

DISCUSSION GUIDE

6 steps

to planning community alcohol and drug projects

If you think there's an alcohol and/or drug problem in your community, you can make a difference by planning a project like an event or campaign - no matter who you are.

Taking some time to follow these six steps can help you achieve a better result.

- 1 Network
- 2 Gather
- 3 Engage
- 4 Identify
- 5 Plan
- 6 Evaluate

1 Network

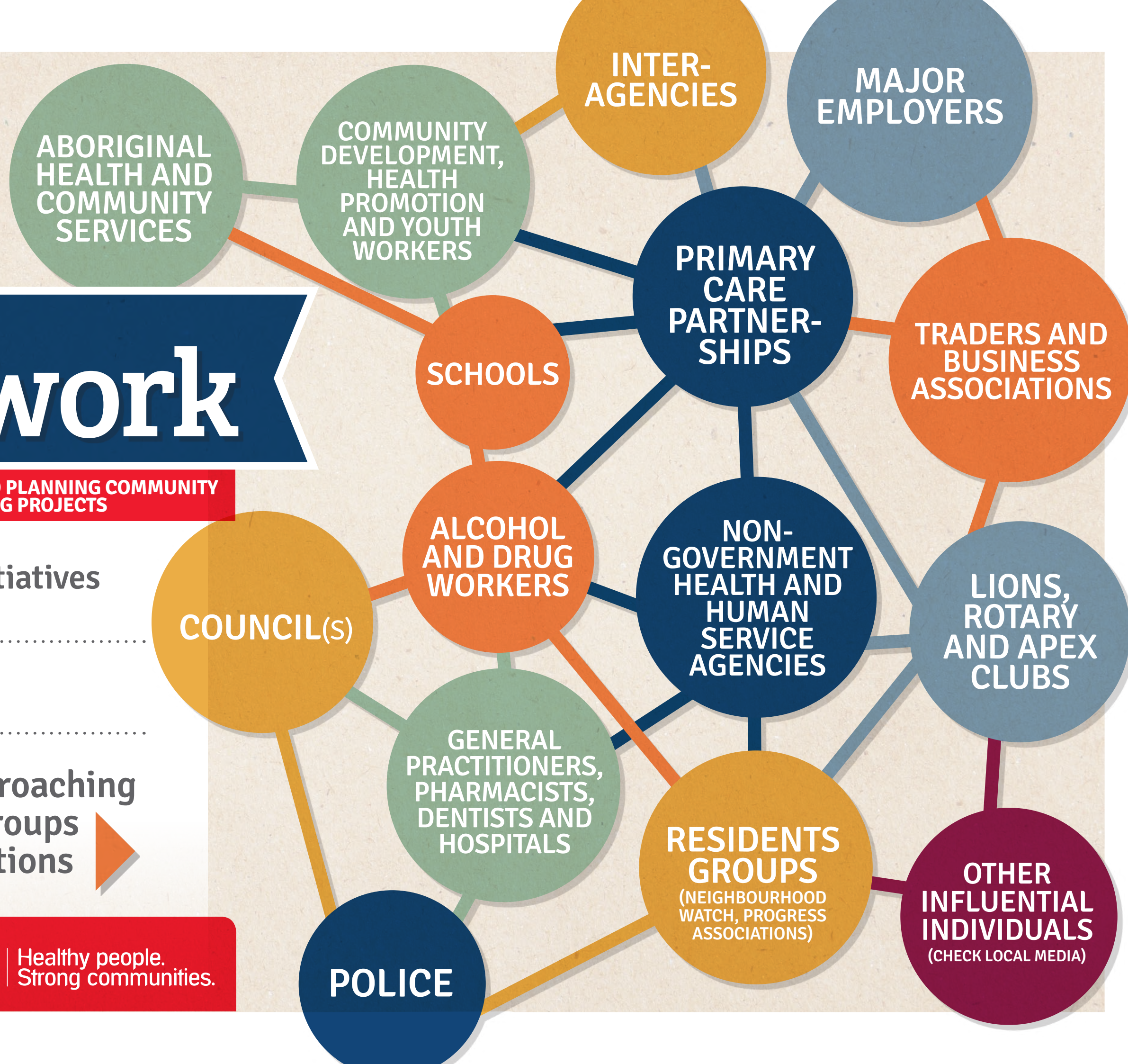
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STEP 1 / 6 STEPS TO PLANNING COMMUNITY
ALCOHOL AND DRUG PROJECTS

What other initiatives
already exist?

