



Change is Coming: Culture change comes from policy change, especially when politicians are held responsible

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Why are we here?







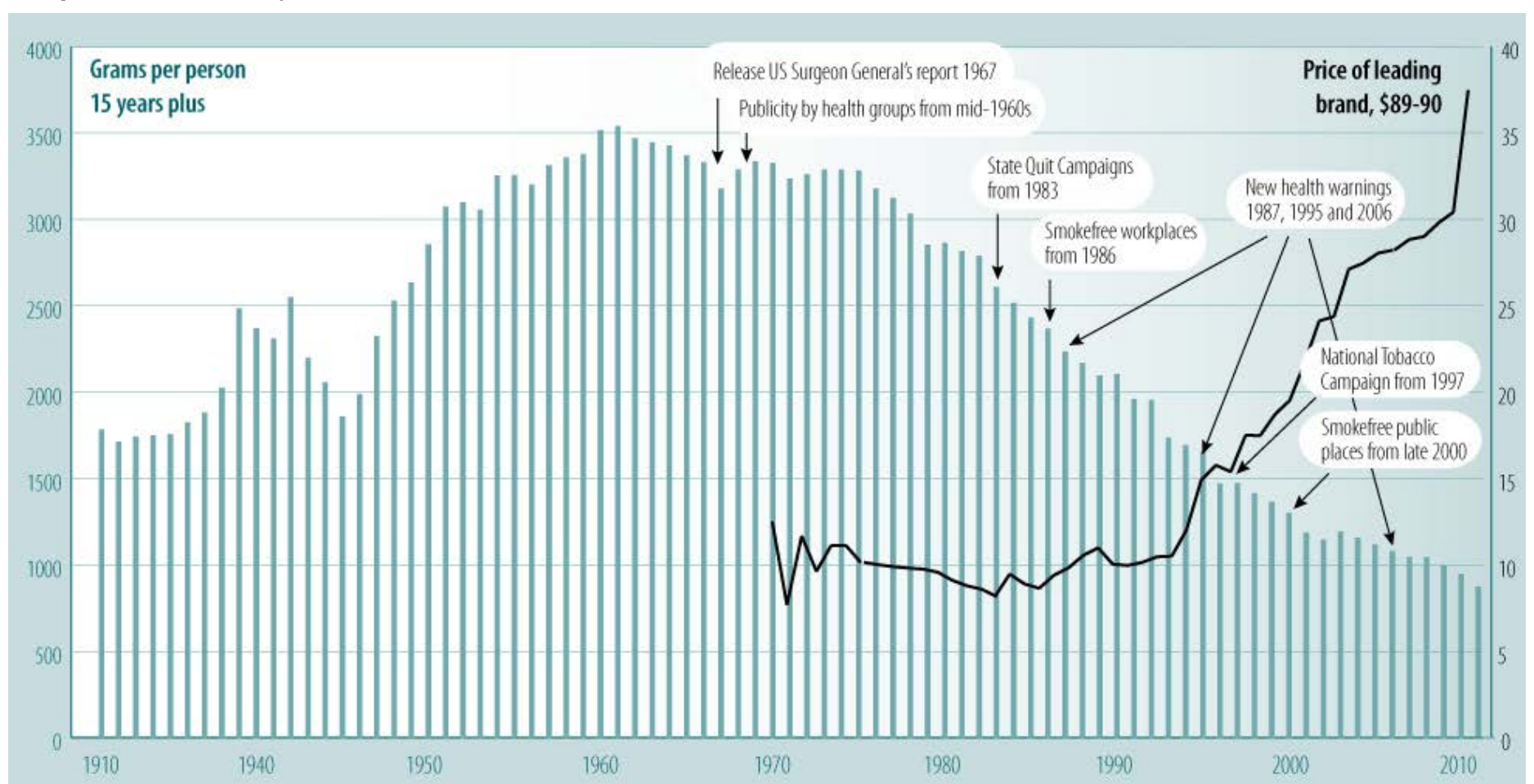
If culture change is the goal – how do you change culture?

1. Does policy change culture
2. Social marketing and education is much touted, empirically?
3. What culture do we need to change?

What is ‘culture’?



Major events in tobacco control, price & tobacco products dutied for sale per person 15 +, Australia, 1906 to 2010, (gms per person 15+)





What about alcohol?

- Is it that different?
- What will work?

