



Community Action
Youth and Drugs

Success Stories

Nov 2009



Community Action Youth and Drugs (CAYAD)

Community Action Youth and Drugs is a primary prevention approach that aims to reduce harm to young people and families/whanau from illicit drugs.

The Ministry of Health currently funds 30 CAYAD sites in cities, towns and rural areas across New Zealand. The majority of these sites were established nearly five years ago.

CAYAD uses a community action approach. The focus of community action is working with people that can influence positive change at the community level. For example, this includes changing policies and practices in sports clubs, marae, schools, councils, community organisations, government agencies, youth groups, etc.

Community action:

- Involves knowing what is happening at grass roots and facilitating action by groups/agencies
- Is based on local and international research on what works at the local level
- Focuses on changing the environment to change the individual
- Can mean working with a geographical community, or community of interest (eg. principals, youth workers, kaumatua/kuia, AOD services, gangs, sports club committees etc).

The national CAYAD outcomes are:

- Increased informed community discussion and debate about issues related to illicit drugs
- Effective policies and practices to reduce harm adopted
- Increased local capacity to support young people in education, employment and recreation
- Reduced supply of drugs to young people.

The National CAYAD Project is supported by national co-ordination provided by SHORE/Whariki at Massey University and five representatives from the CAYAD provider organisations support the National Co-ordinators in the strategic development of CAYAD. The CAYAD project also receives valued and essential support from CAYAD managers and from Ministry of Health portfolio managers who monitor the CAYAD contracts.

CAYAD has been formally evaluated (formative, process and impact evaluation) and findings are positive regarding the impact CAYAD is having.

Recently, there has been a national project to compile the stories from CAYAD kaimahi so we can share more widely some of the successes that communities are achieving in their work to address harm from illicit drugs.

In this booklet you will find a very small selection of those stories. There are many more to come and we will be sharing these with you via our website.

Safer Dance Parties

Auckland hosts the largest dance parties in New Zealand and our research indicated that within the dance party culture there was a high level of illicit drug use.

The Safer Dance Parties project was designed by CAYAD in collaboration with Downtown Police, as it was clear that the issue would have to be addressed from all directions for maximum effectiveness.

We looked at the international evidence of what has worked and used this to put together a package of strategies. The package included a lockable box for drugs confiscated at the venues and training and information for security staff and venue managers.

The training workshops covered how to search for drugs as well as how to raise patron's awareness of drug harms, information on the different effects drugs can have on customers and, and how to deal with people under the influence of drugs.

We utilised the experience gained in one of our previous projects, Red Frogs, where we put in place a safety net for students using alcohol and other drugs during university Orientation Week. For example, a successful outcome of Red Frogs was fewer people needing treatment by St John's paramedic staff at the venue.

We knew that we could apply what we learnt from Red Frogs to the dance party contexts.

One of the biggest harms at dance parties is around heat exhaustion and dehydration, but the initiative was up against venues charging high prices for water (to make money that they don't make selling alcohol when illicit is the drug of choice).

Many venues actually turned off the cold water in the bathroom taps to force people to buy the highly priced bottles of water.

CAYAD negotiated directly with some venues and got support from groups like the Auckland City Liquor Enforcement Group. Free food and water were featured recently in the Auckland City Council's draft alcohol policy. As a result, government safety and enforcement officers have started to monitor more widely the availability of water at dance party venues and bars.

CAYAD has talked with dance party promoters and some of the larger city venues like Vector Arena (capacity of 10,000+ people), STUDIO (up to 1000 people) and the EDGE at Aotea Town Hall. We found that the venues are very keen to include protocols for drug handling in their policies. As well, there is huge interest from a range of promoters





who have been approaching CAYAD directly for advice and are keen to integrate the Red Frog approach into dance parties.

To date, three groups of security staff have been trained and dance party venue managers are implementing the policies through their 'in-house' action teams, some with support from community groups. The security training booklet was picked up by the EDGE and training information has been incorporated into their policies. Police also have more advance knowledge of big dance party gatherings so they are better prepared to handle those.

