

# WAIRARAPA COMMUNITY ALCOHOL INITIATIVE

## IMPLEMENTATION PLAN – PHASE ONE

### 1. INTRODUCTION

Tū Ora Compass Health is leading a campaign to raise awareness among Wairarapa locals about drinking and drinking-related issues. A wide group of local health and community organisations are working collectively with Tū Ora Compass Health to action this initiative.

The proposed campaign is being developed to respond to some of the issues highlighted in a recent scoping project to identify priorities associated with alcohol-related harm in the region. With a focus on raising awareness about the laws around supplying alcohol to young people and promoting low risk drinking, the campaign will take a multi-channel approach to highlighting key messages and encouraging target audiences to respond in the desired way.

A phased approach is being taken to implementing the campaign plan. The purpose of this is to focus on particular stakeholder groups and activities at a time to make the initiative targeted and manageable. This plan primarily outlines activities and resources that will be included in phase one of the campaign.

### 2. OBJECTIVES

The aims of the campaign are to:

- raise awareness about the laws associated with drinking and supplying alcohol to those under 18 years old
- inform and educate parents about positive alcohol role modelling, host responsibilities and their role in influencing their child's drinking behaviour (including delaying the start of drinking)
- foster the desired drinking culture and behaviour in the region including:
  - young people thinking that you can abstain from drinking and still be cool at social events
  - young people not feeling the need to start drinking
  - parents being willing to follow alcohol supply guidelines
  - parents/coaches/other influencers role modelling low risk drinking levels
  - adults of drinking age considering they can have an enjoyable time at social events without drinking
  - individuals, group and clubs playing their part in demonstrating host responsibility at functions
- raise awareness about how to access advice and support for drinking issues and encourage locals concerned about their drinking to seek help
- support operational and regulatory bodies in their work to promote host responsibility and low risk drinking in the region
- support medical centres in the region to code alcohol consumption of patients and provide brief advice for low risk drinking
- foster a community-wide approach to promoting low risk drinking, including engaging community agencies to participate in the campaign and promote its messages in their communications and day-to-day activities.

### 3. TARGET STAKEHOLDERS

<b>Group</b>	<b>Includes</b>
Young people	<ul style="list-style-type: none"> <li>• Those that haven't started drinking yet</li> <li>• Young people of drinking age</li> <li>• Young people under 18 who are starting to drink at risky levels or are drinking problematically</li> </ul>
Parents	<ul style="list-style-type: none"> <li>• Parents of young people in the target age range</li> </ul>
Drug and alcohol support services	<ul style="list-style-type: none"> <li>• Pathways</li> <li>• Te Hauora Runanga</li> </ul>
Other healthcare providers	<ul style="list-style-type: none"> <li>• Medical centres (including the marae-based health clinic)</li> <li>• Youth Kinex</li> <li>• Mental health services</li> <li>• Pharmacies</li> </ul>
Schools	<ul style="list-style-type: none"> <li>• College principals and staff</li> <li>• Co-ordinators for health programmes</li> <li>• School-based nurses</li> <li>• Guidance counsellors</li> </ul>
Local councils	<ul style="list-style-type: none"> <li>• Licensing teams</li> <li>• Communications and community development teams</li> </ul>
Hospitality organisations	<ul style="list-style-type: none"> <li>• Hospitality venues</li> <li>• Retailers associated with supplying alcohol</li> </ul>
Sports organisations	<ul style="list-style-type: none"> <li>• Coaches</li> <li>• Administrators</li> <li>• Sports club hospitality staff</li> <li>• Sport Wellington Wairarapa</li> </ul>
Iwi organisations/ Maori	<ul style="list-style-type: none"> <li>• Rangitane o Wairarapa</li> <li>• Ngati Kahungunu Wairarapa</li> <li>• Maori Women's Welfare League</li> </ul>
Other community agencies	<ul style="list-style-type: none"> <li>• Wairarapa community networks</li> <li>• Youth councils</li> </ul>
Other organisations	<ul style="list-style-type: none"> <li>• Employers forum</li> </ul>
News media	<ul style="list-style-type: none"> <li>• Daily and community newspapers</li> <li>• Mainstream and community radio stations</li> </ul>
General public	<ul style="list-style-type: none"> <li>• Local people throughout the Wairarapa</li> </ul>
Working group members	<ul style="list-style-type: none"> <li>• NZ Police</li> <li>• ACC</li> <li>• Wairarapa DHB</li> <li>• Regional Public Health</li> <li>• Tū Ora Compass Health</li> <li>• Wairarapa Road Safety Council</li> <li>• Masterton District Council</li> <li>• Carterton District Council</li> <li>• South Wairarapa District Council</li> <li>• Pathways</li> <li>• Whaiora</li> <li>• Te Hauora Runanga O Wairarapa</li> <li>• Wairarapa Safer Community Trust</li> <li>• SADD (Students Against Drunk Driving)</li> </ul>

