

Who are we?

The McCusker Centre for Action on Alcohol and Youth (MCAAY) was established in September 2010 with funding from the McCusker Charitable Foundation. MCAAY is dedicated to reducing harms from alcohol among young people.

What is the mission of MCAAY?

To reduce alcohol related harms in young people through reduced overall consumption and lower risk patterns of consumption. The primary target group for MCAAY will be Western Australians aged 14 to 25 years.

How will MCAAY achieve its mission?

MCAAY will work to raise awareness of the magnitude of alcohol-related harms among youth, the approaches we know can work, other options and the need to act without delay. MCAAY will also stimulate and inform community discussion about alcohol issues. Targets for action include:

- Public awareness
- Alcohol availability and access
- Price
- Community education
- Drink-driving
- Developing coalitions
- Support for services
- Support for research
- Exposure to alcohol advertising, marketing and sponsorship
- Working with Indigenous organisations and communities
- Other targets as they arise

Strategies to achieve the Centre's mission will influence young people directly and indirectly. Strategies will include media and other advocacy, youth-led advocacy, and partnership and coalition building.

Why alcohol and youth?

Local, national and international evidence has overwhelmingly confirmed that alcohol is the cause of significant short- and long-term harms. Alcohol is not just a young people's problem, but many of the harms caused by alcohol are experienced by young people.

Young people are an important target group because their drinking patterns may not yet be established and there are interventions available which are particularly effective in reducing harm amongst young people and preventing future harm from alcohol.

There is a window of opportunity to expand existing action in the area of alcohol. This relates to the increasing community and political concern about risky consumption of alcohol, particularly among youth.

How will young people be involved in MCAAY?

An initial focus of MCAAY will be to establish a youth advisory group. Aims of this group will be to inform actions of MCAAY and to empower young people to advocate for changes that will reduce harms among their peer group.

What will MCAAY add to existing work in this area?

MCAAY is uniquely positioned as an independent voice with a focus on alcohol issues. MCAAY will not duplicate existing work in this area; rather it will support, bring together and extend the existing work in alcohol harm reduction.

What services don't MCAAY provide?

MCAAY 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).

