



STAD in Europe
communities preventing
alcohol related harm

Which drinking environments are being tackled?

The project is developing, piloting and evaluating an intervention model for four drinking environments:

- Licensed premises in nightlife
- Licensed premises at festivals
- Public hot spots such as streets, parks and beaches (known as 'botellon' drinking)
- Home drinking, including preloading prior to a night out

What is STAD in Europe?

STAD is a Swedish prevention strategy that has been very successful targeting binge drinking in nightlife settings. It has shown significant effects on the reduction of alcohol overserving, decline of underage drinking, and the reduction of alcohol-related aggression. The main components of the STAD model include:

- Community mobilization
- Training in responsible beverage service
- Improved enforcements

The STAD in Europe (SiE) project aims to reduce binge drinking (heavy episodic drinking) and its negative consequences through the development of locally tailored community-based interventions designed to tackle heavy episodic drinking in young people in different drinking environments.

Where are the interventions being implemented?

The following tables summarize the main information on each intervention. For more information on project development, please contact the local partners and/or visit the project website: <http://stadineurope.eu/>



Interventions

The Netherlands Licensed premises at festivals



Intervention	Reducing binge-drinking and underage drinking at festivals
Objectives	The main objectives of the intervention are: 1) to reduce binge drinking and drunkenness and 2) to reduce underage drinking at the festival. As a result, the number of alcohol related health and violent incidents is expected to drop.
Key stakeholders	Municipality of Rotterdam (several departments), Police, Safety Region, Youth/prevention department of local centre for addiction, festival organiser, bar owners, and the Trimbos Institute team (project coordinator).
Actions undertaken	During 2017 observations and evaluations of the festivals have been undertaken along with community mobilization of the key stakeholders. In the coming months an intervention plan will be developed, together with all key stakeholders, and implemented in the 2018 edition of the festivals. The implementation is expected to be concluded in August 2018.

For more information on this intervention, please contact
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The United Kingdom

Home drinking prior to a night out

Intervention	Reducing alcohol consumption in the home prior to entering nightlife settings.
Objectives	The main objectives of the intervention are: <ul style="list-style-type: none">• Reduce alcohol consumption in the home environment prior to entering nightlife (preloading)• Raise awareness of harms associated with preloading and excessive drinking behaviour across young people using nightlife• Reduce nightlife user acceptability of drunkenness in nightlife• Raise nightlife user and bar staff awareness of UK laws around the sales of alcohol to, and purchasing of alcohol for, drunk people• Reduce the propensity of bar staff to sell alcohol to drunks in Wrexham's nightlife
Key stakeholders	Wrexham Borough Council (WCBC) – Trading Standards, Licensing and Youth Service; In2change – young people drug and alcohol advisory service; North Wales Police (NWP); Representative from local area planning board drug and alcohol service commissioners (APB); Public Health Wales (PHW); Educational establishments; and the Public Health Institute team at the Liverpool John Moores University (Project partner).
Actions undertaken	The development of the intervention, under the name of 'Drink Less Enjoy More', commenced in February 2017 with the establishment of the multi-agency steering group. Engagement with nightlife users (18–30 year olds) is being deployed via surveys and focus groups and with licensed trade through established networks. Training of bar/door staff includes training in relation to drunk people being more vulnerable to a violent or sexual attack while bar staff training regards legislation/consequences of the over service of alcohol to drunks. A communication/awareness raising campaign will be implemented, supported by strengthened law enforcement activity. The implementation will conclude in January 2018.

For more information on this intervention, please contact

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Czech Republic

Licensed premises in nightlife



Intervention	Reducing minors access to alcohol and youngsters binge drinking in licensed premises.
Objectives	The main objectives of the intervention are: <ul style="list-style-type: none">• Reduction of alcohol consumption by minors• Reduction of heavy drinking by young adults• Reduction of aggressive behaviour associated with alcohol use
Key stakeholders	Representatives of the Valmez municipality, the National Network of Health Promotion (intervention coordinator), Healthy Cities, Municipal Police, bar owners and the NIPH (Project partner).
Actions undertaken	During 2016 and beginning of 2017 preparatory work was undertaken including a needs assessment and preparation of the training materials. Pilot implementation is scheduled to begin in September 2017 and will include a local media information campaign for high school students and their parents (including info on several websites), training of licensed premises bar staff and policemen, and a strengthen enforcement strategy including police surveillance of licensed premises and a mystery shopping campaign. The implementation is expected to be concluded in March 2018.

