*
2. comprehensive risk and protection assessment
3. local assessment of services & resources
4. identifies community prevention priorities
5. implementation of an effective community prevention plan
6. ongoing monitoring

State &  
regional  
staff

# Communities that Care Stages

Local  
government  
& residents

1. establishes a local community prevention task force  
*- key leaders and community members*
2. comprehensive risk and protection assessment
3. local assessment of services & resources
4. identifies community prevention priorities
5. implementation of an effective community prevention plan
6. ongoing monitoring

Common  
training  
events

# Communities that Care Stages

Youth  
forums,  
surveys

1. establish a local community prevention task force  
- *key leaders and community members*
2. comprehensive risk and protection assessment
3. local assessment of services & resources
4. identify community prevention strategies
5. implement an effective prevention program
6. ongoing monitoring

Archival  
data

Local  
perspectives

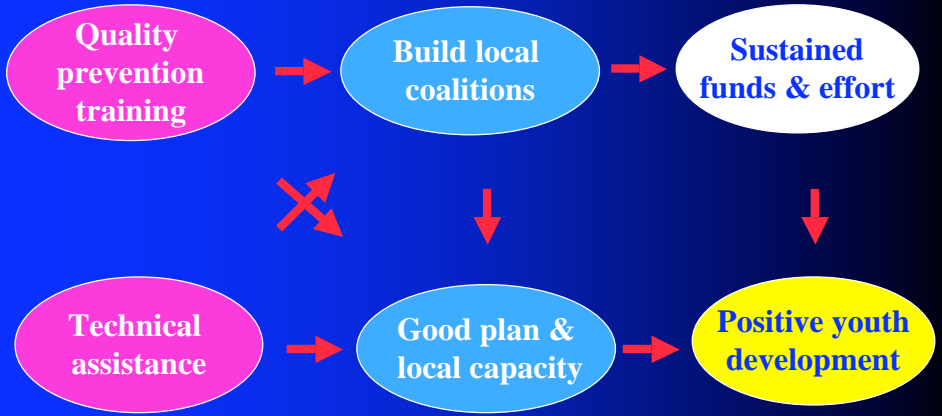
## Scientific literature recommends Communities That Care

- Greenberg et al (2005) ... A comprehensive study of communities that care in Pennsylvania. In Stockwell et al (eds) Preventing harmful substance use.... Wiley.
- Hawkins et al. (2008) Early effects of Communities That Care ... Journal of Adolescent Health.

### Australian Literature Reviews

- Mental health promotion (VicHealth review, 2006)
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# Pennsylvania evidence for CTC



Greenberg et al, 2005



**Communities That Care Ltd**  
*a partnership between the Royal  
Children's Hospital, the Rotary Club of  
Melbourne, the University of Washington  
and local communities*



- **strong coalition**
- **established priorities**
- **developed prevention plan**
- **positive local/state approval**
- **state implementation funding**
- **youth improvements by 2006**

A map of Western Australia with Bunbury and Perth highlighted. Bunbury is in an orange oval with an arrow pointing to it. Perth is also labeled. Adelaide is visible in the background.

**Bunbury**

[www.investinginouryouth.com](http://www.investinginouryouth.com)

- worked in disadvantaged areas
- maintained two coalitions
- used assessment to set priorities
- completed two plans
- evaluated planning process
- raising implementation funding
- community implementation 2007



- strong municipal coalition
- six local area plans
- set priorities
- completed initial plans
- \$500,000 extra funding 2005
- implementing activities
- youth improvements by 2007



## Next Steps

- Communities That Care has been successfully trialled and shown to be valuable and is now ready to be more widely disseminated
- To enable ongoing evaluation 14 selected communities are currently being invited to further disseminate the process (phase II)

**WANTED** community champions to assist establish the Communities That Care process within:

- **Queensland:** Woodridge/ Kingston , Recliffe, & Robina
- **Western Australia:** Mandurah, Kalgoorlie/ Boulder.
- **Victoria:** Baw Baw Shire, Bendigo, Cardinia, East Gippsland, Geelong, Glen Eira, Hobson's Bay, Knox, Warrnambool.



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Greenberg, M.T., Feinberg, M.E., Brendan J., Gomez, B.J., & Osgood, D.W. (2005) Testing a community prevention focused model of coalition functioning and sustainability: A comprehensive study of communities that care in Pennsylvania. In Stockwell, T., Gruenewald, P., Toumbourou, J.W., Loxley, W. (Editors) Preventing harmful substance use: The evidence base for policy and practice. Wiley: London, pp 129 – 142.

Feinberg, M.E., Greenberg, M.T., Osgood, D.W., Sartorius, J., & Bontempo, D. (2007) Effects of the Communities That Care Model in Pennsylvania on youth risk and problem behaviors. *Prevention Science*, 8, pp. 261–270.

## Communities That Care. Randomised Trial (USA)

- Across the United States 24 communities selected and studied
- Similar communities matched (12 x 12 pairs)
- One community in each pair randomised to the Communities That Care (CTC) process
- A cohort of over 4,000 students followed-up and resurveyed (age 10 to 12)
- The 12 CTC intervention communities reduced social developmental risk factors and elevated protective factors
- By age 12 externalising behaviours were reduced relative to the 12 control communities (Effect Size = 0.2).

Hawkins, J.D., Brown, E.C., Oesterle, S., Arthur, M.W., Abbott, R.D., and Catalano, R.F. (2008) Early effects of Communities That Care on targeted risks and initiation of delinquent behavior and substance use. *Journal of Adolescent Health*. 43(1), pp 15-22.