

Thursday 13th September
Stream E
2.00pm – 3.00pm

BUZZED: Evaluating the impact of online story telling within a harm reduction framework

Amy Ninnies, CAYAD Advisor, Auckland Council
Jordyn Johnston, CAYAD Advisor, Auckland Council

BUZZED is a social media storytelling campaign aimed to stimulate conversation on the real impacts of alcohol and other drugs (AoD) and inspire young people to take action against AoD related harms. BUZZED was developed and delivered by the Community Action Youth and Drugs (CAYAD) team, a Ministry of Health initiative. The target audience was young people age 14-24.

Expected outcomes were:

- Increased discussion and debate on AoD related topics
- Increased access AoD support services including helplines
- Decreased stigmatisation around AoD use
- Counteraction of alcohol advertising and other online alcohol contents
- Increased community action plans aimed at reducing AoD harm

CAYAD partnered with research team Dovetail to evaluate BUZZED and assess its impact. BUZZED was implemented with an underlying assumption that young people connect with storytellers via digital platforms. This evaluation tested that assumption by exploring user experiences, perceptions and aspirations for the platform, with a focus on youth specifically. This helped uncover some of the unintended outcomes of the initiative.

CAYAD will present the new theory of change proposed by Dovetail alongside current literature findings, and discuss best practice for online public health campaigns and the impact of structured stories by influential and 'everyday' young kiwis in creating change for our communities.

Presenter biographies

Jordyn has been with CAYAD for 3 years and is passionate about reducing alcohol and other drug harm. Her background is in anthropology and has worked in local government for 8 years, coordinating central government organisations to led inter-agency action plans under the Youth Crime Action Plan across Tamaki Makaurau. As well as coordinating a youth gang contract, Jordyn had a strategic overview of local youth crime trends and made recommendations based on best practice seen at a local level. Jordyn lives in South Auckland with her husband, daughter and English staffy.

Prior to joining CAYAD at the end of 2017, Amy worked in the Community and Social Policy Department at Auckland Council where she experimented with innovative approaches to policy development. She is passionate about social innovation, system change, and enabling the voices of communities to shape decision-making. She has experience working with diverse communities, rainbow communities and youth, and has a background in social anthropology and public policy. Amy lives in Whau with her wife and fur babies.

Stop before you start: Connection, Early Intervention and the Virtual Future

Anne Bateman, MSW, MPA Head of Mental Health and Addictions, National Telehealth Service
Sinead McCarthy, RN, Senior Advisor, Alcohol Harm Reduction Team, HPA

With the Mental Health Inquiry underway, we need to be thinking about preventative and early intervention strategies; and the blue sky thinking about the ways we can empower people and their communities to promote and achieve wellness. From National Telehealth service data, approximately 40% of the people reaching out to the service who identify their primary substance of concern as alcohol (Q3 2017-18). Do we want this for our next generation? How do we develop our practice, services and resources to reach this next generation early and stop the cycle of addiction?

Focusing on wellness in relation to alcohol use in our lives is a part of achieving this. The HPA Alcohol, Health and Wellness Plan takes a strength's based approach to creating positive, connected strategies and resources. Person driven access to enable behavioural wellness and support resources support this plan. Virtual connections within digital ecosystem and the benefits to people in need as well as service providers will be discussed.

What the audience will learn:

- Understand the concept of early intervention and prevention
- Introduction to the concepts of the new HPA Alcohol, Health and Wellness Plan
- What telehealth is
- Virtual resources available to the general public as well as practitioners
- Next steps for progressing early intervention

Presenter biographies

Anne has had various roles, including governance, development, management, planning and funding, quality improvement and clinical practice. Her specialties' are strategic planning, business planning, system building, innovation, organisational development, evaluation and continuous quality improvement. She holds a Master of Science in Social Work, a Master of Public Administration and recently attended the Stanford Executive Program for Non-Profit Leaders (EPNL). She is certified in Six Sigma and a Prince 2 practitioner with membership in the Institute of Directors (MinstD) and the American Evaluation Association.

As a clinician she has spent the last 14 years working at a systems level in various levels of government as well as NGOs.

Sinead McCarthy is a senior advisor in the Health Promotion agency, working in the Alcohol Harm Reduction team. Sinead is new to working this side of health within a crown agent, having worked clinically for the past 26 years as a Registered Nurse. These have included Emergency Departments and Mental Health units. Originally from Ireland, she has settled in New Zealand for the past 10 years with her Kiwi husband and 2 boys whose ethnicity is a much debated topic.

Dodging Bullets Online

Gerhart Berking, Public Health Promoter, Mapu Maia - Problem Gambling Foundation

Philip Siataga, Counsellor and Health Promoter, Mapu Maia- Problem Gambling Foundation

In 2017, concern about the potential impacts for harm among young people online prompted Gerhart to undertake the first Pasifika led focused research among young Pasifika people on their perceptions of online gambling. There is a paucity of research in this area and wider public awareness about the tactics now being employed by the gambling Industry encouraging people to micro-spend is needed. With SMART technology – the reach into homes and into the hands of anybody anywhere is a major

concern. Online gambling is accessible 24/7. Key findings of this research are presented. How well prepared are we to minimise risks/harms in this area? What are the current legal regulations we have and may need? What are the implications for counsellors in education counselling and other clinical settings? A model of awareness raising and education is suggested that considers a whole of school approach, including school policy, curriculum development with in positive psychology wellbeing approach. Joining the dots across the treatment, and education sector requires fresh thinking and the right framework. A model /framework has been established in recent years by the NZ Drug Foundation and Ben Birks which we consider a viable starting point for the conversation about online gambling - social media space in the education sector. The millennial generation, so called digital natives, are being targeted and 'groomed'. Suggestions about what connections are meaningful- are raised in managing an 'invasive' technological environment that can subtly isolate individuals from prosocial participation in whanau and wider community settings.

Presenter biographies

Gerhart is of Samoan descent, Public Health Lead for Mapu Maia and after graduating from Auckland University, he joined PGF. In 2017 he designed and conducted the first Pasifika research exploring connections and impacts of gaming and gambling online with Pasifika Young people in Auckland. There has been an emerging conversation and concern about this significant gap in research and the online potential for 'harm'. A gamer himself he brings a practical perspective and raises awareness about the gambling industry online tactics and the potential grooming young people for gambling.

Philip Siataga is a social scientist, counsellor and health promoter with Mapu Maia. He is also a group facilitator with He Waka Tapu - Mauri Ora Experience a residential AOD intensive programme and AVIVA Family Violence Service Men's Group. Philip is on MHAPS Board of Trustees and the Youth Hub Trust in Christchurch. His recent work in secondary schools involved the development of AOD Policy and designing promoting teaching programmes integrating Positive Psychology with Indigenous models of wellbeing. This includes working with Wiremu Gray who has developed Te Whare Mauri Ora and developing Life on the Front Foot- psycho-social educational approach to well-being. He-co-chairs the Drua - Pasifika National Addiction network and co-hosts sensing bros Community Access plains FM 96.9. Most importantly he is the proudest Father of 2 wonderful daughters.