

Working with Communities



Strong and Healthy Together

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State Manager SA & NT



Who we are

- Australia's leading drug and alcohol harm prevention organisation
- Established in 1959 by war veteran Sir Edward 'Weary' Dunlop
- Funded by state and federal governments
- Independent, non-profit
- Evidence-based



Why our work matters

Cost to the community from alcohol-related harm:
\$66.8 billion

Cost of drug-related harm:
\$8.2 billion

All of this is preventable

Every year in Australia:

4,186+

people die from alcohol-related injuries, illness and accidents¹

75,511

people are hospitalised due to alcohol²

2,227

people die from drug-induced deaths³

More people die from drug overdoses, including from pharmaceuticals, than die on the roads³

The cost to the community from alcohol-related harm is estimated to be around

\$66.8 billion⁴

For illegal drugs it exceeds

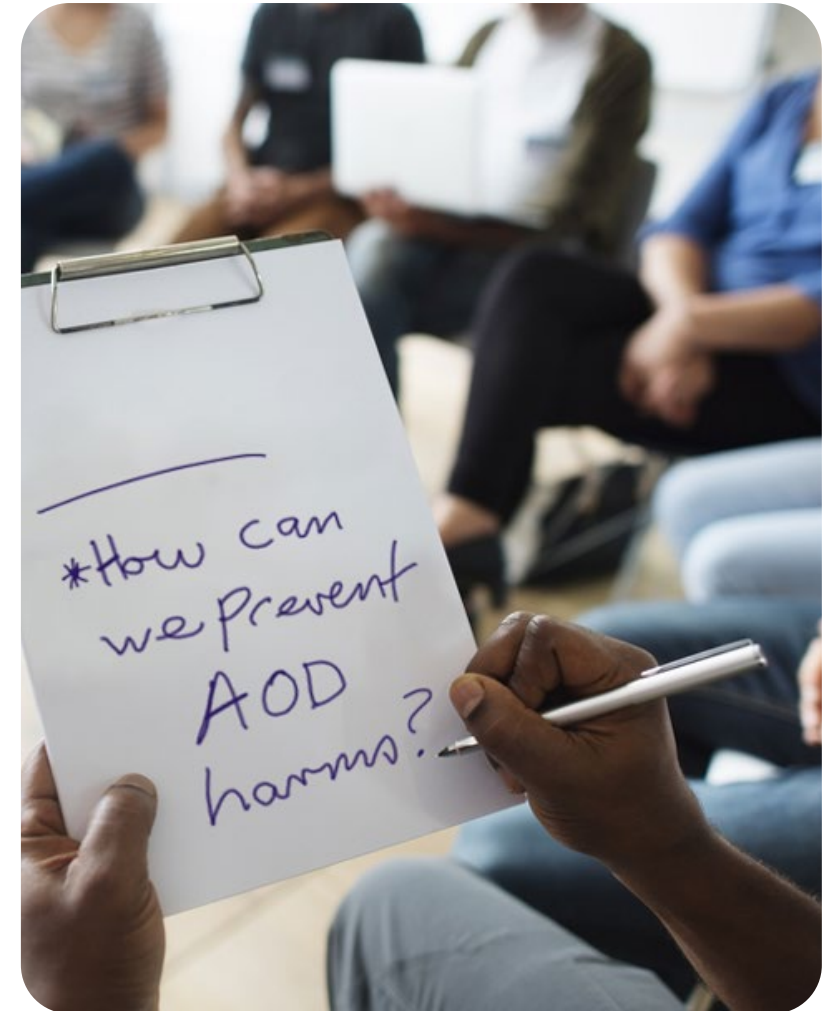
\$8.2 billion⁵

References

1. Australian Bureau of Statistics. Deaths Due to Harmful Alcohol Consumption in Australia 2018 [updated 24 September 2019; cited 2020 June 25]. <https://www.abs.gov.au/ausstats/abs@.nsf/Lookup/by%20Subject/3303.0~2017~Main%20Features~Deaths%20due%20to%20harmful%20alcohol%20consumption%20in%20Australia~4>.
2. Australian Institute of Health and Welfare. Alcohol, tobacco & other drugs in Australia 2021 [updated 15 December 2021; cited 2022 March 17]. <https://www.aihw.gov.au/reports/alcohol/alcohol-tobacco-other-drugs-australia/contents/impacts/health-impacts#injury>.
3. Penington Institute. Australia's Annual Overdose Report 2021. Melbourne: Penington Institute; 2021.
4. Whetton S, Tait R, Gilmore W, Dey T, Agramunt S, Abdul Halim S, et al. Examining the Social and Economic Costs of Alcohol Use in Australia: 2017/18. National Drug Research Institute: Curtin University; 2021.
5. Collins D, Lapsley, H. The Costs of Tobacco, Alcohol and Illicit Drug Abuse to Australian Society in 2004/05. Canberra: Australian Government Department of Health and Ageing; 2008.

