



Health

Hunter New England
Local Health District

Improving the implementation of responsible alcohol management practices by community sports clubs: an RCT

Melanie Kingsland

Hunter New England Population Health &
The University of Newcastle



THE UNIVER
NEWCA
AUSTRALIA



Co-authors, funders and partners



Co-authors

- Luke Wolfenden, Jennifer Tindall, Bosco Rowland, Karen Gillham, Maree Sidey, Patrick McElduff, John Wiggers

Primary funder

- Australian Research Council

Project Partners

- University of Newcastle, Australian Drug Foundation, Deakin University



Sports participation



Worldwide, large numbers of people are involved in sport, for example...

- 270 million people worldwide are actively involved in football/soccer¹
- In Australia and England, 28% & 36% of people are involved in organised sport^{2,3}

While...participation has many health and social benefits...



Alcohol and sport



- Higher rates of risky alcohol consumption and alcohol-related harm amongst sportspeople and spectators than the general population⁴⁻⁶
- Particularly amongst team and contact sports and young males⁵⁻⁶



Alcohol and sporting clubs



- In Australia, many sporting clubs/venues sell alcohol under liquor licenses – legally required to do so responsibly
- While... managing the sale, supply and promotion of alcohol in pubs, clubs, etc been found to be effective in reducing risky consumption and harm...⁷
- ...sporting clubs consistently fail to implement best practice alcohol management practices⁸⁻⁹
- No RCTs testing effectiveness of interventions to improve such practices



Study aims



- To assess the impact of a multi-component implementation intervention in improving alcohol management practices of community sports clubs
- To assess usefulness of, and satisfaction with, intervention components



Study methods



Design

- Randomised controlled trial
- 87 football clubs randomised to intervention/control groups (1:1)

Setting

- Urban and rural regions of NSW

Participants – football clubs

- Community, non-elite level
- Australian Rules, Rugby Union, Rugby League, football/soccer





Level 1: Liquor licensing legislation

- eg. Intoxicated people are not permitted to enter club, be served alcohol, or be allowed to remain on premises

Level 2: Behaviour

- eg. No cheap drinks, drinking games/promotions that encourage risky drinking

Level 3: Policy

- eg. Written alcohol management policy developed and distributed to members

2 year implementation period (2010-2011)



Implementation strategies



- project officer allocated to each club
- financial support/cost-recovery (\$500 season)
- *Good Sports* accreditation and associated merchandise
- printed resources and project newsletters
- game-day observational audits and feedback
- training in responsible service of alcohol
- tailored letters of support from state sporting organisations

Implementation strategies



- project officer allocated to each club
- financial support/cost-recovery (\$500 season)
- *Good Sports* accreditation
- printed resources available
- game-day observations
- training in responsible service of alcohol
- tailored letters of support from state sporting organisations

Capacity building action areas...

- Resource allocation – human resources
- Organisational development – management support

Implementation strategies



- project officer allocated to each club
- **financial support/cost-recovery (\$500 season)**
- *Good Sports* accreditation and associated merchandise
- printed resources and materials
- game-day observations
- training in responsible service of alcohol
- tailored letters of support from state sporting organisations

Capacity building action areas...

- Resource allocation – financial resources



Implementation strategies

- project officer allocated to each club
- financial support/cost-recovery (\$500 season)
- **Good Sports accreditation and associated merchandise**
- printed resources
- game-day observation
- training in response
- tailored letters of support from state sports

Capacity building action areas...

- Organisational development – recognition and reward systems





Implementation strategies

- project officer allocated to each club
- financial support/cost-recovery (\$500 season)
- *Good Sports* accreditation and associated merchandise
- **printed resources and project newsletters**
- game-day observational audits and feedback
- training in responsibility
- tailored letters of support

Capacity building action areas...

- Resource allocation – physical resources & decision making tools and models
- Organisational development – recognition and reward systems
- Partnerships – relationships

Newsletter

Mid season 2011

Welcome to the 3rd edition of the GOOD SPORTS newsletter. Congratulations to all clubs who have gained level 2 accreditation!

The 2011 season is nearing to an end, but there is still time for clubs with home games remaining to "rev up" for a level 3 match-day visit. For level 3 accreditation you will work with your project officer to make your canteen healthier, finalise club policies, and source healthy sponsorship and fundraising ideas. Don't forget, that to be a level 3 club you must maintain level 1 and level 2 criteria.

This newsletter will give you some ideas to help you work on level 3 criteria.

Good luck on your *Good Sports* journey.

Melanie Kingsland

Melanie Kingsland
Good Sports ARC Trial Manager

Source sponsors other than alcohol & fast food industries

Tackle healthy sponsorship head on and diversify your club's sponsorship by attempting to source additional sponsorship from businesses other than alcohol and fast food industries.

