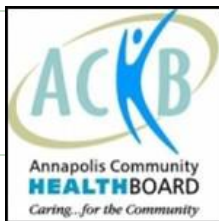


Partnerships for Change Shifting the Culture of Alcohol in Kings and Annapolis Counties

A Kings and Annapolis Community Health Board Project



Welcome

Daisy Dwyer
Project Lead and
Chair, Kingston Greenwood CHB



Partnerships for Change

- ▶ Inspiring each other to take action on alcohol related community harms;
- ▶ Working creatively and collaboratively for community prosperity and wholeness



Who is in the room?

- ▶ AVRSB
- ▶ Acadia University
- ▶ NSCC
- ▶ RCMP
- ▶ MADD
- ▶ Senior Safety
- ▶ Town of Wolfville
- ▶ Town of Berwick
- ▶ Municipality of Kings
- ▶ Greenwood Village Commission
- ▶ Lions Clubs
- ▶ Victim Services
- ▶ Horton Family of Schools
- ▶ Community Health Boards
- ▶ Community Volunteers
- ▶ Youth
- ▶ Kings Crime Prevention
- ▶ Public Health
- ▶ Mental Health and Addiction Services
- ▶ WKM Community Health Centre
- ▶ Income Assistance
- ▶ Valley Restorative Justice
- ▶ Injury Free Nova Scotia
- ▶ Probation
- ▶ Kentville Police
- ▶ VANSDA
- ▶ Chrysalis House
- ▶ Schools Plus
- ▶ PeopleWorx
- ▶ Women's Place
- ▶ Western Valley CAP
- ▶ KG Mental Health

Guidelines for Respectful Communication

- ▶ Respect for difference
- ▶ Respect for diversity (added)
- ▶ Active participation (this looks different for different people!)
- ▶ Willingness to risk
- ▶ Willingness to ask questions
- ▶ Permission to be uncomfortable (added)
- ▶ Discretion with personal sharing and stories
- ▶ Appreciation and encouragement
 - ▶ **for one another**
 - ▶ **for our selves**

drinking

live

support

alcohol

healthy

relationships

impacts

youth children

positive

Community

adults

available

Health stories heavy bigger initiatives students status advise environments First passage increased minimal sexualized established greatly drives includes

Every family moderate expand caring spend tools focus older diverse play work people costs money lists come

want sexualized established greatly drives includes supported events flourish action recreation

wait challenging look problems innovations flourish action recreation

care car profit economic grows prompt people places money lists come

Alcohol grows prompt people places money lists come

leadership unduly adults available reduced others alternatives spending responders leaders safe

shaped arise emergency healthy strategy alcohol social positive peer alcohol-related balanced talk marketing gets participate

mentoring engage consumption less sense home glamorized alcohol-related balanced talk marketing gets participate

compassion affordable leadership unduly adults available reduced others alternatives spending responders leaders safe

dream programs accessible far seek actively one alternative transportation responsibility create supportive

mentoring engage consumption less sense home glamorized alcohol-related balanced talk marketing gets participate

compassion affordable leadership unduly adults available reduced others alternatives spending responders leaders safe

Table Discussion

- ▶ Does this ideal vision resonate for you?
 - ▶ If you were at the forum what are your thoughts now?
 - ▶ If you weren't at the forum what would you like to add or comment on?



Table Discussion

- ▶ How can today's session get us closer to our ideal environment?
strengths/resources do we have that can help us move closer?
- ▶ What really matters to you about this work? How do you see yourself making a difference?



Some New Resources

- ▶ Parental Attitudes Report (IFNS)
- ▶ King Hits Report (IFNS)
- ▶ Progressive & Prosperous:
Municipal Alcohol Policies for a
Balanced and Vibrant Future
(MAP)



Municipalities have the ability to change local environments and attitudes around the social acceptability of alcohol in their communities.

These changes may result in:

- ▶ Reduced alcohol consumption
- ▶ Fewer harms and injuries related to alcohol use
- ▶ Reduced liability for municipalities
- ▶ Enhanced community safety



The most important role of government, I truly believe, is to protect the citizens.

Wolfville Town Councillor



Policy Recommendations

1. Marketing, Advertising and Sponsorship
2. Quiet Enjoyment of Neighbourhoods
3. Municipally Owned or Managed Properties and Special Events
4. Municipal Risk and Liability
5. Workplace Alcohol Strategy



Policy Development: What Do We Mean?

▶ Tier I Alcohol Policies

- ▶ Control affordability
- ▶ Physical availability
- ▶ Advertising and other marketing

▶ Tier II Alcohol Policies

- ▶ Drinking and driving prevention
- ▶ Altering the drinking context
- ▶ Education & persuasion
- ▶ Screening, treatment & early intervention



“The evidence will only take you so far. At the end of the day real progress is made through attention to process, engaging (not just educating) the entire community, building relationships.”

Provincial Partner

Table Discussion

- ▶ Are there other opportunities can we leverage? What are the opportunities for action – within our homes, work places, organizations and environments?
- ▶ How can we reframe perceived challenges as opportunities? Moving beyond the “yes but” to the “Yes and”

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Older

Moving to Action

- ▶ When we are talking about alcohol, for you, where does the most meaningful work lie? What change matters the most deeply to you and your organization?
- ▶ Discuss with your table and clarify the issue. You do not need consensus. Write what matters in large print on large sticky notes and post.

Action Planning

- ▶ Work on what matters to you
- ▶ Listen
- ▶ Participate
- ▶ Speak your truth
- ▶ What is the first thing that needs to happen to begin the change you desire?

Thank you

- ▶ What is the most important thing that happened for you today? Sticky note and post on your way out.
- ▶ There are index cards on your table – let us know what you want to work on – name and contact

Closing

- ▶ **Kevin Bauer**
Chair, Annapolis CHB
- ▶ **Daisy Dwyer**
Project Lead and Chair, Kingston
Greenwood CHB