



# Sweden



Setting



Pilot area



Why this area?



Intervention strategy



Research outcomes



Conclusion

Event (sports)

3 football stadiums in Stockholm

The planned pilot location (festival in Norrköping) was cancelled. Binge drinking is a serious problem in and around sport arenas in Sweden.

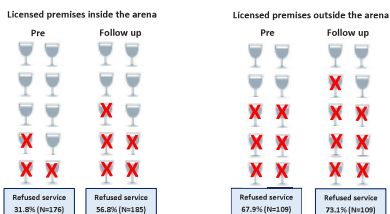
- Community mobilisation
- Training (RBS)
- Enforcement

Test purchases: increase of refusal to sell alcohol to pseudo-intoxicated guests inside the stadiums.

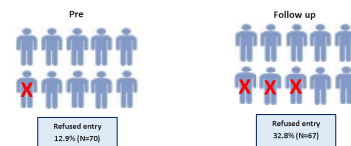
Test entries: Increase of denied entry of pseudo-intoxicated guests.

Breathalyser tests: decrease of spectators at football stadiums with a BAC level > 0% and BAC level ≥ 0.1% (see research report for graphics).

Bar servers' propensity to refuse alcohol to pseudo-intoxicated actors, pre- and post-intervention



Level of refused entry of pseudo-intoxicated actors, pre- and post-intervention



A STAD based intervention can also be implemented in large football stadiums and tailored toward binge drinking of spectators. Whilst there initially was resistance from the arena corporations, after the pilot all stakeholders consider the intervention valuable and have a strong desire to continue with this work.