



Frankston Mornington Peninsula Local Drug Action Team
Presenter: Lisa Abbott



Prevention in
Practice Conference.



24–25 June. Melbourne

ACTIVATE

Lead Agencies:

- Frankston Mornington Peninsula Primary Care Partnership, Brotherhood of St Laurence

Partner organisations:

- Peninsula Health, Frankston Business Network, Chisolm Institute of TAFE, Department of Education & Training, Department of Health & Human Services, Frankston City Council, Monash University, Mornington Peninsula Shire, SalvoCare Eastern, Stepping-Up Consortium, University of Melbourne, Victoria Police.
- Location: City of Frankston and Shire of Mornington Peninsula



Local challenge



- Population of approximately 72,000 young people between the ages of 5 – 25 (ABS, 2017)
- 15,000 young people are estimated to be at-risk or highly vulnerable (SFYS, 2016)
- Emerging trends and issues include: increased family violence incidents, alcohol and other drug use, family breakdown/stress, youth crime, suicide, bullying, teenage pregnancy, and sexually transmitted infections.
- Pockets of extreme disadvantage, including high rates of disengaged young people and high rates of families from low socio-economic backgrounds.

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Compared to the general population:

- Aboriginal and Torres Strait Islanders people experience higher rates of disadvantage
- LGBTIQ+ young people experience poorer mental health outcomes and more likely to experience homophobia in sport (Denison & Kitchen, 2015).



Solution



- Sport and recreation activities for young people can lead to improvements in self-esteem, better relationships with family and increased academic performance
- ACTIVATE promotes social inclusion for vulnerable children and young people through community connectedness
- ACTIVATE aims to connect young people and their families to local sporting and recreational clubs to increase protective factors
- ACTIVATE assists to minimise financial barriers for families to participate in sport and recreation activities.

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- Most local health and social service organisations who facilitate sport and recreation programs have limited capacity, minimal resources and are not well connected
- **ACTIVATE** works collaboratively with these organisations to:
 - Build better relationships and pathways
 - Improve the strategic and targeted use of existing community resources and capabilities
 - Link local activities to key sport and recreation strategies within government policies and frameworks.



Implementation



- ACTIVATE provides scholarships for children aged 6 – 18 years to participate in a sport or recreational activity of their choice
- Half of all scholarships are targeted to people who identify as Aboriginal and Torres Strait Islander and/or LGBTI
- Scholarship funding can be used for payment of club participation and registration fees, and approved uniform, equipment, and transport costs
- Flexible definition of sport and recreation to meet local needs
- An Endorser to enhance support
- Assist clubs to provide safe and inclusive environments.



Access ACTIVATE video at <https://www.bsl.org.au/youth-and-community-matters/december-2017/activate/>

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Impact



Feedback includes:

- ‘They had never had the opportunity to participate in physical activity due to financial and social barriers’
- ‘It has fostered a positive relationship at the family-level. It has become a family activity we all look forward to’
- ‘For what can be their first time, they have the opportunity to engage in a prosocial activity’
- ‘Girls who previously displayed bullying behaviour have become mentors and support younger members in the group’
- ‘This is so valuable for those who are from disadvantaged and complex backgrounds’
- ‘It enables kids to experience something healthy, positive and new which increases their capacity for social and financial inclusion’

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Top tips

1. Develop, document, trial and refine
2. Collaboration
3. High demand for prevention programs
4. Place-based approach.



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For more information . . .

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Frankston/Mornington Peninsula



Primary Care Partnership



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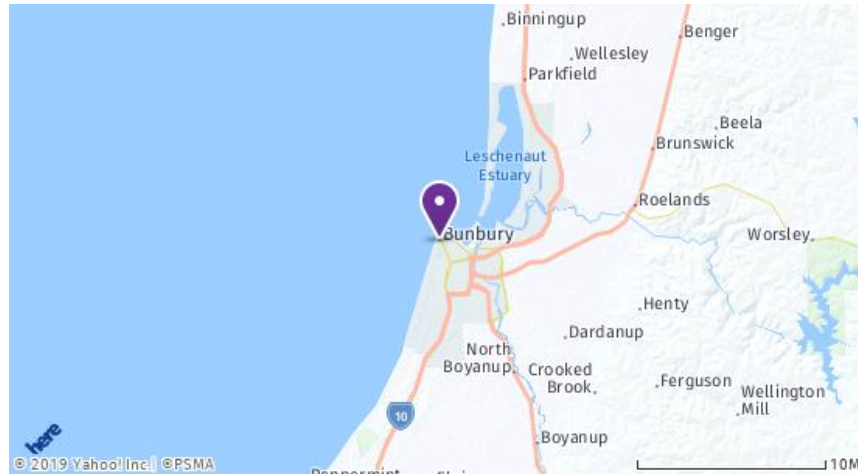
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Friday Fun 4 Families