#### **4. KEY MESSAGES**

Key messages will be aligned to the campaign's tag lines which are outlined below. Statistics from the 'What about you?' materials will be used alongside some of these messages.

- You're a parent, not a mate (for social supply resources).
- Play by the rules (for social supply resources).
- 9 out of 10 NZers didn't get drunk in the last month, what about you?
- Be a hero, drink zero.
- Party? You can have fun without getting drunk.
- Keep fuelled up for a great night out (used to promote serving/consuming food).
- I drive sober – what about you? (used to promote safe driving).

#### **5. CAMPAIGN RESOURCES – PHASE ONE**

The following resources will be available to support phase one of the campaign:

- Posters
- Coasters
- Pens
- Bottle tags
- Flags for events
- 'Where to get help' flier
- Web page on resources and where to get help (page on DHB website)
- Social media posts (can be adapted for newsletter items)
- Media information
- Overview information for community organisations.

Additional resources will be developed for phase two (and future phases) of the campaign. Initial ideas for these resources include: wrist bands, stickers, phone accessories, ball/party survival packs, billboards, resource for parents, other giveaway materials, additional poster messages, videos for social media and programmes.

#### **6. IMPLEMENTATION APPROACH**

The proposed approach seeks to get an initial campaign underway and to establish support and involvement with selected groups and then progressively extend this to other stakeholders and activities.

## 7. ACTIVITY OVERVIEW – PHASE ONE

The table below summarises activities for each target audience that have been identified for implementation during phase one of the campaign. Appendix one outlines more details about these initiatives, including activities that were identified by Wairarapa alcohol network members for how they could be involved during group and individual meetings.

Target audiences	Activities include:
Young people	<ul style="list-style-type: none"> <li>• Messaging in school health programmes</li> <li>• Messaging in other programmes in colleges (eg Mates &amp; Dates, Love me Nots)</li> <li>• Materials displayed in colleges (posters)</li> <li>• Materials displayed by other education providers (UCOL, Taratahi)</li> <li>• Information included in college newsletters</li> <li>• Information included with college ball materials</li> <li>• Activities run by SADD in colleges (and in the wider community)</li> <li>• Activities run by youth councils in colleges (and in the wider community)</li> <li>• Social media posts (by a range of organisations)</li> <li>• Via health providers (medical centres, Youth Kinex, college nurses and others)</li> <li>• Messaging via other programmes (Rider, Save a Mate)</li> <li>• Messaging via sports coaches/clubs/orgs</li> <li>• Media information about specific events/ speakers/stats on youth alcohol use</li> </ul>
Parents	<ul style="list-style-type: none"> <li>• Information in college newsletters</li> <li>• Information with college ball materials</li> <li>• Media information</li> <li>• Tailored social media posts (by a range of organisations)</li> <li>• Information provided by community and support agencies</li> </ul>
Drug and alcohol support services	<ul style="list-style-type: none"> <li>• Poster and flier displayed in waiting/ consult rooms</li> <li>• Information on websites</li> <li>• Messaging included in family support/ schools/ community activities</li> </ul>
Other healthcare providers	<ul style="list-style-type: none"> <li>• Materials to display in waiting/consult rooms</li> <li>• Information on patient information screens in hospital waiting areas</li> <li>• Social media posts (DHB, medical centres)</li> <li>• Information/materials for outreach teams (medical centres)</li> </ul>
Schools	<ul style="list-style-type: none"> <li>• Information included in college health programmes</li> <li>• Information included in college newsletters</li> <li>• Information included in ball/function materials/activities</li> <li>• Display posters around colleges</li> <li>• SADD/youth council activities</li> <li>• Messaging/information incorporated into college sports programmes</li> <li>• Information included in external programmes run in schools (Mates &amp; Dates, Love me Nots)</li> <li>• Information provided by school support services (nurses, guidance counsellors)</li> </ul>

