

## The **STAD** in Europe pilot interventions

The SiE project **aims to reduce binge drinking and associated harms**, through the development of locally tailored community based interventions designed to tackle heavy episodic drinking amongst young people in different drinking environments. The project is underpinned by the original STAD programme in Sweden, which combines three core components (community mobilisation, bar staff training in responsible beverage service, and stricter law enforcement) aiming to tackle alcohol related harms in nightlife environments. The SiE project focuses on transferring the STAD model to four drinking settings: nightlife; festivals; public environments (e.g. streets, parks and beaches); and, private environments (e.g. home drinking). The project involves the development and piloting of interventions to tackle heavy episodic drinking for one of these settings in seven pilot areas in: the Czech Republic, Germany, the Netherlands, Slovenia, Spain, Sweden and the United Kingdom (UK).

In this newsletter we will present a **brief summary of each pilot intervention** and the core components of the STAD model implemented in each of the seven pilot areas. During the next few weeks, case studies for each pilot site will be presented.

## The **UK** pilot intervention

The UK SiE pilot intervention was implemented in Wrexham (North Wales) and **aimed to reduce drinking amongst young people in private drinking environments prior to going out in the night-time economy** (i.e. preloading). In the UK, preloading appears to be common practice, particularly amongst young people, with the proportion of 18-21 year olds reporting preloading ranging from 75%-83% across two UK nightlife environments. Tackling preloading is a complex issue; there is no UK legislation around adults consuming excessive amounts of alcohol in private settings. However, preloading has relevance to policies concerning licensed premises. Theoretically, if legislation which prohibits the service of alcohol to, or purchase of alcohol for drunks was adhered to, individuals would not be able to acquire more alcohol in nightlife venues. This may both reduce levels of drunkenness in the nightlife environment and deter patrons from consuming excessive amounts while preloading. Thus, the DLEM pilot intervention aimed to discourage and reduce preloading behaviour by changing the acceptability of drunkenness in the nightlife environment, both upon entry and throughout the night out, by increasing nightlife user awareness of relevant legislation and alcohol-related harms and vulnerability associated with preloading, and preventing the sale of alcohol to drunks in licensed premises in the town centre. The pilot Drink Less Enjoy More (DLEM) intervention was modelled on the three core components of the STAD programme, and closely based on the previous adaptation of the STAD model to UK nightlife settings across England and Wales. The pilot intervention was implemented from over a six-week period (November 2017-December 2018) and contained all core components of the original STAD model including:

- **Establishment of a multi-agency steering group**, including representatives from: Wrexham Borough Council (Trading Standards, Licensing, Community Safety and Communications); North Wales Police; Public Health Wales; youth services; education; and, the LJMU SiE project team;
- **Community engagement** with licensees, door security and young people at local educational establishments;
- **Implementation of awareness raising campaign on legislation** around the sale and purchase of alcohol for drunks and vulnerability associated with preloading and intoxication, through email, blogs, posters in venues, local and national press, and social media;
- **RBS training for on and off-licence premise licensees** and heads of door security on associated legislation, vulnerability associated with drunkenness, and the DLEM intervention; and, vulnerability training with the local university captains of clubs and societies on vulnerability associated with intoxication;
- **Police engagement with the licensing trade** to cultivate self-policing practices, prevent the sale of alcohol to drunks and increase awareness of vulnerability associated with drunkenness; and, re-enforcement by officers policing the night-time economy of the values of DLEM stressing to nightlife users that drunkenness is no longer socially acceptable.

## The Swedish pilot intervention

The original plan was to implement the pilot intervention at the Bråvalla festival, which is the largest Swedish festival hosting about 55 000 visitors during a four-day event. For this purpose, STAD collected baseline data during the 2017 edition of the festival. However, since then it was announced that the festival will not take place during 2018 and in July 2018 the organisers announced that the festival will be discontinued. STAD will therefore report experiences from a similar project where the original STAD-approach to alcohol prevention in the nightlife setting has been adapted to sporting events in the Swedish Premier Football League (SPFL).