Keeping the youth of
Bunbury busy as an AOD
preventative

- Partner organisations – South West District Police, South West Aboriginal Medical Service, PCYC and Red Cross
- Location – Bunbury, South West of Western Australia
- Population – Approx. 80,000



the
power of
humanity



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Local challenge



- Alcohol and other drug misuse
- Crime and associated behaviour
- Lack of activities in the Region
- Creating the right program
- Enough support and volunteers

-
- Strengths
 - Strong community and organisational support
 - Community involvement
 - Local Elders and youth wanting to make changes
 - Target Audience
 - Youth 10 to 18 years
 - Youth that were high risk
 - Disengaged youth



Solution

- Community ownership
- Extensive community consultation
- Parents, caregivers, community and local high schools
- Risk and protective factors
 - Healthy relationships
 - Productive recreation
 - Improved social factors

- What was created

- Weekly recreational workshops
- Individual and group mentoring
- Role models from various fields
- Healthy meals and snacks provided
- Bus drop off service



!

Upon commencement

- Attendees were a lot younger than expected
- Targeted age range was harder to engage than expected
- Numbers increased from 23 to 64 within the first two months
- Not everything went to plan

Learnings

- The planned workshops did not fit
- They wanted to enjoy themselves
- The kids had specific sporting preferences
- They liked flexibility





Key Data

- 370 participants registered within the program
- Ages 3 to 23
- 19 Volunteers
- 2 Youth Employed Part-time
- Servicing youth from 10 suburbs



Impact

- Strong community engagement
- Kids enjoy the safe and supportive environment
- Increased numbers through word of mouth
- Demonstrated improved leadership skills
- Kids taking ownership of program
- Police Engagement



Top tips



- 1. Finding out what the kids really want
- 2. Strong community and volunteer support network
- 3. Agency collaboration
- 4. Flexibility in program delivery
- 5. Resourcing additional funding



For more
information . . .