<b>Target audiences</b>	<b>Activities include:</b>
Local councils	<ul style="list-style-type: none"> <li>• Messaging/materials in information packs provided to new outlets, new bar managers, special license packs by licensing teams/RPH</li> </ul>
	<ul style="list-style-type: none"> <li>• Newsletter items (outlets, clubs, community) in licensing and general council newsletters</li> </ul>
	<ul style="list-style-type: none"> <li>• Information/materials in workshops (special licenses, clubs)</li> </ul>
	<ul style="list-style-type: none"> <li>• Messaging/materials at council events</li> </ul>
	<ul style="list-style-type: none"> <li>• Social media posts (on council social media pages)</li> </ul>
	<ul style="list-style-type: none"> <li>• Information/links on websites (link to What about you? campaign)</li> </ul>
	<ul style="list-style-type: none"> <li>• Materials displayed in council offices</li> </ul>
	<ul style="list-style-type: none"> <li>• Media information about relevant events/ activities/ promotions</li> </ul>
Hospitality sector	<ul style="list-style-type: none"> <li>• Packs with materials for venues to display</li> </ul>
	<ul style="list-style-type: none"> <li>• Pack with materials for retailers to display</li> </ul>
	<ul style="list-style-type: none"> <li>• Information via council/RPH workshops/newsletters</li> </ul>
	<ul style="list-style-type: none"> <li>• Information/materials provided to new bar managers</li> </ul>
	<ul style="list-style-type: none"> <li>• Support information provided to relevant patrons</li> </ul>
	<ul style="list-style-type: none"> <li>• Information included in accord meetings/ communications</li> </ul>
Event organisers	<ul style="list-style-type: none"> <li>• Information/materials included in special license packs provided by councils/RPH</li> </ul>
	<ul style="list-style-type: none"> <li>• Information/materials included in event information packs</li> </ul>
	<ul style="list-style-type: none"> <li>• Information included in packs for event organisers provided by other venues</li> </ul>
Sports organisations	<ul style="list-style-type: none"> <li>• Pack with materials to display at sports clubs</li> </ul>
	<ul style="list-style-type: none"> <li>• Messaging/information incorporated into relevant sports club/sports code liaison and activities</li> </ul>
Iwi organisations/ Maori	<ul style="list-style-type: none"> <li>• Information provided at Karakia meeting</li> </ul>
	<ul style="list-style-type: none"> <li>• Information provided at Kaumatua forum</li> </ul>
	<ul style="list-style-type: none"> <li>• Information provided at Maori Women's Welfare League meeting</li> </ul>
Key community agencies	<ul style="list-style-type: none"> <li>• Materials to display in waiting/consult rooms</li> </ul>
	<ul style="list-style-type: none"> <li>• Information/materials on display and available to relevant clients</li> </ul>
	<ul style="list-style-type: none"> <li>• Information to include in programmes/courses</li> </ul>
Other community agencies	<ul style="list-style-type: none"> <li>• Briefing at community network meeting (workshop how they could be involved)</li> </ul>
	<ul style="list-style-type: none"> <li>• Overview and sample material packs for interested/relevant agencies</li> </ul>
	<ul style="list-style-type: none"> <li>• Follow up meetings with selected organisations to discuss involvement</li> </ul>
News media	<ul style="list-style-type: none"> <li>• Media release and briefing at start of programme</li> </ul>
	<ul style="list-style-type: none"> <li>• Media information linked to specific events (eg specialist speakers), seasonal promotions (holiday season, Christmas) or related developments (eg new health stats)</li> </ul>
	<ul style="list-style-type: none"> <li>• Media information linked to network members' events/activities</li> </ul>
General public (includes groups listed above eg young people)	<ul style="list-style-type: none"> <li>• Via media information</li> </ul>
	<ul style="list-style-type: none"> <li>• Via social media posts</li> </ul>
	<ul style="list-style-type: none"> <li>• Via health providers</li> </ul>
	<ul style="list-style-type: none"> <li>• Messaging at community events</li> </ul>
	<ul style="list-style-type: none"> <li>• Messaging at venues</li> </ul>
	<ul style="list-style-type: none"> <li>• Messaging at retailers</li> </ul>
	<ul style="list-style-type: none"> <li>• Via community agencies</li> </ul>
	<ul style="list-style-type: none"> <li>• Via council newsletters</li> </ul>
	<ul style="list-style-type: none"> <li>• Via law enforcement agencies</li> </ul>