Four studies



Dealing with Alcohol and the Night Time Economy - (DANTE)	2008-2011	<ul style="list-style-type: none"> ➤ 4,000 patron interviews (90% response rate) ➤ 700 telephone surveys ➤ 129 Venue Observations ➤ 123 Key informants
Patron Offending and Intoxication in Night-Time Entertainment Districts - (POINTED)	2011-12	<ul style="list-style-type: none"> ➤ 7,000 patron interviews (96% response rate) ➤ 129 Venue Observations
NSW street intercept	2012	<ul style="list-style-type: none"> ➤ 722 patron interviews
POINTED Schoolies	2012	<ul style="list-style-type: none"> ➤ 1265 patron interviews



‘Newcastle intervention’

Trading restrictions

- **Reduced trading hours:** all premises are prohibited from trading later than **3.30am**
- **Lock-out:** patrons must be prohibited from entering after **1.30am**

Alcoholic drink restrictions (after 10pm)

- No shots
- No mixed drinks with more than 30mLs of alcohol
- No RTD (ready to drink) drinks with an alcohol by volume greater than 5% alcohol
- Not more than 4 drinks may be served to any patron at the one time

Responsible service of alcohol actions

- Free water stations on all bar service areas
- Responsible Service of Alcohol Marshall from 11pm until closure (staff member with the sole responsibility of supervising RSA practices and consumption).
- No stockpiling drinks/more than 2 unconsumed drink
- Ceasing the sale and supply of alcohol at least 30 minutes prior to closing time.



