

Healthy Canberra Grants: Focus on Reducing Alcohol-Related Harm Successful Program Descriptions

Organisation	Australian Red Cross Society
Program Title	save-a-mate (SAM)
Program Description	<p>save-a-mate (SAM) is an alcohol and other drugs (AOD) education program which aims to equip young people and persons at risk with the knowledge and skills to prevent, recognise and respond to AOD emergencies through a harm reduction framework. SAM is unique in its combination of AOD education with basic first aid overdose response training.</p> <p>Funding will be used to target the suburbs of Woden, Belconnen and Tuggeranong. These locations have been identified as having the greatest need due to our commitment to work with at-risk youth throughout the ACT and working with local organisations and partners to promote collaborative approaches to community safety and prevention initiatives.</p> <p>Complementary to SAM, ‘SAM for Parents and Carers’ sessions will be held for parents and carers of young people. SAM for Parents and Carers aims to build the capacity of participants to support young persons to ‘look after themselves’ and be aware of AOD related risks. SAM will empower parents and carers with the skills needed to have discussions with young persons around AOD and harm reduction messages and where to go to seek further help. Furthermore, they will have the opportunity to develop first aid response skills.</p> <p>SAM will be delivered in partnership with The Noffs Foundation and Yurauna – the Canberra Institute of Technology’s Aboriginal and Torres Strait Islander Unit. Yurauna is a community focused multi-functional centre that brings people together in an informal gathering place to find real solutions and will provide opportunities for SAM to be delivered to students. These partnerships support Red Cross to work with young people from Aboriginal and Torres Strait Islander backgrounds, the multicultural community and those with experience of juvenile justice.</p>
Amount Funded 2019/20	\$84,045
Amount Funded 2020/21	\$86,532

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Organisation	Foundation for Alcohol Research and Education (FARE)
Program Title	Preventing alcohol-related chronic disease – PARK-D
Program Description	<p>The Foundation for Alcohol Research and Education (FARE) will develop and evaluate a public education campaign to raise awareness of the long-term harms of alcohol consumption. The campaign will use television, radio, and digital media to target adults aged 25-65 in the ACT.</p> <p>The campaign will have two phases. The first phase will educate ACT residents about less confronting and lesser known alcohol health harms such as overweight and obesity, disturbed sleep, and impaired concentration, as well as dispelling misconceptions about the health benefits of alcohol, for example that drinking wine promotes heart health. The second phase will deliver more confronting messages about alcohol health harms such as heart disease, dementia, stroke, cirrhosis and cancers. Messages about alcohol and cancer will be delivered using the Western Australian Government’s successful “Alcohol. Think Again” campaign.</p> <p>Campaign advertisements will call on the viewer to talk to their doctor about their alcohol consumption and how to reduce their risk of alcohol-related diseases. Advertisements will also link to the campaign website with dedicated sections for health professionals and the general public on the long-term health effects from alcohol consumption and how to reduce these risks.</p>
Amount Funded 2019/20	\$427,274
Amount Funded 2020/21	\$335,666

