



The Smart Generation Program

to prevent underage alcohol use in
Maroondah and Yarra Ranges

Produced by the School of Psychology, Deakin University for Communities That Care Knox,
Maroondah City Council and Yarra Ranges City Council.

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1. Overview of the Smart Generation program

The Smart Generation is a program that aims to mobilise communities across Australia to reduce and delay adolescent alcohol use.

The Smart Generation is designed to help the next *generation* of children to be *smarter* and happier as a result of avoiding or delaying the use of alcohol. The program aims to optimise adolescent development by helping communities to work together to prevent young people from drinking alcohol before they turn 18.

The program is a series of evidence-based, multi-level interventions. Being *evidence-based* means all components of the program have been demonstrated to be effective in changing behaviour. *Multi-level* indicates the program seeks to bring about change at multiple levels, including the community, schools, families and individuals.

What does The Smart Generation intervention involve?

National prevalence data indicates that over a third of adolescents between ages 12 and 17 obtain alcohol from two sources:

- a) they purchase it themselves from liquor outlets (primary supply); or
- b) parents or other adults give it to them (secondary supply) (AIHW, 2014).

Intervening at these two points of supply is critical to reducing adolescent alcohol consumption in Australia. To do this, The Smart Generation implements two key strategies:

- a) assisting young people and their families to discuss and adopt alcohol guidelines that reduce and delay alcohol use; and
- b) reducing the frequency of retail outlets, parents and other adults supplying alcohol to adolescents.

The program achieves these key aims through two key approaches or *components*:

1. **Supply monitoring** of alcohol sales to adolescents is delivered at the community level, specifically within packaged liquor outlets.
 - a. This is a community-wide intervention that aims to reduce the supply of alcohol by monitoring and reporting on sales by liquor outlets to confederates who appear under the age of 18.
 - b. Outcomes of the monitoring are followed by an intervention in the form of feedback letters to licensees, alongside media advocacy to increase community awareness and change adolescents' perception of the availability of alcohol.

2. **Social marketing** is delivered through schools and in the home, and aims to change awareness, attitudes, intention and behaviour.
- a. Through educational brochures and school newsletter messages, this program communicates messages about the importance of delaying alcohol use for as long as possible and encourages parents to set rules about alcohol use.
 - b. It also emphasises secondary supply legislation, which restricts adults from providing alcohol to a child who is not their own (Roache et al. 2013).

The program includes an emphasis on **community mobilisation** to coordinate and value-add to the above components through actions such as media advocacy and community events.

This report will provide an overview of the extent to which implementation fidelity was achieved and outcomes of the Smart Generation Supply Monitoring program in Moroondah and Yarra Ranges.

2. Aims of the Smart Generation Supply Monitoring

The overall aim of this program is to **delay or decrease adolescent alcohol consumption** by reducing factors in a young person's environment that increase their risk of drinking and increasing factors that protect a young person from drinking.

The Smart Generation Supply Monitoring intervention is an evidence-based community program delivered by Deakin University that collects data on the sale (also known as supply) of alcohol through packaged liquor outlets to people who appear to be under the age of 18. The primary aim of this research program is to reduce underage alcohol use by preventing alcohol sales or supply to minors.

Program aims:

- To identify how many packaged liquor outlets in the community supply alcohol to a young person who looks under 18;
- To promote best-practice approaches to the supply of alcohol, specifically reminding liquor outlets to always ask for proof-of-age identification (ID) from anyone who looks under the age of 25;
- To raise community awareness about the need to reduce alcohol supply to minors; and
- Ultimately, to reduce adolescent alcohol consumption in the community by reducing supply.

3. Supply Monitoring Outcomes

This report presents trend monitoring data collected in Maroondah and Yarra Ranges in 2017-2018. The 2017/18 data collected in Maroondah and Yarra Ranges was coordinated and led by the Communities the Care Knox auspice, EACH in collaboration with Deakin University. A full cycle was completed in 2017/18 in both Local Government Areas.

