

Media Release

19 October 2016

Innovative projects to tackle risky drinking cultures

Eight councils will receive funding to develop ways to tackle risky alcohol cultures in their community.

The projects, funded through stage one of VicHealth's Alcohol Culture Change Initiative for Local Councils, will test VicHealth's new approach to preventing harm from alcohol through alcohol culture change.

Successful Councils will work with researchers and the community to design initiatives that challenge harmful drinking cultures across a number of sub-populations including, young people disengaged from education, trade workforces and middle-aged men.

VicHealth CEO Jerril Rechter said there were pockets of the community drinking at levels that can lead to short and long term harm.

"Alcohol culture underpins the way people drink including the formal and informal rules, social norms, attitudes and beliefs around what is and what isn't socially acceptable for a group of people before, during and after drinking," Ms Rechter said.

"Recent research by the Foundation for Alcohol Research found 20% of the Australian population is responsible for consuming almost three quarters of what we drink which supports VicHealth's view that certain groups in the community are drinking at very risky levels and require targeted interventions.

"We look forward to seeing the impact these grants will have on the communities they target as VicHealth strives to get 200,000 Victorians drinking less alcohol by 2023."

Funding for Stage One of the Alcohol Culture Change Initiative for Local Councils is for an initial term of four months to scope and plan interventions.

Up to four projects that demonstrate the greatest potential during Stage One may be offered further funding of up to \$300,000 over two years to deliver their ideas.

Successful recipients of Stage One funding under the VicHealth Alcohol Culture Change Initiative for Local Councils are listed below.

For more information visit www.vichealth.vic.gov.au/alcoholculturegrants

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PROJECT	SUBPOPULATION OF FOCUS	LOCAL GOVERNMENT
What's your story? – An alcohol culture change initiative	Young adults 18-24 years who frequent late night licensed premises	City of Melbourne
Preventing risky drinking among youth cultures in Whittlesea	Young people at private gatherings, young male apprentices, young disengaged females	City of Whittlesea
Reducing alcohol-related harm in Wodonga- A collective impact and system approach	Working mothers, vulnerable youth/low income, sporting club members	City of Wodonga
Shifting the norm- Changing rural alcohol culture through youth	Rural sporting clubs, functions at rural halls, private events	Horsham Rural City Council
Shifting alcohol cultures in middle-aged and older men living in the City of Maribyrnong	middle-aged and older men in public and private housing settings	Maribyrnong City Council
Slow down mate – improving alcohol cultures among young and older men in Frankston and the Mornington Peninsula	younger male trade students and older male war veterans	Morning Peninsula Shire
Campaspe Safe Alcohol Use (C-SAU)	major events/festivals held in Echuca, key leisure settings and the manufacturing/trades workforces	Shire of Campaspe
Shifting risky drinking cultures in Yarra for 12-17 year-olds	young people from culturally and linguistically diverse communities and young Anglo men drinking at the Edinburgh Gardens skate bowl	Yarra City Council

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