

Alcohol under the spotlight: refocusing efforts to reduce alcohol-related road trauma

Program overview

In 1999, the US Centers for Disease Control noted that “the dramatic reduction in motor vehicle injuries and deaths has been declared one of the ten greatest public health accomplishments of the twentieth century”. These achievements cannot be sustained without major intervention at all levels and for all road users. One of the areas for intervention which would benefit from refocused effort is alcohol-related behaviours.

After presenting four perspectives on the issues – research, treatment, community education and program implementation – to better understand the potential for change, Geoff Munro will challenge participants to think creatively to identify the gaps in the available interventions and generate potential solutions to fill those gaps. A synthesis of the ideas will be posted to the VSCN website later in the year and provided to the Conference Partners.

The Presenters

Geoff Munro, Director of the Community Alcohol Action Network at the Australian Drug Foundation, will facilitate the workshop. CAAN mobilises community action on key environmental factors that encourage unsafe drinking, especially how alcohol is marketed and distributed. The role of local government is a major interest for CAAN and is frequently reported on in its weekly e-bulletin *GrogWatch*.

Dr Michael Lenné is a Senior Research Fellow at the Monash University Accident Research Centre (MUARC) and Manager of the Human Factors and Simulation group. He has been involved in research on a range of human factors and transport safety projects focused on alcohol, drugs and driving. These include simulator evaluations of the effects of drugs and alcohol on driving performance, the development of a methodology to measure the effects of alcohol on pedestrian road-crossing behaviour, and an analysis of contributory factors in fatal crashes involving alcohol and other drugs.

Mr Gerard O’Reilly is a senior surgeon at the Alfred Hospital’s Trauma Centre.

Samantha Cockfield is the Transport Accident Commission’s Manager of Road Safety.

Dr John Wiggers, Director of Population Health at Hunter New England Health, and a Senior Lecturer at the University of Newcastle, led the development of an intersectoral initiative between police and health practitioners – the Alcohol Linking program – to reduce the incidence of assault, drink-driving, and domestic violence. John will describe the elements of the program, which has been rolled out in communities across NSW, and the evaluation results.



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Friday 19 October 2007, 9:00 am to 1.00 pm

PROGRAM

8.30-9.00	Registration (<i>tea and coffee</i>)
9.00-9.05	Welcome and introductions <i>Jan Shield and James Sherry, Victorian Safe Communities Network</i>
9.05-9.20	Overview of alcohol-related harms <i>Geoff Munro, Australian Drug Foundation</i>
9.20-9.40	Fatal crashes involving alcohol and associated behaviours <i>Dr Michael Lenné, Monash University Accident Research Centre</i>
9.40-10.00	Patterns of road trauma associated with alcohol impairment: a hospital perspective <i>Mr Gerard O'Reilly, Alfred Hospital Trauma Centre</i>
10.00-10.20	Morning tea
10.20-10.40	Influencing community attitudes through mass media and local action <i>Samantha Cockfield, Transport Accident Commission</i>
10.40-11.00	The Alcohol Linking Program: Working across sectors: <i>Dr John Wiggers, Hunter New England Health</i>
11.00-12.10	Workshop: Focusing efforts to reduce alcohol related road trauma <i>Geoff Munro, Australian Drug Foundation</i>
12.10-12.15	Close and thanks <i>Jan Shield and James Sherry, VSCN Co-Chairs</i>
12.15-1.00	Lunch and networking



**The Victorian Safe Communities Network in
association with the Australasian Road Safety
conference**

invites you to attend a workshop

**ALCOHOL UNDER THE SPOTLIGHT:
REFOCUSING EFFORTS TO REDUCE
ALCOHOL-RELATED ROAD TRAUMA**

to be held on

Friday 19 October 2007

9:00am to 1:00pm including lunch

at

Crown Promenade, Melbourne

**Attendance costs \$100 - please register at
www.roadsafetyconference2007.com.au**