

How to Reduce Alcohol-Related Injuries at the Local Level

Alcohol-related injuries affect many New Zealanders each year due to their own or others' alcohol use. Local level action can help prevent these injuries. Research shows us what can be done to reduce injuries from alcohol in communities.

What works

Research shows that these interventions are effective at reducing alcohol-related injuries



Screening & brief interventions for harmful drinking

Works in healthcare settings, but not workplaces



Regulate the number & location of alcohol outlets

These approaches work very well. Reducing the availability of alcohol is a very important opportunity for NZ communities



Regulate days & hours of retail sales



Policies & training on responsible alcohol serving

Based on limited evidence. Reduces harm, but not how much people drink



Workplace alcohol testing for drivers

Based on limited evidence. Other options work even better (eg, roadside breath testing)

What might work

Research suggests that these interventions are likely effective at reducing alcohol-related injuries



Restrict or ban alcohol promotion activities that reach young people



Regulate sponsorship activities by alcohol companies

There are few evaluations about these interventions, but there is very strong evidence about how alcohol marketing increases how much children, youth, and adults drink

What does not work

Research shows that these interventions are not effective at reducing alcohol-related injuries



Starting, supporting, & taking community action

Community action is important, but the most impactful strategies are commonly not used by communities



Public education & awareness

Not effective especially when alcohol marketing is already very common & powerful



Regulating the drinking environment, enforcing alcohol service laws, providing care & shelter

These strategies are designed to reduce the harmful consequences from drinking & intoxication, but without necessarily changing how much people drink



Providing late night alternative transportation

Possible unintended consequences (eg, people staying out later, spending more money on alcohol)