

# McCusker Centre for Action on Alcohol and Youth

The McCusker Centre for Action on Alcohol and Youth seeks to reduce alcohol related harms in Western Australian young people through reduced overall consumption and lower risk patterns of consumption. The McCusker Centre was established in 2010 with support from the McCusker Charitable Foundation, and is based at Curtin University.

## Why alcohol and youth?

Local, national and international evidence confirms that alcohol is the cause of significant harm to the drinker and to others. Alcohol is not just a young people's problem, but many of the harms caused by alcohol are experienced by young people. Concern about drinking patterns among young people and the direct harms and longer-term harms such as growing evidence of the impact of alcohol on the developing brain form part of the rationale for activity focused on alcohol and young people. There is increasing community and political concern about harms from alcohol, particularly among young people.

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## Approach of the McCusker Centre

The McCusker Centre works to raise awareness of the magnitude of alcohol-related harms among young people, the evidence-based approaches we know can work, other options, and the need to act without delay. Strategies to achieve the McCusker Centre’s mission influence young people directly and indirectly. Strategies include stimulating and informing community discussion, media and other advocacy, supporting community-led advocacy, and partnership and coalition building. The McCusker Centre seeks to inform and influence alcohol policy by participating in and making submissions to relevant inquiries and reviews. The McCusker Centre supports a comprehensive approach to preventing harm from alcohol, with activity at local, state and federal levels.

## What does the McCusker Centre add to existing work in this area?

The McCusker Centre is uniquely positioned as an independent voice with a focus on alcohol issues. The McCusker Centre supports, brings together and extends the existing work to prevent alcohol-related harm.

## Subscribe to our E-newsletter

Subscribe to our e-newsletter at [www.mcaay.org.au](http://www.mcaay.org.au) to receive information and tools to take action on alcohol.

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## Key activities of the McCusker Centre

### WA Alcohol and Youth Action Coalition

The McCusker Centre provides the Secretariat for the WA Alcohol and Youth Action Coalition, an alliance of 85 health and community organisations active across WA that seeks to promote action to prevent harm from alcohol among young people.

### Alcohol Advertising Review Board

The McCusker Centre and Cancer Council WA established the Alcohol Advertising Review Board (AARB), with support from health organisations around Australia. The AARB considers and reviews complaints from the Australian community about alcohol advertising, free of industry influence.

### Alcohol Action Station E-newsletter

Our fortnightly e-newsletter aims to provide the information and tools to empower WA community members to take action on alcohol.

### Supporting alcohol education programs

The McCusker Centre works with a range of government and non-government agencies to support ongoing community education approaches.

Other activities of the McCusker Centre include advocacy, research, information, public education and awareness raising, training, mentoring, conferences, workshops, policy development, and collaboration with other organisations in WA and nationally.

## Targets for Action Include:

- › School and community education
- › Alcohol availability and access
- › Exposure to alcohol advertising and promotion
- › Enforcement of liquor laws
- › Alcohol tax and price
- › Drink-driving
- › Support for research and appropriate services
- › Support for work with Indigenous organisations and communities

## What services are not provided by the McCusker Centre?

The McCusker Centre is not a counselling service. For counselling services please contact your GP or the Alcohol and Drug Information Service on 9442 5000 or 1800 198 024 (country toll-free).

Seen an alcohol ad recently that didn't sit right with you?  
Let the Alcohol Advertising Review Board know about it.  
Submit complaints at  
[www.alcoholadreview.com.au](http://www.alcoholadreview.com.au)



Curtin University

**MCAAY**  
McCusker Centre for Action  
on Alcohol and Youth

**Contact us:** Web [www.mcaay.org.au](http://www.mcaay.org.au) Web [www.alcoholadreview.com.au](http://www.alcoholadreview.com.au)  
Email [mcaay@curtin.edu.au](mailto:mcaay@curtin.edu.au) Phone (08) 9266 9079 February 2014