

COMMUNITIES THAT CARE: INJURY PREVENTION CONSULTATION WORKSHOP



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Communities That Care[®]

www.communitiesthatcare.org.au



Communities That Care[®]



HOW IT WORKS v

GETTING STARTED v

CTC COMMUNITIES v

RESEARCH & EVIDENCE v

TRAINING

Since 2002, implementation of the CTC process is improving the health and behaviour outcomes for local young people

> CTC COMMUNITIES



OVERVIEW



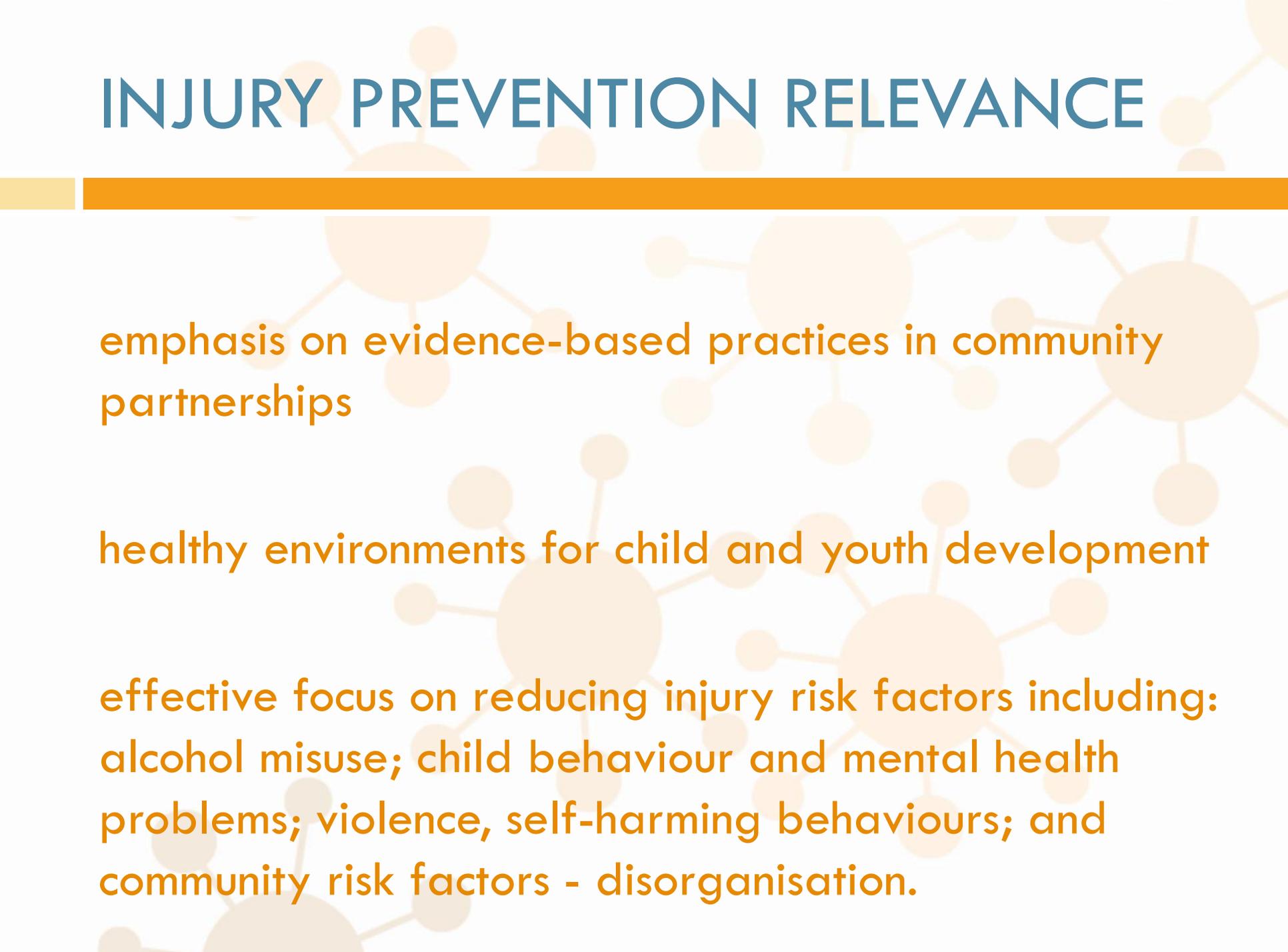
Our mission

to promote the healthy development of children and young people

through long term community planning to prevent health and social problems

supported by coordinated and strategic advocacy within the Communities That Care partnerships