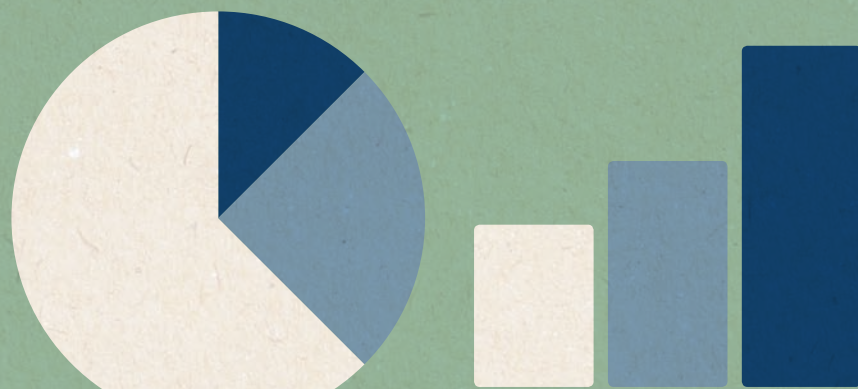
Who can help
you and how?

Consider approaching
these local groups
and organisations





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2 Gather statistics

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STEP 2 / 6 STEPS TO PLANNING COMMUNITY
ALCOHOL AND DRUG PROJECTS

Is the perception of the problem accurate?

How can the problem be explained using reliable statistics?

Consider approaching: 

- Council(s), and ask for the planning, recreation or youth officer
- Primary care partnerships
- Police stations
- TAFEs
- Universities (via Council of Academic Public Health Institutions Australia)
- Australian Drug Foundation's information service

3

Engage with your community

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STEP 3 / 6 STEPS TO PLANNING COMMUNITY ALCOHOL AND DRUG PROJECTS

What does your community think the problem is?
What's created it?

What are their ideas and opinions about the solution, how a project could be rolled out and key messages?

Be prepared to have your mind changed.

Consider consulting with people who:

- are the target audience the project will affect
- will benefit from the project
- can contribute information to help develop the project
- can help deliver the project
- need to know about the project

Consultation methods include:

Focus groups

Community meetings

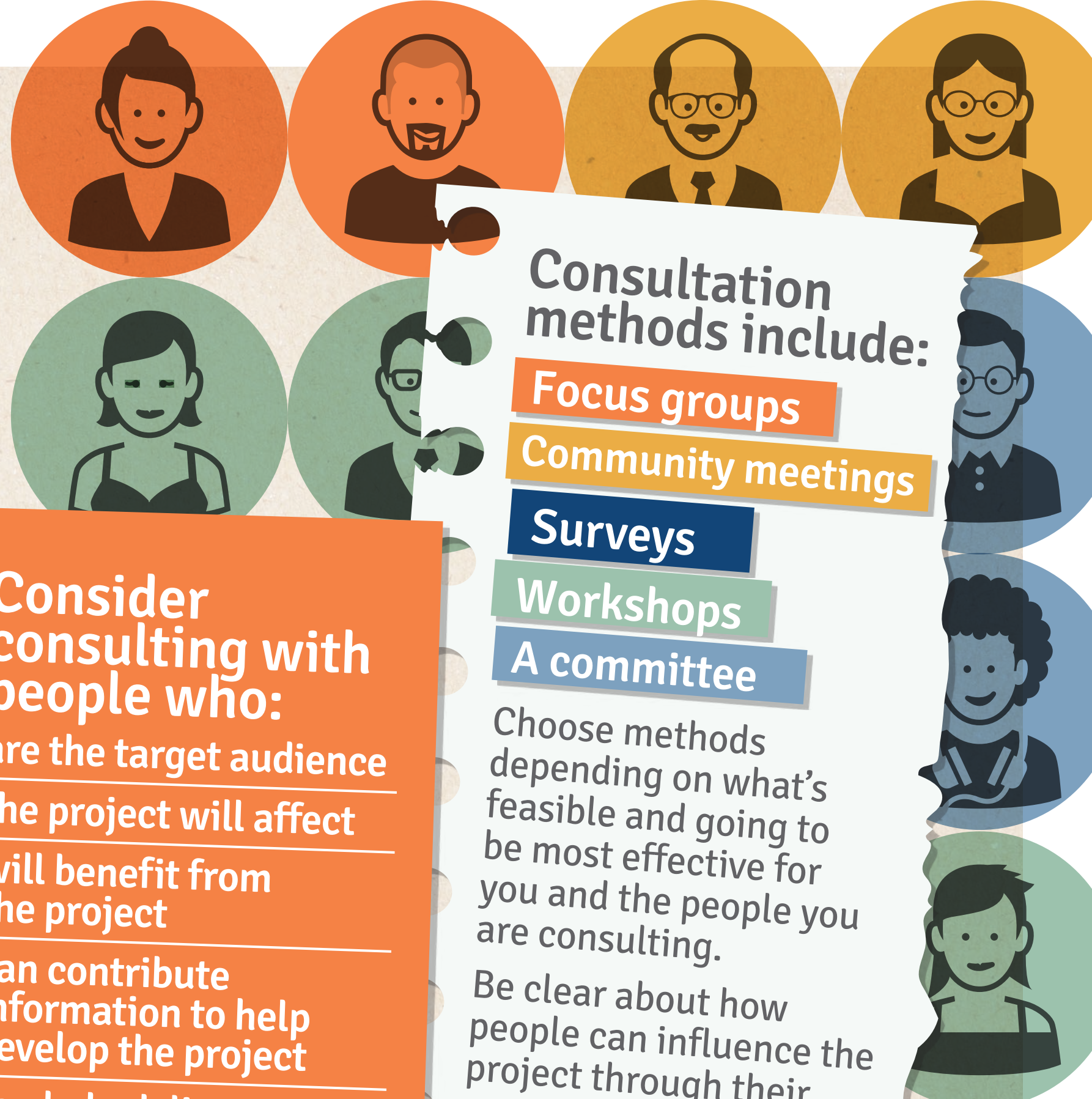
Surveys

Workshops

A committee

Choose methods depending on what's feasible and going to be most effective for you and the people you are consulting.

Be clear about how people can influence the project through their comments to focus input and set expectations.



4 Identify the best approach

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STEP 4 / 6 STEPS TO PLANNING COMMUNITY ALCOHOL AND DRUG PROJECTS



Can you prevent the problem 'upstream', by addressing what is leading to the alcohol and drug (AOD) use? For example through aiming to improve:

- Quality of relationships
- Attitudes to school
- Recreation facilities and programs
- Mental health
- Cultural attitudes to AOD use
- Controls on AOD availability
- Employment

Consider health promotion research on what works and what doesn't.

For example, exaggerating risks and using scare tactics don't work. (see 'Further information')



Think about the different settings for your project.

Try to have a presence in a number of them, which could be done by linking up with other programs.

Schools

Sporting clubs

Workplaces

Families and parents

Media (advocacy)

Health services

Licensees



5 Plan the best way to take action

Your plan should address:

Problem/behaviour

clearly identify what you're trying to influence.

Target audience

define certain attitudes and behaviours as well as demographics.

Aim

key thing you are trying to achieve. Are you realistically trying to inform, change attitudes or change behaviour?

Objectives

how you will achieve your aim. Ensure objectives are specific, measurable, achievable, realistic and time-frame specific.