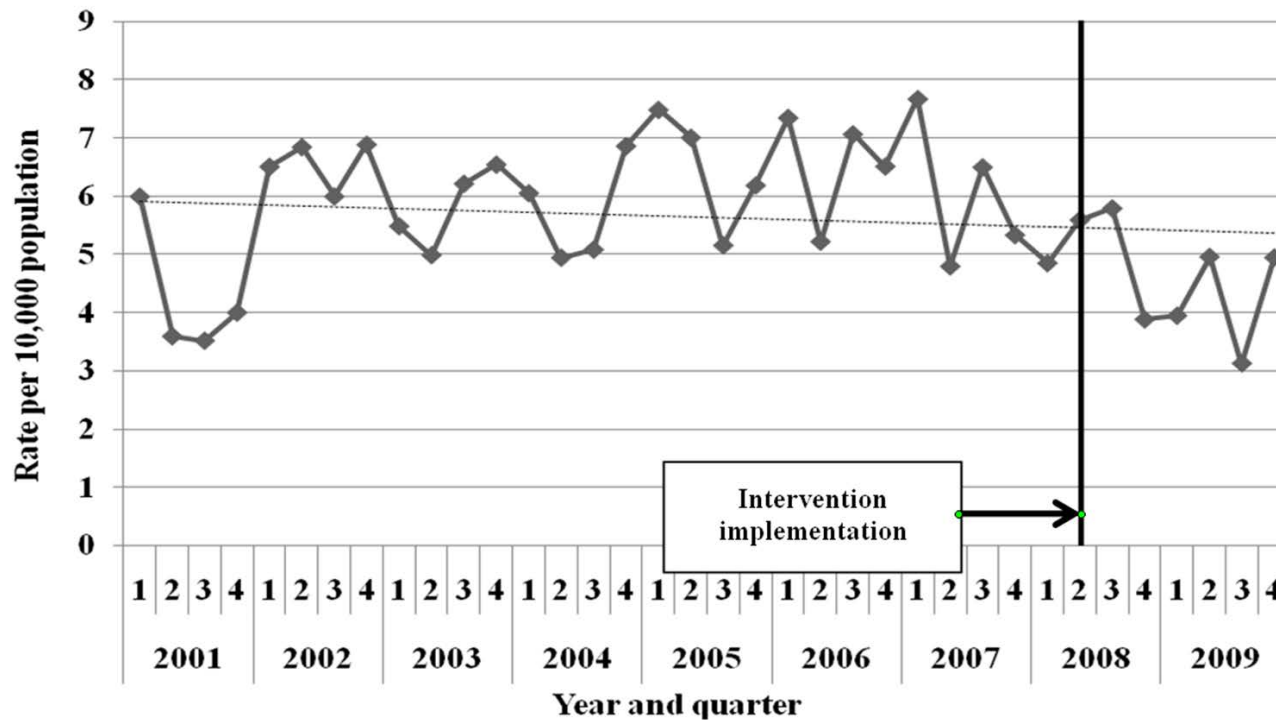
The harm results





Closing venues earlier

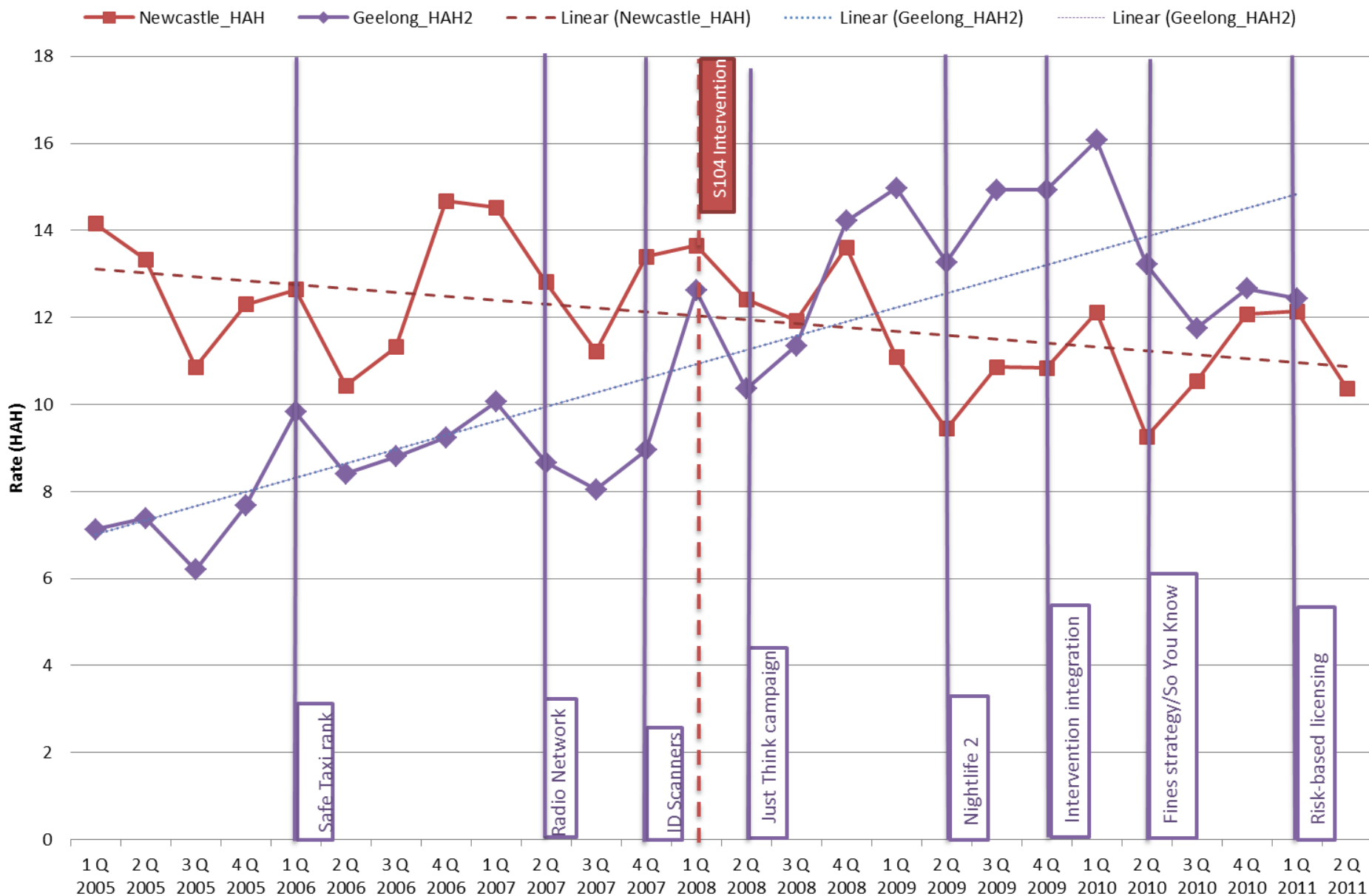
- Previous research confirmed



- And extended



Injury during high alcohol hours by year, Jul 99-Aug 09



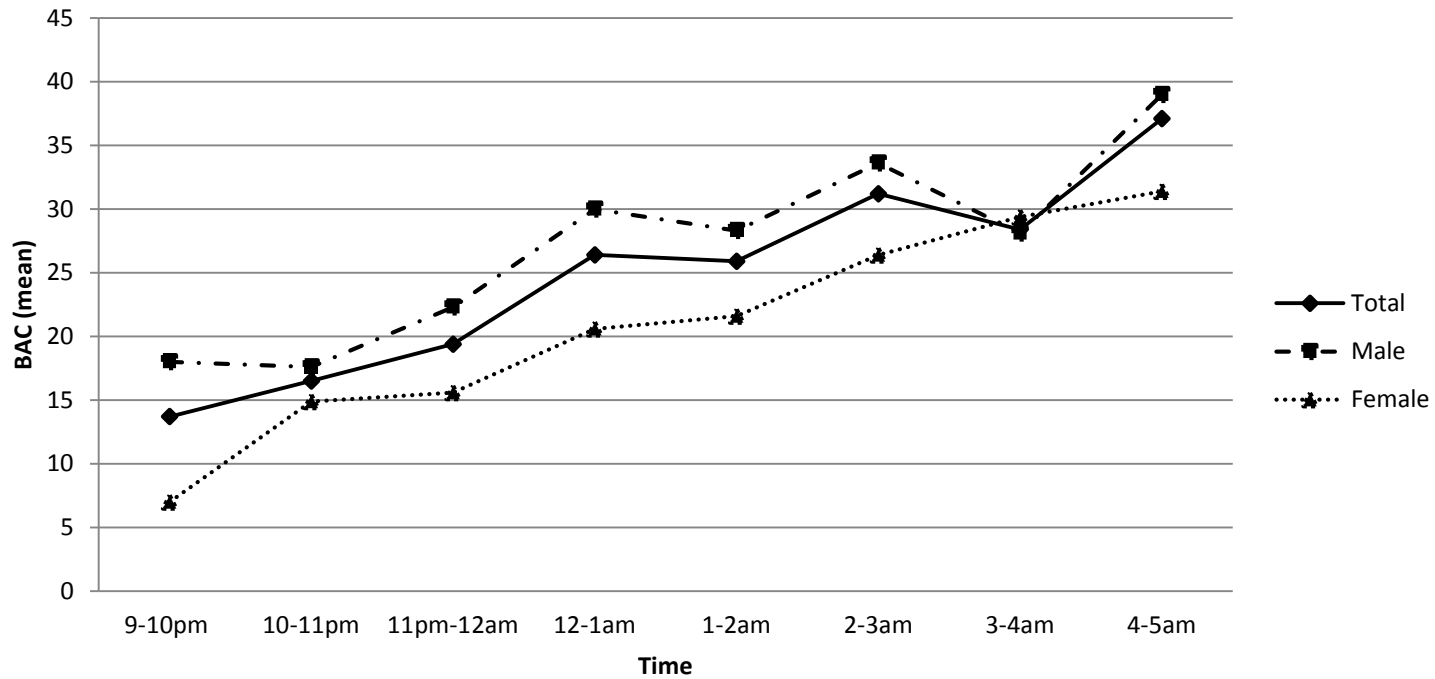


Harm, Risk and Aggression

	<i>DANTE</i>	<i>POINTED</i>	<i>SCHOOLIES</i>	<i>NSW Street</i>
<i>Retrospective period</i>	<i>(12 months)</i>	<i>(3 months)</i>	<i>(1 month)</i>	<i>(12 months)</i>
Experience Aggression				
Physical	15.5%	11.0%	4.8%	10.8%
Verbal	-	9.0%	5.7%	11.5%
Sexual	-	2.0%	0.5%	1.7%
Alcohol Related Injury or Accident	-	14.0%	22.8%	-