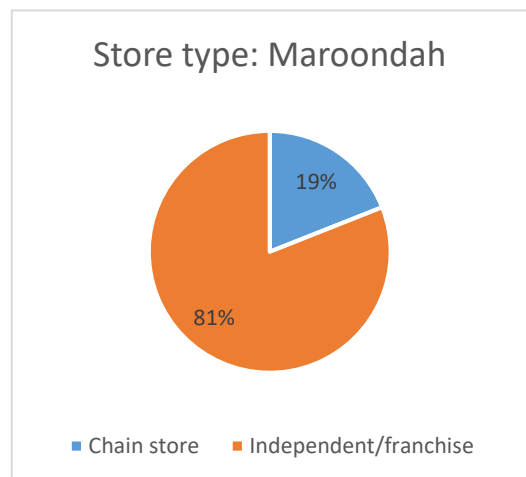
3.1 Sample Demographics

In 2017 a sample of packaged-liquor outlets in Maroondah and Yarra Ranges were monitored to identify a baseline of how many packaged liquor outlets in the community supply alcohol to a young person who looks under 18.

Packaged liquor outlets demographics Maroondah

Total number of packaged liquor outlets monitored: Baseline: 15; Follow-up: 16

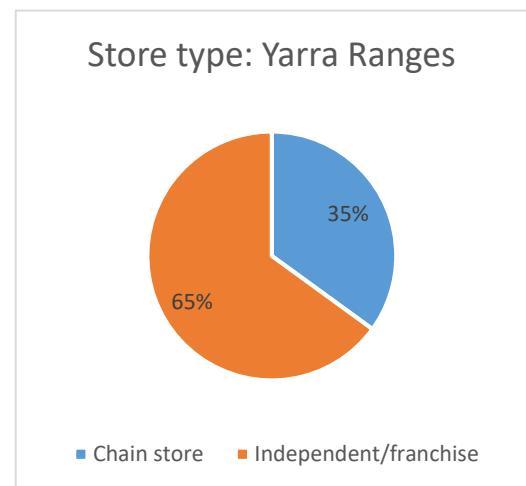
Percentage of store type: Chain store (stores that share a brand and generally have standardised management processes) 19%; Independent/franchise (store that is independently owned) 81%



Packaged liquor outlets demographics Yarra Ranges

Total number of packaged liquor outlets monitored: Baseline: 20; Follow-up: 20

Percentage of store type: Chain store 35%; Independent/franchise 65%



Following the baseline monitoring, all outlets received an intervention as part of this project. The intervention involved sending feedback letters to each packaged-liquor outlet. The letters informed outlets that they had been surveyed, notified them of the outcome from the visit and alerted them to an upcoming visit. The letters are an important action to build awareness and support in the community. Media articles were also drafted for each LGA to help communicate the messages. Media was published in both LGAs (via Rangers Trader Mail, Eastern Access Community Health (EACH) website and Facebook page and Maroondah Council website).

<https://rangestrader.mailcommunity.com.au/mail/2018-03-23/young-looking-adults-test-bottleshops/>

<http://www.each.com.au/ctcknox/wp-content/uploads/2018/04/Media-Release-Maroonah-Smart-Generation-Supply-Monitoring-Program-C....pdf>

3.2 Comparative Sample

The control comparative data presented in this report was collected as part of a Deakin study conducted in 2012 and 2013 across four LGAs in Victoria. The total sample of packaged outlets sampled in the control sites was 45. The control communities were randomly selected by an epidemiologist to represent a sample of socioeconomic status (SES), location and size. There was no intervention activities in the control sites.

