



SAFER COMMUNITIES, SAFER ROAD USERS

Community Alcohol Action Programme (CAAP)

Operational policy with notes

FEBRUARY 2004

Background and overview

The Community Alcohol Action Programme (CAAP) began as a local initiative. The aim is to increase sober driving in order 'to produce a long-term reduction in alcohol-related road traffic crashes in a community' (*Community Alcohol Action Programme (CAAP) Manual, 1993, 7*).

CAAP is a comprehensive programme designed to increase sober driving in a community through multiple initiatives.

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 to plan actions/initiatives/campaigns (Stage 2 targets the locally identified problem and planning according to local needs).



Information should be obtained from sources such as the Land Transport Safety Authority (LTSA), the Police, the Alcohol Advisory Council of New Zealand (ALAC), the liquor licensing authority, the community and other relevant organisations, interested groups or individuals. Anecdotal evidence strongly supported by the community is acceptable. Through networking and building relationships with key stakeholders and the community, a committee should be established to focus on planning community actions/initiatives in order to deliver a campaign that will create awareness and promote behavioural change.

Ideally, long-term commitment of committee members is preferred as it aids strategic planning, stability and community stakeholder liaison. Sub-committees for planning various activities will be formed and will not necessarily have the same members as the CAAP committee depending on the target and the action planned.

The CAAP will not always be a long-term programme – this will be determined by the extent of the alcohol problem in the region and the community need.

The length of the programme will need to be continually evaluated as each initiative or campaign progresses, as will local statistics, data and anecdotal information.

It is important to involve the community in all stages of the CAAP. In order to motivate the community it may be necessary to present local data to them to secure their involvement.

A literature search of alcohol programmes both in New Zealand and overseas shows that the most effective sober driver programmes take a holistic approach in terms of inter-sectoral agency/industry involvement. They are multi-disciplinary and provide education, enforcement and publicity strategies together with a definite focus on community action. This approach has proven to be the most effective in contributing to a reduction in drink-drive fatalities and injuries.

The LTSA, as well as other relevant and interested organisations and/or agencies, should be represented on the committee. Members of the community should also be included.

Stage 2

PLANNING, SETTING OBJECTIVES, STRATEGIES AND TACTICS

Planning

- Identify local issues using data collected in Stage 1 and/or information from the community.
- Involve community groups as well as stakeholders and agencies in planning the action.
- Consider environmental settings.



The community may identify a need that is not necessarily high-risk according to the data but if it perceives this need to be important and can back it with local evidence or knowledge, then an action may be planned to address it.

Environmental settings should be considered as actions planned for a rural environment will differ considerably from those planned for an urban setting.

Objectives

- To raise awareness of drink-driving issues.
- To promote safe driving practices.
- To support liquor licensing, liquor outlets, private hosts and/or workplaces 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.



Once the overall objectives have been set then goals specific to the planned action need to be established. Current CAAPs plan and carry out different community actions/initiatives each year employing all the strategies listed below while using the same theme and objectives.

Strategies and tactics

The following strategies should be employed in order to achieve the objectives. Planning actions or initiatives should include:

- **Awareness** – creating public awareness within the wider community as well as with those in the liquor industry. This includes awareness of the issue as well as awareness of enforcement and the current initiative/action/campaign.
- **Education**
 - education packages through schools or training programmes¹
 - displays in malls and campuses
 - promotional activities at licensed premises
 - breath-testing demonstrations at local bars, sports clubs etc
 - host responsibility
 - competitions
 - workplace activities
 - alternative transport
 - advertising and media exposure.

This list is only an example of possible educational strategies and is not exhaustive.

- **Community action** – this goes beyond the formal CAAP groups. CAAP should help the community to identify and develop their own initiatives to deal with drink-driving. Funding from the CAAP budget should be available to the community. See page 7 under Funding.
- **Community development** – where relevant and applicable a community development model should be followed.
- **Enforcement and publicity** – publicise in local media the intention, results and updates of the outcomes of Police enforcement checkpoints as well as current campaigns.



It could be said that the community is now aware of drink-driving issues through the work that has been done in road safety during the last 15 years. However, as each new community action is planned, an awareness raising exercise must be carried out to alert the community to it. It is also essential to create awareness of the results of police enforcement actions as well as any new drink-driving issues.

It is important to consider what education actions should be taken. As well as education and community involvement, the wider community including the work place, businesses and the transport industry should be considered.

If planning activities to deliver to schools or school age students, the following points should be considered:

- Is the delivery to be within the school environment?

Consider if the delivery of the road safety activity will occur outside of school hours, eg at after school functions held away from the school environment and not part of the normal school timetable.

¹ Resources are available such as *Drug Abuse Resistance Education* (New Zealand Police) and *Decisions, Alcohol and You* (LTSA).

- Will the delivery be included in the lesson, eg will it be part of a curriculum-based lesson within school hours?

Consider what is already being provided in terms of Police education. If delivery in schools is already being funded then it is not the place of Community Road Safety Programme (CRSP) funding to subsidise any gaps in delivery.

