

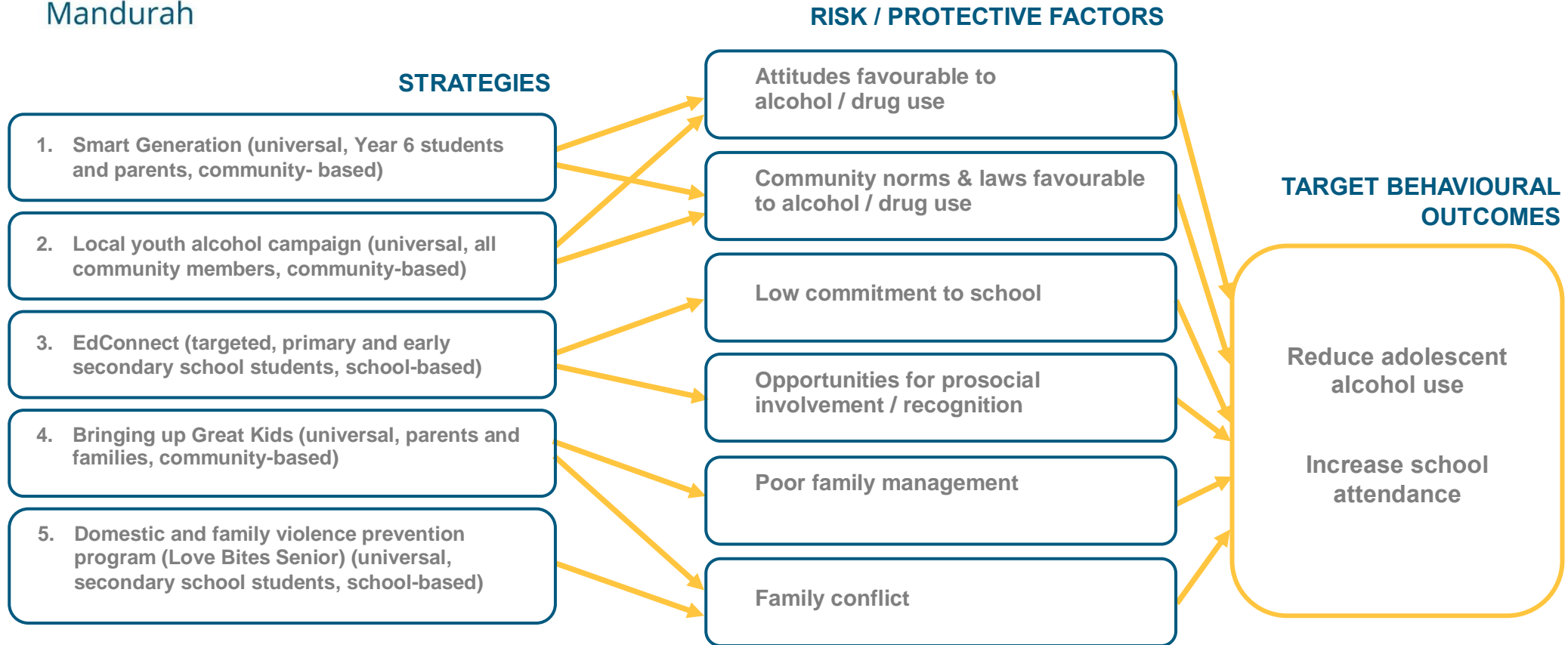


Communities That Care<sup>®</sup>  
Mandurah

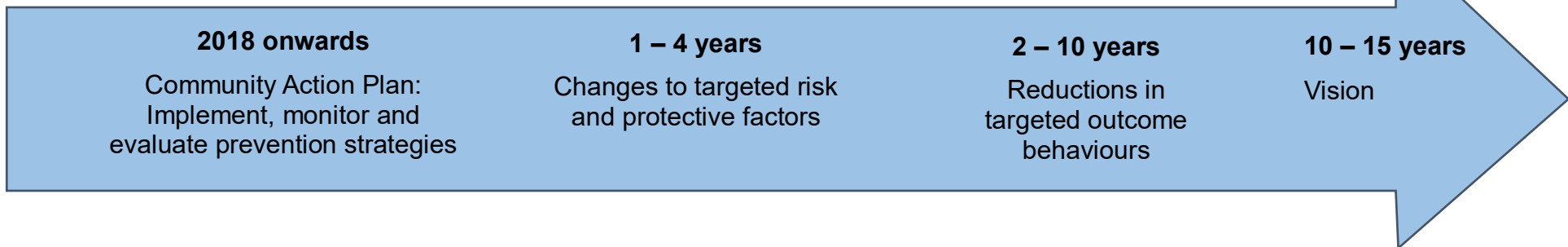
# Community Action Plan 2018 - 2019

“Building connections to grow a  
healthy resilient community.”

**Prepared by:** Action Plan work group, CTC Mandurah community board



Opportunities for youth engagement and/or volunteering across all programs.



**Reduce adolescent alcohol use**

- To decrease the favourable attitudes towards alcohol and other drug use, as measured by the Year 8 student results in the CTC survey, from the current baseline of 16% to 10% by 2021.
- To decrease the favourable perception of community norms and laws favourable to alcohol and other drug use, as measured by the Year 8 student results in the CTC survey, from the current baseline of 25% to 19% by 2021.
- To decrease lifetime alcohol use, as measured by the Year 8 student results in the CTC survey, from the current baseline of 29% to 22% by 2021.

Strategy / program	Activity / Implementation Details	Population	Responsibility	Risk / Protective Factor Targets	Program reference
<p><b>1. Smart Generation</b></p> <p><b>1.1 Smart Generation - Social marketing</b></p> <p>- Educating children, parents and communities about the harms associated with adolescent alcohol use.</p> <p>- Assisting young people and their families to discuss and adopt rules to prevent adolescent alcohol use.</p>	<p><b>Training:</b> Local facilitators are already trained.</p> <p><b>Resources:</b> \$1200 Resources and \$4500 facilitation costs.</p> <p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>• Seek funding. Identify and recruit schools.</li> <li>• Develop implementation plan.</li> <li>• Brief school admin staff about newsletter articles and sending principal letter with parent brochures.