

22 February 2019

Response to a request for official information

Thank you for your request for official information received 1 January 2019 by Nelson Marlborough Health (NMH)¹ where you seek the following information.

Could you please facilitate a response for information under the Official Information Act concerning the DHB's alcohol harm reduction activities for the financial year 2017/18.

Please see our response for NMH Alcohol harm reduction activities for Financial Year 2017/18 (1 July – 30 June) directly below each of your eight questions.

1. Public Health regulatory activity related to alcohol

The Sale and Supply of Alcohol Act 2012 requires the Medical Officer of Health (MOH) to make inquiries into and to report matters of opposition to the local District Licensing Committee (DLC) on all applications (new and renewals) for ON, OFF, and Club licences (s103). In regard to Special licences the MOH may inquire into these licence applications and report matters of opposition to the DLC (s141). Where an opposition to a licence application is to be considered by the DLC at a hearing, the MOH is able to attend in person and be heard. The MOH has rights under the Act to appeal decisions made by the DLC or higher authority.

The Act makes provision for the MOH to be consulted on draft Local Alcohol Policies (LAP) (s78 (4)). The MOH may appeal against any element of a provisional LAP to the licensing authority (s81 (2)).

The MOH, Police, and inspectors have a duty to collaborate to ensure the ongoing monitoring of licences, and to develop and implement strategies for the reduction of alcohol-related harm (s295).

¹ Nelson Marlborough District Health Board

2. *Involvement with policy development with each Council within your DHB area*

NMH submitted on the Nelson City Council (NCC) and Marlborough District Council (MDC) Long Term Plans in March and May 2018 on a range of issues including reducing alcohol harm. We also submitted on the MDC's Alcohol Control Area's Bylaw.

3. *The costs incurred in preparing each submission submitted to central and local government on alcohol issues*

NMH does not keep records of time taken for each submission. The costs incurred are for staff time. This varies depending on the complexity of the application, level of detail provided and appropriateness of what is being requested.

4. *The amount spent on advocacy to central and local government on alcohol issues*

No funding has been spent directly on advocacy to central or local government except for staff time. We have not kept records of the specific time taken in these tasks.

5. *What 'community action' has been taken to reduce alcohol harm, which community groups the DHB has worked with, the amount of financial assistance provided to each community group*

- a) An Alcohol Harm Reduction Workshop was held in July 2017.
- 19 key local and national agency representatives were invited – representation from eight different organisations attended.
 - An 'Alcohol Harm Reduction Action Plan' framework was agreed to by workshop participants.
 - Identified action areas of most significance:
 - i. Reward/model/incentivise/celebrate/develop low risk drinking culture
 - ii. Engage the "community" – what is your alternative?
 - iii. Improve recognition and intervention of hazardous drinking and ensure efficient intervention services are triggered when appropriate
 - Workshop participants were offered the opportunity to progress the three identified action areas that were of most significance.
 - The decision was made to initiate annual alcohol harm reduction forums to provide up to date and relevant information to interested agencies and organisations.
- b) NMH Public Health Service (PHS) has worked in partnership with Health Action Trust, a Non-Government Organisation (NGO) funded by the Ministry of Health, on a project to delay the supply of alcohol to under-18s. 'The Plan – Reducing Parental Supply of Alcohol to Under-18s' project was successful in gaining recognition in the child/adolescent category at our recent 2018 Health Innovation Awards.
- c) Nelson Tasman Alcohol Accord is a partnership between enforcement and regulatory services, licensed premises operators and managers. The purpose is to promote responsible use of alcohol and to reduce alcohol related harm, keeping Nelson and Tasman safe and vibrant.

Projects undertaken included:

- Know Your Limit – deliver 'Know Your Limit' to young drivers focusing on consequences of pre-loading and intoxication – resources and distribution
- Off Licence Industry Breakfast on 9 November 2017 with a focus on licensing regulations, NZ Police update, NZ Hospitality – food promotion
- Visitors Project – for visitors and itinerant workers to be informed of what is legally and socially acceptable alcohol related behaviour in NZ – Project lead by ACC

d) Marlborough Alcohol Governance Group (MAGG) is a collaborative alcohol harm related group overseen by the Safe and Sound at the Top (SAS@TT) Safe Community Steering Group. The purpose of MAGG is to evidence the extent and nature of alcohol related problems in Marlborough, inform the development of a Local Alcohol Policy as set out in the Sale & Supply of Alcohol Act 2012, identify the demographics associated with alcohol related issues, provide baseline data for future monitoring of alcohol related problems, provide information to enable a coordinated approach to reducing alcohol related harm in Marlborough.

Highlights for 2017/18 include:

- A community questionnaire to identify where and what concerns the Marlborough community has around alcohol related harm was undertaken in September 2017 with 374 responses received.
- Strategic and action plans were completed and finalised based on recommendations from the Taylor Alcohol Scoping Project Report February 2018.
- A MAGG working group has been formed to progress agreed community education action areas identified in the MAGG Strategic Plan 2017-2019. Proposed projects include delaying drinking for young people, raise awareness of responsible hosting and partying. Planned project evaluation to be developed.
- Consistent and robust group membership developed with 10 regular participants from a wide variety of organisations – including NMPHS.
- An Health Promotion Agency (HPA) \$10,000 application submitted by MAGG was approved on 25 June 2018 of which will support the implementation of community promotions around delaying drinking and social supply in Marlborough.