Our mission and vision

- Our vision for Australia: Lives unlimited by alcohol and drug harm
- Our mission is to inspire positive change and deliver evidence-based approaches to minimise alcohol and drug harm



How we work

- Community-based programs
- Tailored to local needs
- Collaborative partnerships use local knowledge to deliver on-the-ground solutions
- We support communities and provide helpful resources



How we work

Prevention:

- Supporting communities to implement evidence-informed programs around alcohol and drugs
- Promoting protective factors such as community connection and social inclusion, including strong pathways to education and employment
- Reducing risk factors such as poor mental health, unemployment and disengagement



How **we** work

Harm minimisation:

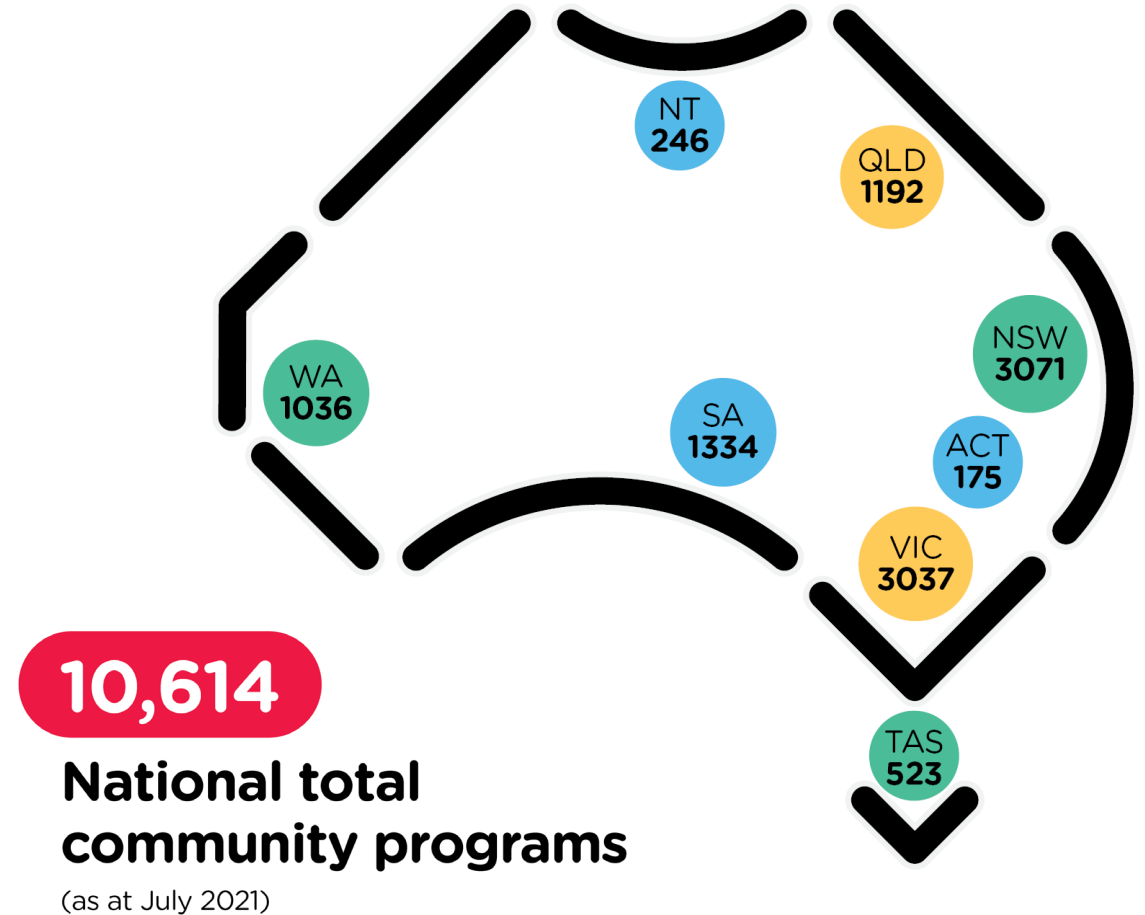
Programs that **reduce harm** from alcohol and other drugs and reduce the burden to society, e.g.:

- providing resources for more informed decision-making
- creating an environment to support people through non-judgemental advice
- working to reduce stigma
- advocating for positive policy change



Our core programs

- Good Sports
- Local Drug Action Teams
- Information Services



Our core programs:

Good Sports

- Australia's largest community health sports program with 10,000 clubs on board
- Creating family-friendly environments for 20+ years, reducing risky drinking, smoking and supporting safe transport policies
- Free to join and nationally accredited
- Easy-to-use online program
- ADF staff support all the way



10,000 strong

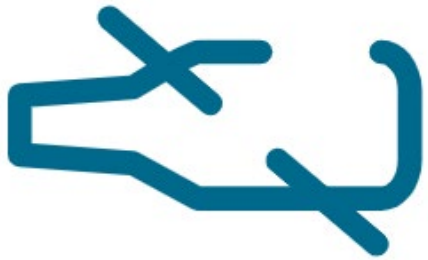


[Video](#)



Making our **mark**

Good Sports evaluation shows:



42%
DECREASE
in alcohol-related
incidents



37%
DECREASE
in risky drinking

References

Kingsland M, Wolfenden L, Tindall J, Rowland BC, Lecathelinais C, Gillham KE, Dodds P, Sidey MN, Rogerson JC, McElduff P, Crundall I. Tackling risky alcohol consumption in sport: a cluster randomised controlled trial of an alcohol management intervention with community football clubs. *J Epidemiol Community Health*. 2015 Oct 1;69(10):993-9.

Building positive club cultures



- Prevent and reduce alcohol-related harms
- Encourage a healthy, smoke-free environment
- Support mental health
- Set clear expectations around illegal drugs
- Make sure everyone gets home safely
- Role-model healthy behaviours for younger members



