



## MINISTERIAL COMMITTEE ON DRUG POLICY (MCDP) MEETING

*Tuesday 23 March 2004  
7.30 pm - 8.30 pm*

*Beehive Room 5.5  
Parliament Buildings, Wellington*

### **Ministers present:**

Hon Jim Anderton (Chair) – Associate Health  
Hon Phil Goff - Justice  
Hon Damien O'Connor - Associate Health

### **Apologies:**

Hon Ruth Dyson – Associate Minister of Health  
Hon Rick Barker - Customs  
Hon George Hawkins - Police  
  
Hon John Tamihere Youth Affairs  
Hon Steve Maharey – Social Development

### **Officials present:**

Graeme Gillespie - Health

Chris Laurenson - Health  
Helen Hunter - Health

Arawhetu Peretini - Health  
Gavin McFadyen - Police  
Guy Wilson-Roberts - Police

Mike MacAvoy – ALAC  
Wendy Moore – ALAC  
Sandra Kirby – ALAC

Heather Jones – Office of Hon Jim Anderton  
Jayne Wallis – Office of Hon Phil Goff  
Simon Wallace – Office of Hon Damien O'Connor  
Alan Smith - Customs  
David Negri - Customs  
Monique Leerschool – Youth Development  
Bronwyn Donaldson - Corrections  
John Parker - Corrections  
Alison Stephens – Justice

**1) Welcome and apologies**

**2) Confirmation of minutes**

*Agreed that the minutes from 8 October 2003 would be amended to include all of recommendations (b) and (c) from the paper presented by ALAC analysing decisions by the Advertising Standards Complaints Appeal Board from 2000-2003.*

*Agreed that the next MCDP meeting will focus on alcohol advertising issues as outlined in the ALAC's paper analysing the decisions made by the Advertising Standards Complaints Board (refer recommendation [b]).*

### **3) Alcopops and RTDs**

Members noted a lack of evidence that alcopops act as a gateway drug. Also, access and price are more important factors influencing youth drinking behaviour than beverage type. Alcopops are relatively more expensive and less available than beer or wine. General concerns were expressed that the way alcohol is marketed may breach the Code for Liquor Advertising by deliberately appealing to the young.

*Agreed that Health officials would prepare a report for MCDP consideration about current monitoring of Advertising Standards Authority (ASA) decisions regarding alcohol advertisements, whether the opportunity to input into the five yearly ASA reviews is an effective monitoring mechanism, and whether there is a need for further ongoing monitoring.*

*Agreed that the secretariat would circulate the paper analysing decisions by the Advertising Standards Complaints Appeal Board from 2000-2003 to MCDP ministers.*

### **4) Youth binge drinking**

It was noted that reducing youth binge drinking was complex and solutions for reducing it uncertain. There was a discussion about the four resilience factors identified by a paper prepared by Health officials and a suggestion that they should be incorporated in programmes to reduce binge drinking. In addition, there was discussion about the need to use multiple approaches to the problem including initiatives to change adult attitudes to drinking on which youth attitudes and behaviours are modelled.

### **5) Culture Change Programme for reducing alcohol related harm in New Zealand and briefing on terms of reference for the Inter-Agency Working Group**

The Committee was of the opinion that there was not enough substantive information in the paper to allow them to agree to the recommendations made. They also noted Health concerns that there was insufficient information about the proposed marketing campaign at present. In addition, doubt was expressed as to whether the MCDP was the appropriate forum for agreement to the Culture Change Programme. Funding issues would be dealt with by the Minister of Finance and Associate Minister of Health Hon O'Connor.

There was also discussion about the indicators that would be used, the development and testing of the messages and the lack of sanctions to back up the social marketing component of the Culture Change Programme.

*Agreed that ALAC officials would keep the MCDP informed about what is proposed to be included in the Culture Change Programme including the social marketing campaign.*

*Agreed that ALAC and Health officials would continue working to resolve outstanding issues related to the proposed social marketing campaign and report back to MCDP.*

## **6) Monitoring report on Drug Action Plan**

It was noted that approximately a third of the original initiatives had been completed.

It was noted that the South Island residential youth alcohol and drug treatment contract had been awarded to Odyssey House but service had not progressed as expected and the budget would be under-spent for the 2003/04 financial year.

*Agreed that Health officials will keep Hon Jim Anderton informed about the South Island residential youth alcohol and drug treatment service.*

*Agreed; that the Action Plan on Alcohol and Illicit Drugs be placed on the National Drug Policy Website.*

## **7) Update on the Methamphetamine Action Plan**

Cabinet had approved a broad regime for dealing with the proceeds of crime including both criminal prosecutions and civil forfeiture of wealth. A CAYAD national coordinator has been appointed and a CAYAD hui was held on 15 and 16 March 2004.

## **8) Ministry of Justice update**

Hon Phil Goff advised that Counter-terrorism legislation had been passed and contained provisions (related to tracking devices, computer access and admissibility of evidence) that would be useful to Police and Customs.

Continuing research into the effect of the lowering of the drinking age on youth drinking had had inconclusive results. Any increase of youth drinking appeared to be a continuation of an ongoing trend of increased consumption. Quantitative research on this topic may be discontinued and replaced with qualitative research.

## **9) Police initiatives to reduce the supply of illicit drugs**

There was a brief discussion and endorsement of a paper prepared by the Office of the Commissioner of Police, covering the trend towards synthetic

drugs and diversion of precursor substances, how Police are controlling supply of illicit drugs and the opportunities, based on overseas approaches, that could be pursued.

## **10) Other business**

Hon Jim Anderton mentioned that the CAYADs might be interested in supporting community meetings on alcohol and illicit drugs. He suggested that officials from Health and Police and a representative from the MCDP should be involved in any such meetings.

*Agreed that staff from the Office of Hon Jim Anderton will report back on options for community meetings after trialing a pilot community meeting.*

## **11) Next meeting**

The meeting will be arranged by Hon Jim Anderton's office in consultation with other Ministers.