## **8. MONITORING AND MEASUREMENT**

Monitoring activities will be put in place to assess the effectiveness of the campaign. These will be developed with input from the organisations involved.

## APPENDIX ONE – NETWORK MEMBER ACTIVITIES

The list below outlines initial activities and actions identified by organisations involved in the Wairarapa alcohol network during group and individual meetings held to get input into the campaign.

Organisation	Activities/actions organisations identified they could do	Resources required (other resources to come)
<b>Masterton District Council</b>		
Licensing team	<ul style="list-style-type: none"> <li>• Include sample materials in information packs for:               <ul style="list-style-type: none"> <li>○ Special licenses</li> <li>○ Bar managers attending training</li> <li>○ (Pack will include how to order more items for events/venues)</li> </ul> </li> <li>• Provide materials to sports clubs</li> <li>• Provide materials to retailers and venues</li> <li>• Survey to check what resources have been useful/other ideas</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Coasters</li> <li>• Bottle neck tags</li> <li>• Flags available for use at events</li> </ul>
	<ul style="list-style-type: none"> <li>• Include information in special license workshops</li> </ul>	<ul style="list-style-type: none"> <li>• Pack with samples of resources</li> <li>• Overview sheet</li> </ul>
	<ul style="list-style-type: none"> <li>• Include information in clubs workshops when these are run (every two years)</li> </ul>	<ul style="list-style-type: none"> <li>• Pack with sample resource</li> <li>• Overview sheet</li> </ul>
	<ul style="list-style-type: none"> <li>• Item in newsletter (newsletters are twice a year)</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletter item</li> </ul>
	<ul style="list-style-type: none"> <li>• Provide information and resource pack at annual meetings with retailers</li> </ul>	<ul style="list-style-type: none"> <li>• Pack with samples of resources</li> <li>• Overview sheet</li> </ul>
	<ul style="list-style-type: none"> <li>• Encourage appropriate organisations to make submissions when bylaws are up for review</li> </ul>	
	<ul style="list-style-type: none"> <li>• Encourage clubs to work on developing their menus to have better food options available</li> </ul>	<ul style="list-style-type: none"> <li>• Coasters (+ Fuel Up poster when available)</li> </ul>
Communications team	<ul style="list-style-type: none"> <li>• Display posters in council offices and facilities (Rec Centre)</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> </ul>
	<ul style="list-style-type: none"> <li>• Include information in newsletters (where appropriate)</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletter items</li> </ul>
	<ul style="list-style-type: none"> <li>• Social media posts</li> </ul>	<ul style="list-style-type: none"> <li>• Social media posts</li> </ul>
	<ul style="list-style-type: none"> <li>• Include messaging in other communications activities (eg media releases, mayor's newspaper column)</li> </ul>	