Good Sports Club of the Year



Enfield United Community Cricket Club

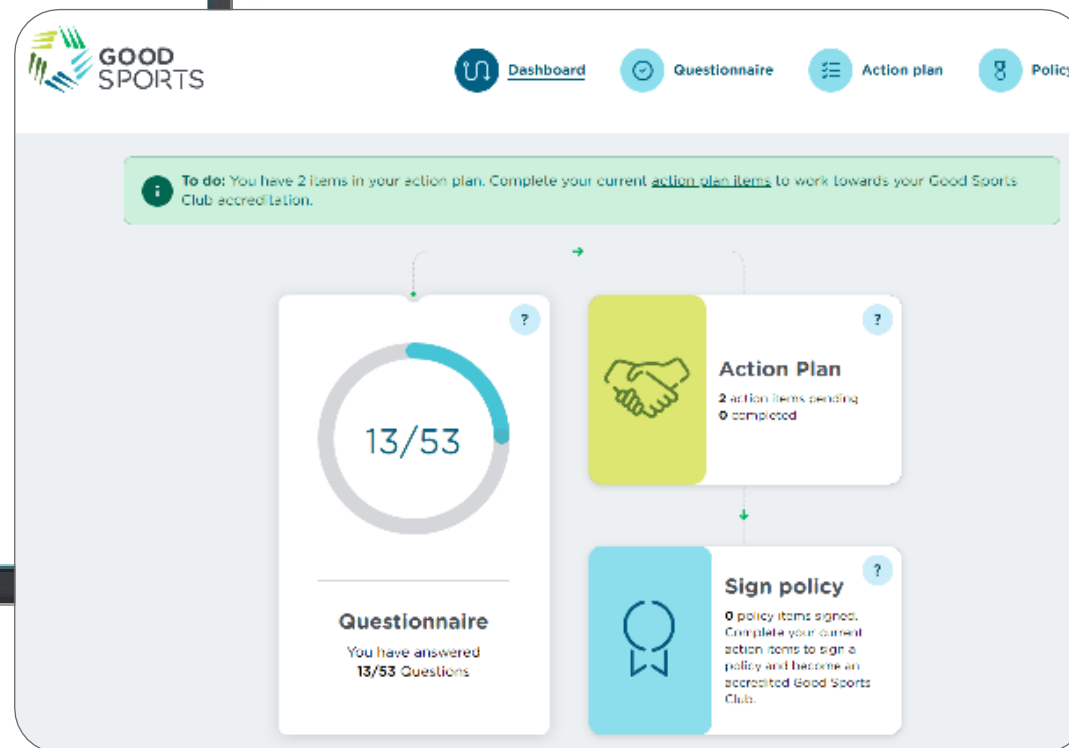
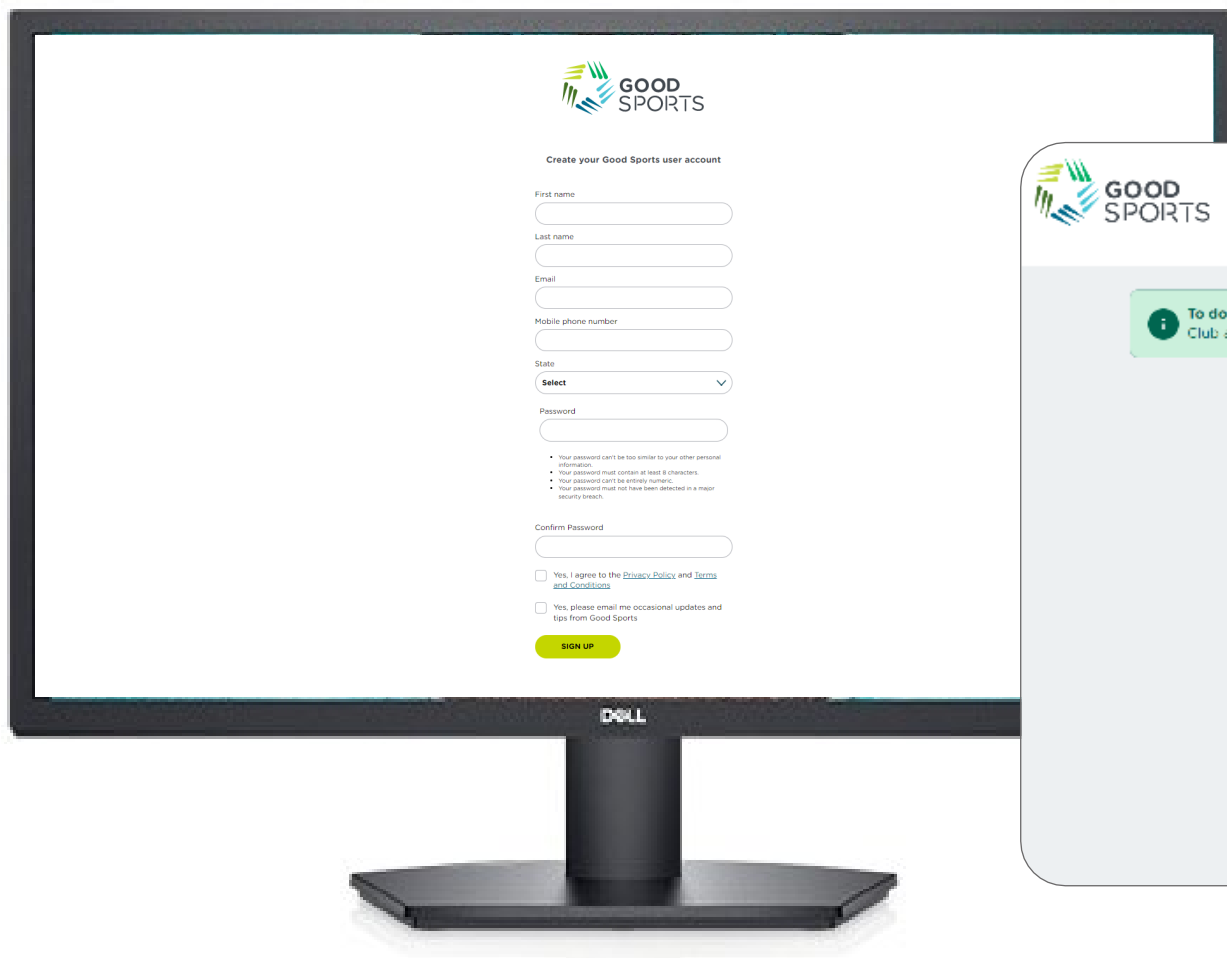
- Community cricket club, Adelaide
- Reached Gold Medal accreditation