3.3 Results

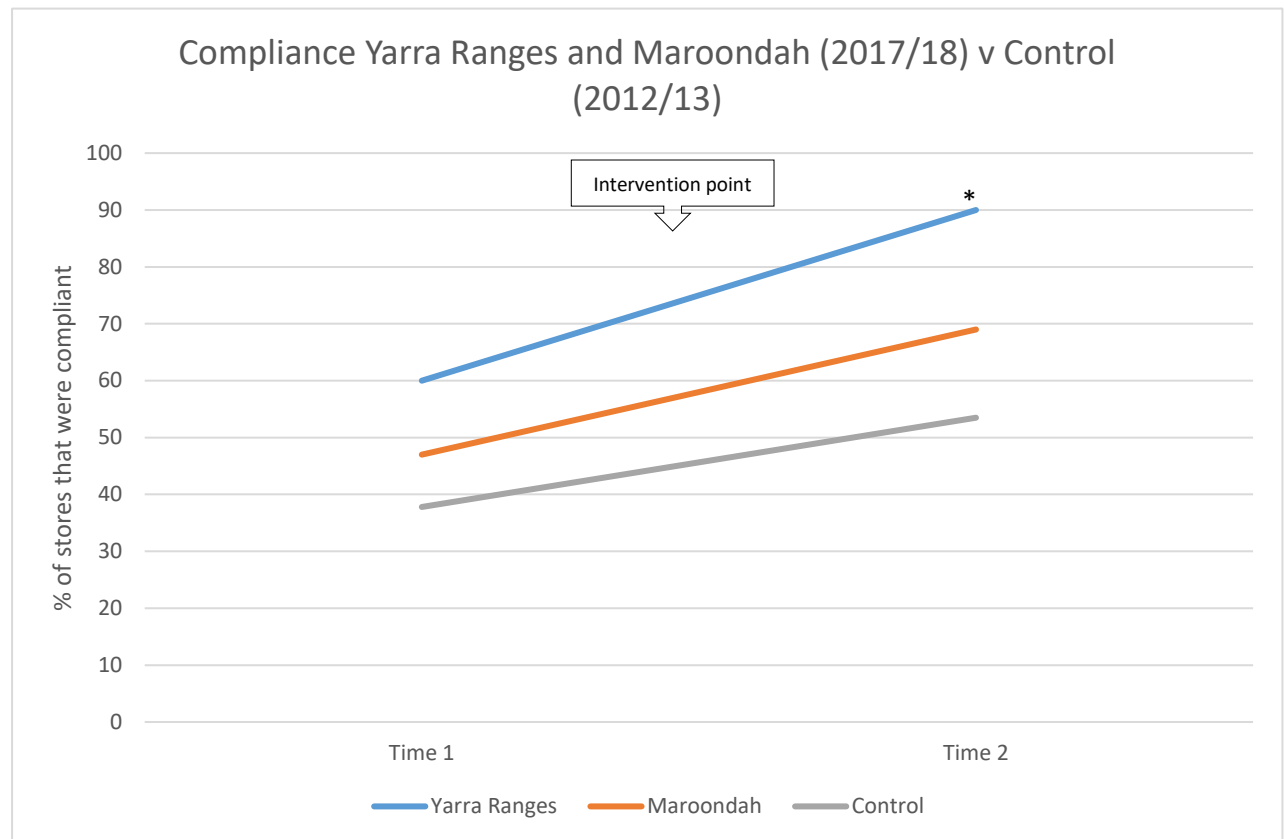
Packaged liquor outlets were monitored to assess compliance with state regulations regarding the sale of alcohol to minors. Specifically, individuals who look under 18 and do not provide proof of-age identification are not permitted to purchase alcohol. The purchase attempts were undertaken by young people (confederate) who had been judged by an expert panel to look under the age of 18 years, and their attempts were monitored by a member of Communities that Care Knox working group. If asked for identification, the young person advised packaged-liquor outlet staff that they did not have it. The sales practice was recorded by project staff (sold alcohol; not sold alcohol).

Packaged-liquor outlets were recorded as 'compliant' if they checked for relevant age identification for individuals who appear under the age of 25, and subsequently did not sell alcohol to the confederate. Packaged-liquor outlets were recorded as 'non-compliant' if they 1) did not check for relevant age identification and sold alcohol to the confederate or 2) did ask for relevant age identification and continued to sell alcohol to confederate even though they were unable to provide relevant age identification.

Figure 1 shows that at baseline 60% of packaged liquor outlets in Yarra Ranges and 47% of packaged liquor outlets in Maroondah were compliant (did not sell alcohol). Following the intervention activities the percentage of compliant outlets increased in both LGAs. Of the packaged liquor outlets in Yarra Ranges, 90% were compliant and did not sell alcohol to the confederate. Of the packaged liquor outlets in Maroondah, 69% were compliant and did not sell alcohol to the confederate. Figure 1 also shows that at baseline there was no significant difference between the compliance rate for Yarra Ranges and Maroondah and the comparative sample (Yarra Ranges: 60%; Maroondah: 47%;

Control: 38%). Following the intervention activities the compliance rate in Maroondah is higher than the control group and in Yarra Ranges the compliance rate is significantly higher than the control group (Yarra Ranges: 90%; Maroondah: 69%; Control: 53%).