<b>Organisation</b>	<b>Activities/actions organisations identified they could do</b>	<b>Resources required (other resources to come)</b>
Community development team	<ul style="list-style-type: none"> <li>• Have resources at appropriate events (eg Wings over Wairarapa, Golden Shears, Matariki, summer concert)</li> </ul>	<ul style="list-style-type: none"> <li>• Flags</li> <li>• Pens</li> <li>• Bottle tags</li> </ul>
	<ul style="list-style-type: none"> <li>• Include messaging in information that gets distributed to event organisers including what's required to display at functions in council venues; sample materials for them to order</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Coasters</li> <li>• Bottle tags</li> <li>• Flags available for use at events</li> </ul>
	<ul style="list-style-type: none"> <li>• Incorporate messaging and materials in youth activities including with youth councils and YMCA (includes Summer Survival kit that youth council produce)</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Pens</li> </ul>
<b>Carterton District Council</b>	<ul style="list-style-type: none"> <li>• Include messages/materials in council communications activities (eg newsletters, Mayor's column, Facebook page)</li> </ul>	<ul style="list-style-type: none"> <li>• Sample materials</li> </ul>
	<ul style="list-style-type: none"> <li>• Display materials at council organised events (eg Summer street party)</li> </ul>	<ul style="list-style-type: none"> <li>• Flags</li> <li>• Bottle tags</li> <li>• Pens</li> </ul>
	<ul style="list-style-type: none"> <li>• Display materials at functions at the Events Centre (eg balls and other events)</li> </ul>	<ul style="list-style-type: none"> <li>• Flags</li> <li>• Posters</li> <li>• Coasters</li> </ul>
	<ul style="list-style-type: none"> <li>• Include information in special license information packs including samples and a list of available resources</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Coasters</li> <li>• Bottle neck tags</li> <li>• Flags available for use at events</li> </ul>
<b>South Wairarapa District Council</b>	<ul style="list-style-type: none"> <li>• Include messages/materials in council communications activities (newsletters, Mayor's column, Facebook page)</li> </ul>	<ul style="list-style-type: none"> <li>• Sample materials</li> </ul>
	<ul style="list-style-type: none"> <li>• Display materials at council organised events</li> </ul>	<ul style="list-style-type: none"> <li>• Flags</li> <li>• Pens</li> <li>• Coasters</li> <li>• Bottle tags</li> </ul>



<b>Organisation</b>	<b>Activities/actions organisations identified they could do</b>	<b>Resources required (other resources to come)</b>
<b>South Wairarapa District Council</b>	<ul style="list-style-type: none"> <li>• Display materials at council owned facilities (eg Greytown library complex)</li> </ul>	<ul style="list-style-type: none"> <li>• Flags</li> <li>• Posters</li> <li>• Coasters</li> </ul>
	<ul style="list-style-type: none"> <li>• Include information in special license information packs including samples and a list of available resources</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Coasters</li> <li>• Bottle neck tags</li> <li>• Flags available for use at events Coasters</li> </ul>
<b>Regional Public Health</b>	<ul style="list-style-type: none"> <li>• Liaison with council licensing teams about activities</li> </ul>	<ul style="list-style-type: none"> <li>• Sample pack</li> </ul>
	<ul style="list-style-type: none"> <li>• Include information/materials in meetings with people that regularly request special licenses</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Coasters</li> <li>• Bottle neck tags</li> <li>• Flags available for use at events</li> </ul>
	<ul style="list-style-type: none"> <li>• Include information/materials in meetings with event organisers (eg Toast Martinborough, Harvest Festival, Golden Shears)</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Coasters</li> <li>• Bottle neck tags</li> <li>• Flags available for use at events</li> </ul>
	<ul style="list-style-type: none"> <li>• Include information/materials in discussions with outlets; encourage outlets to display materials (including Where to get help flier)</li> </ul>	<ul style="list-style-type: none"> <li>• Sample pack</li> </ul>
	<ul style="list-style-type: none"> <li>• Discuss campaign at accord meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Resource pack</li> </ul>
	<ul style="list-style-type: none"> <li>• Undertake funding proposal for additional materials (billboards, wrist bands, t-shirts)</li> </ul>	
<b>Wairarapa Road Safety Council</b>	<ul style="list-style-type: none"> <li>• Include messaging and materials in work with youth initiatives (eg Featherston youth project, Taratahi, Rotary Young Driver programme, YETI, Red Cross Save a Mate programme, youth and emergency services project)</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Pens</li> <li>• Bottle tags</li> </ul>
	<ul style="list-style-type: none"> <li>• Provide messages and materials for SADD members to use at their colleges; info can be sent via email tree and distributed at meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Pens</li> </ul>
	<ul style="list-style-type: none"> <li>• Posts on Road Safety Council and SADD Facebook pages</li> </ul>	<ul style="list-style-type: none"> <li>• Social media posts</li> </ul>