A successful outcome is that venues that have received the training have confiscated twice the amount of drugs, which are then put into the lock box which can only be opened by police. Following the training workshops, dance party venue managers and staff immediately saw the positive results and this further encouraged their teams. Also, the policy on transporting/moving drugs from the venue to the police has improved and is now safer for the venues.

What made the project successful was that it was evidence-based and there was a lot of good information available, especially on similar projects that had been implemented overseas.

The approach wasn't strong handed, but was firm yet open to compromise. Having a good pilot at the huge 'Deep Hard N Funky' dance party event, held

at Vector Arena in 2008, was another success factor. Strong relationships were built. Trust was really important especially with the police. There is now really good buy-in from stakeholders.

It also really worked that we used a strategic phasing-in approach, working with venues, presenting to the Liquor Enforcement Group and providing training on managing drugs and liquor licensing policy. Time was taken to see how to best integrate all the project components. Also, if one or two things didn't work well it didn't threaten the project as many other components did work.

If it hadn't been for the project there wouldn't be a co-ordinated approach to making dance parties safer, there would be more people at Emergency Departments and being admitted to hospital, and venues wouldn't know how to deal appropriately with people using drugs.

This project sets a benchmark and we are taking steps towards establishing best practice.

CAYAD is currently being asked to look at working on drug policies with large scale venues like Mt Smart (capacity 70,000), Western Springs and Eden Park for the 2011 World Cup.

Mike Ikilei and Anna Jacob
Auckland City Council
CAYAD Auckland City

Te Paroa Papakainga

The problem was the manufacturing of 'P' in the Te Paroa Papakainga. Also, lots of gang colours were coming into the Papakainga, and kids were getting access to 'P'. The community masked domestic violence and other violence really well but there had been several drug-related shootings. When the police raids started then we realised something was really wrong.

CAYAD was approached by a group of concerned residents of the Papakainga. Firstly, key elders and whanau from the area were identified. At the initial meeting with a small group, several other people came along. One of the barriers they talked about was that they were too closely related to the people involved so they were apprehensive about speaking out. Another problem was that police had carried out many raids on the Papakainga so there was an existing negative view of the police.



It was decided that a series of meetings would be held with specific objectives. I developed flyers inviting people to a hui and people delivered them at night as they were afraid to do it in the daylight. Forty-five people turned up to this hui, which we viewed as an excellent turnout, considering the population of the small settlement is approximately 80 to 90. A local kuia delivered a presentation on the history of the settlement and why it was developed – in part to give young families an opportunity to own their own home. I then delivered a presentation about the effects 'P' has on our communities.

After lunch we broke into workshop groups and whanau were asked to describe the issues from their perspective and likely solutions.



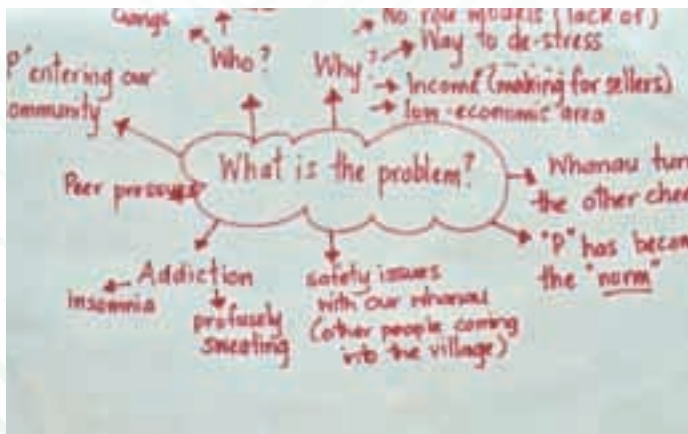
We organised a second meeting to discuss 'P' and other community issues; for example, a kuia gave a presentation about how you could get support to build your own home if you could whakapapa to the marae.

At this time, the community was still getting raided by police and people were hiding in their homes. The black cloud over the area because of all the raids made people feel it would be a waste of time calling the police if there was a problem.

