

RIPPLE EFFECT RECOMMENDATIONS - THEMED

THEME	RECOMMENDATIONS
CULTURAL	<ul style="list-style-type: none"> • The cultural nature of the problem in these communities has to be considered, in order to challenge the long term attitudes and expectations surrounding alcohol consumption and related behaviours; • Given that the community identified agent purchase as a significant issue, interventions tackling agent purchase are undertaken, e.g. Community Alcohol Campaigns; • Actions are taken to change the stereotypical view of an individual experiencing alcohol addiction and to raise awareness of the addiction.
FAMILY AND PARENTING	<ul style="list-style-type: none"> • There is greater support and intervention targeting the family, and parents in particular, in order to improve the outcomes for young people;
YOUNG PEOPLE	<ul style="list-style-type: none"> • Resources are targeted towards further prevention and education interventions for young people, to delay the onset of alcohol intake, and focus on resilience approaches to risk taking behaviours so young people have the ability to resist peer pressure; • There are more tailored diversionary activities for young people, which they are consulted on, to provide an alternative to alcohol consumption; • Resources are targeted towards providing opportunities for young people in the form of volunteering, training or employment; • There is increased promotion and awareness raising of community facilities and youth provision that do exist in communities, and that this is included as part of the dissemination process;
QUALITY OF LIFE	<ul style="list-style-type: none"> • The range of factors impacting on the quality of life of community respondents are considered when developing interventions and approaches; • Interventions to curb antisocial behaviour, vandalism and other problems associated with alcohol are directed to areas including parks and waste ground, secluded areas and shopping centres; • Community members should be supported to be more involved and less isolated by having more community events in community venues, and by providing wider opportunities for people to be involved in shaping the future of their community;
PROMOTION OF FINDINGS	<ul style="list-style-type: none"> • Community members, particularly young people, are consulted about improvements and details of service and youth provision. • The results of the Ripple Effect research are shared widely with stakeholders who have an interest and investment in improving Glasgow communities and making them Thriving Places as the scale and complexity of the problem necessitates a multi-agency approach; and • Given the scope of the research and the number of factors which have arisen as key themes, it is recommended that where possible the Ripple Effect links in with other related pieces of work such as Community Alcohol Campaigns