For more information on this intervention, please contact

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Spain

Drinking in public hot spots



Intervention	Reducing minors access to alcohol and youngsters binge drinking in hot spots.
Objectives	The main objectives of the intervention are: <ul style="list-style-type: none">• Reduce adolescents access to alcohol• Reduce youngsters binge drinking• Raise awareness on the harms associated to binge drinking in hot spots
Key stakeholders	The municipality of Palma; Local Police; DG Public Health through the Regional Drug Coordination Agency (PADIB); the Platform for a Quality Nightlife (POQIB) including administrations, industry and civil society representatives; Regional Federation of Local Entities (FELIB); Federations of Parents Associations; Federation of Neighbourhood Associations; the Students' Council of the University of the Balearic Islands; and the IREFREA team (Project partner).
Actions undertaken	Along 2016, extensive work was made to link political and technical representatives of the Municipality as well as other organizations. Presentations of the STAD model were made focusing on prevention at community level using evidence-based strategies. To facilitate the implication of the municipality a multi-agency steering group was established (first meeting held in April 2017). Since no local data was available on consumption in hot spots, a survey (including BAC testing) to users has been made along the summer of 2017 and a mapping of the gathering places made. Training of parents has been carried out along 2016-2017 and intensive work undertaken by FAPA (parents federation) promoting prevention at community level and raising awareness on the problem and pressing the municipality for greater action and implication. In addition, training of social educators working on schools and youngsters collaborating in the survey and mapping has also been carried out as prevention mediators within their target groups/peers. Further training is expected to take place in 2018 for local police and municipal civil servants. Enforcement is enhance via two ways: the elaboration of a new municipal ordinance for the regulation of public spaces including alcohol consumption on the street; and, from the needs assessment and diagnosis made, the preparation of a Municipal Plan on Drugs to coordinate the all the necessary actions and facilitate interaction at political and technical level. The implementation is expected to be concluded in June 2018.

For more information on this intervention, please contact
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Sweden

Licensed premises at festivals



Intervention	Reducing heavy episodic drinking among young people attending festivals.
Objectives	The overall objective of the intervention is to reduce the level of alcohol consumption and binge drinking among visitors at festivals.
Key stakeholders	The Municipality of Norrköping (such as the Licensing Board), FKP Scorpio (i.e., festival organiser including bar owners and security staff), The County administration of Östergötland, The County council of Östergötland, The Police authority, and the STAD team (Project partner).
Actions undertaken	Community mobilization has been ongoing through the project. An action group has been created and meet on regular basis. Results from the baseline measurements will be communicated through media activities. STADs RBS training of licensed premises will be adapted to the festival settings targeting bar managers as well as staff working on festivals. Trainings will be conducted during May/June 2018, since the festival Brävalla festival, chosen for piloting, takes place in late June 2018. Improved enforcement will take place during the festival. Strategies to be implemented will be based on the needs assessment, incl. the baseline measurement, and decided together with the action group.

For more information on this intervention, please contact
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Germany

Home drinking prior to a night out



Intervention	Reducing minors home drinking by reducing availability of alcohol and strengthening parents supervision.
Objectives	Training parents for stricter implementation and enforcement of formal and informal rules.
Key stakeholders	The Municipality of Kiel and principals, teachers, and parents of students from the schools in the pilot region, and the Institute for Therapy and Health Research () team (Project partner).
Actions undertaken	<p>A needs assessment has been undertaken including a survey of high school and university students as well as interviews with partners from the census bureau; and an intervention developed along with the City of Kiel (Department of Child and Youth Protection) on strategies to reduce home drinking including raising awareness on the problem and enforcement of existing legislation. In addition, a parents' intervention is being developed to:</p> <ul style="list-style-type: none">• Decrease social availability of alcohol (at home)• Set clear and firm house rules• Decrease supply of alcohol at home• Enforce house rules (sanctions) <p>Parent nights will be conducted in October and November 2017. Follow-up meetings and post-assessments will be done in April and May 2018</p>

For more information on this intervention, please contact
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Slovenia

Licensed premises in nightlife



Intervention	Reducing minors and drunk young adults access to alcohol in licensed premises.
Objectives	<p>The main objectives of the intervention are:</p> <ul style="list-style-type: none">• Reduce minors and intoxicated young adults purchases of alcohol• Reduce alcohol related violence including traffic accidents and other alcohol-related harm• Raise bar staff awareness of the harm associated with selling of alcohol to minors and intoxicated people• Raise bar staff awareness on the Slovenian legislation around sales of alcohol to, purchasing of alcohol for, minors and intoxicated young adults.
Key stakeholders	The municipality of Kranj through the established multi-agency steering group, named the Local Action Group (LGA) in the field of addiction prevention and UTRIP (Project partner). Local partners have agreed that the pilot intervention will specifically focus on increasing the compliance rate regarding selling alcohol to minors and intoxicated young adults.
Actions undertaken	Intervention will be implemented from mid-October to the end of December 2017. Baseline assessment on alcohol test purchases (mystery shopping/pseudo-drunk customers) will be conducted at the end of September, mid-October, mid-November and last week of December 2017. In all phases, selected group of minors (with consent of parents) and local theatre group will be involved in the fieldwork (e.g. mystery shopping activities) and an observation study (with help of some additional number of local students) undertaken. Law enforcement and control of the pilot sites will be enhanced by police and health/trade inspectors. Data analysis will be done by March 2018 (by UTRIP) and a report summarising all the intervention findings and outcomes will be produced and available for wider audience in April 2018.

For more information on this intervention, please contact
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