

# Mount Alexander Shire Community Alcohol Profile 2023

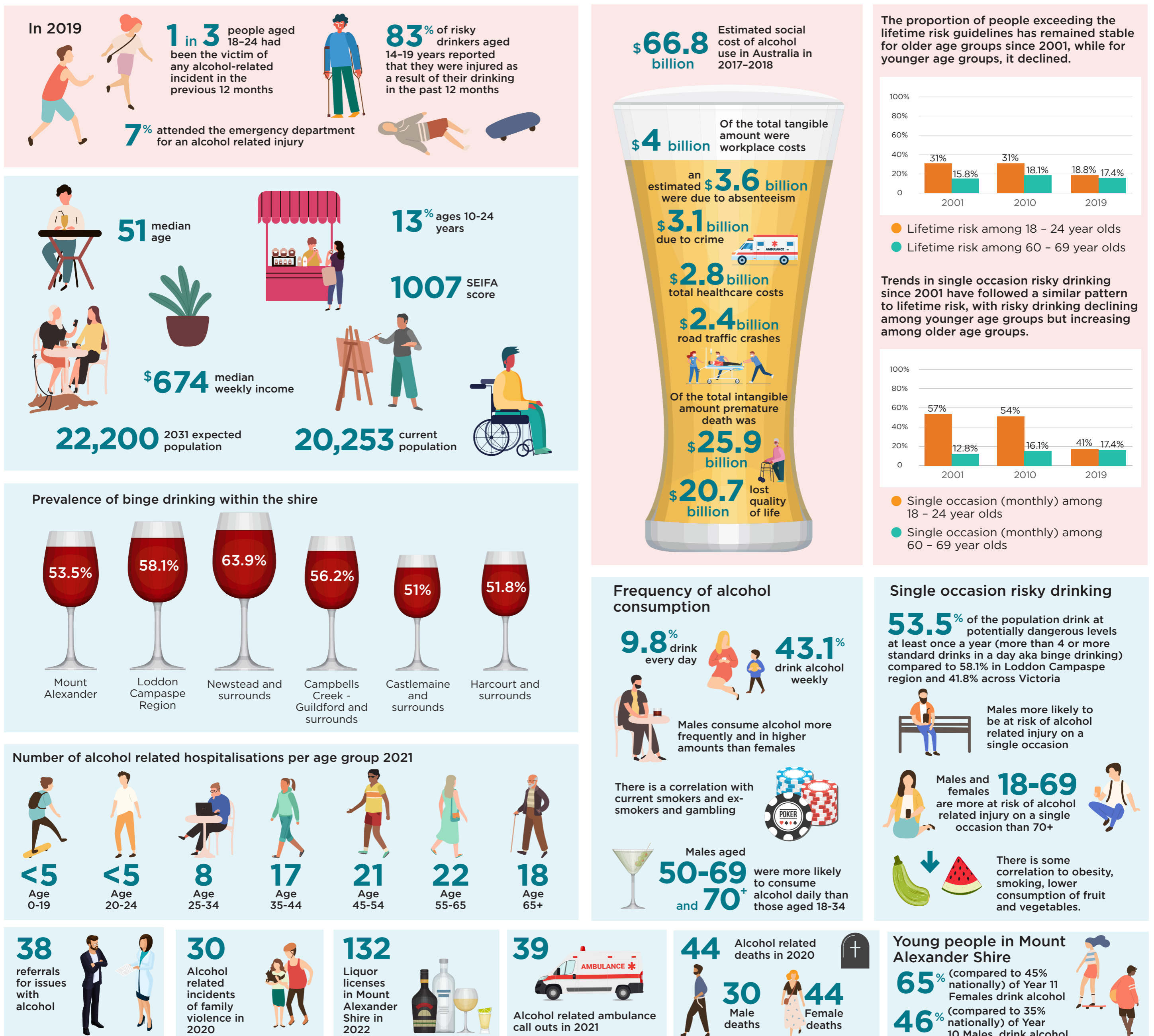
Mount Alexander Shire Council (MASC) has incorporated alcohol harm prevention into its Municipal Public Health and Wellbeing Plan 2021-2025, and is part of the Healthy Loddon Campaspe and Sports Focus initiatives, aimed at improving health outcomes for its community.

The prioritisation of alcohol harm prevention will allow MASC to achieve the goal of a healthier community by increasing

community awareness of the risks of alcohol use, and ensure harm minimisation of the effects of alcohol on individuals and its community.

Council received VicHealth funding to explore the depth of alcohol related harm impacting its community, by collecting relevant health data and engaging with key stakeholders in Mount Alexander Shire (MAS) about what impacts they observe.

## What we found



## 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.

National data  
 Local data

Data sources and more information available at [www.mountalexander.vic.gov.au/Alcohol-harm-prevention](http://www.mountalexander.vic.gov.au/Alcohol-harm-prevention).