




National Community Conference
Community Engagement and Action around Alcohol Issues




Community Action Blackburn (Changing Attitudes to Alcohol)



Overview of Project
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Aim

- engage, assist and support Community
- address concerns regarding alcohol
- leading to improved health,
 - family life,
 - Opportunities, and
 - reduction in alcohol related harm and anti social behaviour.

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Our Approach

- Traditional v Environmental
- Systematic Approach (Target 'Whole' Community)
- Create sustainability through institutionalisation.

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Whole Community

- Work to help parents, families and **communities to develop their own solutions**, using accessible, high quality public services as required' – *The Early Years Framework. December 2008*
- '**Supporting Communities** in making positive choices regarding alcohol' – *Changing Scotland's Relationship with Alcohol: A framework for Action. March 2009*
- '...plans and actions should be based on **what people feel are their own needs**, not on solutions imposed from outside' - 'The Concepts and Principles of Equity and Health' WHO 1990

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Sustainability

- Institutionalisation
- Partnership working
- Community Interaction, Involvement & Ownership

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- Good mix of Socio Economic Issues
- Defined Community Area
- Workable Population Size

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Community Consultation

- One to one interviews
- Questionnaires
- School Project



Steering Group

Outcomes

- Engage with the Community
- Improve Communication Links
- Improve Alcohol Awareness / Education
- Reduce Under Age Drinking & Alcohol Related Harm

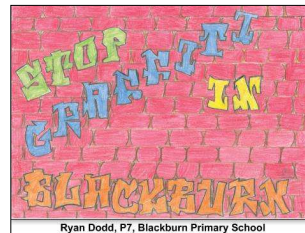


Work Plan

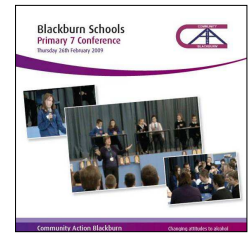
- Encompasses work of all Partners
- Actions don't stand alone



Engage with the Community



Ryan Dodd, P7, Blackburn Primary School



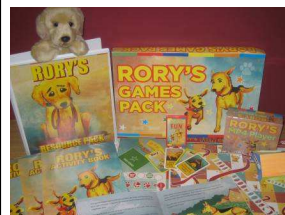
Community Action Blackburn



Improve Communication Links

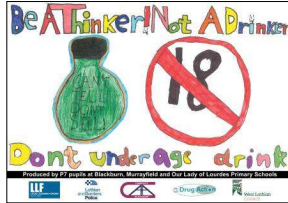


Improve Alcohol Awareness / Education





Reduce Under Age Drinking & Alcohol Related Harm



Evaluation

- Sustainability
- Ownership
- Attitudes
- Beliefs
- Partnership Working



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