INJURY PREVENTION RELEVANCE



emphasis on evidence-based practices in community partnerships

healthy environments for child and youth development

effective focus on reducing injury risk factors including: alcohol misuse; child behaviour and mental health problems; violence, self-harming behaviours; and community risk factors - disorganisation.

COMMUNITIES THAT CARE: SMART GENERATION INTERVENTION



why does the NHMRC
recommend delaying
alcohol use until age 18?



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Adolescent alcohol use impacts

- injury and deaths
- destructive brain impacts
- alcohol problems later in life

<https://www.nhmrc.gov.au/health-topics/alcohol-guidelines>



how many youth currently
adopt the NHMRC
recommendation to delay
alcohol until age 18?

26% (12 -17 year olds) 2011



White & Barriola, 2012



what would increase
adoption of the NHMRC
recommendation to delay
alcohol until age 18?



alcohol use can be
decreased by reducing
supply and demand

what are the major sources
of supply of alcohol for
under-18 youth?



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research suggests poor family management predicts adolescent alcohol use

Hayes, L., Smart, D., Toumbourou, J.W. and Sanson, A. (2004),
Parenting influences on adolescent alcohol use. Melbourne,
Vic: Australian Institute of Family Studies, 2004, 104p.

<http://www.aifs.gov.au/institute/pubs/resreport10/main.html>



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family management

(1) clear rules

(2) monitoring & positive feedback

(3) moderate consequences

Toumbourou, J.W., Douglas Gregg, E., Shortt, A.L., Hutchinson, D.M., Slaviero, T.M. (2013) Reduction of adolescent alcohol use through family-school intervention: a randomized trial. *Journal of Adolescent Health*. 53(6), 778-784.

<http://dx.doi.org/10.1016/j.jadohealth.2013.07.005>



community alcohol sales predict adolescent alcohol use

Rowland, B., Hall, J., Kremer, P., Miller, P., & Toumbourou, J.W.
(2016) Underage purchasing of alcohol from packaged liquor
outlets: An Australian study. Health Promotion International.

<http://dx.doi.org/10.1093/heapro/daw00>



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THE SMART **G**ENERATION >



- Parents and adults should not sell or supply alcohol to adolescents before they are 18 (as per secondary supply and Liquor Licensing legislation)
- Parents should set rules that adolescents delay alcohol uptake and do not drink before the age of 18
- Adolescents should not drink alcohol before they are 18 (as per NMHRC alcohol guidelines)



