



# Netherlands



Setting



Pilot area



Why this area?



Intervention strategy



Research outcomes



Conclusion

Event (festival)

Beach at Hoek van Holland (Rotterdam)

The opening of the beach season event is well known for its binge drinking by the visitors.

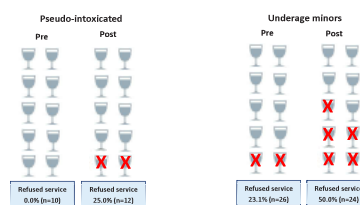
- Community mobilisation
- Training (RBS)
- Enforcement

Test purchases: increase in refusal to sell alcohol to pseudo-intoxicated actors.

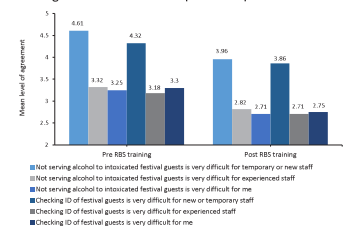
Staff survey: decrease in expecting difficulties when not serving alcohol and checking ID.

Staff survey: increase in agreement on behaviour/social norms not selling alcohol to intoxicated guests (see research report for graphic).

Festival bar servers' propensity to refuse alcohol to pseudo-intoxicated actor and underage minors, pre- and post-intervention



Self efficacy around service of alcohol en checking ID amongst festival bar staff, pre- and post-intervention



It was possible to implement an adapted version of the original STAD model in the Dutch festival setting. All stakeholders were positive about the pilot and its results.