</li> <li>• CTC Mandurah facilitator delivers first lesson.</li> <li>• Train teacher to deliver second lesson.</li> <li>• Complete social marketing (local media, school newsletters / parent apps, student posters).</li> <li>• Monitoring and evaluation.</li> </ul> <p><b>Evaluation measures:</b></p> <ul style="list-style-type: none"> <li>• Agreements with school principals.</li> <li>• Number of schools for delivery.</li> <li>• Number of parents received pamphlets.</li> <li>• Students pre and post surveys.</li> <li>• Evaluations completed by facilitator and teacher.</li> <li>• Number and dates of articles published in school newsletters/aps and local media.</li> </ul>	<p>Year 6 students (and their families) across 3 x Mandurah schools.</p> <p>Wider community (through media and student posters).</p>	<p><u>CTC Mandurah core work group:</u> City of Mandurah, School Drug Education and Road Aware (SDERA) and South Metropolitan Health Service.</p> <p>Year 6 teachers.</p> <p>School admin staff.</p>	<p><i>CTC Mandurah priorities:</i></p> <ul style="list-style-type: none"> <li>• Attitudes favourable to alcohol / drug use</li> <li>• Community norms &amp; laws favourable to alcohol / drug use</li> <li>• Opportunities for prosocial involvement / recognition</li> </ul> <p><i>Other risk/protective factors:</i></p> <ul style="list-style-type: none"> <li>• Perceived availability of drugs (alcohol)</li> <li>• Family history of antisocial behaviour</li> <li>• Community attachment</li> </ul>	<p>The Communities that Care Guide to Australian Prevention Strategies (2012):</p> <p><a href="https://www.communitiesthatcare.org.au/how-it-works/evidence-based-programs">https://www.communitiesthatcare.org.au/how-it-works/evidence-based-programs</a></p>