6. *What steps have been taken to promote community awareness, the campaigns that have been co-ordinated and the cost of each campaign*

a) The NMH communications team supports national HPA alcohol harm reduction campaigns by publishing HPA material via NMH social media, screen media and community newspaper advertising

- Social media use is very cost effective; promotion generally incurs zero cost or up to \$10 to boost a post. Up to \$400 is spent for boosted and targeted posts for some campaigns, but this has not occurred for an alcohol harm reduction campaign in 2017/18.

- Screen media is used in hospital cafes and also waiting rooms. An annual fee is paid to maintain these channels and the wide range of topics presented does not enable breakdown of a cost specifically for alcohol harm prevention information.
 - NMH's monthly full-page community newspaper feature typically includes several articles covering various health topics (including occasional alcohol harm messages). The cost for this feature page is negotiated on an annual basis which does not enable breakdown of a cost specifically for alcohol harm prevention information.
- b) NMH seeks to raise community awareness about alcohol harm through media opportunities – both proactive and reactive. This incurs zero cost and often prompts invaluable community discussion.
 - c) During summer of 2017/18 NMH ran a 'smart summer' campaign that promoted 'mocktails' as a healthier alternative to serving, or imbibing, alcohol over the summer holiday season. The campaign was largely digital (using NMH website and social media) and promoted at least six other public health topics (such as how to avoid sunburn); thus the analysis of cost specific to the mocktail production is not available. A mocktail recipe flier was designed and printed at a cost of approximately \$600. The Public Health Service also promoted and distributed the mocktails resources to Special Licence applicants, supermarket alcohol departments and others as identified. Promotion & tasting of non-alcoholic cocktails was also modelled and offered at a NMH Christmas lunch celebration in 2017.
 - d) NMH considers the wellbeing of its 2.8k employees; most public health campaign material is also promoted using internal channels for employees such as an e-newsletters and the intranet. Employees who disclose issues are well supported with various employee assistance services available in the workplace.
 - e) Analysis of our Emergency Department (ED) and St John Ambulance alcohol harm data has not been carried out for specific public awareness campaigns, but it is used indirectly to back up all areas of activity listed. This includes specific local area analyses for responses to alcohol licence applications.

'The Plan' project to reduce the supply of alcohol to under-18s targets parents of under-18s in Nelson and Tasman and, as highlighted in Question 5b, is a partnership between NMH Public Health Service and Health Action Trust to coordinate this campaign. Health Action Trust has received and manages a \$20 000 grant for project money from the Health Promotion Agency. DHB costs are for staff time only.

7. The number of staff employed/contracted and the salaries paid to employees and payments made to contractors to the DHB who are tasked with alcohol related public health regulatory activity, policy development, submissions and advocacy, encouraging community action and promoting community awareness

NMH Public Health Service had 2.43FTE staff time working at a cost of \$153,879 toward Alcohol & Drugs. This includes a range of roles from Alcohol licensing officers, Health Promoters, Medical Officers of Health, Administrators, and Managers.

8. The submissions made to Councils within your DHB area on alcohol licensing applications for all on-license, off-license, club and special event licenses and the cost incurred in doing so

In regard to costs incurred in preparing submissions to Councils, please see our response to Question 3.

Please see Table One below for submissions on Alcohol licencing applications made by NMH to Marlborough District Council (MDC), Nelson District Council (NCC), and Tasman District Council (TDC) for 2017/18.

Table One:

NMH Submissions to Councils Financial Year 2017/18						
Performance measure	First six months			Second six months		
	# (num)	# (den)	%	# (num)	# (den)	%
% reports (for premises where matters in opposition were identified) provided to District Licensing Committee submitted within 15 days as per Sale and Supply of Alcohol Act 2012.	July-Dec 2017 MDC ON 9, OFF 7, SPECIAL 10, TDC ON 5, OFF 7, SPECIAL 12, NCC ON 8, OFF 2, SPECIAL 20,	July-Dec 2017 MDC ON 23, OFF 30 SPECIAL 118 TDC ON 24, OFF 19, SPECIAL 35 NCC ON 40, OFF 8, SPECIAL 63,	July-Dec 2017 MDC ON 39%, OFF 23%, SPECIAL .08% TDC ON 21%, OFF 37%, SPECIAL 34%, NCC ON 20%, OFF 25%, SPECIAL 32%	Jan-June 2018 MDC ON 2, OFF 4, SPECIAL 9, TDC ON 0, OFF 1, SPECIAL 4, NCC ON 0, OFF 2, SPECIAL 4, Club 0	Jan-June 2018 MDC ON 23, OFF 19, SPECIAL 62, Club 3, Total 107 TDC ON 20, OFF 18, SPECIAL 33 Club 6, total 77 NCC ON 22, OFF 5, SPECIAL 50 Club 4 total 81	Jan-June 2018 MDC ON 9%, OFF 21%, SPECIAL 15% TDC ON 0%, OFF 6%, SPECIAL 12%, Club 0% NCC ON 0%, OFF 40%, SPECIAL 8% Club 0%

This response has been provided under the Official Information Act 1982. You have the right to seek an investigation by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or free phone 0800 802 602.

If you have any questions about this decision please feel free to email our OIA Coordinator OIArequest@nmdhb.govt.nz

Please note that this letter (with your personal information removed), or an edited version of this letter, may be published on the Nelson Marlborough Health website.

Yours sincerely



Jane Kinsey
Acting Chief Executive

cc: Ministry of Health via email: SectorOIAs@moh.govt.nz