Hence, the setting was two arenas in Stockholm hosting the three major SPFL clubs in Stockholm. The project was initiated in 2014 and in 2015 STAD conducted research studies that served as baseline measurements and formed the basis of the needs assessment. Results using pseudo-intoxicated actors revealed that the rate of denied entry of highly alcohol-intoxicated spectators was 13% and the rate of denied alcohol service inside the arenas was 32%. These rates differs considerably to the rate of denied alcohol service at licensed premises outside the arenas being 68% and highlights the need to train staff at the arenas. Furthermore, using breath alcohol measurements it was revealed that half of the spectators had consumed alcohol, and that 10% of all spectators had a breath alcohol concentration of 0.1% or more, indicating a level of high intoxication. Consequently, the **overall goal of the intervention was to reduce the level of high intoxication**. The intervention that was developed consists of the following components:

- **Community mobilisation and collaboration:** This component is central to the intervention and initially the three major football clubs in Stockholm were mobilised as well as the organisation IQ. Together with STAD, these organi-

sations became project owners and a steering group was formed. Other stakeholders, such as the Police authority, the arena corporations, and restaurateurs were also mobilised. All collaborating partners were involved in the working groups focusing on training and communication/PR work. To aid mobilisation and collaboration a number of strategic media activities, including press releases and meetings and TV commercials have been performed.

- **Training:** The following training strategies have been implemented: *A two-day training in RBS* tailored to sporting events and targets all staff in management positions. The training includes for instance medical effects of alcohol, the alcohol law, conflict management, alcohol inspections, and alcohol and violence. *A web-based training* about alcohol at sporting events, both concerning the entrance and alcohol serving. This brief training targets all the staff working and collaborating at the events including alcohol service staff, entry staff, security staff, and Supporter Liason Officers. *A 3 hour kick-off training* that takes place before the start of the football season. This training targets all those who should collaborate during sporting events. The aim is for staff to meet and discuss issues like responsibilities concerning alcohol at sporting events.
- **Improved enforcement and policy work:** The development of an alcohol policy has been discussed and a policy workshop has been held where the working group has looked at existing alcohol policies and what needs to be improved. Discussions about improved enforcement have also been initiated.

The intervention was launched during 2016 and is currently on-going in Stockholm, but STAD has plans to disseminate the intervention to other SPFL clubs in Sweden.

## The German pilot intervention

The German SiE pilot intervention, “Kinder- und Jugendschutz: Auch zu Hause!” (Youth protection law: Also at home!), was implemented in Kiel (Schleswig-Holstein) and **aimed to train parents to be stricter law enforcers in the private environment, to reduce alcohol availability at home and to stop serving alcohol to minors**. In Germany, legal drinking age is 16 years for beer and wine and 18 years for spirits. However, the majority of German adolescents have their first experiences with alcohol before the age of 16 and first alcohol use usually takes place at home. A recent representative survey among German parents with children aged 12 to 17 years revealed that the majority of households do not have alcohol-specific rules at home and about half of the parents believe it is appropriate to serve alcohol to children below the age of 15 under parental supervision. Further, two thirds of the parents judged it to be “very easy” or “easy” for their children to get alcohol at home. However, from a scientific point of view, serving alcohol to minors should not be seen as “responsible serving”.

The main path of mobilisation for the German SiE pilot was through the educational system of the Kiel pilot region (**STAD-pillar: “community mobilization”**). This allowed to reach as many parents of the community as possible. Parents of pilot schools were contacted through brochures and leaflets, published by the municipality of Kiel. In addition, the local newspaper was actively involved in raising awareness and to mobilize the community. Two trainers delivered the parent workshops, one project team member together with a paediatrician (**STAD-pillar: “Training”**).

Figure 1 summarizes the background information for the parent workshops. The basic message was that being strict on alcohol actually “frees” children from having to drink alcohol too early and protects them from detrimental effects on their emotional and cognitive development. In the second part of the training, parents were provided with specific rules for alcohol use at home (**STAD pillar: “Enforcement”**). The trained home rules can be found in Figure 2.

