

Alcohol Harm Prevention Project Bulletin – June 2024



In 2023 Council received funding from VicHealth to explore the depth of alcohol harm impacting our community. Through consultation with local key stakeholders and collecting relevant health data a community alcohol profile was developed and subsequent action plan to address these impacts.

You can read the Mount Alexander Community Alcohol Profile on our website.

The key impacts for our community are:

- In general Mount Alexander Shire fairs well in overall health behaviours, compared to the Victorian average, with exception of alcohol consumption
- We have a higher rate of single occasion risky drinking (53.5% of the population) compared to Victoria (41.8% of the population)
- Mount Alexander Shire has a higher rate (per 100,000 population) of death compared to the State and City of Greater Bendigo
- We have a higher rate of (per 100,000 population) of alcohol related family violence than the State
- We have a lower rate of treatment referrals than the State and all other neighbouring shires. This could be related to the lack of appropriate local services, or people requesting to be treated outside of the shire.
- We have a higher than average level of alcohol consumption



Next steps

Council received further funding in April 2024 from VicHealth to implement the health promotion actions from the Mount Alexander Alcohol Harm Prevention Action Plan.

A local key stakeholder working group has been established, facilitated by Council, to support the delivery of the actions. Members of this working group include:

- Mount Alexander Shire Council
- Castlemaine Secondary College
- Victoria Police
- Dhelkaya Health
- Loddon Mallee Public Health Unit
- The Bridge Hotel
- The Alcohol and Drug Foundation
- Representative for Solomon Islander community

Working together for a healthy, connected shire

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What we will do

Investigate the possibility of establishing an LDAT through ADF. Convene a local partnership network model with key stakeholders.

Develop an education and awareness raising program for parents and carers of young people.

Circulate via online Council tools alcohol harm prevention awareness materials and support services. Publish and circulate Mount Alexander Community Alcohol Profile and Action Plan.

Encourage and support sporting clubs in Mount Alexander Shire to join the Good Sports Program.

Explore suitable education programs for years 10, 11 and 12 students at CSC.



The working group held its first meeting on 13 May 2024 to begin discussing ways to implement each action.

Some of the key themes that evolved included:

- The need for different styles of communication tools for young people
- Engaging young people to co-design education and awareness sessions
- Engaging parents is going to be a key strength to the success of this project
- Linking alcohol harm to community safety is important
- Sporting clubs are crucial to reducing the harms of alcohol in our community

Action	Status
Action 1 - Establish an LDAT or key stakeholder network	Local working group established and meetings held May and June
Action 2 - Develop an education and awareness program for parents on impacts of alcohol on young people	Not started yet
Action 3 - Dedicated page on Council website for awareness information and resources	Website page created and published June 2024
Action 4 - Support sporting clubs to reduce harm from alcohol, encourage participation in Good Sports Program	Sub working group established to deliver a workshop / forum to sporting club community to raise awareness about alcohol harm, risk and protective factors for club culture and safety
Action 5 - Identify suitable education program for year 10, 11 and 12 students at CSC	Not started yet

More information

Want the latest updates on the Alcohol Harm Prevention Project?

Updates will be available on our website www.mountalexander.vic.gov.au/Community-and-Wellbeing/Healthy-living/Alcohol-harm-prevention or you can contact Melissa Fowler, Community Projects Officer, Community Partnerships on 5471 1786 or m.fowler@mountalexander.vic.gov.au.