The challenge:

- Creating an inclusive and welcoming club
- Keeping members connected during COVID-19



Becoming an accredited Good Sports club



Supporting your members



Supporting junior members:

- Decreasing visibility of alcohol and tobacco/smoking
- Positive spectator behaviour and role modelling

Illegal drugs:

- Sets a clear standard for behaviour
- Your club is prepared if there's an incident

Mental health:

- Remove stigma and encourage conversations
- Support your members in tough times



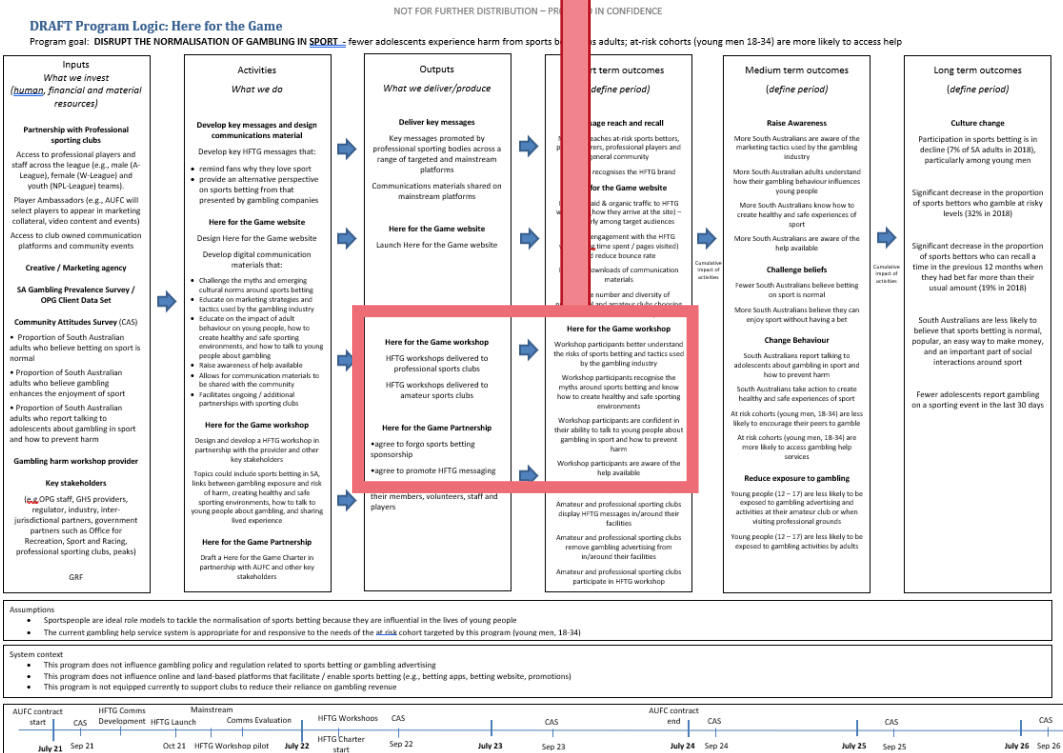
Here for the Game Program Logic

Activities

- Design and develop a HFTG program partnership with the provider and other key stakeholders. Topics could include
 - sports betting in SA,
 - links between gambling exposure and risk of harm
 - creating healthy and safe sporting environments
 - how to talk to young people about gambling