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Organisation	AIDS Action Council of the ACT
Program Title	Not So Straight Up
Program Description	<p>The AIDS Action Council of the ACT (the Council) will deliver a multi-faceted campaign aimed at reducing risky drinking behaviour and lifetime alcohol related harm within LGBTIQ communities in the ACT. The campaign is designed to complement and leverage off whole-of-community strategies by providing tailored messaging and delivery methods with proven resonance and reach into LGBTIQ communities.</p> <p>The program has three components:</p> <ol style="list-style-type: none"> 1. Tailored messages nuanced to LGBTIQ communities aimed at identifying risky drinking behaviours, addressing social norms around alcohol, increasing understanding of the link between alcohol and chronic diseases, promoting self-efficacy and strategies to address risky drinking behaviour, and encouraging help seeking via culturally appropriate treatment services; 2. Use of Peer Navigators to support individuals to address risky drinking behaviours. These key members of the LGBTIQ communities will also help drive change in existing social norms relating to alcohol; and 3. Providing LGBTIQ Awareness training for existing AOD services, treatment and self-help options to make them more inclusive and able to engage with LGBTIQ clients. <p>The Council will utilise existing links with partner organisations and existing connections with the target population to deliver the program and ensure the reach and effectiveness of the messaging. The targeted messages will be delivered in a variety of formats, settings and methods, designed to have maximum reach into LGBTIQ communities and maximum impact on drinking behaviour.</p> <p>Peer Navigators and community champions will be used to increase awareness of the program and its messaging, drive cultural change within the LGBTIQ communities to healthier drinking behaviour, promote self-help strategies, and to encourage the use of existing AOD services.</p> <p>LGBTIQ Awareness and skill training will be provided to AOD services and associated professionals (i.e. counsellors and psychologists) early in the project to ensure that members of the LGBTIQ communities who do access support or treatment are best supported to make sustainable changes to harmful drinking behaviour.</p>
Amount Funded 2019/20	\$97,820
Amount Funded 2020/21	\$86,648

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Organisation	Canberra Health Services
Program Title	Prevent Alcohol and Risk-Related Trauma in Youth (P.A.R.T.Y.) Canberra Outreach
Program Description	<p>The P.A.R.T.Y Outreach program is an in-school injury prevention strategy aimed at senior high school students aged 15-16 years in the ACT. It will include up to 16 programs per year with a reach of approximately 1600 students annually.</p> <p>P.A.R.T.Y Outreach promotes injury prevention through vivid clinical reality, enabling youth to recognise risk, make informed choices and identify potential consequences about activities and behaviours before they happen.</p> <p>The program emphasises that the choices young people make, particularly when under the influence of alcohol, can cause life-threatening injuries to themselves or others, which not only affect them, but also their family, friends and the broader community.</p> <p>During the program students are given information about: basic anatomy and physiology, and how injuries occur; the effects of alcohol/drugs on judgment, concentration and co-ordination; the nature of injuries that can be repaired, and those that can't; and the effect of injury on families, finances and future plans.</p> <p>P.A.R.T.Y. Outreach will be conducted in the school setting during the academic year. Students will follow the typical journey of a severely injured young person from the time of the injury to their assimilation back in to the community setting.</p>
Amount Funded 2019/20	\$78,700
Amount Funded 2020/21	\$75,700

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Organisation	Winnunga Nimmityjah Aboriginal Health and Community Services
Program Title	Winnunga AHCS - Reducing alcohol-related harm for Aboriginal and Torres Strait Islander peoples
Program Description	<p>Winnunga Nimmityjah Aboriginal Health and Community Services (Winnunga AHCS) seeks funding to establish a program to prevent the uptake of excessive alcohol consumption, provide community-wide education about risky drinking, and reduce harm associated with such drinking.</p> <p>The program will aim to focus on prevention and reducing risk through improving health behaviours and knowledge.</p> <p>The program will include screening, client and community education, health promotion activities, internal/external referral for appropriate treatment, and support with emotional and cultural reasons for drinking.</p> <p>The program will work closely with successful programs and services already in operation at Winnunga AHCS, including the Social Health Team, psychologists, psychiatrists, GPs, drug and alcohol nurse, midwifery team, tobacco team, dietitian, Winnunga AHCS's Women's Group, Men's Group and Wellbeing Group. The program will also work collaboratively with the Winnunga AHCS Dual Diagnosis Clinic and Liver Health Clinic as well as the Men's Anxiety Group.</p> <p>Clients will act as community educators, with messages from the program filtering down into families, with the intention of creating lasting change. Clients are involved in not only their own healing but in their family's and community's healing. This reflects Winnunga AHCS's core objectives to work with the individual, family and community.</p>
Amount Funded 2019/20	\$243,500
Amount Funded 2020/21	\$232,700