



## Tairāwhiti CAAF Steering Group

### Alcohol & Smokefree Sidelines Ease Up Project 2012 - 2013

**Tiny White Day Ease Up Promotion at Barry Park, Saturday, 23 March 2013:** Maori Wardens were present at Tiny White Day and did a great job. Health promotion organisations did a great job of promoting their services. Generally people at the games were respectful and aware of the project.



**Positive Sideline Behaviour promotion:** We had secondary school students promoting positive sideline behaviour messaging at Barry Park & Rugby Park on 13 April 2013. This was collaborated with Tauawhi Men’s Centre and Tairāwhiti Services Academy. Feedback was supporters, players and coaches were very positive at games.



**ease UP**  
for their future  
alcohol free | smoke free  
abuse free sidelines

**HELPLINE CONTACTS:**  
Alcohol/Drugs | P 0800 787 797 or 869 2097 | [www.addictionshelp.org.nz](http://www.addictionshelp.org.nz)  
Quit Smoking Turanga Health | P 869 0457 | [www.turangahealth.co.nz](http://www.turangahealth.co.nz)  
Aukati Kaipapa Ngati Porou Hauora | P 867 8550 | [www.nph.org.nz](http://www.nph.org.nz)  
Family Violence | P 0800 456 450 / 869 0227 | [www.areyouok.org.nz](http://www.areyouok.org.nz)  
Poverty Bay Rugby Football Union | P 868 9968 | [www.povertybayrugby.co.nz](http://www.povertybayrugby.co.nz)

**IT IS OK TO ASK FOR HELP**

**Promoting positive sideline behaviour.**

SCREAM **FOR** YOUR TEAM, NOT **AT** THEM, OR THE REF

*Players will have the best experience if your sideline support is showing respect and appreciation for them, their team, coaches and referees.*

*Stay on the right side of the line!*

**Mental Health & Social Services Promotion:** This evening (30 April 2013) followed on from Tiny White Day promotions. This was a very successful evening, although club support was not as forthcoming as hoped. Feedback received was this was such an educational event and whole of clubs should be encouraged to be attending as this involved education on safer, more sensible behaviours. We provided resources and giveaways which went down well.



Mental Health & Social Services Team

Organisation	Topic
Tauawhi Mens Centre	Positive sideline behaviour and abuse support
Turanga Health	Synthetic Drug Use
Te Kupenga Net Trust	Mental Health and well being in sport
Tairāwhiti District Health	Sexual health
Heart Foundation	Heart Health
Gisborne Volunteer Centre	Club volunteer recruitment
Red Cross	Save A Mate & First Aid

**Poverty Bay vs East Coast Queens Birthday weekend game 2013:** Poverty Bay & East Coast Management were advised that our sidelines are alcohol free and smokefree and to advise their players, members and supporters of this to ensure the appropriate messages were distributed. Maori Wardens were present to monitor grounds. Flyers were distributed at this event, including support organisation contacts.

**Safer Alcohol Use Workshop:** This was held Thursday, 13 June 2013 at Gisborne Cosmopolitan Club. A good turnout (64 attendees), considering some of the feedback we received prior to the event. Some clubs had training and still managed to attend. Buck was certainly a draw card, speaking on an important topic of Men’s Health and wellbeing. This was followed by an educational, interactive workshop presented by Amberley Meredith. The evening was opened to not only rugby clubs/teams, but to the wider community. This event was filmed in partnership with GDC, as part of a community based DVD on safer alcohol use in our region that is to be generated.



Buck Shelford Mens Health



Horouta with Buck



Giveaways



Amberley Meredith Safer Alcohol Use

### 2013 Preseason Club Feedback

	<p>As a committee we love the idea of smoke and alcohol free side lines. We would not say we are fully there yet, but we are certainly a lot better than we were. This means we are promoting a family friendly club. Children and whanau benefit from this and supporters feel more welcome. The host responsibility training was valuable in making us aware of our host responsibilities. Two committee members went to it this year and that was great in getting buy in from the committee to support the bar manager with her decisions on peoples level of drinking. The project has been good for just making everyone more aware of their behaviour towards alcohol and the alternatives.</p>	<p>It’s been great for the club, a noticeable reduction in side line abuse making the much easier to manage and enjoyable for the ref and players alike. There seems to more parent with children at the games which helps with food sales. With the improving side lines there is a much higher chance of people taking up refereeing.</p> <hr/> <p>It has made our club members more aware of the negative impact that both smoking and drinking can have on the sidelines. It has assisted Club management to help change behaviour.</p>
<p>GMC meeting &amp; making players aware of AF/SF Sidelines. GMC manager issues resources in P.I. &amp; English which was of value to the team.</p>		
<p>Pre season training</p>		