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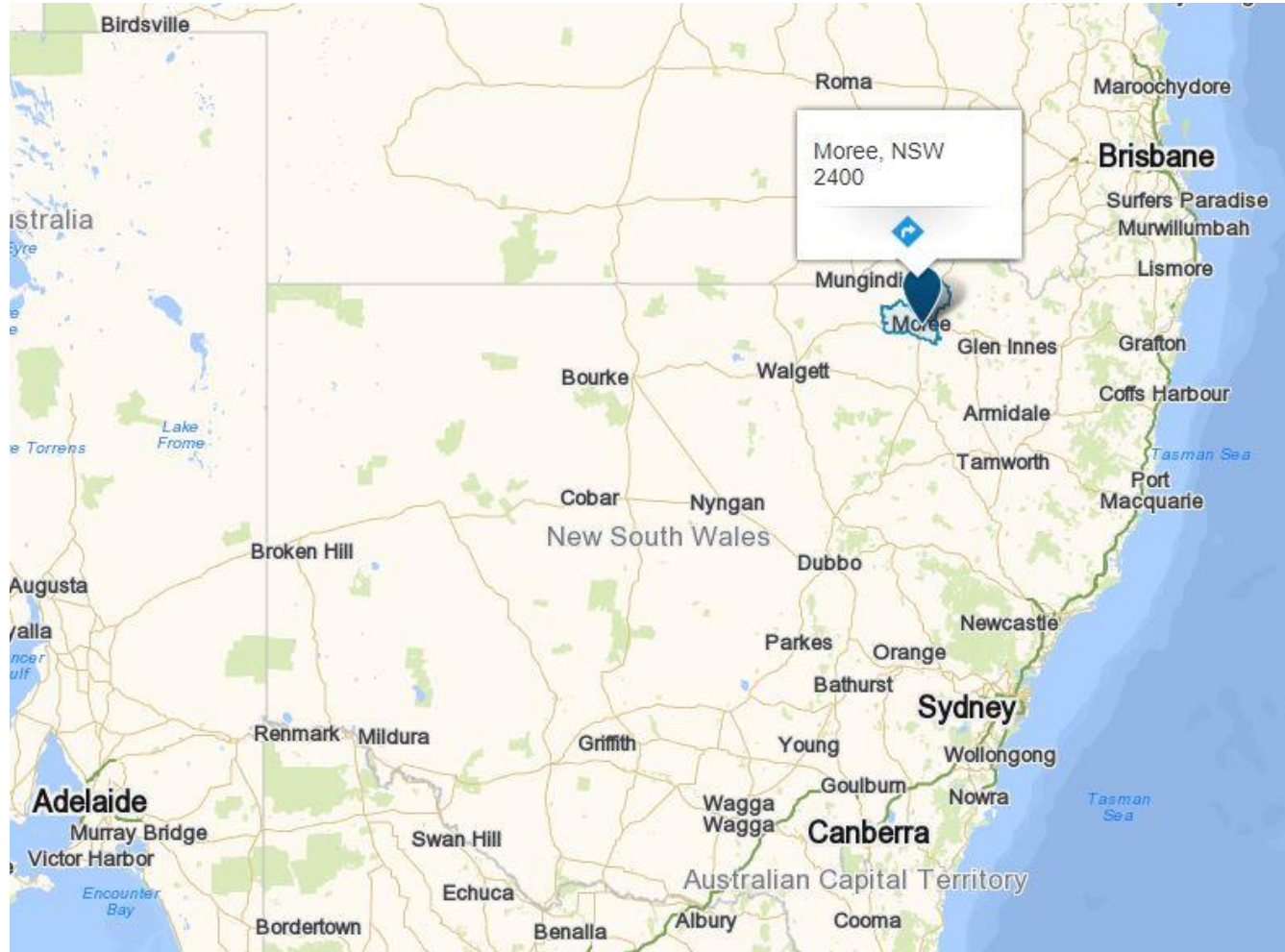
renee.pitt@breakawaycorp.com.au



Moree Local Drug Action Team

Moree Junior touch football project

Where is Moree??



About Moree

- ▶ Moree name after the Irish town of "Magh Righ" is a large town in Moree Plains Shire in northern New South Wales, Australia. It is located on the banks of the Mehi River, in the center of the rich black-soil plains.
- ▶ Moree is a major agricultural center, noted for its part in the Australian cotton-growing industry which was established there in the early 1960's.
- ▶ The town is well known for the Artesian Spa pools, tourist attractions and welcoming community
- ▶ Moree is also situated within the Gamilaroi Nation area of NSW
- ▶ In the 2016 Census, there were 13,159 people in Moree Plains (A) (Local Government Areas). Of these 50.4% were male and 49.6% were female. Aboriginal and/or Torres Strait Islander people made up 21.6% of the population.

Quick Statistics of Moree

2016 Census QuickStats

Australia | New South Wales | Local Government Areas

Moree Plains (A)

Code LGA15300 (LGA)

[Search for a Community Profile](#)



People

	13,159
Male	50.4%
Female	49.6%
Median age	38



Families

	3,169
Average children per family for families with children	1.9
for all families	0.7