- Start by sending out a letter to prospective sponsors which details club demographics, what

← Healthy sponsorship & fundraising ↓

Help your club raise money for equipment and facilities by hosting fun and easy fundraising activities that promote the healthy lifestyle messages of *Good Sports* and are not based around alcohol. Some ideas:

- Mother's and father's day stalls
- Garage sale
- Selling advertising space at the



Good Sports ARC trial LADDER as at 1/8

Accredited level 2 Good Sports club

- working on level 3
- Argentton United Soccer Club
- Aquinas Holy Family Colts
- Blue Mountains RUFC
- Forest RUFC
- Gunnedah RLFC
- Guyra RUFC
- Lake Macquarie City FC
- Menai Hawks Football Club
- Southern Power AFL
- West Wallsend Soccer Club

Working on level 2

- Balmain Dockers AFL
- Broadmeadow Magic Soccer Club
- Chatswood RUFC
- Como Jannali Crocodiles RLFC
- Cromer Kingfishers RLFC
- Dudley Redhead United Soccer Club
- Dundas Valley Vikings RUFC
- East Coast Eagles AFL
- Forster Tuncurry Hawks RLFC
- Gordon RUFC
- Gunnedah RUFC
- Inverell Highlanders RUFC
- Lakes United RLFC



What clubs say...

"I am thrilled with the cultural changes taking place around our club and am inspired to see club members taking on the healthier choices options from the new healthier menu. The salad sandwiches have been a real hit with the crowd and players alike."

Maurice Kirkham Blue Mountains RUFC

"The salad items are now being offered on low fat steak and sausage sandwiches to encourage patrons to take up the Good Sports healthy food options."

Tony Cawsey, Menai Roosters RLFC

"I see great benefit in the program with relation to the designated driver and alternative transport options as it is a very important message we are conveying to the younger drinkers."

Peter Anderson Como Jannali RLFC

"When the committee was introduced to the Good Sports program we immediately took up the challenge to deliver healthier choices in the form of what we can provide to eat and for alcohol consumption on game day, taking our club to another level."

Trina Devetak West Wallsend Soccer club



Gallery— Level 2 accreditation



← West Wallsend Soccer

→ Menai Hawks RLFC



Health
Hunter New England
Local Health District

Implementation strategies



- project officer allocated to each club
- financial support/cost-...
- *Good Sports* accreditation
- printed resources and project newsletters
- **game-day observational audits and feedback**
- training in responsible service of alcohol
- tailored letters of support from state sporting organisations

Capacity building action areas...

- Workforce development – performance management systems



Level 2 Good Sports criteria	Satisfied
16. Bar servers do not consume alcohol while on duty	✓
17. Club maintains an up-to-date incident register	✓
18. Club is registered as a food business with the NSW Food Authority or local council	✓
19. Safe food handling signage is displayed in the club canteen	✓
20. Substantial food is provided when the bar is open for more than 90 minutes and more than 15 people are present	✓
21. At least four non-alcoholic and one low-alcoholic drink options are available	✓
22. Non-alcoholic and low-alcoholic drink options are at least 10% cheaper than full strength alcoholic drinks	✓
23. Club does not serve 'shots' of alcohol or double-nips of alcohol	✓
24. Club does not sell ready-to-drink (RTD) products over 5% alcohol/volume	✓
25. Club does not conduct drinking games/promotions that can encourage excessive drinking	
32. Club does not sell cigarettes	
35. Safe transport action plan drafted and provided to the club committee and staff/volunteers	
36. Information posters about standard drinks and drink-driving are displayed at the bar	

There were a few things that we noticed you'll still need to undertake to receive *Good Sports* Level 3 accreditation, as per the table below:

Good Sports criteria to tackle	What was observed by Good Sport staff during the visit	What your club needs to do
Level 1		
3. Required liquor licence signage is clearly displayed at the alcohol point-of-sale location	<ul style="list-style-type: none"> - <i>Good Sports</i> staff did not see the required "no under 18's" signage displayed (ie the current OLGR sign) - <i>Good Sports</i> staff were told that your clubhouse has recently been painted and that you are in the process of putting up signage again 	- Obtain and clearly display the required NSW OLGR sign on refusal of service to people under the age of 18 years at all places where alcohol is sold
8. ID checks are conducted on people who appear to be under the age of 25 years, and people aged under 18 years are not served alcohol	- <i>Good Sports</i> staff observed people who appeared to be under the age of 25 years <i>not</i> being asked for ID when purchasing alcohol.	- Where a person is <i>not</i> known by the bar staff, ensure that all staff/volunteers serving alcohol ask for 'proof of age' from all members and visitors if they appear under the age of 25 years.
9. All entrances to the club	- <i>Good Sports</i> staff did not observe any staff/volunteers	- Ensure that the ground monitor is clearly visible

Implementation strategies



- project officer allocated to each club
- financial support/cost-recovery (\$500 season)
- *Good Sports* accreditation
- printed resources and
- game-day observational audits and feedback
- **training in responsible service of alcohol**
- tailored letters of support from state sporting organisations

Capacity building action areas...

- Workforce development – workforce learning

Implementation strategies

- project officer allocated to each club
- financial support/cost-recovery (\$500 season)
- Good Sports accreditation and associated program
- printed materials
- game day activities
- training

Capacity building action areas...