<b>Organisation</b>	<b>Activities/actions organisations identified they could do</b>	<b>Resources required (other resources to come)</b>
<b>Wairarapa Road Safety Council</b>	<ul style="list-style-type: none"> <li>• Driver programme: Include flags at young driver courses, include slides at start and end of slideshow presentation, include information in pack that goes out with course materials</li> </ul>	<ul style="list-style-type: none"> <li>• Flags</li> <li>• Pens</li> <li>• Powerpoint slides</li> </ul>
	<ul style="list-style-type: none"> <li>• Include activities in SADD awareness month (September)</li> </ul>	<ul style="list-style-type: none"> <li>• Social media posts</li> </ul>
<b>Wairarapa DHB</b>	<ul style="list-style-type: none"> <li>• Host What about you? page on website</li> </ul>	<ul style="list-style-type: none"> <li>• Web page content</li> </ul>
	<ul style="list-style-type: none"> <li>• Posts on Facebook page</li> </ul>	<ul style="list-style-type: none"> <li>• Social media posts</li> </ul>
	<ul style="list-style-type: none"> <li>• Establish champions in different DHB areas with suggestion on how they could be involved</li> </ul>	<ul style="list-style-type: none"> <li>• Overview information</li> </ul>
	<ul style="list-style-type: none"> <li>• Include info/messaging on patient information screens</li> </ul>	<ul style="list-style-type: none"> <li>• Information screen messages</li> </ul>
	<ul style="list-style-type: none"> <li>• Have 'Where to get help' resources at ED; provided to social work team</li> </ul>	<ul style="list-style-type: none"> <li>• Where to get help flier</li> </ul>
	<ul style="list-style-type: none"> <li>• Media story on DHB support for campaign and link to issues staff face with drunk/aggressive patients; alcohol-related injuries</li> </ul>	<ul style="list-style-type: none"> <li>• Media information</li> </ul>
	<ul style="list-style-type: none"> <li>• Items in internal communications (Daily Dose, intranet)</li> </ul>	<ul style="list-style-type: none"> <li>• Overview information to tailor</li> </ul>
	<ul style="list-style-type: none"> <li>• Link to operational activities eg coding patients</li> </ul>	
<b>Wairarapa Safer Communities Trust</b>	<ul style="list-style-type: none"> <li>• Where to get help information included in updated Safer Communities web directory</li> </ul>	<ul style="list-style-type: none"> <li>• Where to get help details</li> </ul>
	<ul style="list-style-type: none"> <li>• Posts on Facebook page</li> </ul>	<ul style="list-style-type: none"> <li>• Social media posts</li> </ul>
	<ul style="list-style-type: none"> <li>• Display posters and Where to get help fliers in offices/counselling rooms</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Where to get help flier</li> </ul>
<b>Pathways</b>	<ul style="list-style-type: none"> <li>• Display poster and fliers in waiting room</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Where to get help flier</li> </ul>
	<ul style="list-style-type: none"> <li>• Provide updates to Mental health and addictions leadership group; suggested activities for how they could be involved</li> </ul>	<ul style="list-style-type: none"> <li>• Overview information</li> </ul>
	<ul style="list-style-type: none"> <li>• Youth councillors including materials and messages in activities with schools and tertiary education providers (UCOL, Taratahi)</li> </ul>	<ul style="list-style-type: none"> <li>• Pens</li> <li>• Where to get help flier</li> <li>• Bottle neck tags</li> </ul>

