

The Ripple Effect recommendations

1. The cultural nature of the problem has to be considered to challenge the long term attitudes and expectations surrounding alcohol.
2. Greater support and intervention targeting the family to improve the outcomes for young people.
3. More prevention and education for young people and a focus on resilience approaches so young people can resist peer pressure.
4. More tailored diversionary activities for young people, which they are consulted on, to provide an alternative to alcohol consumption.
5. Provide more opportunities for young people in the form of volunteering, training or employment.
6. Consider the range of factors impacting on quality of life when developing interventions and approaches.
7. Interventions tackling agent purchase should be undertaken, e.g. Community Alcohol Campaigns;

8. Parks and waste ground, secluded areas and shopping centres should be a focus for interventions.
9. There should be more community events and wider opportunities for people to be involved in shaping the future of their community.
10. Increased promotion and awareness raising of community facilities and youth provision that exist in communities.
11. Community members, particularly young people, are consulted about improvements and details of service and youth provision.
12. Actions are taken to change the stereotypical view of an individual experiencing alcohol addiction.
13. The findings are shared with stakeholders who have an interest and investment in helping make Glasgow communities Thriving Places.
14. The Ripple Effect should link in with other related pieces of work such as Community Alcohol Campaigns.

