

**Turning evidence into practice:
Using the 5 C's to achieve a successful outcome**



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Outline

- Introduction
- Background
- Sector response
- Lessons from the past
- Moving forward – developing an alcohol harm reduction plan for Auckland
- How we used the 5 C's effectively
- Outcomes

Introduction

- Alcohol Healthwatch (AHW) is a charitable trust working towards reducing and preventing alcohol-related harm
- A regional and national focus to our work
- An evidence based organisation
- Funded by Ministry of Health
- Team of 5 😊



Background

- Alcohol Law Reform in NZ
- Amalgamation of 7 legacy Councils into one 'Super City' Council in Auckland
- Rugby World Cup planning
- Tight economic times
- Previous planning attempts

Sector response

- Regional group established – *Restoring the Balance*
- AHW regional forum in partnership with the new Auckland Council



Forum themes

- Greater **coordination** and **collaboration**
- Shared strategic framework and processes to support a **coordinated** intersectoral approach
- Build on the work already underway
- Build **capacity** and grow resources
- Greater **communication** and **consistent** messaging from sector
- Sector needed strong leadership to lead the way forward



Lessons from the past

- No sector co-ordination
- Focus on adding value and sustainability
- High level buy-in was needed from key partners
- Leverage current and past relationships
- Regional approach is needed for representation
- Frameworks and plans needed to be simple and concise
- Filling gaps including information & knowledge gaps

Moving forward – developing a regional Alcohol Harm Reduction Plan

- Established an Executive Planning Group to lead the development of a plan
- Ensuring an evidence based approach is followed
- Planning process – TOR, SWOT analysis
- Strategic framework and draft action plan developed during 2012 & early 2013
- Outcomes Monitoring Framework developed



The 5 C's (+ one extra!)

- Communication
- Collaboration
- Cohesiveness
- Coordination
- Consistency
- Capacity building

The 5 C's (+ one extra!)

Case Study: Local Alcohol Policy

#1 Priority for Action in the AHRP:

Effective implementation of the new alcohol legislation, particularly achieving a robust local alcohol policy.

What is a Local Alcohol Policy?

- Local Alcohol Policies were enabled by the new legislation to allow local Council's to decide on the trading hours, the number and the location of alcohol outlets in their districts

The 5 C's (+ one extra!)

- Communication
 - Responding to alcohol industry framing of the local alcohol policy debate and countering their messages



The 5 C's (+ one extra!)

- Collaboration
 - Joining together of like-minded stakeholders to support community engagement with the policy process



The 5 C's (+ one extra!)

- Cohesiveness
 - The process of developing the plan and the plan itself has provided the framework for sector cohesiveness



The 5 C's (+ one extra!)

- Coordination
 - Joint coordination of regional forums with stakeholders on Local Alcohol Policy topics



The 5 C's (+ one extra!)

- Consistency
 - Our process has ensured that Council has received the same advice from health and enforcement stakeholders throughout the Local Alcohol Policy development process



The extra C!

- Capacity building
 - Building knowledge and information capacity at all levels of the sector and community

Outcomes

- Shared strategic framework and action plan
- Implementation has started organically
- Amazing collaboration between EPG members
- Improved data collection/monitoring/reporting
- Interest from other national planning and funding agencies
- Improved leadership/ownership



Thank you!