<p><b>1.2 Smart Generation - Supply monitoring</b></p> <p>Reducing the supply of alcohol to adolescents from liquor stores, peers, parents and other adults.</p>	<p><b>Training:</b> Training for confederate (1 hour).</p> <p><b>Resources:</b> \$700 Vehicle costs, alcohol purchases and facilitation.</p> <p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>Recruit young person to monitor alcohol supply at liquor stores (confederate).</li> <li>Conduct monitoring program at liquor stores.</li> <li>Send letters to liquor stores notifying of the outcome.</li> <li>Publish newspaper articles and social media posts.</li> <li>Monitoring and evaluation.</li> </ul> <p><b>Evaluation measures:</b></p> <ul style="list-style-type: none"> <li>Confederate training is delivered.</li> <li>Number of liquor stores monitored.</li> <li>Number of stores selling alcohol to minors.</li> <li>Number of stores displaying visible alcohol signage.</li> <li>Compare longitudinal data of supply monitoring and alcohol signage audits.</li> <li>Number and dates of articles published in media.</li> </ul>	<p>Supply monitoring conducted across all (20) liquor stores in Mandurah.</p>	<p>City of Mandurah (Community Safety team)</p>	<p><i>CTC Mandurah priorities:</i></p> <ul style="list-style-type: none"> <li>Attitudes favourable to alcohol / drug use</li> <li>Community norms &amp; laws favourable to alcohol / drug use</li> <li>Opportunities for prosocial involvement / recognition</li> </ul> <p><i>Other risk/protective factors:</i></p> <ul style="list-style-type: none"> <li>Perceived availability of drugs (alcohol)</li> <li>Family history of antisocial behaviour</li> <li>Community attachment</li> </ul>	
<p><b>2. Local youth alcohol campaign</b></p> <p><b>2.1 Design and deliver campaign</b></p> <p>Delivering an evidence-based local youth alcohol campaign, aligned with Australian guidelines to reduce health risks from drinking alcohol,</p>	<p><b>Resources:</b> \$5000 Develop resources; \$12000 social marketing; \$4750 website development; \$4800 youth engagement; and \$6250 youth forum.</p> <p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>Seek funding.</li> <li>Partner with Mental Health Commission (MHC) and Deakin University to ensure campaign is evidence-based.</li> <li>Access and disseminate MHC resources.</li> <li>Opportunities for youth participation throughout campaign activities, with young people recognised for their contribution.</li> </ul>	<p>Universal – the campaign is aimed at the whole community.</p> <p>50 x young people aged 12 – 18 years engaged in developing branding and video.</p> <p>10 x young people aged 12 – 18years</p>	<p><u>Alcohol Campaign work group:</u> City of Mandurah, Palmerston, The Makers, South Metropolitan Health Service, SDERA.</p> <p>WA Mental Health Commission.</p> <p>Deakin University.</p>	<p><i>CTC Mandurah priorities:</i></p> <ul style="list-style-type: none"> <li>Attitudes favourable to alcohol / drug use</li> <li>Community norms &amp; laws favourable to alcohol / drug use</li> <li>Opportunities for prosocial involvement / recognition</li> </ul>	<p>WA Mental Health Commission resources: <a href="https://alcoholthinkagain.com.au/Parents-Young-People">https://alcoholthinkagain.com.au/Parents-Young-People</a>  <a href="https://www.ncbi.nlm.nih.gov/pubmed/29672988">https://www.ncbi.nlm.nih.gov/pubmed/29672988</a></p>

