

Municipal Alcohol Policies (MAPs):
*sharing experiences on what works, what
doesn't and what next...*

An APN Policy Tele-Roundtable

June 20, 2002

10:00 am - 11:30 am

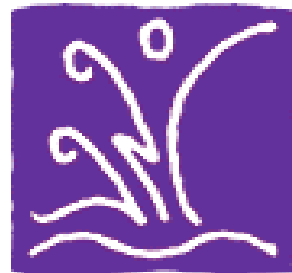
Guest Discussants

Claire Narbonne-Fortin

Project Consultant &
Provincial MAP Coordinator (1992 - 2001)

Ron Douglas

Project Consultant & Lead, Aboriginal Community
Alcohol Harm Reduction Policy Project



Centre
for Addiction and
Mental Health
Centre de
toxicomanie et
de santé mentale

Centre for Addiction and Mental
Health

About CAMH

- The Centre for Addiction and Mental Health is the largest mental health and addiction facility in Canada and received a designation by the World Health Organization (WHO) as a Centre of Excellence in 1999, one of four such facilities in the world. The Centre is a teaching hospital fully affiliated with the University of Toronto.
- Underlying the Centre's work are two principal thrusts: advancing the understanding of mental health and addiction, and translating new knowledge into practical resources and tools that can be used in clinical programs and in the broader community.