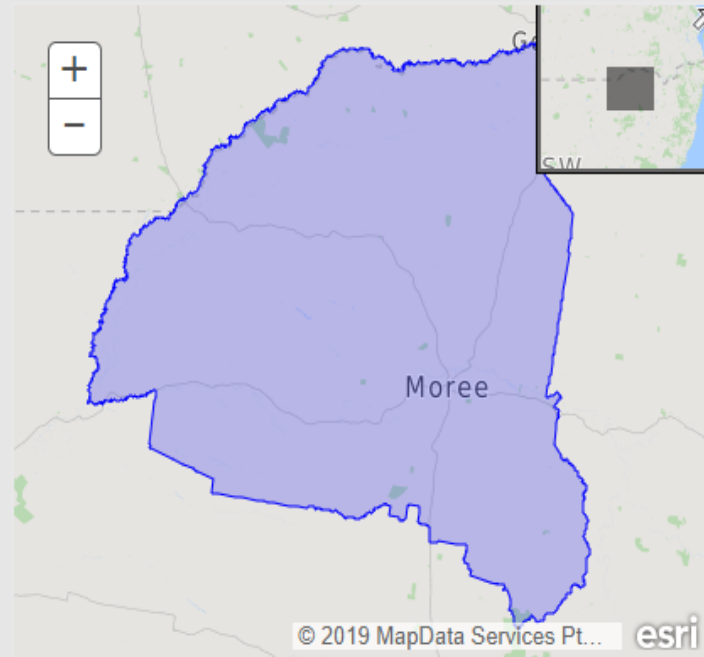


All private dwellings

	6,163
Average people per household	2.5
Median weekly household income	\$1,240
Median monthly mortgage repayments	\$1,300
Median weekly rent	\$170
Average motor vehicles per dwelling	1.8

QuickStats Search

GO



How did we start

Concept

Moree Junior Touch Football program is about reconnecting young people (particularly those who would not normally engage in sport due to family, social and economic impacts).

This activity encourages their supports (parents, family members, coaches, referees, carers, guardians, service providers) to participate in facilitated educational drug and alcohol information workshops whilst supporting a healthy lifestyle activity

Commencing

Establishing the community committee to move forward in developing the program.

Establishing links with NSW Touch Association, Good Sports and other sporting clubs in our area

Developing key components of the program to suit the community

Purchasing the essential equipment, media, grounds and other items for the committee and players

Link to NSW Touch providing training.

Continuing

The Junior Touch football sign up day was a great success with 97 children and youth aged 7 to 17 years and their families attend and participants got to talk directly with NSW Touch and Good Sports representatives

Since this day, another 30 youth have joined

Links made to PCYC saw the ability for 160 youth to gain free membership through the CDAT input into the program

Development of skills for coaches and referees done with more workshops to be done in June 2019

Skills Day Februray 2019

Over 40 participants braved extreme heat and a thunderstorm to work with NSW Touch and Good Sports to learn skills in playing touch football.

Some youth had never played, others had some experience, but all came together on the day to have fun, talk to services who attended and discuss the season with their parents

Most of the participants are now registered players

Other skills days have been planned, for the roll out of the second season after this season competition is completed.



Sign up day





Diversity in action

The number of girls attending is on the rise.

Coaches and referees trained with more focus on getting youth to become coaches and trainers

Ages of the youth range from 7 to 17 years

Why Junior Touch Football?

As with most rural towns, sport is a good way of the community to socialise and work together.

We saw the opportunity to reignite the former competition to help youth build protective factors with not only the skills of the game, but also the team work, self development, self esteem, work on reducing risks and risky behaviours as and providing an avenue to learn about healthy lifestyle choices through the programs delivered

Moree does have a youth risk issues, but programs such as this have helped in a whole of community effort to work together to provide diversionary program's for children and youth.



Junior touch football returns to Moree

Local News



Braith Rodhe running with the ball during the 2012 junior touch football competition.

Junior touch football is making a return to the Moree Plains, with a new program for seven to 17-year-olds being launched with a free skills day at 10am on Wednesday, January 23.

MARCH 6 2019 - 9:44AM

Junior touch committee on the lookout for coaches and referees after first meeting

Local News



Junior Touch Football Committee: Jillian Knox, Karen Barker, Ros Sampson, Denise Haines, Ros Laws, Russell Cook, Crystal Trotter, Ida Whitton, Bronwen Adamson, Lesley Fernando, Natasha Pidcock, Paul Spearim and Cecil Craigie

Nine community members have put their hand up to be on the Junior Touch Committee at the first Moree Local Drug Action Team (LDAT) meeting on Tuesday, February 26 as they launch the 2019 season.

The touch program will be run for children aged 7 to 17 with a sign up and skills day set for mid to late March.

"We are excited to have the junior touch football committee up and running," council's community development officer Ros Laws said.