<p>including youth engagement, video development, a youth alcohol forum, community-based alcohol displays and a social media platform.</p>	<ul style="list-style-type: none"> <li>• Develop campaign branding and video.</li> <li>• Develop social media platform to promote the localised campaign and provide access to resources.</li> <li>• Deliver community-based youth alcohol displays.</li> <li>• Design and deliver youth alcohol forum.</li> <li>• Monitoring and evaluation.</li> </ul> <p><b>Evaluation measures:</b></p> <ul style="list-style-type: none"> <li>• Number of young people engaged to support campaign (develop branding and video, youth forum design and delivery).</li> <li>• Number of young people recognised for their contribution to the campaign.</li> <li>• Feedback surveys from young people involved in developing campaign.</li> <li>• Pre and post surveys for the campaign.</li> <li>• Record-keeping of engagement statistics, including schools and youth groups engaged, number of website hits, YouTube viewings, resources downloaded and a record of materials disseminated through community alcohol displays.</li> <li>• Number of young people attending the forum.</li> </ul>	<p>engaged in design of youth forum.</p> <p>70 x young people aged 12 -18 years attending youth forum.</p>	<p>Local youth groups.</p> <p>Teachers and school staff.</p>	<p><i>Other risk/protective factors:</i></p> <ul style="list-style-type: none"> <li>• Early initiation of problem behaviour</li> <li>• Perceived availability of drugs (alcohol)</li> <li>• Family history of antisocial behaviour</li> </ul>	<p>Smart Generation resources:  <a href="http://psych.ho.sted-sites.deakin.edu.au/smart-generation/">http://psych.ho.sted-sites.deakin.edu.au/smart-generation/</a></p>
<p><b>2.2 School alcohol policies</b></p> <p>Assisting schools to develop internal policies (eg-no alcohol at school events, no alcohol from students for teacher/coach gifts).</p>	<p><b>Resources:</b>  \$2000 Coordination costs.</p> <p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>• Make a presentation to the ‘Mandurah Principal’s Network’ meeting.</li> <li>• Send an expression of interest to school principals.</li> <li>• Provide schools with alcohol policy templates.</li> <li>• Meet with school staff to develop guidelines collaboratively.</li> <li>• Monitoring and evaluation.</li> </ul> <p><b>Evaluation measures:</b></p> <ul style="list-style-type: none"> <li>• Number of schools engaged.</li> <li>• Level of principal/staff engagement via feedback, surveys and attendance.</li> </ul>	<p>School principals and staff at 10 x schools (both primary and secondary).</p>	<p>SDERA.</p> <p>School principals.</p>	<p><i>CTC Mandurah priorities:</i></p> <ul style="list-style-type: none"> <li>• Attitudes favourable to alcohol / drug use</li> <li>• Community norms &amp; laws favourable to alcohol / drug use</li> </ul>	<p>This strategy was developed in response to the CTC Mandurah community profile.</p> <p>School Drug Education and Road Aware –  <a href="https://www.sdera.wa.edu.au/resources/whole-school-approach/">https://www.sdera.wa.edu.au/resources/whole-school-approach/</a></p>

	<ul style="list-style-type: none"> <li>• Number of policies implemented.</li> <li>• Pre and post surveys with school staff.</li> </ul>				
<p><b>2.3 Good Sports</b></p> <p>Supporting Mandurah sporting clubs to implement strategies aimed at reducing alcohol related harm for young people at club grounds and associated functions.</p>	<p><b>Resources:</b> \$4000 Coordination; \$500 venue, facilitator and refreshments; and \$800 display boards.</p> <p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>• Promote the Good Sports program locally.</li> <li>• Plan and deliver a workshop for clubs, focussing on secondary supply and alcohol guidelines.</li> <li>• Identify strengths / concerns in Mandurah’s sporting clubs (survey clubs about youth alcohol issues).</li> <li>• Encourage sporting clubs (those with liquor licenses) to join the Mandurah Liquor Accord.</li> <li>• Maintain display board at Recreation Centre with rotating youth alcohol messages.</li> </ul> <p><b>Evaluation measures:</b></p> <ul style="list-style-type: none"> <li>• Number of sporting clubs in attendance at workshop.</li> <li>• Survey data – youth alcohol issues in Mandurah’s sporting clubs.</li> <li>• Number and types of promotional methods for the Good Sports messages.</li> <li>• Number of sporting clubs attending Liquor Accord.</li> <li>• Number (and accreditation levels) of Good Sports clubs in Mandurah.</li> </ul>	<p>All clubs in the Mandurah area who engage with junior members and their families.</p>	<p>Our Mandurah Youth Alcohol Strategy steering committee.</p> <p>Sporting Clubs.</p>	<p><i>CTC Mandurah priorities:</i></p> <ul style="list-style-type: none"> <li>• Attitudes favourable to alcohol / drug use</li> <li>• Community norms &amp; laws favourable to alcohol / drug use</li> </ul>	<p>Alcohol Drug Foundation: <a href="http://goodsports.com.au/">http://goodsports.com.au/</a></p>