## The Dutch pilot intervention

In the Netherlands the pilot intervention was implemented around the annual festival celebrating the opening of the beach season at Hoek van Holland. This is one of the largest festivals in the city of Rotterdam. At the festival there are problems with substance use of visitors that lead to incidents, public drunkenness and underage drinking. In the Dutch pilot **the focus was on alcohol use.**

Alcohol use (both preloading and drinking at the festival area) is, according to stakeholders, considered to be very high among the target group (minors and young adults aged 15–40 years). Drunkenness is, especially during the final hours of the festival, very common. Minors (<18 years) also drink alcohol at or around the festival terrain, even though it is forbidden by law. Compared to other festivals in Rotterdam a relatively high number of severe alcohol related health incidents is reported by the first aid station of the festival. The number of violent incidents is considered to be relatively low, but they do occur (mostly) towards the end of the festival. **The compliance with the age limit is insufficient**, both at the premises on the festival terrain as the premises nearby. **Compliance with the ban on over-serving is insufficient** at the premises on the festival terrain. Safety is the main concern for the organisation and the public stakeholders involved at the festival. Preventing heavy drinking and alcohol related problems is not the main priority.

The main aim of the pilot intervention was to **decrease the availability of alcohol to intoxicated visitors and underage visitors.** The intervention was directed at servers, festival staff, police officers, municipal law-enforcers as well as at the visitors at the festival site. The main goals of the interventions were to increase the compliance of retailers and personnel working in the hospitality-sector with national alcohol laws and to promote a form of proactive enforcement that will strengthen the compliance.

The intervention was implemented around the festival editions in May 2017 (baseline measurement) and May 2018 (follow-up measurement). The intervention included the following components of STAD:

- RBS training for bar staff
- Full training for law enforcement officers
- Development of Swedish law enforcement strategy
- Written agreement with festival and municipality
- Inviting stakeholders in project organisation
- Communication during the festival (about festival policy)

Comparing the baseline measurement to the follow-up measurement reveals positive results. Overall it is not possible to say if and to what extent this decrease is due to the SiE-pilot, because several external factors were different from the baseline measurement. But all stakeholders that participated in the project agree that the STAD-approach has contributed to these results.

## The Spanish pilot intervention

The Spain SiE pilot intervention was implemented in Palma (Balearic Islands) and **aimed to prevent adolescents' alcohol use and youngsters' binge drinking in public open environments** (e.g. streets, parks and beaches). In Spain, this practice known as 'botellon' has become very popular amongst young people, with almost 30% of the 14–18 year olds reporting drinking in public open environments during the last month (ESTUDES 2016). Tackling 'botellon' is a complex issue; legislation on the issue is intricate, and meeting places change from one week to another –even during a set night–, which adds difficulty to the surveillance. The needs assessment conducted elucidated some factors that contribute to the problem including: gaps in the current legislation on alcohol and the use of public environments, weakness of the law enforcement methods, wide alcohol availability at commercial and social level, and generalized social acceptance of the use of alcohol. Consequently, the intervention was tailor-made taking into account three main intermediate variables: level of heavy episodic drinking (HED) in public hot spots; level of alcohol availability in on-premises and off-premises nearby public hot spots; and level of community awareness about HED in hot spots. The "A Palma, Menors 0,0" intervention aimed to discourage adolescents alcohol use and youngsters' binge drinking in public open environments by changing the acceptability of drunkenness in the nightlife environment, increasing surveillance of these hot spots, and preventing the sales of

alcohol to minors in shops and supermarkets. The intervention has been implemented over an eight-month period (January – August 2018) and contained main components of the STAD model including:

- **Establishment of a Commission** including seven municipal areas (Welfare and Social Rights; Citizenship participation: Youth, Equality and Social Rights; Citizenship security –local police–; Tourism, Commerce and Labour; Consumers and Health, and Education and Sport) and the participation of IREFREA as a full member.
- **Improvement of the existing alcohol laws** and elaboration of a new ordinance to regulate alcohol use in public spaces.
- **Collation of mystery shopping protocols** and implementation of an informal trial to collect local data on sales to minors.
- Launching of a campaign to increase community sensitization and **engagement of main stakeholders to increase popular support** (commerce and trade organizations and civil society associations including neighbourhood, parents and youngsters associations).
- **Training of municipal staff** and NGOs delivering service to citizens.
- **Presentations of the project** to sensitize and involve civil society organizations in the initiative.
- **RBS training for neighbourhood organizations** holding open-air activities with alcohol service.

## The Czech pilot intervention

Valasske Mezirici (Valmez), a middle size town, has been selected as pilot location. The major goal of intervention was to **reduce underage drinking and excessive drinking of young adults** applying the STAD model. The pilot has been started with needs assessment addressed to key stakeholders. Based on findings from the needs assessment an action plan has been developed that covered all three elements of the STAD model:

- better enforcement of the legislation;
- training of hospitality industry personnel (alcohol servers) in responsible alcohol service;
- education of the community about health effects of alcohol and about alcohol related harm to individual and to others.

The most important actions of the project implementation were **1) training of restaurant's staff** (including those still in professional training) in RBS, and complementary training for members of municipality police (all these trainings were based on training manual developed for this purpose); **2) commu-**

**nity mobilisation** and information dissemination through local news, leaflets distributed to parents and public lectures; **3) enforcement of legislation** by coordinated actions of the municipality police.

Beside the action plan also project of outcome evaluation was developed. This consisted of focus group discussions, alcohol test purchases, venue observations and school surveys pre and post of the intervention. The comparison of selected indicators from the school survey showed interesting changes in alcohol-related behaviour of minors: [see Table](#).

In sum, we suppose that the pilot project was successful. Outcomes are in general promising, despite the relatively modest changes in drinking behaviour of young people. Specifically the availability of alcohol for under-aged decreased and parental control over alcohol drinking of their under-aged children tended to move to be less permissive.

## The Slovenian pilot intervention

The City of Kranj, the fourth-largest city in Slovenia with a population of 37,373 (2015), has been identified as Slovenian pilot site area. Local partners have agreed that the pilot intervention would specifically **focus on increasing the compliance rate regarding selling alcohol to minors and intoxicated young adults**. Mystery shopping was used as the key research method in Slovenian pilot implementation. In 2014, the Youth Association No Excuse Slovenia and the Faculty of Social Sciences (University of Ljubljana) conducted a mystery-shopping project (including research) in 12 cities and at 48 locations (e.g. supermarkets and gas stations). Mystery shoppers included 16 youngsters from 16 to 17 years old. In 92 % cases, alcohol beverages were sold to minors and 96 % in the City of Kranj. No data was available on selling alcohol to minors in nightlife settings (e.g. bars/pubs, nightclubs and restaurants) and to intoxicated young adults in general in Kranj and Slovenia, so the project has focused on these two issues for the first time ever in Slovenia. The training of staff in nightlife premises was conducted in November 2017 (after baseline study) and 12 staff members from 8 intervention or

partly intervention sites participated at the 3-hour training. UTRIP and the City of Kranj carried out activities aimed at significantly reducing the sale of alcoholic beverages to minors and visually drunk young people in 12 bars and pubs (nightlife premises) in Kranj in the period from beginning of November until the end of December 2017. Action plan included:

- **Community mobilisation** (commitment/actions by the City of Kranj);
- **Interventions** (e.g. mystery shopping) in purpose to control the implementation of alcohol law (enforcement);
- **Media advocacy** and campaign; and
- **Training of staff** in nightlife premises (based on STAD and Club Health model).

The action in which young activists from the Youth Association No Excuse Slovenia and young professional and amateur actors (acting visually drunk) participated as "mystery shoppers" showed that the situation is catastrophic, and that the minors (without age checking) and visually drunk young people can easily buy alcoholic beverages.

## Interventions



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