



STAD in Europe

communities preventing
alcohol related harm

STAD



“STockholm prevents Alcohol en Drug problems”

This presentation is part of the project / joint action '709661 / SIE' which has received funding from the European Union's Health Programme (2014-2020)



STAD



- Community mobilization
- ‘cooperative’ alcohol law enforcement
- A two day RBS-training

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STAD - EFFECT



- Refusal rate to intoxicated guests went from 5% in 1996 to 84% in 2005
- Refusal rate to underage guests went from 55% in 1996 to 92% in 2007
- Reduction of violent crimes of 29% in 2000

Use the knowledge gained in Sweden to come to a European approach to reduce alcohol availability in four settings:

- Nightlife (like the original STAD approach)
- Festivals
- Home drinking
- Public hotspots





Netherlands Institute of Mental Health and Addiction



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AIM

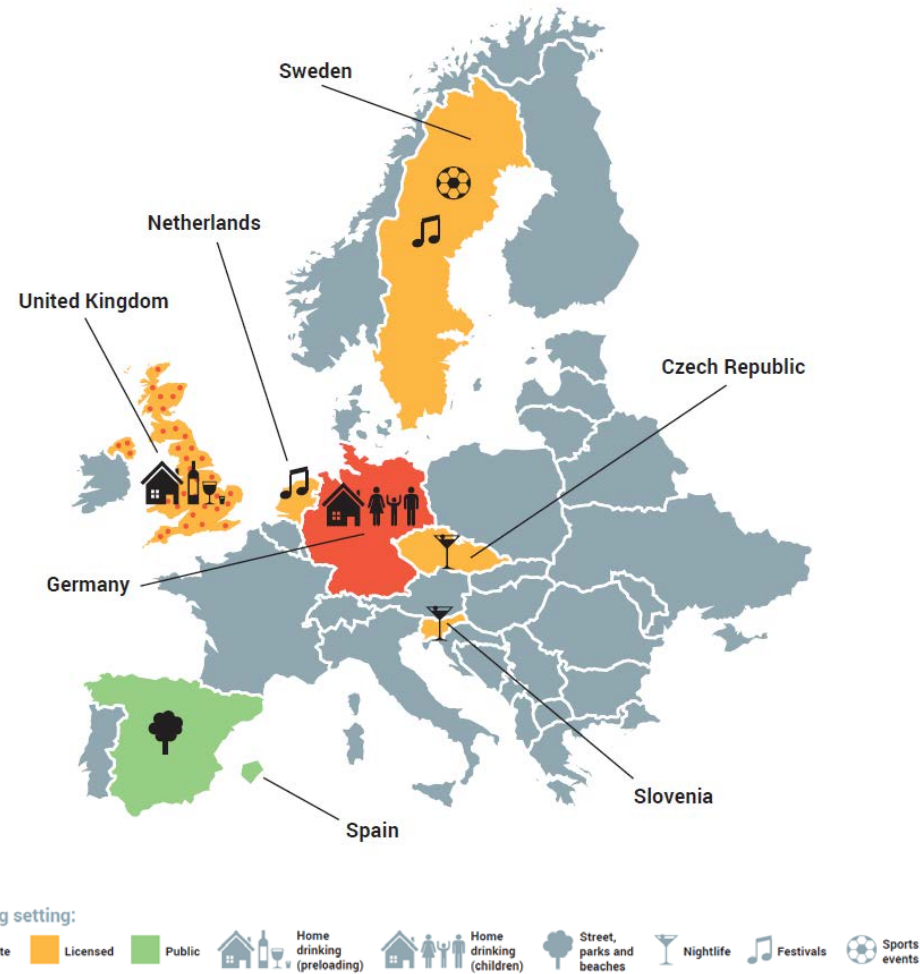


Gather knowledge about the best way to develop and implement STAD based interventions across European drinking settings.