At our next hui a kaumatua actually named a person involved – it seemed that people had been really wanting to get this out and CAYAD provided the impetus for them.



It seemed that the community wanted someone to be behind them as there was a lot of paranoia about narking.



I explained about CAYAD and the history of the Papakainga was also given. I talked again about the effects of 'P'. In the end the community decided they wanted a relationship with the police and CAYAD brokered this because of our existing networks with the police. CAYAD also encouraged the community to find solutions for themselves rather than CAYAD saying 'here's the solution'. CAYAD developed posters and these were put around the community. A Neighbourhood Watch roster was mooted and police gave some tips like taking notice of cars and strangers coming in. Feedback from the community

was that because the Papakainga is situated out by the airport, it's quite rural, making it easier for 'P' labs to be set up.

As result of these hui, the police have now built a relationship with the community. Police suggested an amnesty where people could put contraband in a bin without fear of prosecution. A charter was also developed by the marae committee and the committee from the Papakainga.

A successful outcome is that a Neighbourhood Watch Group was established. Another successful outcome is that 'P' labs have been shut down, and we also know of people who have stopped using 'P'. Improved relationships between the community and the police is also a positive outcome.

What made the project successful was that most of the village got involved (about 80%). There were positive messages – you couldn't get away from the positive messages. These people wanted to take their village back.

Before this, the Armed Offenders Squad had been going in with their guns because there had already been so much violence. If it hadn't been for this project there most likely would have been a death. Somebody would have been killed. It was very scary. Someone finally had the guts to come out and do something about it.

Taiwhakaea Whanau – Winners of the Ngati Awa Challenge



Community Task Force on Youth Wellbeing and For Our Kids (FOK)

The gang-related murder of baby Jhia in Whanganui two years ago resulted in dialogue between Mayor Laws and local iwi about the need to take responsibility as a community to prevent such tragedies in the future. These challenges led to a series of discussions. Everyone did a lot of talking, which really improved relationships. This culminated in the formation of a formal partnership between Council and iwi organisations, as well as MSD, CYFs, Ministry of Health, youth sector organisations and the police. A Taskforce has now been established with the purpose of stemming the flow of young people into gangs.

Getting the buy-in of all stakeholders has been quite a process, and it is a huge accomplishment that the Council and community have now developed a shared vision and strategy. CAYAD had the opportunity to be part of these discussions in an Iwi-mandated voice, in the first instance. As it was a strategic post, CAYAD took on the role of seeing that there would be benefits from the Taskforce strategies for the CAYAD outcomes we are seeking in Whanganui. Reducing drug use and harm was uppermost in our minds.

Our initial contribution was mainly to influence policy decisions and then we quickly moved into positive action through the development of the 'For Our Kids' initiative. This project focuses on what we as a community can do to assist our young people to achieve their potential. We have based it on concepts of hauora, child development and fostering belonging, mastery, and generosity.

With its central role in the community and its resources, Council was in an excellent position to introduce and lead For Our Kids, as part of its Family Friendly Strategy. Their vision was to make Whanganui a great place for families by actively involving the whole community in For Our Kids.

CAYAD was on the Organising Group which has developed the community-wide For Our Kids strategy involving iwi organisations, whanau, businesses and agencies. The strategy is about to be launched and will involve community discussions in every suburb, kura and school to encourage people to jump on board the kaupapa.

We aim to get a big increase in people volunteering in our communities, and all volunteers and organisations involved will be accredited to contribute to the kaupapa of For Our Kids. We want to encourage employers to give their staff time off to contribute to the community eg sports days, special occasions and events. We are also encouraging businesses to offer support through corporate sponsorships for community events and promotion of For Our Kids.

We intend to utilise local opportunities and media to encourage families to interact positively and to do the 'little things' with their kids. Celebrating families by profiling them weekly in the local paper and establishing ambassadors to show the potential will also support the kaupapa.