<b>Organisation</b>	<b>Activities/actions organisations identified they could do</b>	<b>Resources required (other resources to come)</b>
<b>Te Hauora</b>	<ul style="list-style-type: none"> <li>• Include messages and materials in schools programmes</li> </ul>	<ul style="list-style-type: none"> <li>• Overview information</li> <li>• Posters</li> <li>• Pens</li> </ul>
	<ul style="list-style-type: none"> <li>• Include messages and materials at UCOL open days</li> </ul>	<ul style="list-style-type: none"> <li>• Pens</li> <li>• Where to get help flier</li> </ul>
	<ul style="list-style-type: none"> <li>• Provide materials/resources to team for use in day-to-day activities</li> </ul>	<ul style="list-style-type: none"> <li>• Pens</li> <li>• Where to get help flier</li> </ul>
	<ul style="list-style-type: none"> <li>• Display posters and fliers in waiting room</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Where to get help fliers</li> </ul>
<b>Whaiora (Community Services)</b>	<ul style="list-style-type: none"> <li>• Team to give fliers/materials to families they interact with</li> </ul>	<ul style="list-style-type: none"> <li>• Where to get help flier</li> <li>• Pens</li> </ul>
	<ul style="list-style-type: none"> <li>• Outreach team can take materials out throughout the region (medical centres, sports clubs, schools, pubs, RSA).</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Coasters</li> <li>• Bottle neck tags</li> <li>• Where to get help fliers</li> </ul>
	<ul style="list-style-type: none"> <li>• Packs for other Whaiora teams to distribute</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Where to get help fliers</li> <li>• Pens</li> </ul>
	<ul style="list-style-type: none"> <li>• Display posters and fliers in medical centre</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Where to get help fliers</li> </ul>
<b>Police (Regional team)</b>	<ul style="list-style-type: none"> <li>• Front line team to give fliers out where appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Where to get help fliers</li> </ul>
	<ul style="list-style-type: none"> <li>• Posts on Facebook page</li> </ul>	<ul style="list-style-type: none"> <li>• Social media posts</li> </ul>
	<ul style="list-style-type: none"> <li>• Team to give out other materials to groups they work with (eg sports clubs, venues).</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Pens</li> <li>• Where to get help fliers</li> </ul>
	<ul style="list-style-type: none"> <li>• Posters and fliers in stations</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Where to get help flier</li> </ul>