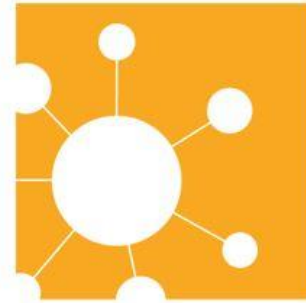
***Increase school attendance***

- To decrease students attitudes/low commitment to school, as measured by the Year 8 student results in the CTC survey, from the current baseline of 60% to 50% by 2021.
- To maintain the Year 8 school attendance rate (until year 2021) at a level above 85% across Mandurah schools, as measured by semester one Department of Education statistics. (Baseline figures: 2016=86%, 2017=88%, 2018=86%).
- To decrease student perceptions of poor family management, as measured by the Year 8 student results in the CTC survey, from the current baseline of 26% to 21% by 2021.
- To decrease students perception of family conflict, as measured by the Year 8 student results in the CTC survey, from the current baseline of 43% to 38% by 2021.

Strategy / program	Activity / implementation details	Population	Responsibility	Risk / protective factor targets	Program reference
<p><b>3. EdConnect</b></p> <p>Volunteer mentors assist school students on a one on one basis, outside of the classroom for 1 hour, once a week by encouraging and guiding them to achieve their full potential.</p>	<p><b>Training:</b> Train mentors and school coordinators as required.</p> <p><b>Resources:</b> \$10000 Support for school coordinators (0.1 FTE=0.5 days/week), \$5000 promotional costs for recruiting volunteers (per annum), \$3000 coordination and training costs (per annum).</p> <p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>• Seek funding. Identify schools.</li> <li>• Develop implementation and communications plans.</li> <li>• Recruit mentors.</li> <li>• Train mentors and school staff. Link mentors with schools. Provide ongoing support to schools and mentors.</li> <li>• Monitoring and evaluation.</li> </ul> <p><b>Evaluation measures:</b></p> <ul style="list-style-type: none"> <li>• Number of mentors.</li> <li>• Number of students participating.</li> <li>• Pre and post evaluations from students and teachers.</li> <li>• Post program surveys from mentors.</li> <li>• Teacher surveys</li> <li>• Partnership evaluation.</li> </ul>	<p>10 x volunteer mentors (Community members).</p> <p>Approximately 20 x year 7/8 students per year. (Each volunteer links with 1~5 students).</p> <p>2 x high schools.</p>	<p>EdConnect Australia.</p> <p>City of Mandurah (Community Safety Team).</p> <p>Secondary school principals.</p>	<p><i>CTC Mandurah priorities:</i></p> <ul style="list-style-type: none"> <li>• Low commitment to school</li> <li>• Opportunities for prosocial involvement / recognition</li> </ul> <p><i>Other risk / protective factors:</i></p> <ul style="list-style-type: none"> <li>• Poor academic performance</li> <li>• Social Skills</li> </ul>	<p>Impact Statement 2016 <a href="http://www.edconnectaustralia.org.au/impact/">http://www.edconnectaustralia.org.au/impact/</a></p> <p><a href="#">The Communities that Care Guide to Australian Prevention Strategies (2012) (p. 43)</a></p>
<p><b>4. Bringing up Great Kids</b></p> <p>Promoting less conflict and greater calmness in family relationships. This 6 week program uses</p>	<p><b>Training:</b> Train facilitators as required.</p> <p><b>Resources:</b> \$1000 Promotion; \$11,000 crèche; \$500 venue and refreshments; \$10000 facilitation; and \$1000 course materials.</p> <p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>• Seek funding. Identify facilitators to deliver.</li> </ul>	<p>Parents and caregivers of children aged 4-10 years.</p> <p>15 x participants per program. 1 x program per semester.</p>	<p>Parenting Connection WA - Anglicare WA.</p> <p>City of Mandurah (Community Safety Team).</p>	<p><i>CTC Mandurah priorities:</i></p> <ul style="list-style-type: none"> <li>• Poor family management</li> <li>• Family conflict</li> <li>• Low commitment to school</li> </ul>	<p>Australian Childhood Foundation:</p> <p><a href="https://professionals.childhood.org.au/bring-up-great-kids-programs">https://professionals.childhood.org.au/bring-up-great-kids-programs</a></p>