DUI	-	14.0%	-	10.7%
Unprotected Sex	-	-	22.2%	-



Sample proportion of people with BAC over .10 by hour



Post-hoc testing using standardised residuals revealed that there were significantly less highly intoxicated participants prior to **midnight** ($p < .05$).

After midnight, significantly larger prevalence of intoxicated participants than would be expected by chance ($p < .05$).

By 12 am over one quarter (26.4%) of patrons interviewed had a BAC ≥ 0.10 mg/100ml . Similar trends were observed in both males and females.



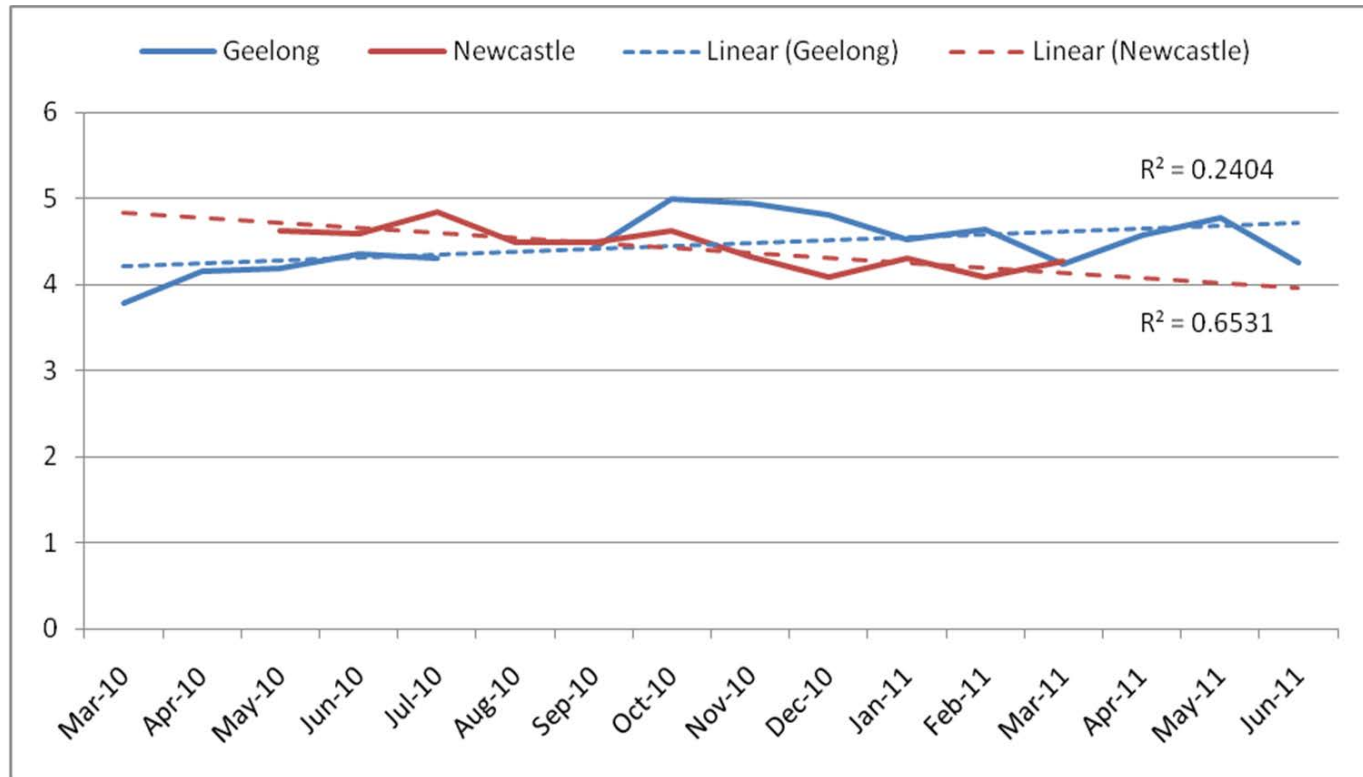
What about culture?