<b>Organisation</b>	<b>Activities/actions organisations identified they could do</b>	<b>Resources required (other resources to come)</b>
<b>Police (School community officer)</b>	<ul style="list-style-type: none"> <li>• Include information/materials in school-based programmes where appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Sample pack</li> <li>• [Other materials to be developed]</li> </ul>
	<ul style="list-style-type: none"> <li>• Include messaging/materials in talks to community groups (eg Lions)</li> </ul>	<ul style="list-style-type: none"> <li>• Resource pack of materials to use</li> <li>• Pens</li> <li>• Bottle tags</li> <li>• Posters</li> </ul>
<b>Trust House</b>	<ul style="list-style-type: none"> <li>• Provide fliers to venues to use</li> </ul>	<ul style="list-style-type: none"> <li>• Where to get help fliers</li> </ul>
	<ul style="list-style-type: none"> <li>• Poster sets, coasters, bottle tags for venues</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Coasters</li> </ul>
	<ul style="list-style-type: none"> <li>• Posters, bottle tags to bottle store</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Bottle tags</li> </ul>
	<ul style="list-style-type: none"> <li>• Posts on Facebook page</li> </ul>	<ul style="list-style-type: none"> <li>• Social media posts</li> </ul>
	<ul style="list-style-type: none"> <li>• Talk at semi-regular outlet meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation</li> </ul>
	<ul style="list-style-type: none"> <li>• Link on website to campaign web page</li> </ul>	<ul style="list-style-type: none"> <li>• Link to web page</li> </ul>
<b>Colleges</b>	<ul style="list-style-type: none"> <li>• Include messages/materials in health programmes</li> </ul>	<ul style="list-style-type: none"> <li>• Overview information</li> <li>• Posters</li> <li>• Pens</li> </ul>
	<ul style="list-style-type: none"> <li>• Posters up in common rooms, office, outside/in nurses' rooms, outside/in counsellors' rooms, in matrons' offices</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> </ul>
	<ul style="list-style-type: none"> <li>• SADD activities (in quads with music/ food; have giveaways; walk around and talk to people)</li> </ul>	<ul style="list-style-type: none"> <li>• Pens</li> <li>• Bottle tags for water bottles</li> </ul>
	<ul style="list-style-type: none"> <li>• Information/materials to MoH person that co-ordinates health ed</li> </ul>	<ul style="list-style-type: none"> <li>• Overview information</li> <li>• Sample pack of materials</li> </ul>
	<ul style="list-style-type: none"> <li>• Resource packs to: <ul style="list-style-type: none"> <li>○ Nurses</li> <li>○ Guidance counsellors</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Overview information</li> <li>• Sample pack of materials</li> </ul>
	<ul style="list-style-type: none"> <li>• Messaging/materials for school newsletters at appropriate times (balls, fundraisers, end of sports season activities)</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletter items</li> </ul>
	<ul style="list-style-type: none"> <li>• Messaging/materials in ball information for parents and students</li> </ul>	<ul style="list-style-type: none"> <li>• Ball/function information for packs, newsletters, notices, school apps</li> </ul>

<b>Organisation</b>	<b>Activities/actions organisations identified they could do</b>	<b>Resources required (other resources to come)</b>
<b>Colleges</b>	<ul style="list-style-type: none"> <li>• Messaging/materials via programmes: Mates &amp; Dates, Love me Nots</li> </ul>	<ul style="list-style-type: none"> <li>• Overview information</li> <li>• Sample pack of materials</li> <li>• Pens</li> </ul>
<b>SADD</b>	<ul style="list-style-type: none"> <li>• Posters to put up around schools</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> </ul>
	<ul style="list-style-type: none"> <li>• Lunchtime activities with giveaways</li> </ul>	<ul style="list-style-type: none"> <li>• Pens</li> <li>• Bottle tags and water bottles</li> </ul>
	<ul style="list-style-type: none"> <li>• Speakers in to talk at assemblies (volunteers that go to accidents, high profile youth role models)</li> </ul>	<ul style="list-style-type: none"> <li>• Suggested activity sheet</li> </ul>
	<ul style="list-style-type: none"> <li>• Help with promoting activities at key times in college year (eg ball season)</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Coasters</li> <li>• Bottle tags</li> <li>• Flags available for use at events</li> </ul>
<b>Mates &amp; Dates (Changeability)</b>	<ul style="list-style-type: none"> <li>• Provide materials for team to take out when doing the programme electronic and laminated set to everyone who works in the programme</li> </ul>	<ul style="list-style-type: none"> <li>• Overview sheet</li> <li>• Sample pack</li> </ul>
	<ul style="list-style-type: none"> <li>• Posters and fliers for waiting/consult rooms</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Where to get help flier</li> </ul>
<b>Sport Wellington Wairarapa</b>	<ul style="list-style-type: none"> <li>• Include information about the campaign and resources in their discussions with sports clubs and associations</li> </ul>	<ul style="list-style-type: none"> <li>• Resource packs</li> </ul>
<b>ACC</b>	<ul style="list-style-type: none"> <li>• Display posters in offices</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> </ul>
	<ul style="list-style-type: none"> <li>• Incorporate messaging/materials into appropriate activities</li> </ul>	<ul style="list-style-type: none"> <li>• Sample pack</li> </ul>
	<ul style="list-style-type: none"> <li>• Provide updates on related ACC initiatives that could link to</li> </ul>	
	<ul style="list-style-type: none"> <li>• Keep wider ACC teams updated on initiative and how they could support it</li> </ul>	