

Understanding the Burden of Alcohol through Community and Partner Engagement

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Learning Outcomes

- Reflect on the benefits of community and inter-sectoral partnerships to better understand complex public health issues
- Gain insight into innovative ways at the community level to minimize the impact of alcohol

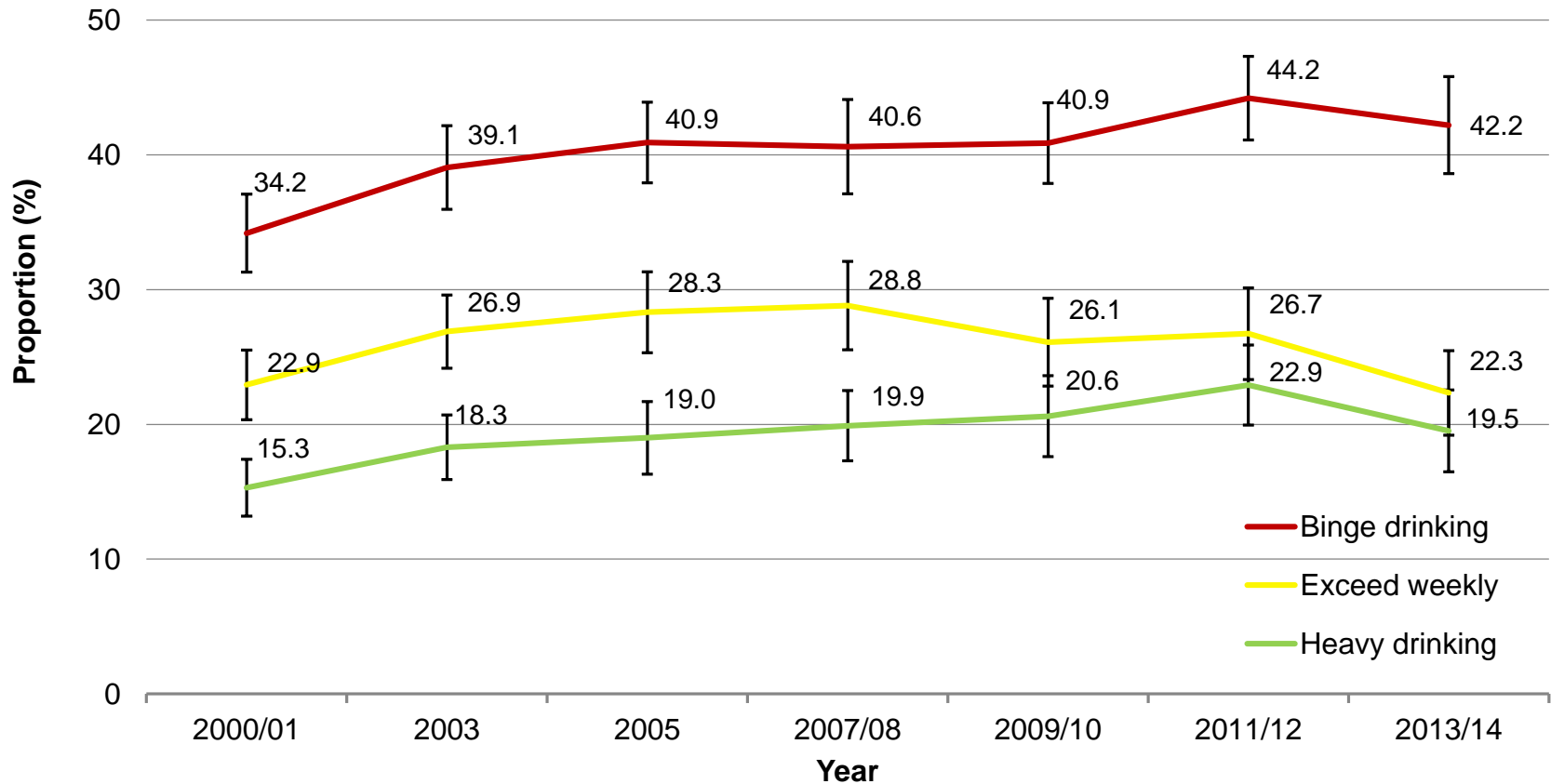
Goal

- Prevent and reduce alcohol-related harm.

Strategic Initiative

- Towards a culture of alcohol moderation

Assessment



Assessment of Alcohol-Related Harms

Acute Health Effects

- Alcohol poisoning
- Blackouts
- Injuries

Chronic Health Effects

- Cancer
- Disease
- Alcohol dependency
- Fetal Alcohol Spectrum Disorder(FASD)

Second-hand Effects

- Violence
- Crime
- Impaired driving
- Family disruption

Planning

- Identify existing data sources
- Brainstorm potential sources through data mapping

Type of information	Data Source

Implementation- Data Gathering

- Identified partners to engage:
 - Education
 - Transportation
 - Government
 - Hospitals/ Health Care
 - Enforcement
 - Advocacy groups

Community Voice

- On-line survey, promoted through social media
- Face to face meeting with partners to validate



STATUS OF ALCOHOL IN OTTAWA



Let's Continue the Conversation

NOVEMBER 2016



OttawaPublicHealth.ca
SantepubliqueOttawa.ca

613-580-6744
TTY/ATS : 613-580-9656



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“Have Your Say Ottawa”