Generally, if a programme is delivered during school lesson times CRSP funding should not be used. There will be exceptions to this, for example, 'Road Crash forum' (Canterbury) which is delivered to high school students.

- Does the project include aspects of the Police education programme?

Consider whether the initiative is a Police education activity. If so, CRSP funding should not be used.

Close liaison with the Police and their sober driving enforcement activities is recommended as once the earlier stages of the programme are completed enforcement is imperative for reaching those drivers who are not receptive to the awareness and education messages. Following Police activity, it is essential to publicise what has been achieved.

Stage 3

IMPLEMENTATION AND MONITORING

The implementation stage involves:

- raising awareness of campaigns
- publicity through various types of local and community media
- establishing a working group to implement and monitor the action
- education through identified relevant institutions and places, eg workplace and industry
- enforcement through working closely with the Police.



There will be a strategic plan for the overall aims of the CAAP and within this there are targeted, planned actions, initiatives and campaigns. The following are examples of some of those actions:

- regional theatre project (secondary schools) eg Crashbash
- social club visits with liquor licensing authority
- sports club visits to raise awareness of drink-drive limits
- prepaid taxi fare voucher system
- enforcement checkpoints with the Police rewarding good drivers
- safe transport for after ball parties
- publicising blitzes and drink-drive convictions in newspapers
- working with liquor licensees
- educating management and employees on host responsibility for after work functions.

Monitoring

- In order to maintain the momentum of the programme, monitoring should take place throughout the duration of the action(s) or initiative(s) to ensure that the likely outcome will meet the campaign objectives and that it is meeting the needs of the community.
- An LTSA regional office representative will be involved with the CAAP committee.
- The LTSA regional office will monitor the CAAP as part of its contractual obligation.

Stage 4

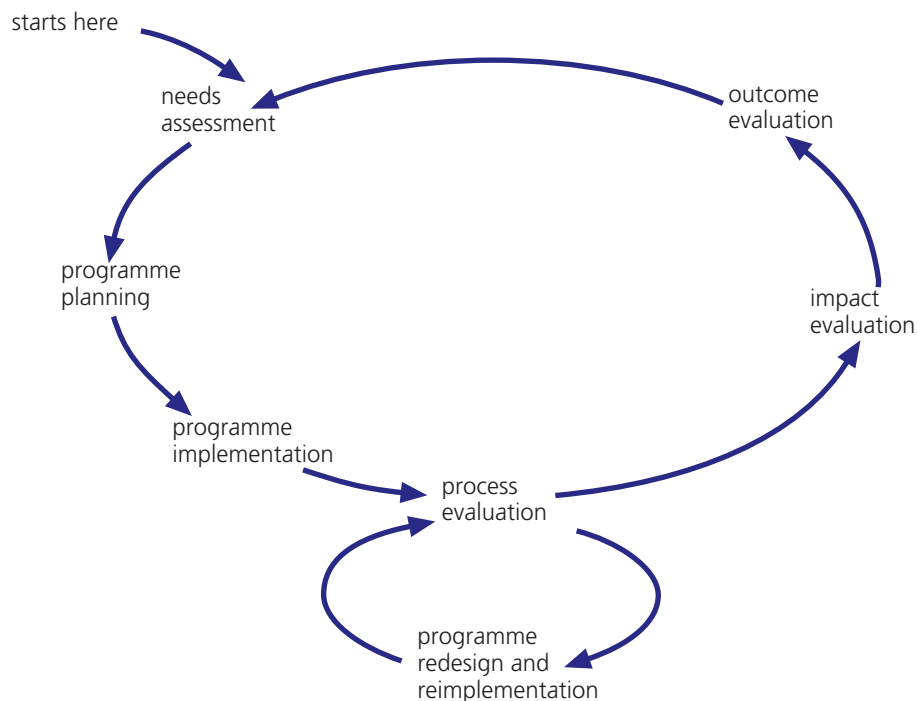
MAINTENANCE AND EVALUATION

- Throughout the programme effort should be made to maintain the positive consequences. The programme is ongoing and although initiatives within it will vary in length the programme is maintained through continuing work with the committee, annual planning and evaluation of progress.
- 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 or action, as well as indicating the reach and impact of the various initiatives.



In addition, educational and publicity efforts should be an ongoing and continuing part of the programme together with inter-agency support and networking.

An example of the CAAP planning and evaluation cycle:



Funding

Budget applications may include some or all of the following:

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



Applications should include an outline of the type(s) of action that the CAAP plans for the forthcoming year. This will be a basic plan naming the priority group and target area or issue because until the community and other groups/agencies are consulted definite details will not be known.

It may be that the community identifies the need for a billboard to support the action it plans to proceed with. Funding can be used to purchase, develop and maintain billboard frames and skins that are needed to support the alcohol initiative. In considering this it is important to ensure that this does not reproduce or impact upon any national alcohol advertising campaign being carried out by the LTSA national office.

Some CAAPs keep a fund specifically for actions initiated from the community in order to respond proactively as issues arise. The local regional LTSA office can be consulted to see what is available in the area.

The need for a CAAP co-ordinator will be determined by the extent of the alcohol problem in regional statistics and by the community's requirements.

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