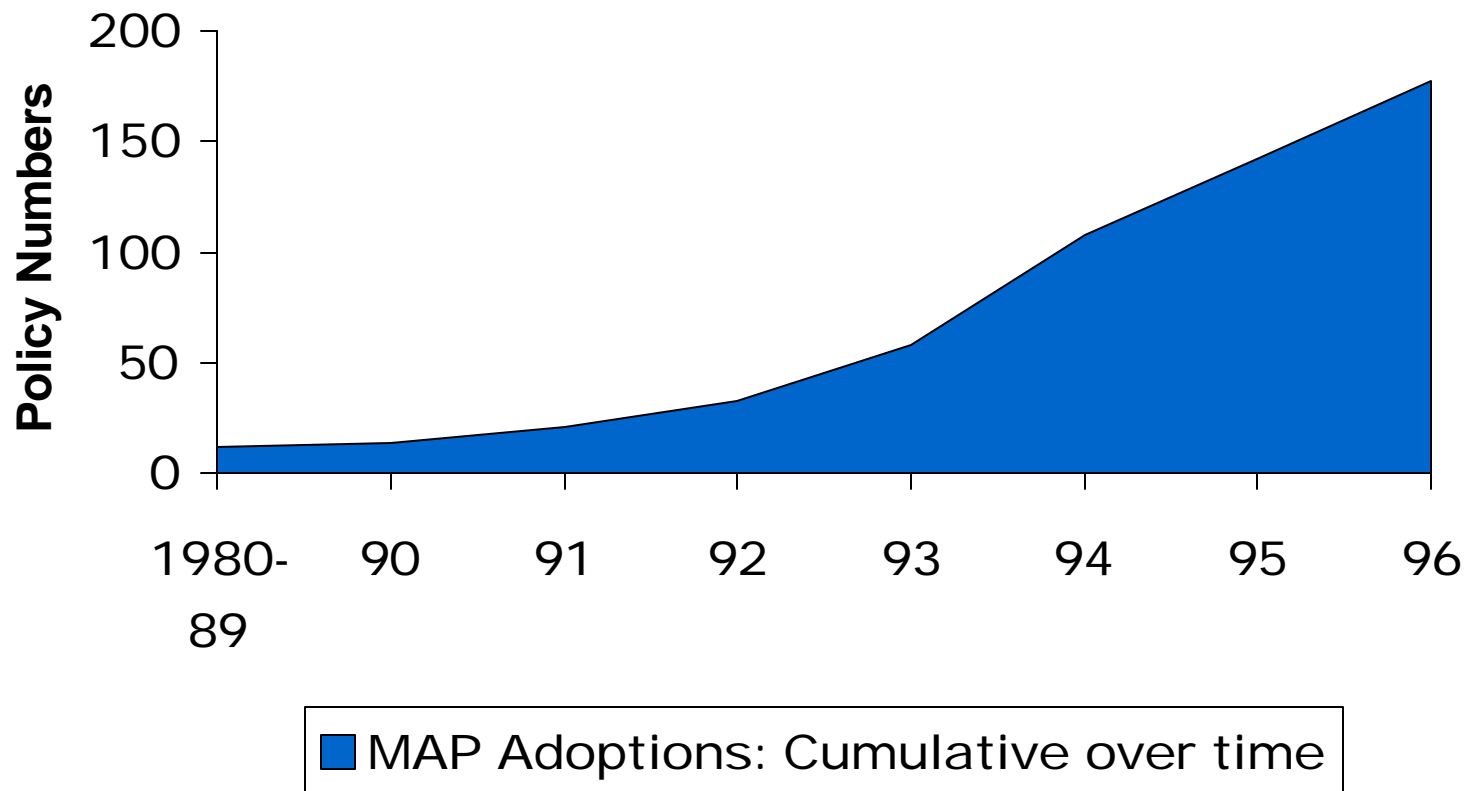
Slide Menu

- What is a Map & Why Develop? #5
- Do MAPs Work? # 6-9
- Content + Process + Outcomes
= Standards. # 10-13
- Change Models # 14 & 15
- Spin-offs / What Next? # 16-18

MAPs: What? & Why?

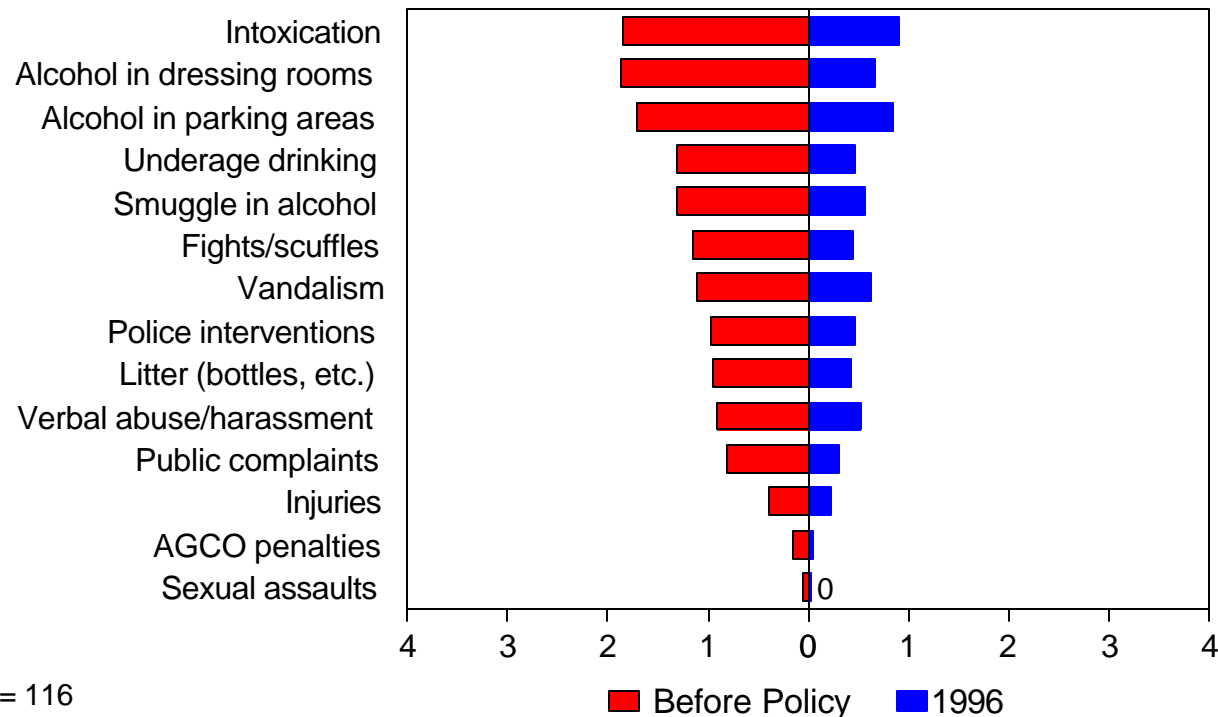
- Municipal Alcohol Polices:
 - govern use of alcohol in municipally-own facilities
 - consistent with the LLA of Ontario
 - intent is to reduce alcohol-related problems
 - enhance community participation
 - influence provincial alcohol polices
 - promote a healthier lifestyle