- Partnerships – relationships
- Organisational development – recognition and rewards

- tailored letters of support from state sporting organisations



Country Rugby League of NSW inc
ABN 55 953 246 709

Dear club contact,

Congratulations on achieving the highest level of Good Sports accreditation – Level 3

Further to a letter sent to your club last year, I'm writing on behalf of Country Rugby League of NSW to congratulate the Forster-Tuncurry Hawks Club on successfully completing of all three levels of the Good Sports program. This is an outstanding display of commitment to the health of your club on and off the field.

We understand that you have put numerous measures in place to reduce risky drinking, encourage healthy eating, promote safe transport options, and create smoke-free environments. We have no doubt that your club's hard work will contribute to positive health benefits for your members and supporters and that your club will be a role model for other clubs within your code and the broader sporting community.

We also commend your club on its contribution to the Australian Research Council Good Sports Trial. This Trial will inform the development of Good Sports across the nation and its findings will be disseminated internationally. It is a very important project that would not be possible without your club's involvement and commitment.

We congratulate you once again on your Level 3 Good Sports accreditation. We wish your club well in maintaining the healthy policies you have put in place as part of the Good Sports program.

Yours sincerely,

Terry Quinn
Chief Executive Officer
Country Rugby League of NSW



William Deane Chambers, Level 5, 165 Phillip St • GPO Box 5000, Sydney NSW 2001
Telephone 02 9232 5867 • Facsimile 02 9232 8639 • Email crlmail@crlnsw.com.au



www.crlnsw.com.au



Health
Hunter New England
Local Health District



THE UNIVER
NEWCA
AUSTRALIA

Data collection and analysis



Data collection

- Computer-assisted telephone interviews
- Baseline (2009) and post-intervention (2011)
- Club representatives (eg presidents/secretaries)

Measures

- Implementation of 16 alcohol management practices across 3 domains;
Adequate implementation = '13 or more' of 16 practices
- Usefulness of each implementation strategy: not, somewhat, very
- Amount of implementation strategy: too little, just right, too much

Analysis

- logistic regression



Results



Alcohol management practices	Baseline		Post-intervention		OR (95% CI)	P-value
	Intervention (N=43)	Control (N=44)	Intervention (N=43)	Control (N=44)		
Responsible service of alcohol practices (4 practices)	71%	69%	82%	68%		
Policies and organisational practices (6 practices)	2%	2%	26%	0%		
Drink promotions (6 practices)	64%	60%	71%	73%		
Adequate implementation ('13 or more' of 16 practices)	50%	40%	88%	65%	3.7 (1.1-13.2)	0.04

Results



Implementation strategy	Rated 'very' or 'somewhat' useful	Amount of support rated as 'just right'
Project Officer support	94%	85%
Implementation cost recovery	91%	59% 26% too little
Accreditation merchandise	91%	74% 18% too little
Printed resources	88%	85%
Observational audit feedback	85%	74%
Newsletters	82%	77%
Training in responsible service of alcohol	79%	56%
State sporting organisation letters of support	69%	59% 23% too little

Findings



- Findings of this first RCT suggest...
 - a multi-component implementation intervention can be successful in improving alcohol management practices in community football clubs
- FYI... this practice change resulted in significant reductions in risky drinking (15%, $p=0.05$) and risk of alcohol related harm (7%, <0.01) amongst club members



What next



- Need to test sustainability of practice change
- Need to identify most effective implementation components

THANK YOU

References



1. FIFA. Big Count. 2010 [cited 2010 10/12/2010]; Available from: <http://www.fifa.com/worldfootball.bigcount/index.html>.
2. Australian Bureau of Statistics. Sport and recreation: a statistical overview. Canberra: Commonwealth of Australia; 2009.
3. Sport England. How people are involved in sport - the national picture [cited 5/5/2012]. Available from: <http://www.sportengland.org/research/who-plays-sport/national-picture/how-do-people-play-sport-in-england/>.
4. Lawson JS, Evans AR. Prodigious alcohol consumption by Australian rugby league footballers. Drug Alcohol Rev 1992;**11**(2):193-95.
5. Black D, Lawson J, Fleishman S. Excessive alcohol use by non-elite sportsmen. Drug Alcohol Rev 1999;**18**:201-5.
6. Brenner, J. and K. Swanik, High-Risk Drinking Characteristics in Collegiate Athletes. Journal of American College Health, 2007;**56**(3): 267-272.
7. Barbor T, Caetano R, Casswell S, et al. Alcohol: No Ordinary Commodity - Research and Public Policy Oxford: Oxford University Press; 2010.
8. Lenk KM, Toomey TL, Erickson DJ, et al. Alcohol control policies and practices at professional sports stadiums. Public Health Rep 2010;125 (5):665-73.
9. Lyne M, Galloway A. Implementation of effective alcohol control strategies is needed at large sports and entertainment events. Aust N Z J Public Health 2012;36(1):55-60.