### 2013 Mid Season Club Feedback

<p>Horouta see a continued improvement in sideline behaviours. The challenge is to be “constant” as new spectators (not necessarily club members) follow rugby who have no understanding of the initiative. Regular matches at Waikirikiri Reserve with GMC and Horouta Home games is attracting the broader community.</p> <p>The commitment from the club has grown since the initiative was first started. This causes some concern as far as gaining enough support goes.</p> <p>Bar staff speak to members about excessive drinking, especially those known to indulge too much. The</p>	<p><b>Tiny White Day:</b></p> <ul style="list-style-type: none"> <li>- It was great to see community organisations involved in the opening day.</li> <li>- Very good and accessible. Good to see things for the kids.</li> </ul> <hr/> <p><b>Mental Health &amp; Social Service Promotion workshop:</b></p> <p>Good to see mental health issues being talked about, so often hidden away. Supporters are monitoring spectators on the grounds. They are telling people bringing in drink to leave the grounds and take the alcohol away.</p>	<p><b>Would your club like to see more of these promotional and educational opportunities in future?</b></p> <ul style="list-style-type: none"> <li>- This (The Men’s Health workshop) is a major step for the club in terms of rallying members.</li> <li>- Yes, definitely. Repeat the promotions again.</li> </ul> <hr/> <p><b>Positive Change:</b></p> <ul style="list-style-type: none"> <li>- Not drinking or smoking on the sidelines</li> <li>- Managers and members monitoring sidelines voluntarily</li> <li>- Reminding players to remind their whanau</li> </ul>
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<p>committee have spoken about the policy and the ease up project and have re-iterated that they are fully behind the bar staff and duty teams enforcing the rule of stopping serving people alcohol if they are reaching a certain limit. We also have duty teams now on nights the bar is open to monitor behaviour.</p>		
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### 2013 Post season Club Feedback

- Change has been noticed through players, club members and the public. Previously Players would drink and smoke outside in the car park or around the field if they are parked inside the grounds. They rarely do this now and have responded to request from the committee to support the club. This has a positive spin off from supporters and the public, talking (reporting) about positive role models. People are being more aware and behaving in a more responsible manner.
- The club has seen a positive increase with a large number of players registering for the season. Although winning is an important part of clubs success, we encourage participation and fair play by all teams.
- We have had very positive feedback from the local community council and police that they have had no incidents of fights or disorderly behaviour at our club. Previous years there have been incidents in the car park etc. Again sideline behaviour, have less hassles with intoxication and abusive behaviour, along the sideline allowing games to flow. Sets a stake in the ground around ethics and morale behaviour as a positive example to our youth.
- The highlight for 2013 has been the engagement with third party agencies with expertise in smoking cessation and alcohol reduction strategies. Workshops with guest speakers were a highlight.

### 2012 Evaluation Criteria and evidenced data

#### 1. Awareness raising evaluation criteria

##### a. People are talking about alcohol related problems and / or harm

- Five of the nine clubs supporting the project decided preseason 2012, to promote the use of their club facilities (licensed premise) rather than setting up a designated drinking area at grounds to minimise the presence of alcohol at games.
- Two clubs who do not have a licensed premise or club facilities available, chose (preseason, 2012)to only set up a designated drinking area at grounds when they hosted another team, but used this area to control and monitor behaviours while providing food as part of good host responsibility practices.
- The other two clubs chose to 'play it by ear' until the rugby season began.
- The project is promoted at club prize giving's weekly and through flyer distribution, signage in clubs and at grounds and the Alcohol Management Plan Handbooks that are easily accessible within clubrooms. Also, all clubs have an Alcohol and other drugs club policy in place.