MAP ADOPTION in ONTARIO 1980 - 1996



ONTARIO COMMUNITIES WITH MAPs

Change in Perceived Problems by 1996



n= 116

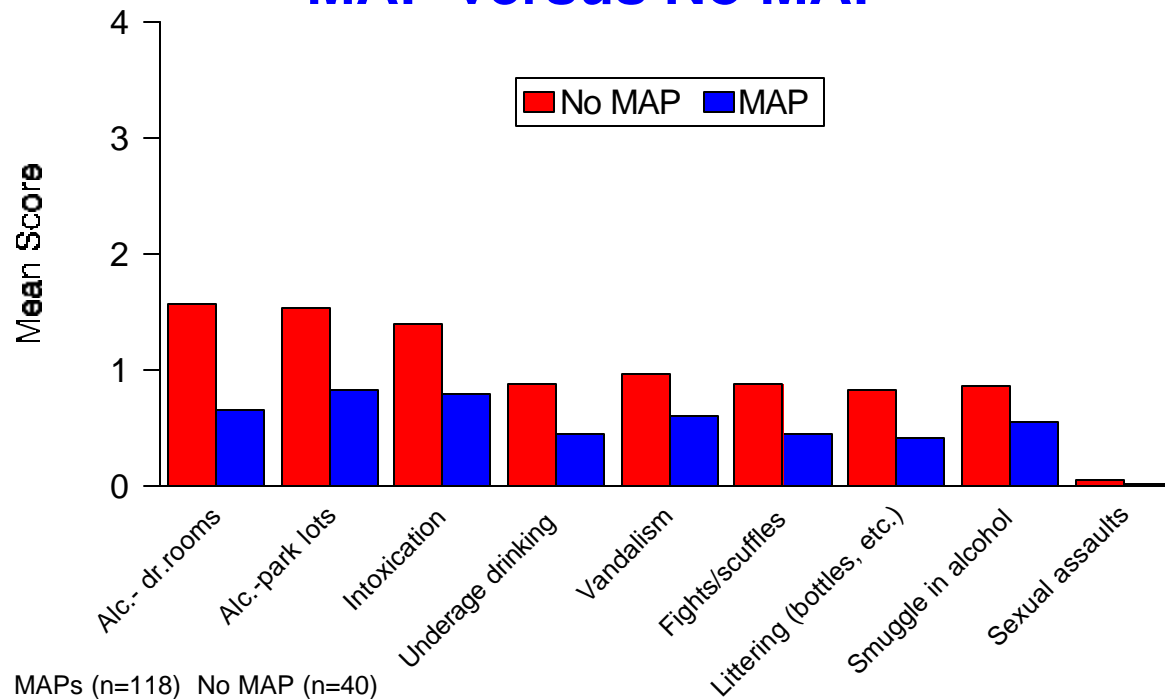
Mean scores from '0' none to '4' very many

Statistically significant differences between groups for 13 of 14 problems (p=.000)

Sexual assaults were not significantly different.

ONTARIO COMMUNITIES

Perceived Problems in Year Prior to 1996 Survey MAP versus No MAP



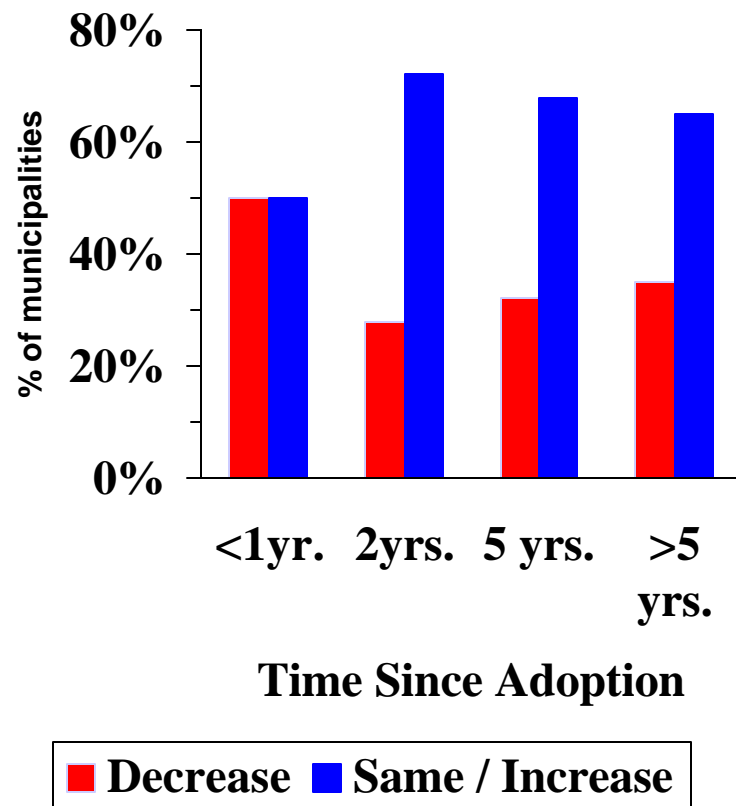
MAPs (n=118) No MAP (n=40)