key messages



A Community Partnership to Prevent Adolescent Alcohol Use

THE SMART GENERATION >

younger years

older years

underage
sales

intoxicated
patrons

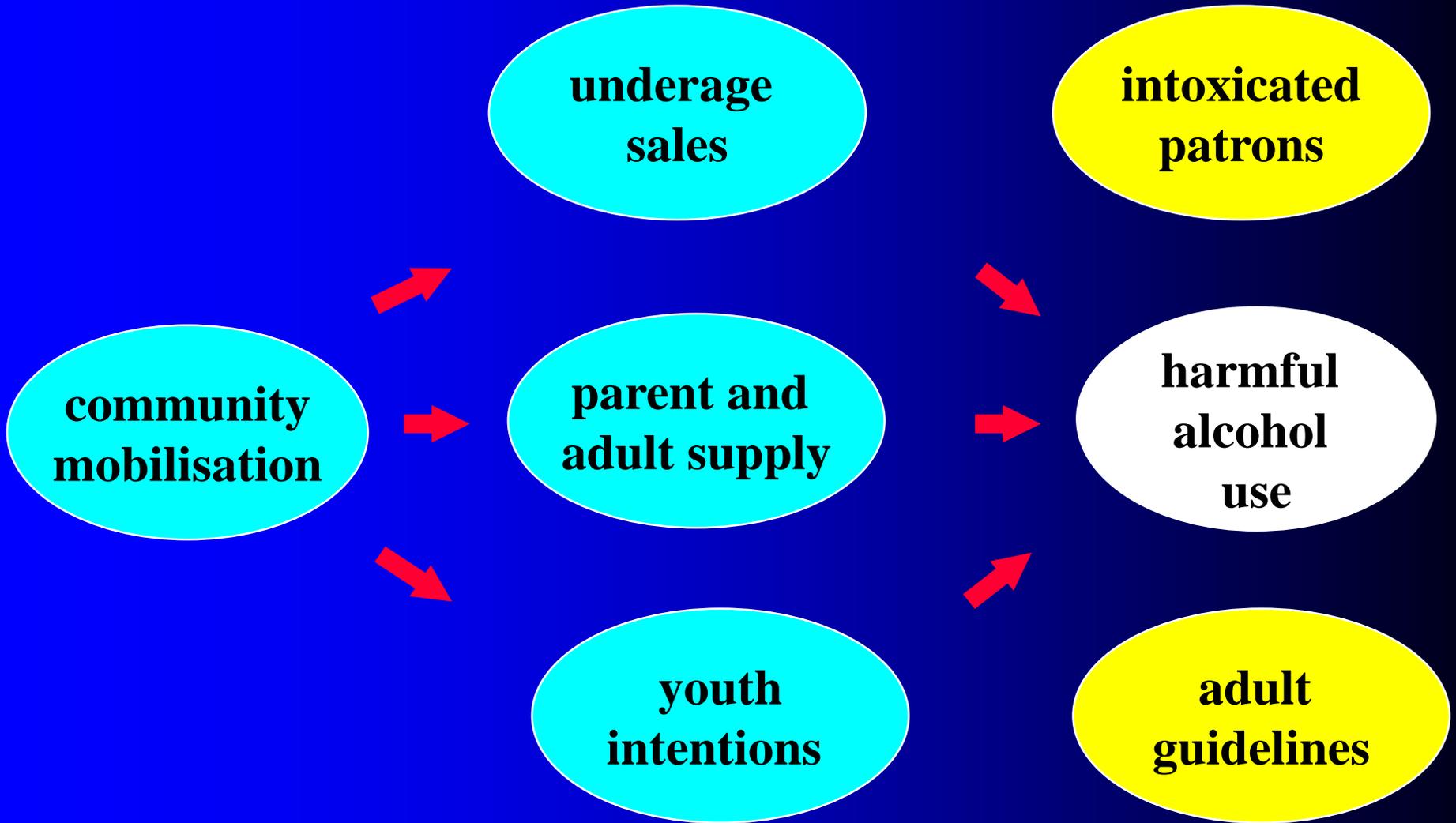
community
mobilisation

parent and
adult supply

harmful
alcohol
use

youth
intentions

adult
guidelines



1. system-wide community mobilisation and co-ordination
2. alcohol sales monitoring
3. parent supply intervention
4. youth alcohol education



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THE **SMART GENERATION** >
components



alcohol sales
monitoring
and feedback
to managers
and licensees



% of retailers that sell alcohol to
youth that look underage? **60% (2012)**

social
marketing
materials
based on
behavioural
theory

THE SMART GENERATION >



QUESTION:

Did you know that even small amounts of alcohol can harm adolescents health and increase their risk of being a heavy drinker when they are older?

**IN LARGE DOSES
ALCOHOL CAN KILL**

Agree that no adult will supply alcohol to young people until they reach the legal drinking age of 18

THE SM



The background features a repeating pattern of orange circles of various sizes connected by thin lines, resembling a molecular or network structure. The text is overlaid on this pattern.

discussion/feedback

can we increase
relevance to injury
prevention?