Strategy

creative ideas, tactics (including how it will tie in with and leverage other projects), and who's going to do what.

Plan for evaluation


how you will measure each objective. Think about what could be measured before and after the project to help describe the impact.



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STEP 5 / 6 STEPS TO PLANNING COMMUNITY ALCOHOL AND DRUG PROJECTS

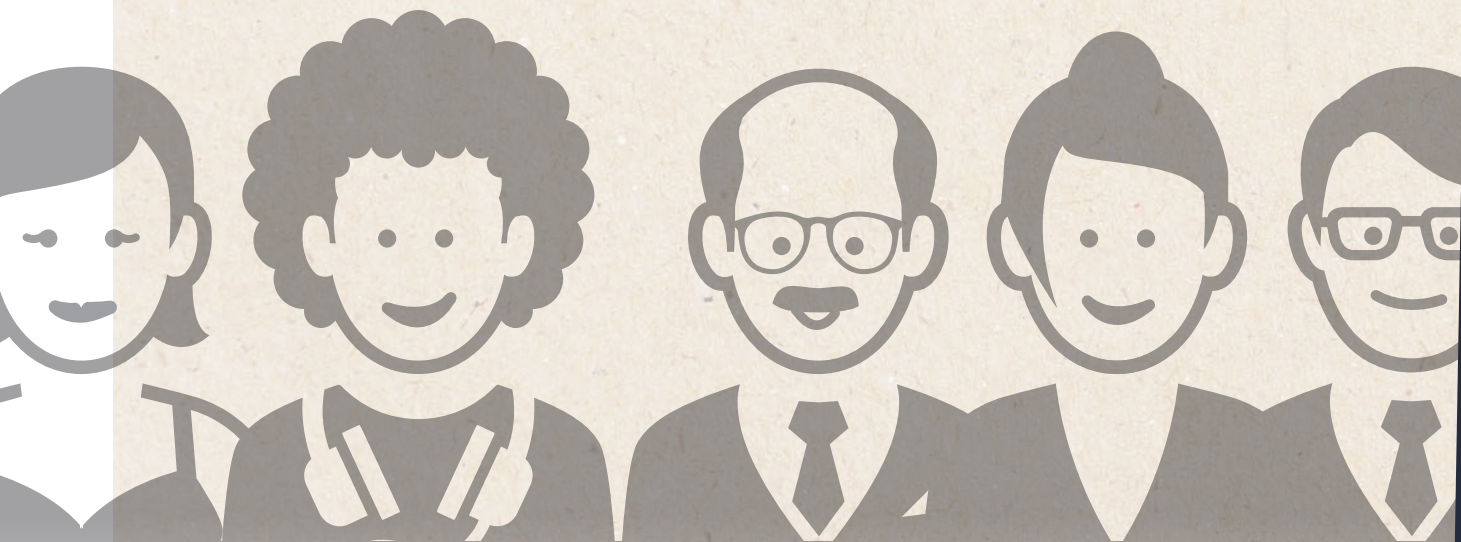
Develop the plan with your **working group** and key stakeholders so everyone is on the same page.



6 Evaluate what you do

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STEP 6 / 6 STEPS TO PLANNING COMMUNITY
ALCOHOL AND DRUG PROJECTS



Measurable objectives are key to good evaluation.

Address the following in your report:

- Was the project able to be delivered as planned?
- Was the uptake or engagement of the project as expected?
- Did the target audience and key stakeholders find it was appropriate, meaningful and/or useful?
- What were the key barriers/solutions?
- What would you do differently next time?

Partner with a university for more in depth evaluation. Contact the Council of Academic Public Health Institutions Australia.

DISCUSSION GUIDE

Further information

6 STEPS TO PLANNING COMMUNITY ALCOHOL AND DRUG PROJECTS



This discussion guide was adapted from the *Prevention Research: Preventing alcohol and drug problems in your community* publication.

Freely available from druginfo.adf.org.au or telephone 1300 85 85 84



adf.org.au/cdat

GrogWatch

grogwatch.adf.org.au