This is a great opportunity to pull together across our community for the good of our kids. Without such efforts we would likely see more tragedies related to drugs and gangs in our community and more children missing out on the chance of a positive, healthy future.

For Our Kids is about adults contributing positively to the aspirations of our young people. This initiative is built strongly on the premise that 'it takes a village to raise a child'.

*Jay Rerekura
Nga Tai O Te Awa Trust
CAYAD Whanganui*

Alcohol and Other Drug (AOD) Collaborative

In Christchurch we kept hearing from high schools that they couldn't get their young people into AOD counselling. The need for this service seemed to far outstrip the capacity available.

We know that unless young people developing dependence on drugs get the right sort of help quickly, then most likely their drug use gets heavier, they will be excluded from school and lose the opportunities education provides.

CAYAD believed there was a need to identify what youth AOD counsellors there were in the community and get them together to talk about how they could share resources and work smarter, so that young people with problem drug use didn't miss out. We wondered if there were ways to increase the capacity of the youth AOD counselling sector without increasing the number of counsellors.

CAYAD's approach was firstly to meet individually with counsellors and service providers to float the idea of setting up a Drug Counsellors' Collaborative. They wanted support for their practice, a chance to share resources and information and break down barriers with other similar services, as well as reduce their stress and overload. We found that there was a lack of culturally appropriate services and also that counsellors were concerned about the unmet needs of some of the young people referred to them.

A shared vision seemed possible. Counsellors supported our idea of a Collaborative and a meeting was held where guarded enthusiasm was expressed. There was reasonable commitment from people to a process, which CAYAD offered to facilitate and drive.

We have had more meetings throughout the year and as a result, agencies are working better





together. Meetings are hosted by different service providers and a sense of connection and ownership is well developed. Some of the AOD counsellors' main frustrations have been reduced including schools referring young people who don't actually need an AOD service. CAYAD and AOD counsellors have contacted schools and made them aware of the criteria for referral to drug counsellors.

So without any increase in staffing, there is now increased capacity to look after those young people who most need help with drug issues. Collaboration between services has really grown; for example a joint initiative has emerged where two different agencies are working together with a group of Maori youth to support their achievement, and build their pride. As a result, this group on an AOD Waka Ama project recently fundraised to travel to Rarotonga.

There are other examples of direct inter-agency collaboration that have grown from the project and we now see better access to service providers, increased whanau oriented support being offered, an improved referral process. There have been rewards for counsellors through CAYAD organising training. We see renewed hope and enthusiasm that they can achieve good results with the young people they care so passionately for.

Also, initiatives such as the Rangatahi Ball have emerged to celebrate achievements of young people more used to being labelled and put down for the problems they have, rather than being recognised for success. There were performances by the young people (there because of problem drug use), that were up there with the best reality show finalists. Others were so poignantly expressive that there were few dry eyes.

CAYAD are proud to be driving a project which gains its sustainability from good community action that mobilises existing resources and energy. Using local knowledge and cultural expertise, progress has been made in reducing harm to youth from drugs.

*Wiremu Gray and Mike Moss
St John Of God Waipuna Youth and Community
Services Trust
CAYAD Otautahi*

The Legends League Youth Club

At our League Club, parents and caregivers were regularly drinking alcohol, smoking and dealing drugs around young people playing sports on Sundays. With ongoing negative behaviours related to the alcohol and drugs, some of the community stood up and said 'enough is enough!'

As CAYAD (Kotahi Tatou) workers we created and promoted the rationale 'Not in Front of our Children' and we helped to develop club policies to ban alcohol consumption and drug smoking/dealing in the park where the youth sports were being run.

For the first two years of the project, CAYAD workers were ridiculed and abused by supposed dealers in the streets of Kaitaia. But mobilisation of the parents and community and getting support for the kaupapa (intension and project plan) were integral to the success of this project.



Since the implementation of the alcohol and drug-free policies within the Legends League Club, the drug taking, dealing, and alcohol drinking has shifted away from the sports park. This has meant we have a safe environment for the kids and has

created the opportunity for youth to run their own club. It has also meant that some adults no longer come to the youth games, but a pat on the back should go to some of the parents who were still part of an alcohol drinking group but allowed their children to stay and play at the Park.

