

Reducing alcohol related harm with peer crowds of young people

This is a summary of a social innovation process that aimed to identify, test and refine a range of highly-targeted interventions for young people living in South Auckland. The interventions needed to focus on reducing alcohol related harm and delaying drinking for as long as possible.

Prepared by innovate change for: Odyssey, the New Zealand Drug Foundation, Healthy Families Manukau, Manurewa-Papakura, CAYAD Auckland (Auckland Council), Counties Manukau District Health Board and the Health Promotion Agency.

innovate change is a social change agency. We use creative and participatory approaches to build social connectedness that enables youth development, whānau well-being and positive ageing.

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What did we do?

Reviewed a sample of relevant information and literature

Interviewed 8 key informants (who work with and for **young people** in a service, research, or behaviour change capacity)

Recruited **young people** via an online survey
First round of co-design workshops with **young people** focused on identifying and understanding their values, motivations and attitudes towards alcohol consumption

Developed key insights into **young people** and alcohol in South Auckland, and the core needs that **young people** need to live free from alcohol related harm

Second round of co-design workshops during which the core needs of **young people** were tested and refined, alongside early propositions for highly targeted interventions

15 Idea Testers were trained in the use of prototyping kits which they used to interview others in their peer group, totalling approx. 45 **young people**

Idea testers were guided in the analysis of their findings, which lead to further iteration and development of the following propositions:

A challenge-based initiative

1.

“Kai Kōrero” family meal conversation starter box

2.



Co-design involves ways of doing (methods) and ways of being (mindsets). These ways of working have been used extensively throughout this project and have involved gathering different information, perspectives, insights, and experiences from young people and people who work with and for young people to create solutions.

What do young people need to live free from alcohol related harm?

A strong sense of belonging.

Healthy alternatives to coping with stress, pressure and trauma.

Adult relationships that actively encourage, discuss and model healthy moderation of alcohol.

To be told by friends and family when drinking is harmful to themselves or others.

Means to 'escape' from everyday life.

The ability to test limits, explore rites of passage and have fun.

Feeling cool, attractive and desirable.

About each initiative?*

A Challenge-Based Initiative

1.

- A challenge-based initiative offering healthy alternatives to drinking.
- Young people who want more out of life join a movement which includes an online community that takes part in a series of ongoing and graduated challenges.
- Participants receive prizes for completing challenges.
- The challenges and prizes can be customised to focus on young people's interests and particular well-being issues.

Kai Kōrero Family Meal Box

2.

- Development, promotion and distribution of a whānau meal kit to help facilitate positive conversations and connectedness.
- "Kai Kōrero" is the working title for a family meal conversation starter box containing:
 - A recipe for a nutritious and easy to prepare meal
 - The ingredients required to make the meal
 - Conversation starter cards designed to prompt conversation around specific topics; beginning with basic connection
 - A sealed envelope containing 'the big question', which will be a conversation starter question around a well-being topic such as stress, coping, relationships or alcohol use.

* For the full project report contact Simon Harger-Forde at simon@innovatechange.co.nz.

What next?*

Initiative 1: A Challenge-based initiative

1.

- A brand would be co-designed alongside young people.
- A website and social media presence would be developed to house the initiative and deliver messaging.
- Young people would join the initiative online and participate in the challenges.
- As young people develop through the challenges, there is opportunity to 'level up', gaining access to new challenges, rewards and opportunities.
- Prizes reinforce, reward and promote healthy habits.
- Young people can respond to promotional messaging to sign-up, or may be invited by people who are familiar. There will be incentives for inviting and recruiting friends.
- Challenges will be one-off, activity-based and free, and will have a social aspect to them that involves friends and family.
- Prizes are given upon the completion of challenges, with a compulsory prizes awarded upon completing the first challenge.
- Young people must share evidence of themselves competing the challenges via social media at a specific time, in order to qualify for the prizes.
- Personal progress is tracked via a leaderboard, with a privacy option included.

Initiative 2: Kai Kōrero family meal conversation starter box

2.

- A brand would be co-designed for the boxes.
- Any member of the whānau could make a request for a box via a specifically designed Facebook page, or via community partners.
- Boxes would be distributed via a partner, and would be free.
- Boxes would provide instructions describing:
 - a. the intention of the box is to prepare the meal and share it together as a group
 - b. who gets to be 'in the whānau' for the meal is up to the person who requested the box (i.e. it's their definition of whānau that matters)
 - c. how to use the conversation starter cards, including guidance on moving onto the special 'big question' envelope when they feel ready.
- Boxes provide all the necessary ingredients for a full meal, and the recipes are simple and easy to prepare.
- Meal preparation is undertaken by the whole family/whānau group.
- Initial conversation starter cards prompt and stimulate conversation about easier, lighter topics, e.g. "What is something you're grateful for today?", "What made you smile today?".
- When the group feels ready, they open the special envelope with 'the big question' conversation starter inside - this will be about a well-being issue such as stress, coping, relationships, or alcohol use.
- Whānau and families are encouraged to share photos of their food preparation, food sharing or conversation via the Facebook page and other social media presences. They will not receive a second box if social media sharing does not take place.

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