"We rely heavily on these volunteers, who contribute to the future success of the program in Moree."

London, UK; Alta, Tromsø, Alesund, Stavanger, Norway

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LOCAL NEWS

Kids brave the rain at junior touch football skills day

Jem Nash

Local News



Touch football skills day

Kids practise their touch football skills with NSW Touch Football's Matthew Kiddle

Moree Plains Shire Council held a junior touch football clinic on Wednesday, January 23 as a junior competition is set to return this year.

The rain didn't stop kids from turning up as they practiced their skills in the training session run by NSW Touch Football's Matthew Kiddle.

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LOCAL NEWS

1 Have your say on beautification of Aboriginal section at Moree Cemetery

More than 100 children attend first junior touch evening for 2019

Jem Nash

Community

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Moree's junior touch football competition commenced last night, with more than 100 children attending the opening afternoon of the program.

The program for seven to 17-year-olds is centred around promoting healthy lifestyles, with all players required to participate in a workshop prior to hitting the field.

After the workshop, the children were split into teams and the games began, with plenty of smiling faces and teamwork occurring across all games.

"The kids enjoyed themselves, the parents loved it. Overall from the committee to the kids it was a good day for us," Junior Touch Committee secretary Russell Cook said.

LOCAL NEWS

1 Have your say on beautification of Aboriginal section at Moree Cemetery Photos

2 Annual awards highlight Moree's commitment to reconciliation | Photos

3

1 awards highlight Moree's commitment to reconciliation | Photos

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Social Media - moree junior touch football

7:16 am Mon 3 Jun

facebook.com

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Challenges

There was a few challenges to get the program to where it is today:

- Cooler weather not previously experienced for several years in Moree
- Committee discord
- Lack of support from external agencies

Overcoming the Challenges

We overcame these to continue the competition....

- Weather - we reduce play time for the winter part - resume in summer for longer time
- Committee - we reformatted the committee structure and 'split' the committee to have an executive group and a 'sub committee' which operates the running of the competition
- External Agencies - we will be holding several 'Healthy Lifestyle' days during school holiday periods to encourage the services to provide information about lifestyle options inclusive of anti drug and alcohol messaging for the whole of community but specific around youth.

Where to now?

The LDAT portion of the program will conclude in August 2019 in Moree, but given the success of the program we will be looking at two more Junior Touch Football competitions in Mungindi and Boggabilla/Toomelah - both situated in the Moree Plains Shire, but 120+ Kms away from Moree.

These two sites are more remote and have little or no major infrastructure compared to Moree.

About Boggabilla, Mungindi and Toomelah

Mungindi has a population of 547 and is a town 'split in two' with the border being the other side of the river to Queensland. 28% of the community identifies as Aboriginal.

Boggabilla is another 'border' town 9km from Goondiwindi on the Queensland border.

The Toomelah mission, is situated 21kms from Boggabilla and is seen as a joint community with Boggabilla as families live and connect with both sites.

The population between Boggabilla and Toomelah is 756 of which 45% identify as being of Aboriginal decent.

LDAT will link with both towns in the next CAP to commence this project to again aim for reduction of crime, drug and alcohol issues and promote a healthy lifestyle.

Partners and sponsors in LDAT



In Conclusion

The Moree Junior Touch Association competition will continue to run with further financial support from local sponsorships, fundraising by committee and funding applications and some of the Moree LDAT members volunteering their time alongside the community

GOOD SPORTS: STRENGTHENING SPORT AS A PROTECTIVE FACTOR

Geoff Munro

Policy Manager, Alcohol and Drug Foundation



“THE CHALLENGE FOR DRUG POLICIES...IS TO HARNESS THE INITIATIVES OF COMMUNITY GROUPS AND INDIVIDUALS IN THE COMMUNITY TO CHANGE DRUG USING BEHAVIOUR IN SUCH A WAY AS TO MINIMIZE HARMFUL DRUG USE.”