Other parents have been totally committed to the kaupapa and have supported the formation of a tai tamariki-run youth club, with grades ranging from under 5s, under 7s, under 9s, under 11s and under 13s. It is a real achievement to have a Tai Tamariki-run League Club in our town; however having key stakeholders (parents) to assist with the administration side is still very important.

These same parents are now trying to change the drinking/drug culture at seniors' level. Their Drug and Alcohol Free Club has inspired the Far North Maori Rugby League team to wear the same colour uniforms as the kids and promote the kaupapa at senior tournaments by having 'Drug Free, Alcohol Free' emblems on their training shirts.

What we have seen as a result of this project is the change in people's whakaaro (thinking, ideas) towards responsible drinking and creating safer environments for youth. Since establishing our alcohol/drug-free league club, a local rugby club has asked if they can use the club for their kids as well, and now a neighbouring netball club has approached the local Council and wants to be part of the policy to make their courts alcohol-free.

We have also developed strong links with a well established Club in Auckland (Northcote Rugby League Club) which is getting heavily involved with our youth, creating a career pathway to higher honours.



For example, youth from our club that have really achieved are:

- Ray Wallace : Warriors Under 20s
- Wiremu Ratana : Brisbane Broncos Under 20s
- Elijah Taylor : Warriors Under 20s (captain)

Without the CAYAD/Kotahi Tatou project, there would have been more serious drug and alcohol problems in towns in the Far North like Kaitaia,

and we would not be seeing the same degree of success in our young people's sporting and other achievements.

*Dan Rutene, Shirley Neho and Tony Cook
Kotahi Tatou
Te Oranga/ Te Runanga o Te Rarawa
CAYAD Kaitaia*



Mau Rakau Project

The problem we faced was a high level of stand-downs and suspensions of young Maori males at local high schools. Mau Rakau, an ancient Maori martial art form was selected as a holistic approach to build their identity and confidence so they could take ownership of their alcohol and drug issues.

We used local knowledge, as well as research from the Cochrane Collaboration, which indicated that culturally specific skills programmes showed some promise in reducing drug use and helping change unhealthy individual and social behaviour.

Our Mau Rakau project started in 2007, and CAYAD's role was to co-ordinate the project, which was led by four elite Mau Rakau exponents from Tairāwhiti. We targeted young Maori males aged 12-18 years and invited them to attend a week-long wananga held at a local marae.

The wananga typically had up to 65 participants and were physically demanding and culturally inspiring experiences. As well as Mau Rakau training, there were hauora sessions about whanau wellness and presentation skills training.



The marae provided a safe place for rangatahi to learn about traditional Maori practices (tikanga) and how to act in a cultural context around their peers and elders (tuakana/teina – awhi mai/awhi atu). Rangatahi were supported to take responsibility for their actions and to make positive informed decisions (tino rangatiratanga – self determination).

Some of the rangatahi were from dysfunctional homes and broken families. However, the impact of the project on the parents and whanau of these boys was huge. Most participants completed the training and by the end of the week they were confident and had developed a new and positive outlook on life. We noticed reduced negative attitudes and behaviour; for example, they became respectful and helpful to others and had more positive relationships with their whanau and other rangatahi. They also enjoyed their increased levels of physical fitness and mental concentration.

As well as the increased knowledge of traditional Maori practices, the wananga developed the leadership of the rangatahi, with senior students from previous wananga going on to lead the next wananga and also teach Mau Rakau at their own marae.

Some rangatahi also took leadership roles through waka ama, kapa haka or local club sports. It was so good to see whanau who previously were not involved with their children becoming engaged and supporting their kids in their activities and achievements.