##### Reporting from clubs:

- "We see the benefits with having over 200 JAB (junior) Players. It is vital that we portray a very safe and positive environment for these Players and their parents. Not only on the field but within our clubhouse. This project has already seen some positive spin offs in clubhouse behaviour as well. Word of mouth has been our most effective way of spreading the message to all our spectators, supporters, members and Players. A lot of them have asked about the billboards at the grounds and asked 'What's this all about' so that has been a way to detail the project and its intentions".
- "In 60 years of our rugby clubs history, I'm proud to say we are changing the culture of spectatorship. Our members have taken a professional approach to the AF/SF Sidelines. Supporters have utilised the designated areas at Rugby Park, but more importantly with home games our supporters have upheld our 'big brother' model and it appears we have eliminated drinking and smoking on the sidelines".
- "All rugby people despite which club they support have been very supportive and complimentary in the way our 'clubrooms' are working in regards to the project. There is plenty of hot food, chips and nuts for everyone. We have no problem with drunks or such like people".
- "Our home ground previously had broken glass and 'mowed' cans leading to sharp aluminium pieces at the ground. Both incidences reduced significantly in 2012" (with the introduction of the project).
- "The project put in place this year with AF/SF Sidelines has in my opinion been a success. We have seen positive changes right throughout our club members e.g. ; obeying signage put up and with regards to drinking areas and sideline behaviour we haven't had any issues whatsoever and that is from informing members of their obligations to the club and respecting these laws. With regards to members of other clubs and visitors it was very refreshing to see our members directing people to the areas and also addressing people who didn't conform to our club rules".

- “We have embraced the technology and social media world using it to advertise through Facebook that our grounds are AF/SF. This has been our main advertising about the changes and has definitely paid off. We also decided as a Committee that our gates to our grounds would be locked at all times, this also has been really effective as a lot of the time when people were drinking it was in their vehicles, so we have eliminated this problem by locking our gates. We also continue to have posters in our local shops and a big billboard type poster on our club, which has been supplied by PBRFU. We continue to use the word of mouth approach. Players been advised of the changes and been encouraged to remind whanau and friends. We have not need to ask the Maori Wardens to attend games as everyone who has attended games have adapted so quickly and are respecting the changes. We also started to remind people in after match speeches also. So with all that in mind I believe that we have definitely enough promotion and awareness within our club”.

**b. Utilising local communication means/media (in language of community) as appropriate e.g., talkback, murals, newspaper**

- The project works with the Tairawhiti District Health, Sport Gisborne Tairawhiti, Gisborne District Council, Poverty Bay Rugby Football Union, Turanga Health, Maori Wardens, Gisborne Police and Tairawhiti Abuse Intervention Network.
- The project used a range of promotional options: Media Release, flyer distribution, signage, alcohol sponsorship replaced from Goal post pads and flags, clubs promoting messages within their affiliate membership, supporters and players at prize giving, through club newsletters and websites, radio interviews, a bimonthly PBRFU newsletter, the Gisborne Herald, Trade and Exchange magazine, PBRFU Website and Facebook page and use of the national ALAC logo.
- The “Ease Up’ messaging has become a prominent component of the project. With new sports codes coming on board this will help to create consistency in branding and ensure this project is easily identifiable to those using Tairawhiti sports grounds.

**2. Behaviour Change Evaluation Criteria**

**a. Alternatives to alcohol promoted in private settings and public events**

- Clubs are choosing to remove alcohol as a player of the day prize

**b. People tell own story of change (ie; alcohol not served at children’s parties)**

- Concern relating to drink driving harm that has encouraged positive action around responsible drinking behaviours:
- “We lost 3 very good friends in the same fatal car crash a few years ago, this was alcohol related. 2011 one young player was arrested and lost his license due to over intoxication. 2010 we had an incident where a player was intoxicated and sitting behind the wheel with the keys in the ignition, the car’s engine was not running but he was processed by the Police and fined by the courts. This season we have no reports of misbehaviour related to alcohol or drugs”.
- “The impact of drink driving is the issue we really try to bring home to our players and supporters, as the rural community is particularly susceptible to it. Only last week, a young man who was well known to many of our members died in an accident where alcohol played a part. We pay for a bus most Saturday nights to ensure our members have a safe way of getting into town (The bus collects members, players and supporters from town and drives them the 23 kilometre journey to the clubrooms and delivers them back to town later in the evening) and constantly make references to the issue in our after match speeches etc.”
- Alcohol and smokefree whānau days have been promoted: **GMC** – “This has been promoted at whanau days, meetings, trainings, face book, emails, groups, and face to face. With an ongoing increase of members and modern technology, G.M.C are able to promote and make the members and their whanau more aware of Alcohol and Smoke Free Sidelines Project 2012. Whanau days are Alcohol free and this is always announced before the event starts, guest speakers”.



