



Operational policy

Community Action Alcohol Programme (CAAP)

Goal

To increase sober driving in a community using multiple initiatives that combine awareness, education and enforcement activities while involving the community, multi-disciplinary agencies and stakeholders.

There are four CAAP stages:

Stage 1

- Collect, collate and analyse local data and information.
- Network and build relationships with organisations, agencies and interested stakeholders and community.
- Establish a committee of interested parties to identify objectives, explore community needs and then plan actions/initiatives/campaigns.

Stage 2

PLANNING, SETTING OBJECTIVES, STRATEGIES AND TACTICS

Planning

- Identify local issues using data (collected in Stage 1) in consultation with the community.
- Involve community groups, as well as stakeholders and agencies in planning the action.
- Consider environmental settings.

Objectives

- To raise awareness of drink-driving issues.
- To promote safe driving practices.
- To support liquor licensing, liquor outlets, private hosts and/or work places to encourage and support host responsibility.
- To motivate and involve the community in all stages of the programme.
- To support police enforcement.
- To build and sustain alliances with relevant communities, agencies and organisations.

Brief guidelines

Strategies and tactics

The following strategies should be employed in order to achieve the objectives.

- Awareness
- Education
- Community action
- Community development
- Enforcement and publicity

Stage 3

IMPLEMENTATION AND MONITORING

The **implementation** stage involves:

- raising awareness of campaigns and of the community to the issue
- publicity through various local and community media
- establishing a working group to implement and monitor the action
- education through identified relevant institutions
- enforcement through working closely with the police.

Monitoring

- In order to maintain the momentum of the programme, monitoring should take place throughout the duration of the action(s) and/or initiative(s).
- A Land Transport Safety Authority (LTSA) regional office representative will be on the CAAP committee.
- The LTSA will monitor the CAAP as part of its contractual obligation.

Stage 4

MAINTENANCE AND EVALUATION

- Throughout the duration of the programme, effort should be made to maintain the positive consequences.
- A programme evaluation must be submitted to the LTSA at the end of the financial year or within a month of completion of the programme, whichever is sooner.
- Evaluations should show that all four stages of the CAAP have been used in the implementation of the initiative/action as well as indicate the reach and impact of the various initiatives.

Funding

Budget applications may include some or all of the following:

- salary/wages for the CAAP co-ordinator
- assessed action plan costs
- a community fund for alcohol initiatives.

Brief guidelines