McDonald D. et al. Australian Drug Policies and Beyond: A drugs campaign evaluation. *Australian Drug and Alcohol Review*. 1998; 7; 499-505



GOOD SPORTS ORIGINS

1991-94 Youth, Alcohol and Community Project

Underage drinking in sporting clubs

1996/7 Sporting Clubs' Alcohol Project

8 individual clubs from 4 sports

1999 Gippsland Football Leagues' Alcohol Project

- > Gippsland Latrobe Football League\North Gippsland Football League\Mid Gippsland Football League
- > U18 Gippsland Power

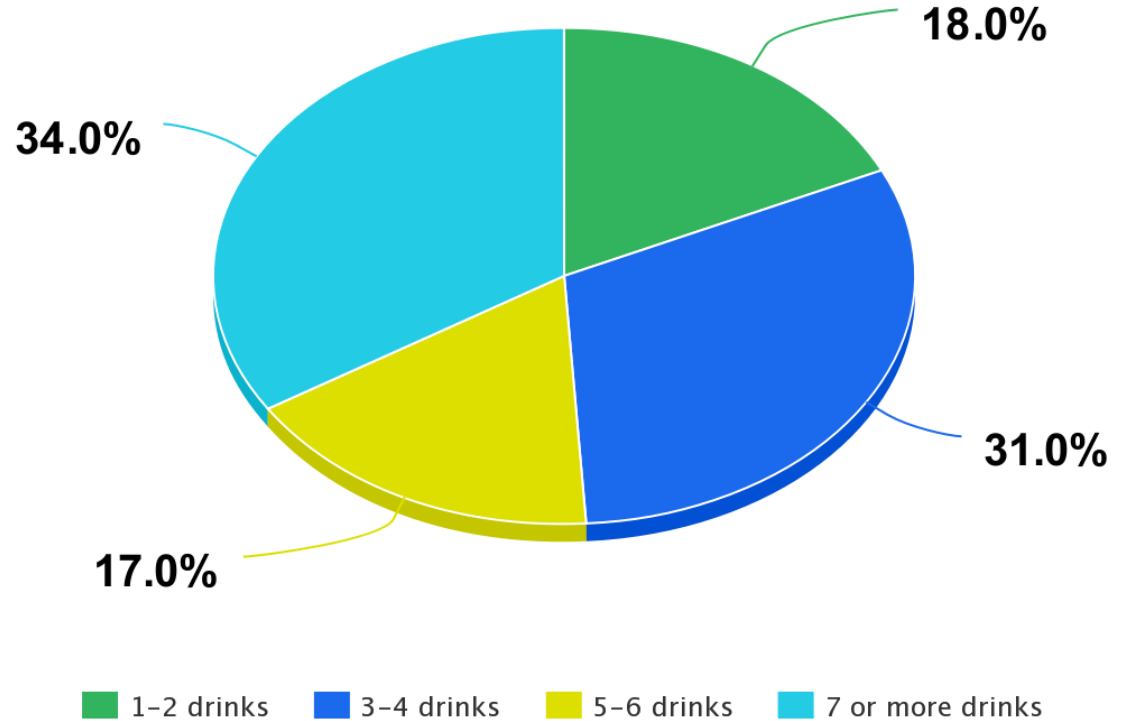
2000 Good Sports Accreditation Program (25 rural clubs)



ORIGINAL FOCUS - CONTROL AND MANAGEMENT OF ALCOHOL

- Amateur clubs
- Run by volunteers
- Hold a 'limited liquor licence'
- Sell alcohol to provide amenity & raise funds
- Tradition of problematic drinking - binge drinking, under-age drinking

FROM A 1999 CLUB MEMBER SURVEY



Snow P, Munro G. 2000. Alcohol consumption in amateur Australian Rules football clubs: Evidence from a rural region. *Health Promotion Journal of Australia*. 10:237-243

“THERE WAS NOT STRONG LEADERSHIP ... ESPECIALLY WITH RESPECT TO ALCOHOL ... WE WANTED TO BECOME A FAMILY CLUB AND GOOD SPORTS PROVIDED A FRAMEWORK FOR THIS.”

“THE CLUB HAS PROBLEMS ATTRACTING JUNIOR TEAMS AND WANTED TO ATTRACT AND KEEP JUNIOR PLAYERS.”

“...TO PROVE WE CARE AND ARE RESPONSIBLE.”