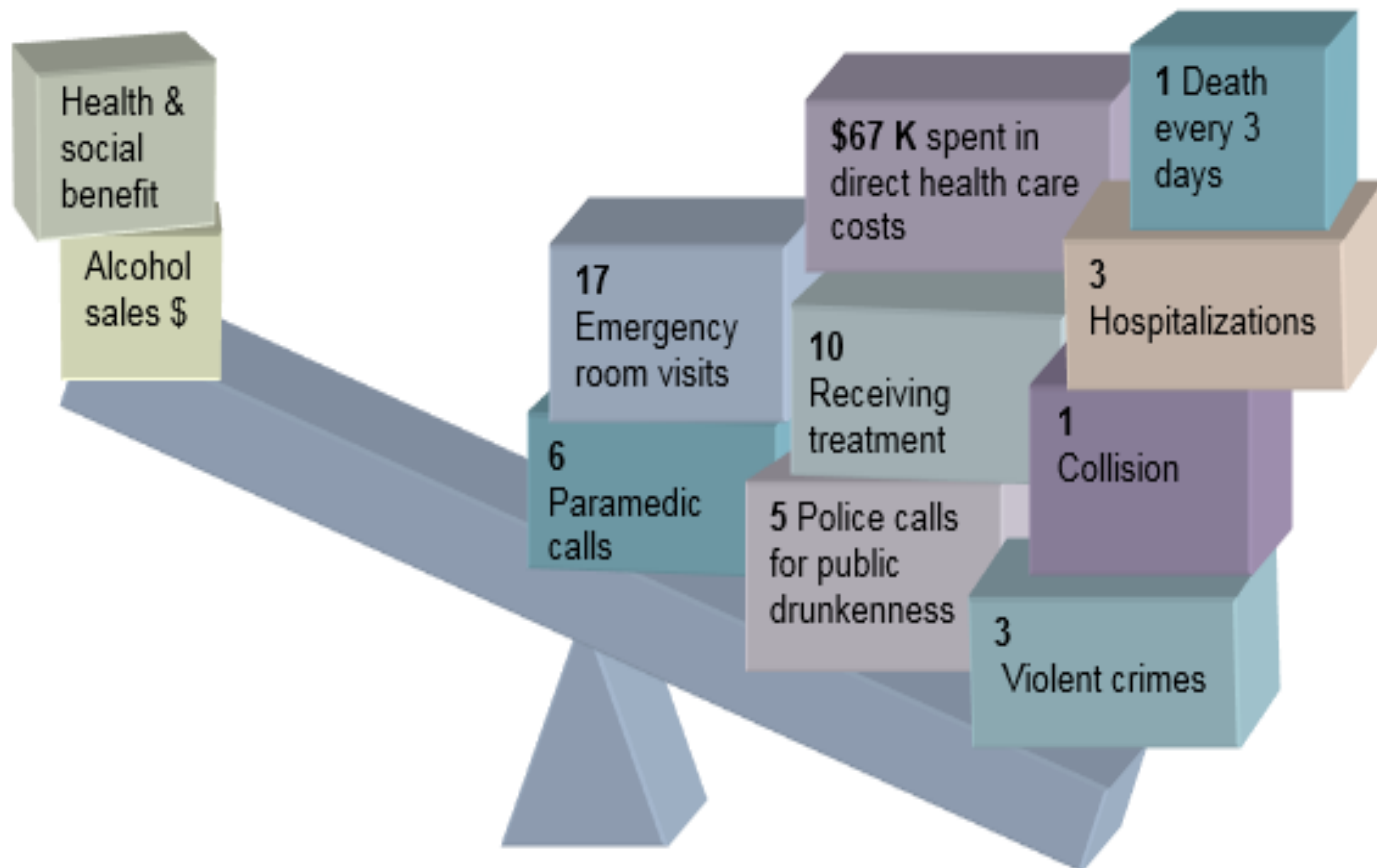
“My dad is an abusive alcoholic, I'm fairly certain everyone in the neighbourhood is aware of my dad's problem ... but no one has ever offered help. As a kid, that was very difficult. I moved out at 16 by necessity, but there are very few community supports for someone like me.” (age 25 – 44)

“My partner binge drinks and it has enormous pressure on me when he doesn't come home or is spending the next day with a hangover and is unable to participate in our family.” (age 25 – 44)

“Regular consumption (1-2 glasses a day) of alcohol at home has caused negative relationships in the family. Not because of getting drunk but because over the long run, it's been a de-motivator for exercise, reduced libido in the marriage, and irritability” (age 45+)

“I enjoy going out for drinks with friends. Sometimes it's one or two, sometimes it's a party. We've always been safe about where we are drinking and not driving and I think that just comes down to awareness and keeping an eye out for each other.” (age 19 to 24)

Ottawa's daily alcohol costs: Second-hand effects by the numbers



For details [Status of Alcohol in Ottawa: Let's Continue the Conversation 2016 report](https://documents.ottawa.ca/sites/documents.ottawa.ca/files/state_of_alcohol_2016_en.pdf)
https://documents.ottawa.ca/sites/documents.ottawa.ca/files/state_of_alcohol_2016_en.pdf

Best Practice - Policy Approaches



Lessons Learned

- Wicked public health issues require multi sector collaboration
- Client perspective strengthens understanding
- Cultural shift requires ownership
- Commitment and change to status quo

Lesson Learned- Nursing Role

- Nurses play key role to ensure clients voice/ perspective considered
- Open, non-judgemental and creative approach- no “one” fit solution
- Tailor language to meet audience needs
- Finding a common vision by working with other sectors

Questions/Comments



References

- Addressing Alcohol Consumption and Alcohol-Related Harms at the Local Level. LDCP. 2014
- Ottawa Public Health's Approach to Client, Community Partner and Stakeholder Engagement. OPH. 2015
- Status of Alcohol in Ottawa. OPH. 2016