**Sweden**

**Setting**

Event (sports)

**Pilot area**

3 football stadiums in Stockholm

**Why this area?**

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

**Intervention strategy**

- Community mobilisation
- Training (RBS)
- Enforcement

**Research outcomes**

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).

**Conclusion**

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.