Each problem scored from 0 'none' to 4 'very many times'

Statistically significant differences between groups for 9 problems shown (p=.05)

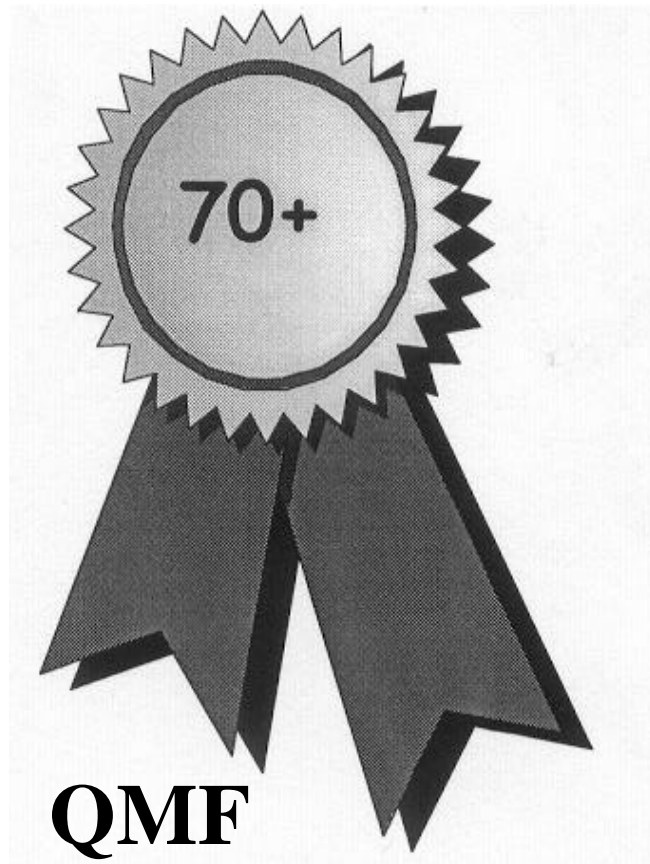
No significant difference in: injuries, police calls, AGCO penalties, complaints, verbal abuse

IMPACT ON FACILITY RENTALS BY TIME SINCE ADOPTION



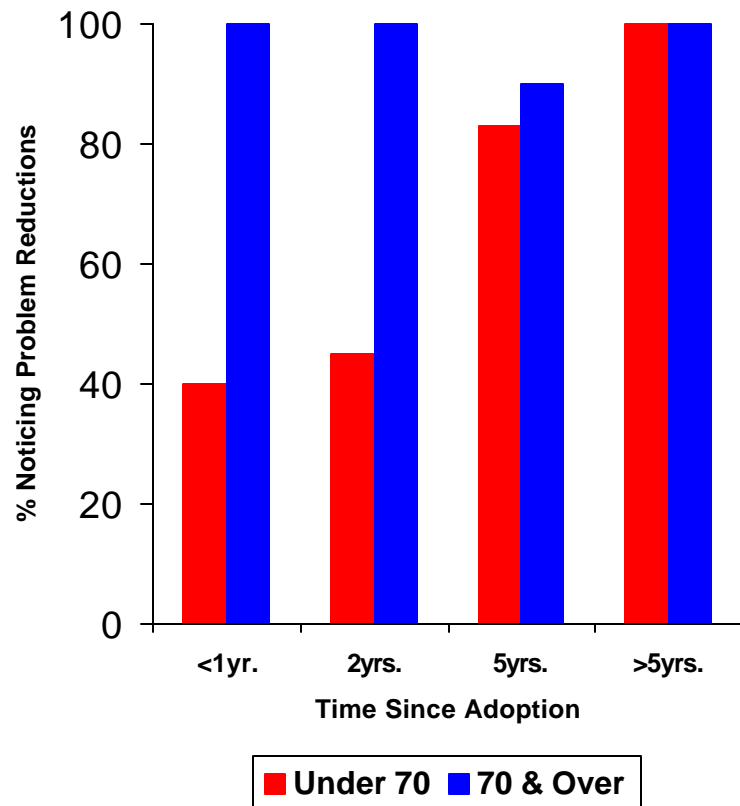
- **2/3** report no rental loss
- **rentals increased or remained the same**
- **rentals sustained over time**
- **report: lost income offset by less vandalism & repair costs**