Closing venues earlier

- Patron interviews showed changes in culture
 - declining levels of pre-drinking
 - people going out earlier

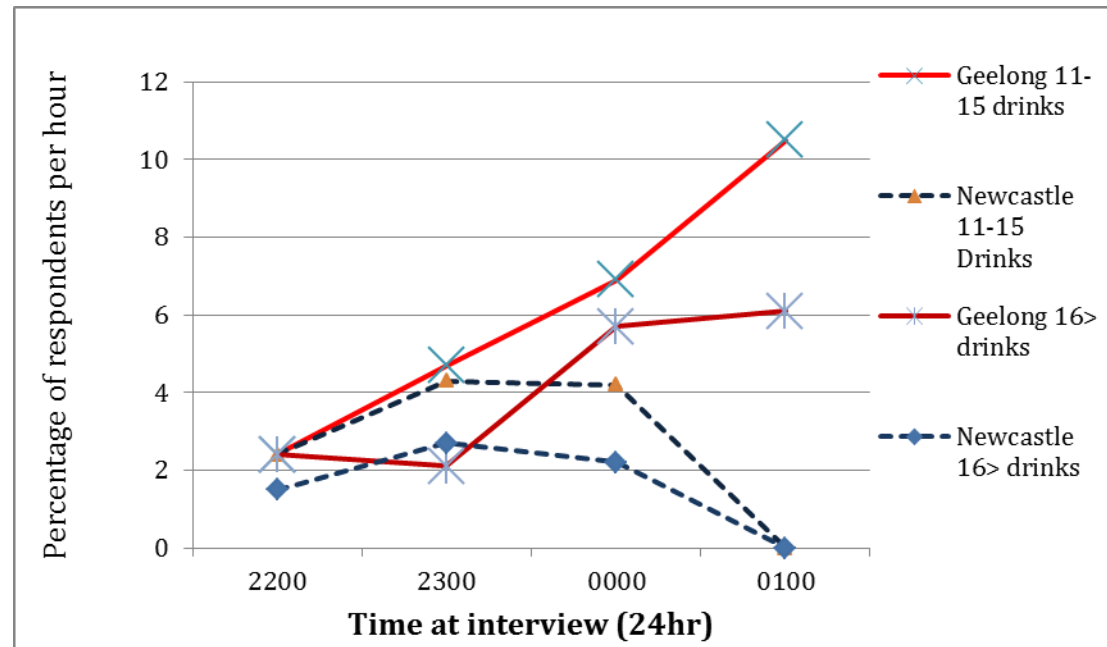


Self-rated intoxication (mean) over time



The impact of trading hours on pre-drinking

- Participants in Geelong reported increasing rates of heavy pre-drinking (11 drinks or more) as the night wore on
 - they enter the entertainment area later
- whereas heavy pre-drinking was declining at midnight and had reached zero by 1am in Newcastle.





Impact on drinking culture?

- Interviews commenced in Newcastle at 9pm,
- Could not start in Geelong until 11:30pm

Item	Geelong	Newcastle	Total
Money spent tonight (\$):			
• 0–20	44.8%	35.2%	39.6%
• 21–50	27.7%	30.1%	29.0%
• 51–100	16.7%	21.8%	19.4%
• 101–200	7.5%	8.4%	8.0%



Postscript



Newcastle venues removed from 'most violent' list

Updated Fri 31 May 2013, 11:00am AEST

The State Government says the latest list of the most violent venues in New South Wales shows that a crack-down on alcohol-fuelled violence in Newcastle is working.

Date: Aug 29, 2013 08:03am AEST

News **Geelong**

Geelong assaults soar 27.7 per cent

Erin Pearson | August 29th, 2013

[Recommend](#)

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ASSAULTS have skyrocketed 27.7 per cent in Geelong during the past financial year.

That's an extra 402 assaults in the city, taking the total to 1852 incidents for the 12-month period.

Geelong's overall crime rate leapt 5.9 per cent, almost double the state's 3.4 per cent rise, and while the numbers are disappointing, they reassured residents assaults were a major focus.