**3. Policy/environment change evaluation criteria**

**a. Reduced alcohol availability**

- Alcohol removed as a player of the day prize

**b. Access to alcoholic beverages limited**

- Limiting access to alcohol is included as part of the host responsibility practices and alcohol free sideline policies by:
  - implementing (easily identifiable) designated drinking areas for those clubs who do not have a licensed premise, as the host team/club, to ensure teams are fed and refreshed prior to travelling back to their own destination.
  - Or encouraging members, supporters and players to use club facilities to drink rather than on the sports grounds.
  - Clubs are expected to monitor and promote the use of these specific areas if players, members, supporters or spectators are choosing to drink at sports grounds.

Evaluation Findings	
<ul style="list-style-type: none"> <li><b>Greater awareness of alcohol and tobacco related harms</b></li> </ul> <p>Q: To what extent are people choosing not to smoke or drink while watching sport that is being played in the sports grounds of focus?</p> <p>A: With affective delivery of messaging, there has been less need for enforcement strategies with a visual decrease of alcohol and smoking at grounds.</p>	
<ul style="list-style-type: none"> <li><b>Community Ownership</b></li> </ul> <p>Q: How vibrant and healthy are the whanau who play and watch sport in the sports grounds of focus?</p> <p>A: With the promotion of positive sideline behaviour, spectators positively engage in sports at grounds. With the decrease in visual substance abuse, this creates healthier lifestyles choices and has a flow on affect for the future of sport in our region.</p>	
<ul style="list-style-type: none"> <li><b>Sports Club develop policies relating to acceptable standards of alcohol and tobacco use</b></li> </ul> <p>Q: To what extent are Sports Clubs advocating for alcohol and smoke free sidelines?</p> <p>A: Encouraging members, players and supporters to use clubroom facilities rather than the grounds to drink and smoke, announcements at club prize giving, the removal of alcohol as a weekly player of the day prize.</p>	
<ul style="list-style-type: none"> <li><b>Effective working relationships</b></li> </ul> <p>Q: What is the quality of the working relationships?</p> <p>A: There is great support for our clubs. We meet annually in a club review forum, with clubs, to ensure the success of the project. Policies are in place. Key organisations are working together to manage successful outcomes.</p>	
Evaluative Conclusions	
Rating	Explanation
<b>Very Good</b>	<p><b>Outcome One: Greater awareness of alcohol and tobacco related harms achieved very good ranking because:</b></p> <ol style="list-style-type: none"> <li>1. There is a high level of community dialogue about Alcohol and Tobacco at sports grounds</li> <li>2. All Clubs involved in the project are committed to project outcomes by Sports Clubs. <ul style="list-style-type: none"> <li>• Roles models identified and supported to deliver messages</li> <li>• There is a visual decrease in the presence of alcohol and tobacco</li> </ul> </li> </ol> <p><b>Outcome Two: Community ownership achieved very good ranking because:</b></p> <ol style="list-style-type: none"> <li>1. Most Sports Club members actively promote messages <ul style="list-style-type: none"> <li>• Little to no enforcement strategies required</li> <li>• High whānau presence</li> <li>• All spectators positively engage with the environment</li> <li>• No consumption of alcohol or tobacco on sideline</li> </ul> </li> </ol> <p><b>Outcome Three: Sports Club develop policies relating to acceptable standards of alcohol and tobacco use achieved very good ranking because:</b></p> <ol style="list-style-type: none"> <li>1. All sports grounds (on and off the pitches) implement smokefree policies <ul style="list-style-type: none"> <li>• All Sports Clubs promote and advocate alcohol free sidelines</li> <li>• Strategies to accommodate those that wish to responsibly consume alcohol while viewing games are always considered</li> <li>• Appropriate designated areas have high standards for safe alcohol consumption are provided if no licensed premise is available</li> <li>• Sports Clubs and their stakeholders always communicate policies to the wider community</li> </ul> </li> </ol> <p><b>Outcome Four: Effective working relationships achieved very good ranking because:</b></p> <ol style="list-style-type: none"> <li>1. Project coordinator actively informs and engages other local providers <ul style="list-style-type: none"> <li>• Most Sports Clubs are supported and resourced to behaviour change strategies</li> <li>• High project sustainability is achieved through continued investment by relevant agencies</li> <li>• The project contributes to the wider Tairāwhiti Safe Communities strategy</li> <li>• A high standard of district wide policies are proposed to support the intent of this project</li> </ul> </li> </ol>
<b>Good</b>	N/A
<b>Poor</b>	N/A



Annaleigh Stills: 06 8689968 / 021485598  
[annaleigh@povertybayrugby.co.nz](mailto:annaleigh@povertybayrugby.co.nz)  
P O Box 520, Level 1 of River Oaks Mews  
74 Grey Street, Gisborne 4040