MUNICIPAL ALCOHOL POLICY COMPONENTS



- **Facility & Events Designation**
- **Management Practices**
- **Prevention Strategies**
- **Enforcement**
- **Signage**
- **Policy Support**

PROBLEM REDUCTION by MAP Quality Over Time



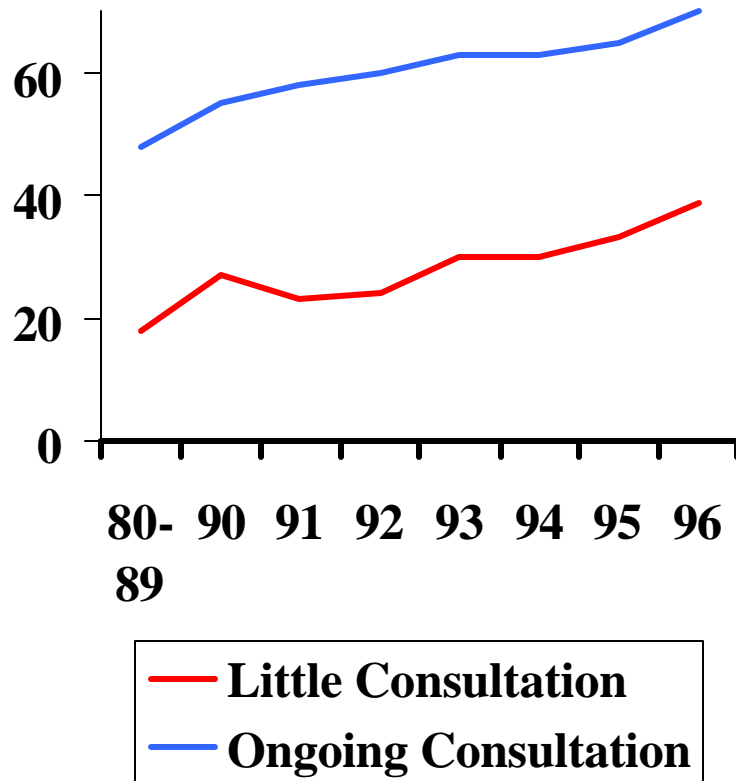
MAPs 70+ Score

- reductions quick & sustained
- more problems reduced
- comprehensiveness preferred

MAPs <70 Score

- fewer problems reduced initially
- several years to show results
- better than having no MAP

