STAD in Europe
addressing binge drinking in nightlife and other settings

STAD
STAD (STockholm prevents Alcohol and Drug problems) is one of the few cost effective local prevention strategies targeting binge drinking. Developed in Sweden between 1995 and 2001 it has proven to be effective in the reduction of alcohol overserving, decline of underage drinking, and the reduction of alcohol-related aggression (Wallin, 2004). The programme uses both formal and informal control measures to address binge drinking in bars and clubs, but also underlines the need for community support of such measures.

The programme was made permanent in Stockholm under the name of the “STAD cooperation” and has now been disseminated to about 200 of Sweden’s 290 municipalities.

STAD in Europe (SiE)
Between 2017 and 2019 seven European countries cooperated in the STAD in Europe (SiE) project to tackle binge drinking by using the main components of STAD:

- partnership formation and community mobilisation;
- training in Responsible Beverage Service (RBS);
- control measures and enforcement.

Besides nightlife, the SiE project also applied the STAD approach to binge drinking on events, in public spaces and at home. The experiences of SiE can be an inspiration to policy makers all over Europe dealing with alcohol related problems among young people. The SiE manual available at www.stadineurope.eu provides guidelines, tips and tricks on how to implement the STAD approach in their local setting.
Core elements of the STAD approach

Community mobilisation and partnership

Training in Responsible Beverage Service (RBS)

Control measures and enforcement

STAD: a community approach

Municipality/region
Council Administration
Licensing board
Public health service
University
Research agency
Enforcement authority
Police
Restaurant/hotel association
Bar/club owners
Visitors/guests
Students’ captains
Parents
Relevant workers’ unions
Vocational training

STAD results

• 29% decrease of violent crimes in nightlife area (2003)

• Increased compliance of legal age limit for serving alcohol from 55% (1996) to 68% (2001)

• Increased compliance of denying intoxicated patron from 5% (1996) to 47% (1999), and 70% (2001)

• Cost saving ratio of 1:39 (2007)

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