In terms of meeting CAYAD longer term outcomes, the project resulted in increased local capacity in recreation and education, as well as reduced drug use. Most rangatahi have become drug-free or substantially reduced their drug use and it is really inspiring to see the spin offs in their education. Most participants are completing NCEA levels 2 & 3, something that was not likely prior to their being part of the Mau Rakau project. Two participants went on to become champions at the national level. One tutor became the champion in 2007 and another rangatahi competed nationally in the Toa Aotearoa championships 2009.

Without the Mau Rakau project it is likely that many of the young men who were participants would



have been suspended for drug use and related behaviours and not have had the opportunity to achieve and excel.

As a result of the successes of the programme, we are experiencing increased demand from 'at risk' rangatahi wanting to participate in the Mau Rakau project. The change in the boys' behaviour has seen them become respectful, helpful, positive, disciplined, confident, presentable and proud young men. They now have belief in themselves.

*Rapiata Ria and Bev Thomas
Turanga Health CAYAD Gisborne Nov 2009*



Te Karaka Community Alcohol and Other Drug Project

In Te Karaka the principal of the local high school, the local police constable, whanau and an alcohol outlet proprietor were all concerned with the levels of rangatahi binge drinking in the town. Parents and whanau only wanted what was best for their rangatahi and they came to realise that the only way things were going to change was if they as a whanau, as a community, made it happen.

CAYAD used a community action/whanau ora approach to the issue to build capacity within the community and enhance whanaungatanga. This involved bringing people together to realise our roles, responsibilities and obligations to each other, our whanau and our community.

We took a comprehensive approach to addressing the problem through increasing community connections and mobilising whanau. Turanga Health was involved in:

1. Facilitating community hui/rangatahi hui once a month to identify the issues in their community and implement solutions
2. Supporting a community Drug, Alcohol & Smoke Free Whanau Day involving all the whanau from little ones to kaumatua competing in healthy activities
3. Supporting Street bbqs to get to know your neighbour
4. Facilitating a Drug, Alcohol & Gang Forum at the local marae to look at marae policy to keep whanau safe around alcohol and drugs, and gangs at tangihana
5. Implementing an eight-week Alcohol and Other Drugs Intervention Programme at the High School
6. Supporting Christmas in the Park which utilised local talent
7. Supporting Top Street, a sports activity where all whanau in the street can compete against whanau in other streets
8. Supporting local marae whanau day and inviting other close marae to participate

9. Supporting the Rangatahi Amazing Race which brought rangatahi from close adjoining communities to compete against each other in a positive event.

The outcome of these events and processes included a formal Community Council being established to address issues pertaining to education, health, employment, recreation, township development, as well as ongoing community events and activities.



CAYAD supported the process of nine key community members being elected and was the vehicle to assist this community and help it to grow and build trust and capacity, whanaungatanga and resilience. During their first 14 months the Community Council organised ten major community events including community hui held once a month.

The impact of the project on this community is that there is now a group of like-minded committed people who have come together and said 'drugs, alcohol and gangs, violence and truancy is not the future for our young people in Te Karaka'.

They are determined to bring about positive change and have been prepared to do something about it. Knock backs are inevitable. But as a CAYAD kaimahi you have to keep going, encouraging them and supporting them – holding their hands until they can do it themselves.

Resources, funding and assistance from external organisations are helpful, but the greatest success is in the people who are the movers and the shakers



in the community; who can phone uncle Maurice for a couple of mutton for the community hangi or the local butcher for a discount on the steak, or another uncle who could donate a pig and our local mayor who can provide some veges and a koha toward a community event – people who have the skills to organise community events and sports days. These people are the jewel, the taonga miharo. When you have influential people telling everyone else what to do and what to bring and when, then the job gets done.

He aha te mea nui i te ao? What is the most important thing in the world? He tangata. It is people.

External Organisations that assist the Te Karaka Community Council with its:

- Strategic plan is *Te Puni Kokiri*
- Township development plan is *Gisborne District Council*
- Adult education is *Rural Education Activities Programme (REAP)*
- Aged people is *Age Concern*

Plenty of help – they don't need me now – hooray!!!

Bev Thomas

Turanga Health, Gisborne



Community Action Youth and Drugs (CAYAD)

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