Duff C, Munro G. 2007. Preventing Alcohol-Related Problems in Community Sports Clubs: The Good Sports Program *Substance Use & Misuse* 42: 12/13; 1991-2001.

“SINCE WE LOST OUR FOOTY CLUB FIVE YEARS AGO I HAVE NOT SEEN MY NEXT-DOOR NEIGHBOUR. I JUST SEE HIS CAR WHIZZING DOWN THE HIGHWAY.”

Duff C, Munro G. 2007. Preventing Alcohol-Related Problems in Community Sports Clubs: The Good Sports Program *Substance Use & Misuse* 42: 12/13; 1991-2001.



EVIDENCE OF IMPACT

On harmful drinking:

A randomised controlled trial showed Good Sports reduces the likelihood of risky drinking by 37% and alcohol related harms by 42% in clubs that reach Level 3.

Kingsland M, Wolfenden L, Tindall J, *et al* Tackling risky alcohol consumption in sport: a cluster randomised controlled trial of an alcohol management intervention with community football clubs *J Epidemiol Community Health* 2015;69:993-999.

Cost benefit analysis:

KPMG Health Economics Group found a \$4.20 return on investment for every \$1 invested in a Level 3 club (benefit cost ratio 4:1)

KPMG Health Economics. Economic evaluation of the Good Sports Program KPMG 2013.

Benefits beyond low risk drinking:

Income increased and reliance on alcohol as a funding source diminished.

Membership increased: especially females, young people and non-players.



Crundall I. 2012. Alcohol management in community sports clubs: impact on viability and participation *Health Promotion Journal of Australia*.23(2) 97-100.

PARTNERSHIPS

- Local government (local councils)
- Road safety bodies
- Police
- Liquor licensing authorities
- Health promotion organisations
- Mental health organisations
- State and Federal governments

70 DIFFERENT SPORTING CODES

Good Sports: 9600 clubs

GS Junior: 950 clubs

Tackling Illegal Drugs: 1070 clubs

Healthy Eating (Qld/NSW): 283 clubs

Healthy Minds (Tas): 25 clubs

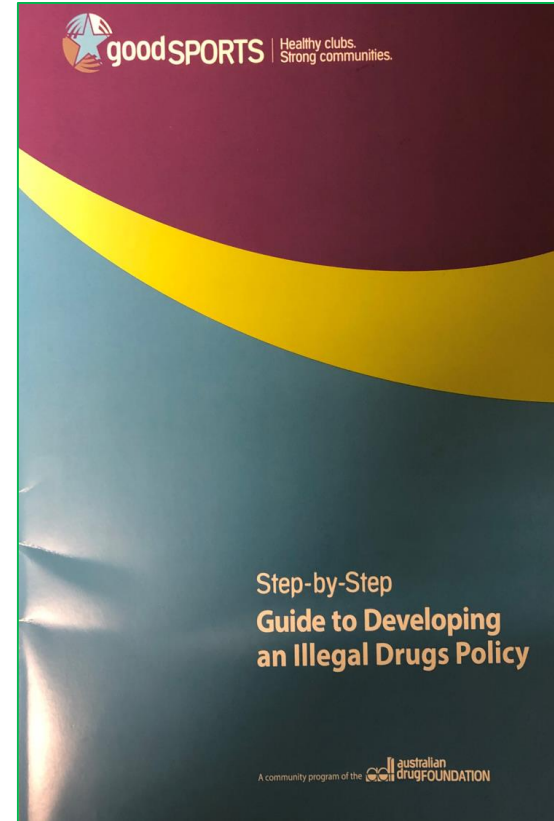


TACKLING ILLEGAL DRUGS

Tackling Illegal Drugs helps clubs to educate their members and to form a policy on issues related to illegal drugs

Aims for clubs to understand

- how they contribute to preventing drug use/problems
- how to respond to instances
- how to support people who need assistance



FUTURE CHALLENGES

Integration of all programs

- Alcohol Management
- Tackling Illegal Drugs
- Healthy Minds
- Junior

Compliance issues

Digital Platform



DIGITAL PLATFORM

A new portal into the Good Sports program on any device.

- Randomised controlled trial
- Business as usual
- Digital platform with reactive support
- Digital platform with proactive support