Venue closures

- **Newcastle**
- Reported that 2 venues closed due to implementation of S104 conditions.
- Newcastle now has MORE licenses than before 2008 (small bars)
- **Geelong**
- No trading hours or mandatory conditions in place
- 12 venues closed since 2009, 1 by court order



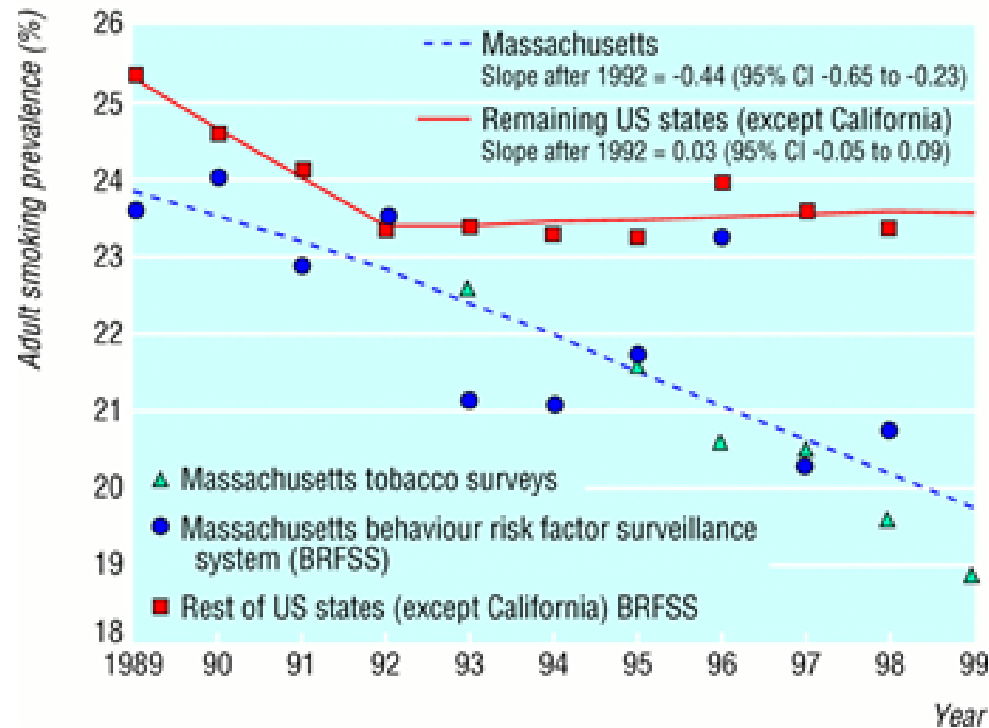
So ‘culture’ change was achieved by policy change

- But what about education?
- Isn't this preferable?



The evidence from smoking

Smoking Prevalence in Massachusetts and Remaining 48 States (Excluding California)



- ‘Just Think’ – in Geelong since June 2008
- Exported across Australia
- Awareness campaign featuring battered ‘heads’
 - no practical strategies





Education campaigns

- Separate from Accord/Community Safety
- Geelong Footballers and AFL
- Geelong Advertiser (Murdoch paper)
- Alcohol industry funded (Drinkwise)

Intervention	β	t
1. Night Watch Radio Program	.007	.08
2. ID-scanners	.016	.14
3. Just Think Campaign	.433	4.7*
4. Operation Nightlife	-.006	-.10