POLICY QUALITY & DEVELOPMENT METHOD



Community Consultation =

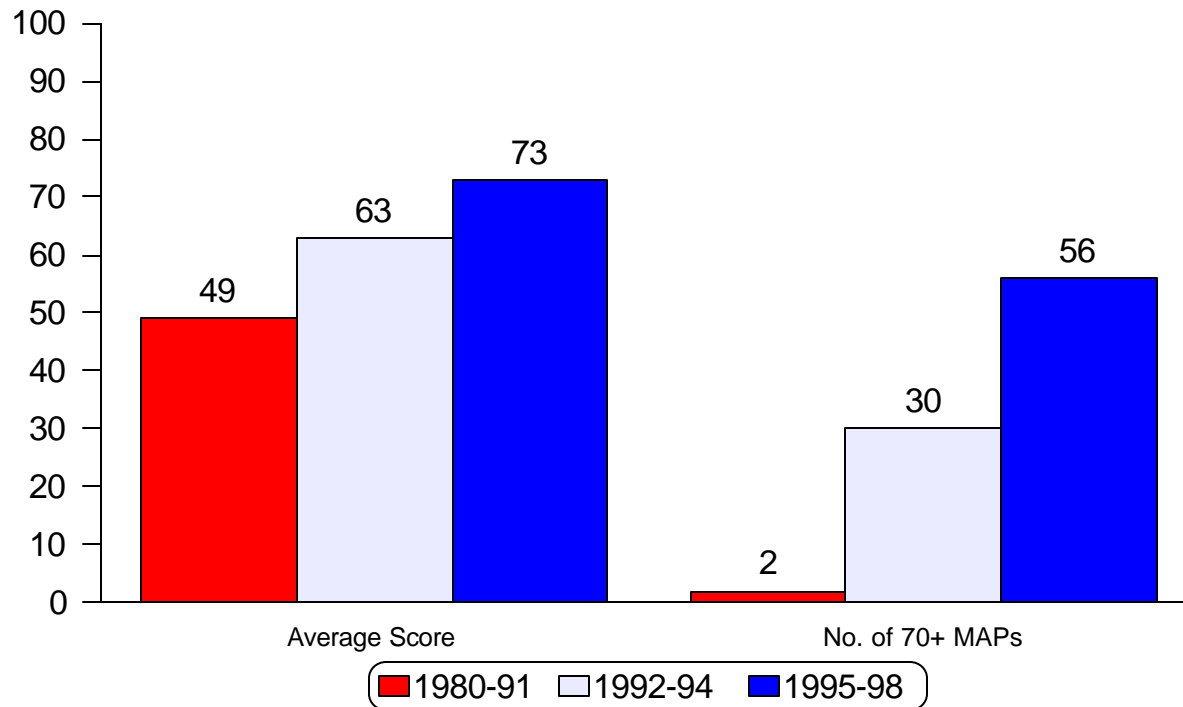
- more comprehensive policies
- improved quality over time (average score of 48 to 70)
- method for 2/3 of policies

Other Methods =

- less complete policies
- some score improvement (average over time 18 to 39)
- overall lower policy quality