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PILOTS



Source: SiE research report, LJMU

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PILOTS



Proces evaluation:

- Review of project documentation (i.g. needs assessment, intervention planning documents)
- Pre- and post intervention surveys (i.g. resources needed, dose and reach, intervention fidelity)
- Pre- and post semi- structured interviews with project leads (i.g. encountered issues, transferrability of the STAD model, perception of success)

Outcome evaluation (varying per pilot):

- Mystery shopping
- BAC measurements
- Surveys among the target group
- Interviews with stakeholders

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RESULTS

	Drinking environment type		Licensed				Public	Private (home)		
	Setting type		Nightlife		Festival		Sports	Outdoor	Children	Preloading
	Pilot site	Czech Republic	Slovenia	The Netherlands	Sweden	Sweden	Spain	Germany	United Kingdom	
Elements	Community mobilisation	✓	✓	✓	✓	✓	✓	✓	✓	
	Awareness raising campaign	✓	✓	✓	NA	✓	✓	✓	✓	
	Training	✓	✓	✓	✓	✓	✓	✓	✓	
	Enforcement	✓	✓	✓	NA	✓	✓	✓	✓	
Outcomes	Reduced alcohol access (underage patrons)*	✓	X	✓	NA	NA	NM [^]	✓	NA	
	Reduced alcohol access (intoxicated patrons)*	NA	X	✓	NA [^]	✓	NA	NA	✓	
	Reduced alcohol consumption	NA	NM	✓	NA [^]	✓	NM [^]	NM	NM [^]	
	Reduced alcohol related harms	NM	NM	✓	NA	NM	NM	NM	NM [^]	
	Altered social norms	NA	NA	✓	NA	NA	-	✓	✓	
	Increased implementation of legislation/practice (e.g. ID checks)	✓	X	✓	NA [^]	✓	NM [^]	✓	✓	
	Increased awareness of legislation	NA	NA	NA	NA	NA	NA	NA	✓	
	Development of new/existing multi-agency working practices	✓	✓~	✓	✓	✓	✓	✓	✓~	
	Acquisition of new knowledge on alcohol	✓	✓	✓	✓	✓	✓	✓	✓	
	(Potential) Continuation of pilot post SiE project	✓	✓	✓	✓	✓	✓	?	✓	

Symbols: ✓ Component implemented to some degree / Data suggests positive change in outcome measure. X Data suggests no change/negative change. NA Not a core aim of intervention/not implemented. NM Intervention aim, change not measured during piloting. [^] Baseline measurements collected. * Proxy measures, e.g. alcohol test purchases (underage and pseudo-intoxicated); perceptions of access. ~ Multi-agency working to prevent alcohol-related harms already established.



“The biggest result is that even now the pilot is finished the entrepreneurs asking us to continue with supporting them like we did during the pilot!”

“[we gained] a longer lasting alcohol prevention strategy supported by local partners”

- Evaluation report



SOME LESSONS LEARNED

- Community mobilization takes time and dedication
- It is crucial to have a collaborative multi-agency partnership with shared goals
- Take the point of view of the alcohol server seriously
- You can create ownership by involving key stakeholders from the beginning
- Make use of evidence to raise awareness of the issue

“In order to get them [stakeholders] on board we used police data, first aid data and anecdotal evidence to get them on board... We knew we needed more data to get the commercial stakeholders on board which is why we did the baseline measurement and confronted them with data on compliance with the legal age limit for selling alcohol and compliance with the ban on over serving.” (SiE project partner, Netherlands)



SOME LESSONS LEARNED

- A full two day training is not always possible. Look for alternatives feasible for all parties involved.
- Involving the enforcing party in the training for bar staff can help create mutual understanding
- Clear communication to the visitors helps setting the norm and supports the bar staff
- Try to find ambassadors to overcome resistance (both for bar staff and enforcement)

“One successful factor was that a couple of the people from the football clubs had earlier been working with the security in the nightlife setting and had been trained before in the STAD Responsible Beverage Training. They had seen the effects of training staff and they encouraged and convinced the rest of the people such as the CEO and the communications people” (SiE project partner, Sweden)



CONCLUSION

1. The evaluation of the SiE pilot interventions suggests that the STAD model has the potential to be transferred across different alcohol drinking settings in Europe, particularly across commercial drinking settings.
2. It is possible to transfer an existing intervention to a different country and/or culture



STAD APPROACH IN YOUR COUNTRY?

1. STAD in Europe manual
2. Flyers for facilitating local implementation

www.stadineurope.eu

THANK YOU



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