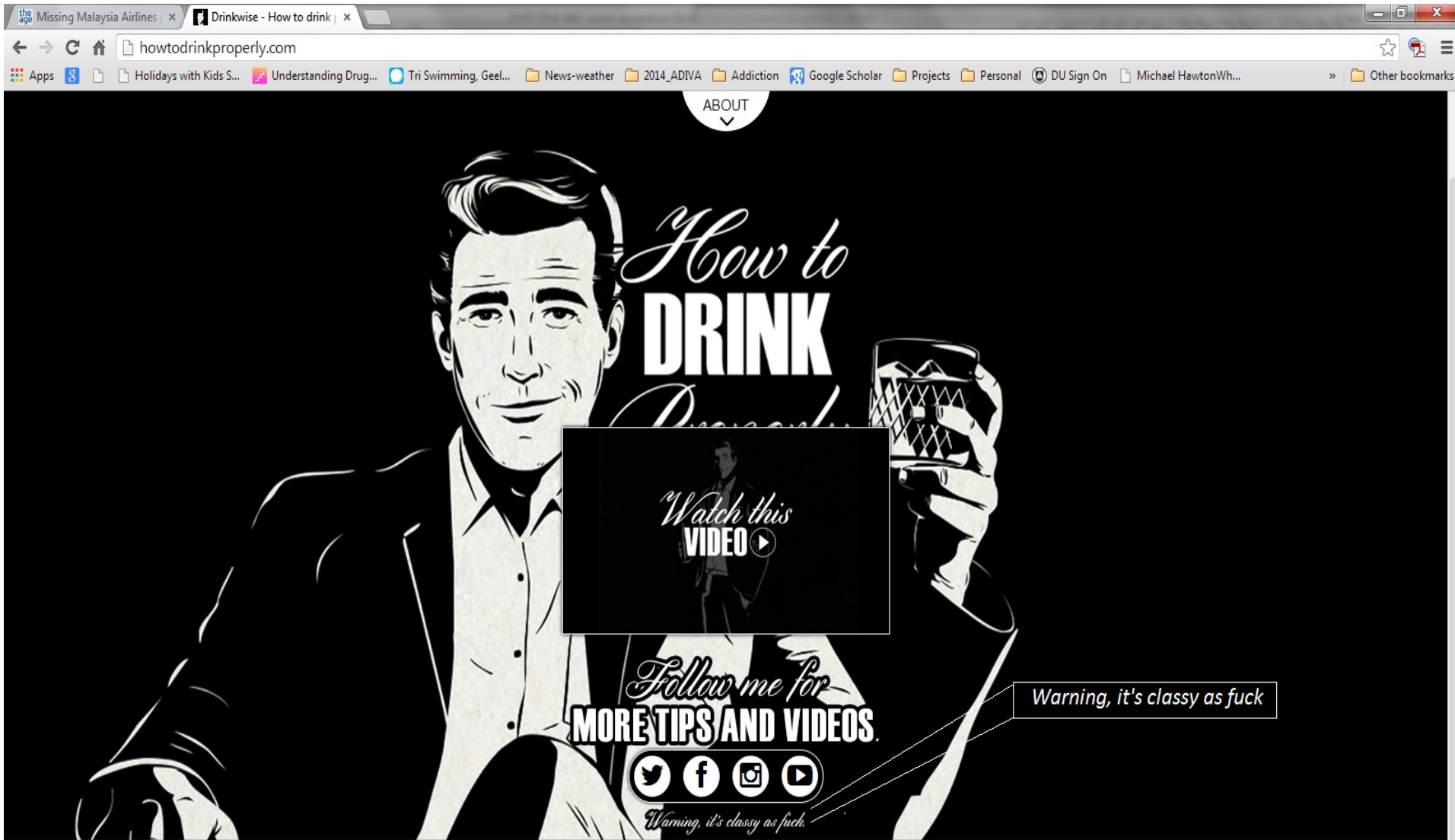
The new Drinkwise campaign

Missing Malaysia Airlines | x Drinkwise - How to drink | x

howtodrinkproperly.com

Apps | Holidays with Kids S... | Understanding Drug... | Tri Swimming, Geel... | News-weather | 2014_ADIVA | Addiction | Google Scholar | Projects | Personal | DU Sign On | Michael HawtonWh... | Other bookmarks

ABOUT



How to
DRINK

Watch this
VIDEO

Follow me for
MORE TIPS AND VIDEOS.

Warning, it's classy as fuck

Warning, it's classy as fuck

Like | Share | Tweet

DRINKWISE.ORG.AU
Community guidelines

Desktop | Libraries | Peter Miller | Computer | 7:37 PM



POINTED recommendation

- 7% government-produced public health advertisement on all alcohol marketing material and product labels



So culture change was achieved by policy change

- And, social marketing approaches are currently ineffective
- But 5 years after Newcastle intervention put in place – rest of the country's governments denied it would work
- As did NSW government:



The Daily Telegraph WE'RE FOR SYDNEY

Just 18, Daniel Christie is fighting for his life, his future shattered on New Year's Eve by a moment of mindless rage all too common on our violent streets. The people of Sydney have had ...



ENOUGH

Full report on this shocking attack: Pages 4-5, 22-23



The Daily Telegraph

THE COST OF COWARDICE

Son I knew died the day he was hit



TOLL OF ONE-PUNCH MAYHEM IS PLACING \$4.8M FINANCIAL BURDEN ON VICTIMS » P4-5



Daniel Christie attack: Alcohol crackdown would not have stopped NYE king hit, NSW Premier Barry O'Farrell says

Updated Fri 3 Jan 2014, 7:46am AEDT



VIDEO: Daniel Christie's family turned 'upside down' by assault (ABC News)

Reduced pub trading hours in Sydney's Kings Cross would not have prevented an attack that has left an 18-year-old man critically injured, New South Wales Premier Barry O'Farrell says.

Builder Shaun McNeil, 25, has been charged over a king hit to Daniel Christie while the teenager was out celebrating New Year's Eve with his older brother.

RELATED STORY: [Accused attacker refused bail as teen fights for life](#)

RELATED STORY: [Thomas Kelly's parents 'horrified' at killer's sentence](#)

RELATED STORY: [O'Farrell confirms 'one punch' laws push for NSW](#)

EXTERNAL LINK: [Doctors face 'three-decade fight' against alcohol abuse](#)



Sydney Morning Herald, Sydney
15 Jan 2014, by Rachel Olding

General News, page 1 - 290.22 cm²
Capital City Daily - circulation 141,699 (MTWTFS-)

ID 232212932



DEAKIN
UNIVERSITY AUSTRALIA

Alcohol-fuelled violence

O'Farrell blasted for 'stupid' comments



EXCLUSIVE
Rachel Olding

The author of Australia's largest study into alcohol-related night-life crime has blasted Premier Barry O'Farrell for "unbelievably stupid" comments that 1am lock-outs and 3am closing times would do little to prevent 9pm assaults such as the one from which Daniel Christie died.