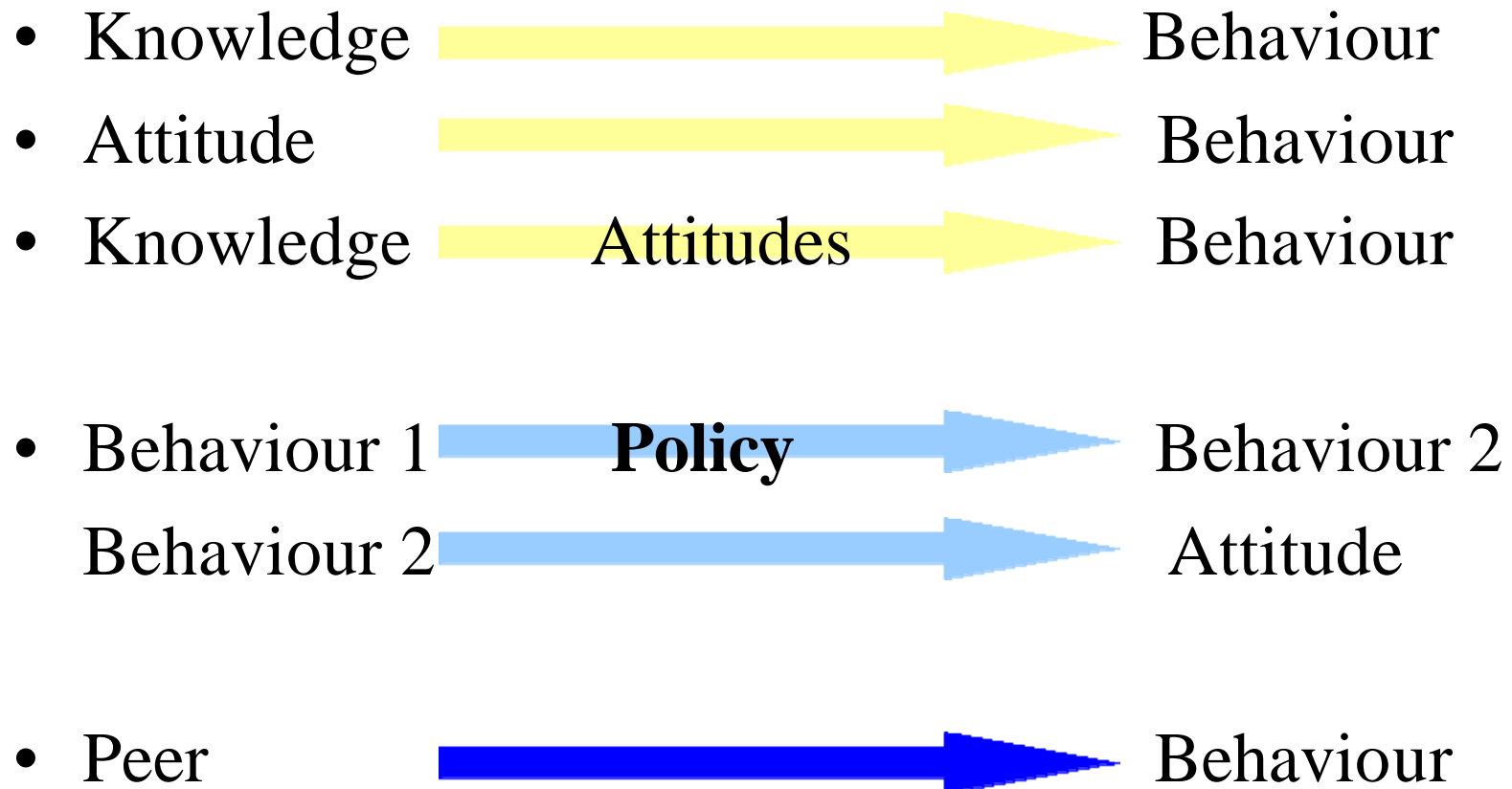
ONTARIO MAPS

Continuous Quality Improvement, 1980-1998



1980-91 (Innovation Phase) 14/19 MAPs scored
1992-94 (Early Adopter Phase) 82/97 MAPs scored
1995-98 (Early Majority Phase) 102/122 MAPs scored
**198 MAPs scored out of 238 adopted MAPs

Influencing Change



Community Change* & Health Belief Model

- Perceived **SUSCEPTIBILITY**
- Perceived **SERIOUSNESS**
- Perceived **THREAT**
- Perceived **BENEFITS**
- Perceived **BARRIERS**

Self-directed MAP Guide

SUCCESSFULLY MANAGING DRINKING
IN RECREATIONAL SETTINGS

Municipal Alcohol Policy

A Practical Guide to help you ...



- ✓ gain council and administrative support
 - ✓ involve community and user groups
 - ✓ choose eligible facilities and events
 - ✓ know your legal obligations & liabilities
 - ✓ choose prevention and management practices
 - ✓ identify training resources for staff and volunteers
 - ✓ draft your policy
 - ✓ rate your policy
 - ✓ promote your policy
 - ✓ gain & maintain community compliance
 - ✓ monitor your policy
 - ✓ review & revise your policy



Designed for those wanting to reduce problems
and maintain facility rentals.

Insert CAMH logo

Insert ORFA logo
and any other partners

- **First MAP**
- **Revise MAP**
- **Consolidate MAP**
- **Toolkit**
- **Resources**
- **Workbook**
- **Action**

Some Spin-offs

- **Emergence of Environmentally-based / Integrated Interventions**
- **Expanded Partnerships**
- **Community-based Policy Products**
 - *Blazing New Trails: An Alcohol Policy Workbook for Snowmobile Clubs*
 - *Setting a New Direction: An Alcohol & Drug Policy Guide for Youth Summer Camps*
 - *Communities Take Action: A Practical Guide*
 - *Priorities: Developments in Alcohol Policy 95/96*
 - *Making a Difference: A Guide for Policy Change*

MAP IMAGES

www.municipalworld.com/alcohol-MAP.pdf



“The future is not a result of choices among alternative paths offered by the present, but a place that is created - first in mind and will, created next in activity. The future is not some place we are going to, but one we are creating. The paths to it are not found but made, and the activity of making them changes both the maker and the destination.” John Scharr