Short term outcomes

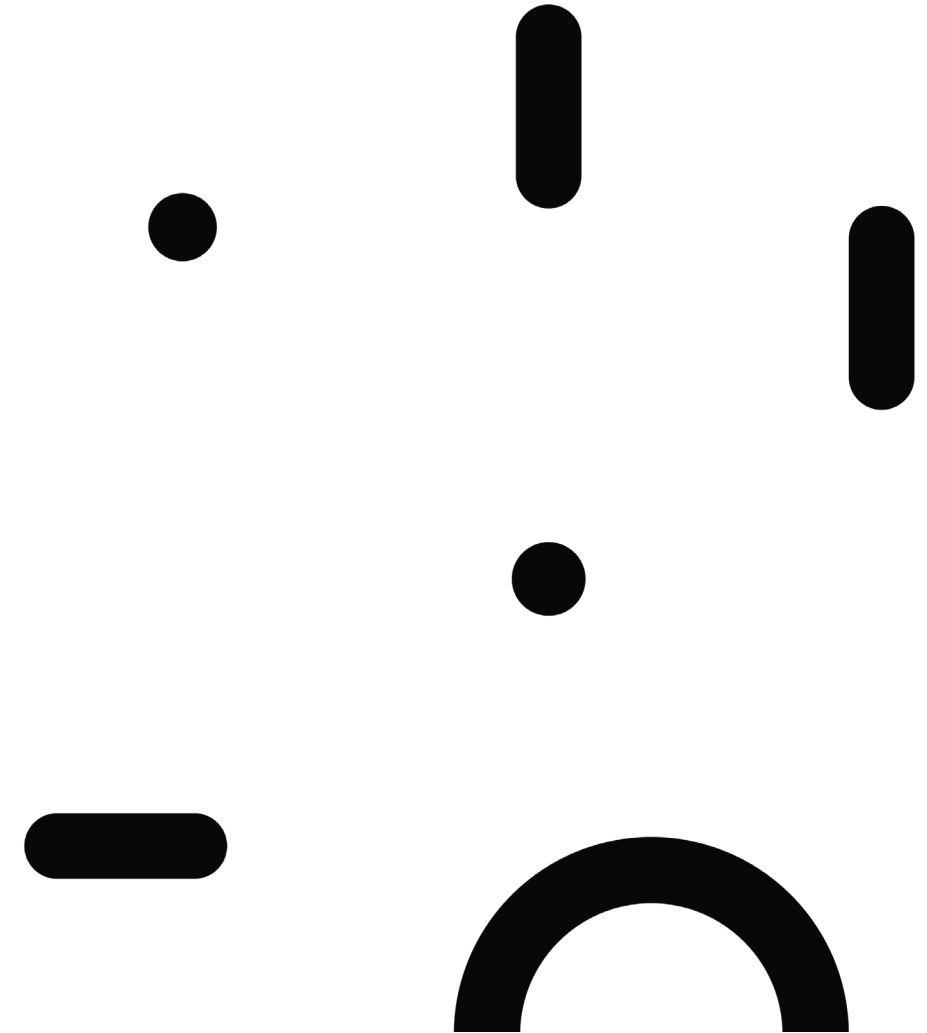
- Participants better understand the risks of sports betting and tactics used by the gambling industry
- Participants recognise the myths around sports betting and know how to create healthy and safe sporting environments
- Participants are confident in their ability to talk to young people about gambling in sport and how to prevent harm
- Participants are aware of the help available



Here for the Game **Program Logic**

System context

- This program **does not influence gambling policy and regulation** related to sports betting or gambling advertising
- This program **does not influence online and land-based platforms** that facilitate / enable sports betting (e.g., betting apps, betting website, promotions)
- This program **is not equipped currently to support clubs to reduce their reliance on gambling revenue**



ADF offers the South Australian Government:

- The **ADF is trusted to support the SA Gov's goal** to minimise harms associated with sports betting through the piloting of evidence – based prevention strategies, educational activities and policy implementation within sporting clubs.
- The **ADF's existing service offerings and networks**, particularly within SA's sporting landscape are established and credible leverage opportunities for the Government's *Here for the Game* Pilot.



Here for the Game offers the ADF:

- Pilot evaluation would seek to inform whether elements of the HFTG program **help amplify the Good Sports program's primary purpose** of reducing alcohol and other drug harm – **We know what works**



Pilot project - deliverables

Deliverables

1. Design the pilot project in line with public health framework

Procure an appropriate academic partner

Design process and short/medium-term outcome measures

2. Co-design and create the Here for the Game educational content

3. Validate HFTG questions, actions, policy and education strategies

4. Develop the appropriate system functions and supports in Salesforce

5. HFTG pilot implementation

Recruit 50 (TBC) sporting clubs per year

6. Evaluation



Research Questions and pilot design

(Draft)

Primary Research Question (TBC)

- **Is the Here for the Game pilot successful in achieving the program's expected outcomes?**
 - Participants better understand the risks of sports betting and tactics by the gambling industry;
 - Know how to, and take action to create healthy and safe sporting environments
 - Are aware of the help available.

Secondary Research Questions (TBC)

- **Does Here for the Game also work to reduce AOD harms?**
- **Does Here for the Game help create healthy and safe club environments?**

ADDF

**Alcohol
and Drug
Foundation**