Peter Miller's five-year study

Mr O'Farrell defended his inaction on alcohol-fuelled violence by saying the Newcastle measures would have done nothing to prevent incidents earlier in the night, including the fatal attack on teenager Thomas Kelly.

"The slogan put forward by my opponents of 1am lockouts, of 3am shut-outs, is of no comfort to some-

Deakin University, said it was "very scary" for a premier to be parroting the hotel industry rather than looking at evidence-based research. "It's just a terrible argument. What sort of premier says it wouldn't have changed these two single incidents?" he said.

"Of course you can't guarantee that specific cases wouldn't have

15 Jan

Barry O'Farrell caught quoting misleading figures on booze-fuelled Kings Cross violence

JANET FIFE-YEOMANS • THE DAILY TELEGRAPH • JANUARY 15, 2014 12:00AM

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Jan 16

However, he ruled out any consideration of the so-called "Newcastle model" of 1am lockouts paired with 3am closing times for licensed venues.

Mr O'Farrell said the government had already introduced measures including a "three-strikes" scheme threatening loss of licence for badly behaving venues and "move on" powers for police and a crackdown in Kings Cross.

"My message to the community is very clear," Mr O'Farrell said. "The government understands concerns about alcohol- and drug-fuelled violence, binge drinking and what's been going on in these entertainment precincts. We have acted and we are determined to continue to act."

On Monday, cabinet would consider "further measures" covering better regulation of liquor licences, penalties for those engaging in alcohol- and drug-fuelled violence and policing in and around entertainment precincts, Mr O'Farrell said.

Cabinet will also look at introducing "measures to tackle the cultural change needed to reduce the level of drug- and alcohol-fuelled violence and also binge drinking".

Read more: <http://www.smh.com.au/nsw/barry-ofarrell-pledges-response-on-alcoholfuelled-violence-20140116-30x05.html#ixzz2vnZVgfbx>



Jan 21





21 Jan – measures introduced

- The measures introduced by the NSW government are closely linked to those that achieved [substantial results in Newcastle](#).
- The [key measures](#) include:
 - 3am end to bar sales in the Sydney CBD and Kings Cross;
 - 1.30am lockouts (small bars/restaurants exempt);
 - 10pm closing of packaged liquor outlets;
 - Risk-based licensing scheme;
 - Freeze on granting new licenses;
 - Eight-year mandatory sentencing for alcohol-related king-hit deaths;
 - Increased on-the-spot fines for anti-social behaviour (for example, from A\$150 to A\$500 for offensive language and from \$200 to \$500 for offensive behaviour);
 - Increase from two years to 25 years' maximum sentence for the illegal supply and possession of steroids.



What other culture changed?

- Accountability
 - constant dialogue which labelled premier as industry lackey
- Continually saying O'Farrell is 'in bed' with industry
 - Former NSW Liberal state executive member Michael Photios is a lobbyist for the Australian Hotels Association (AHA)
 - Paul Nicolaou, the Liberal's main fund-raiser, is also chief executive of the AHA
 - Barry O'Farrell's chief of staff Peter McConnell quit to take up a \$700,000-a-year job as director of corporate affairs for Woolworths.



Is change coming?

- Sydney reforms are a game changer
 - A large city shutting down at 3am
 - Off-licenses at 10pm
 - Plenty of comparison sites
-
- The evidence to shape change
 - Hints about how to challenge powerful lobby groups



Policy windows are vital

- the importance of deaths
- Having evidence to hand
 - Chikritzhs, Kypri, Andreasson, DANTE,
- Alignment of media
- Strong alliances (NAPA, Last Drinks, St Vincent's, FARE and academics)



Conclusions

- Change is coming
- But it's complex and hard to predict
- Changing laws changes cultures
 - they reflect a desire for change and
 - send a message to change
- Social media and education
 - Maybe, but needs to be everywhere/hard hitting
- Vested interests need to be exposed and constantly referred to
- Need **good** evidence ready
 - Don't overstate it



- A final critical reflection
 - Shutting pubs earlier takes heat off major hotel chains (especially those with pokies) and liquor suppliers,
 - but leaves much of the harm caused by alcohol in place
 - and most of the profits.

Still didn't get price or advertising restrictions which will have the widest benefit – a challenge to keep them in the discussion



LAPs and appeals

- Clear that supermarkets are going to fight
- Some key points:
- Onus of proof should be on them to disprove harm, we already know alcohol causes harm!
- Multinationals with a profit bottom line
- Any evidence they use should be available for independent verification – or labelled as tainted



Thank you!



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