**Korero Café - Social supply group notes**

1. **Issues**

Lack of collaborators

Hotspots for summer time drinking; festivals; concerts

Outsiders coming in. New Cultures

Cheap alcohol; single RTDs

Lack of data

Violence

Alcohol is the vehicle to playing up; violence; fighting

Lack of funding

Inter-generational drinking “old school, new school”

Whānau belief of self-management, control

Exclusive groups “cool”

1. **Ideas/Effective approaches**

Acknowledge whānau voice

Interviews with tamariki and parents

Talk directly with suppliers

Create messaging and find innovative ways to promote messages:

* Launch multi-media campaign
* Buzzed
* Album

Conversations in family setting through games – snakes and ladders activity (Auckland Council have a huge canvas printed one)

1. **Further collaborative action**

Focus on protective factors

Remove advertising and sponsorship

Flipping the Facebook advertising – create new, positive trends to battle negative trends

Raising the drinking age

Raising the cost slowly over time

Remove alcohol from supermarkets