<p>mindfulness and reflection to assist parents in improving their communication with their children so that they may foster more respectful and positive interactions.</p>	<ul style="list-style-type: none"> <li>• Confirm timeline and community venues.</li> <li>• Promote program and enrol families.</li> <li>• Deliver workshops; crèche provided as needed.</li> <li>• Monitoring and evaluation.</li> </ul> <p><b>Evaluation measures:</b></p> <ul style="list-style-type: none"> <li>• Pre and post parent evaluations.</li> <li>• Number of sessions delivered.</li> <li>• Number of parents attending.</li> <li>• Partnership evaluation.</li> </ul>			<p><i>Other risk / protective factors:</i></p> <ul style="list-style-type: none"> <li>• Family attachment</li> <li>• Opportunities for prosocial involvement within families</li> <li>• Rewards for prosocial involvement within families</li> </ul>	<p>Communities for Children:</p> <p><a href="https://apps.aifs.gov.au/cfca/guidebook/programs/bringing-up-great-kids">https://apps.aifs.gov.au/cfca/guidebook/programs/bringing-up-great-kids</a></p>
<p><b>5. Domestic and family violence prevention program ('Love Bites Senior')</b></p> <p>Promoting respectful relationships and bringing about attitudinal change in relation to domestic and family violence. Includes school-based lessons for senior students and a whole of school approach.</p>	<p><b>Training:</b> Train facilitators as required.</p> <p><b>Resources:</b> \$720 Planning and development; \$2745 program delivery; and \$585 evaluation.</p> <p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>• Seek funding. Develop implementation plan.</li> <li>• Engage schools. Conduct school audit and train school staff in the whole of school approach.</li> <li>• Deliver workshops with students.</li> <li>• Promote the student campaign.</li> <li>• Monitoring and evaluation.</li> </ul> <p><b>Evaluation measures:</b></p> <ul style="list-style-type: none"> <li>• Pre and post student surveys.</li> <li>• Number of students participating in program.</li> <li>• Number of schools.</li> <li>• Data from school audits.</li> <li>• Facilitator review.</li> <li>• Feedback forms from school staff.</li> <li>• Partnership evaluation.</li> </ul>	<p>1 x school per semester, including a school audit and whole school approach. (1 program per term with 20 x students per program, aged 15-16 years).</p>	<p>Streetnet Youth Services.</p> <p>City of Mandurah (Community Safety Team).</p>	<p><i>CTC Mandurah priorities:</i></p> <ul style="list-style-type: none"> <li>• Family conflict</li> <li>• Opportunities for prosocial involvement / recognition</li> <li>• Low commitment to school</li> </ul> <p><i>Other risk / protective factors:</i></p> <ul style="list-style-type: none"> <li>• Early initiation of problem behaviour</li> <li>• Antisocial behaviour</li> <li>• Sensation seeking</li> <li>• Social Skills</li> </ul>	<p>National Association for Prevention of Child Abuse and Neglect</p> <p><a href="https://www.napcan.org.au/Programs/love-bites/">https://www.napcan.org.au/Programs/love-bites/</a></p>





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