Figure 1: Percentage of stores that were compliant and did not sell alcohol to confederate in Yarra Ranges, Maroondah (2017/18) and Control (2012/13)



*indicates significance compared to control group

4. Implementation Fidelity Results: Supply Monitoring

Implementation fidelity is an important step in delivering evidence-based programs. It refers to the degree in which the intervention is implemented as intended by the program developers. This monitoring strategy is important to increase the likelihood the program will succeed and that the tested and effective procedures will translate into the behavioural change for the population targeted. Implementation fidelity is often measured with five components: adherence; dosage; quality delivery; participant involvement; and saturation.

The implementation fidelity results are based on data from the 'Supply Monitoring Evaluation Update' and 'Supply Monitoring Implementation Update' completed by Team Leader. Based on these results, the Smart Generation Supply Monitoring was implemented with very high fidelity.

Fidelity component	Measured by...	Achieved Goal 2017/18 cycle
Adherence (i.e. how much of the content was covered and major modifications to the implementation manual)		
Confederate and Team Leader are trained in program delivery	➤ 100% of training content covered pre observations	<input checked="" type="checkbox"/>
Intervention components delivered	➤ Feedback letters delivered – one month following first wave monitoring	<input checked="" type="checkbox"/>
	➤ Local community newspapers and radio are approached for media advocacy	<input checked="" type="checkbox"/>
No modifications	➤ No or minor modifications made to program model	<input checked="" type="checkbox"/>
Dosage (i.e. the number, length, and frequency of sessions)		
Pre & Post monitoring	➤ Pre intervention observations of all outlets	<input checked="" type="checkbox"/>
	➤ Post intervention observations of all outlets – following pre intervention observations	<input checked="" type="checkbox"/>
High Quality Delivery (i.e. location and special circumstances, etc.)		
Recruitment of team members to ensure high quality delivery	➤ Standard position descriptions to stipulate skills and attributes	<input checked="" type="checkbox"/>
	➤ Recruitment processes followed	<input checked="" type="checkbox"/>
Team Leader and Confederate are familiar with the content of the manual and understand and	➤ Training delivered	<input checked="" type="checkbox"/>
	➤ Confidentiality and Ethics Agreement - signed by team members	<input checked="" type="checkbox"/>

agree to the monitoring process		
Logistics planning carried out prior to data collection	<ul style="list-style-type: none"> ➤ Records detailing planning for data collection ➤ Team itinerary completed and circulated to team prior to observations 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Strong Participant Involvement (<i>i.e. attendance</i>)		
Training attendance	<ul style="list-style-type: none"> ➤ Team members attend training – complete training feedback form 	<input checked="" type="checkbox"/>
Attempt to purchase alcohol at each outlet	<ul style="list-style-type: none"> ➤ Observation checklists & Liquor Outlets List – record each outlet that is visited 	<input checked="" type="checkbox"/>
Saturation (<i>i.e. reach, the total number of outlets your community plans to include</i>)		
All packaged liquor outlets (or a representative sample) in a community are monitored	<ul style="list-style-type: none"> ➤ Pre intervention observations of all outlets – > high percentage of outlets visited ➤ Post intervention observations of all outlets – > high percentage of outlets visited 	<input checked="" type="checkbox"/>

5. Recommendations

1. It is recommended that the sales monitoring program be regularly repeated in the target local areas. The current results show that the sales monitoring intervention activities were well implemented and resulted in the sales compliance rates in Yarra Ranges and Maroondah improving at a greater rate than in control communities. This improvement is likely to dissipate over time, hence it is recommended that sales monitoring be repeated at regular intervals.
2. As packaged liquor outlets are only one source of adolescent alcohol supply, it is recommended that the parent supply reduction components of the Smart Generation Program be also considered for implementation as a means of achieving sustained longer term community reductions in adolescent alcohol use.

6. References

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