



# STAD in Europe

communities preventing  
alcohol related harm



# STAD IN A NUTSHELL



“STockholm prevents Alcohol en Drug problems”



# STAD IN A NUTSHELL

**Overall goal:** reduce violent crimes in nightlife

**Specific goals:** Decrease problems related to alcohol service at licensed premises by

- Reducing alcohol service to intoxicated guests
- Reducing alcohol service to underage guests

# STAD IN A NUTSHELL

## Three components:

- Community mobilisation
- Better organised alcohol law enforcement
- A two day RBS-training

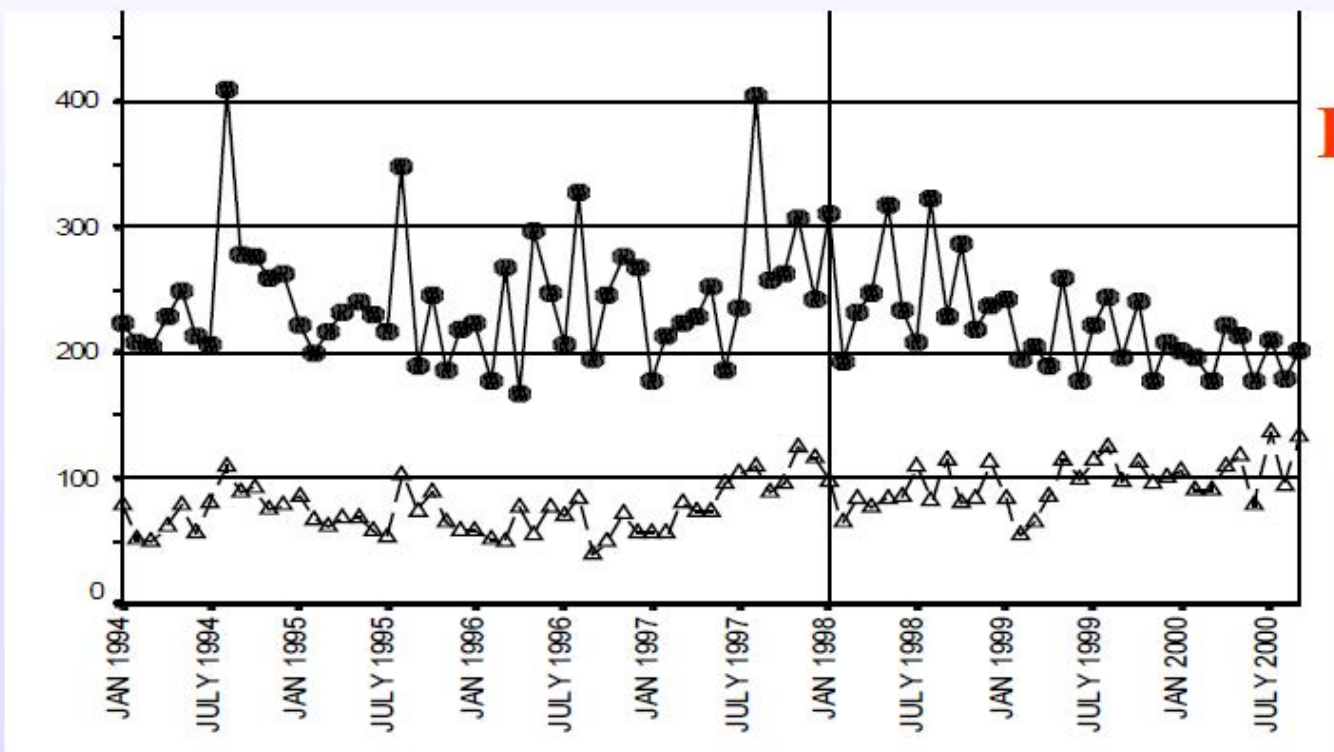


# Reported violent Crimes

Intervention group (●) and control group (△)

Reduction of 29% in the intervention area

- Re
- Re
- Vi



**Intervention**

**Control**

# SUCCESS FACTORS

- Focus
- Long term commitment
- Major investment in community mobilisation



# STAD IN EUROPE

Use the knowledge gained in Sweden to come to a European approach to reduce alcohol availability in four settings:

- Nightlife (like the original STAD approach)
- Festivals
- Home drinking
- Public hotspots



Netherlands Institute of Mental Health and Addiction





# PHASING

JUNE 2016



1.

Intervention  
development

2.

Intervention  
implementation

3.

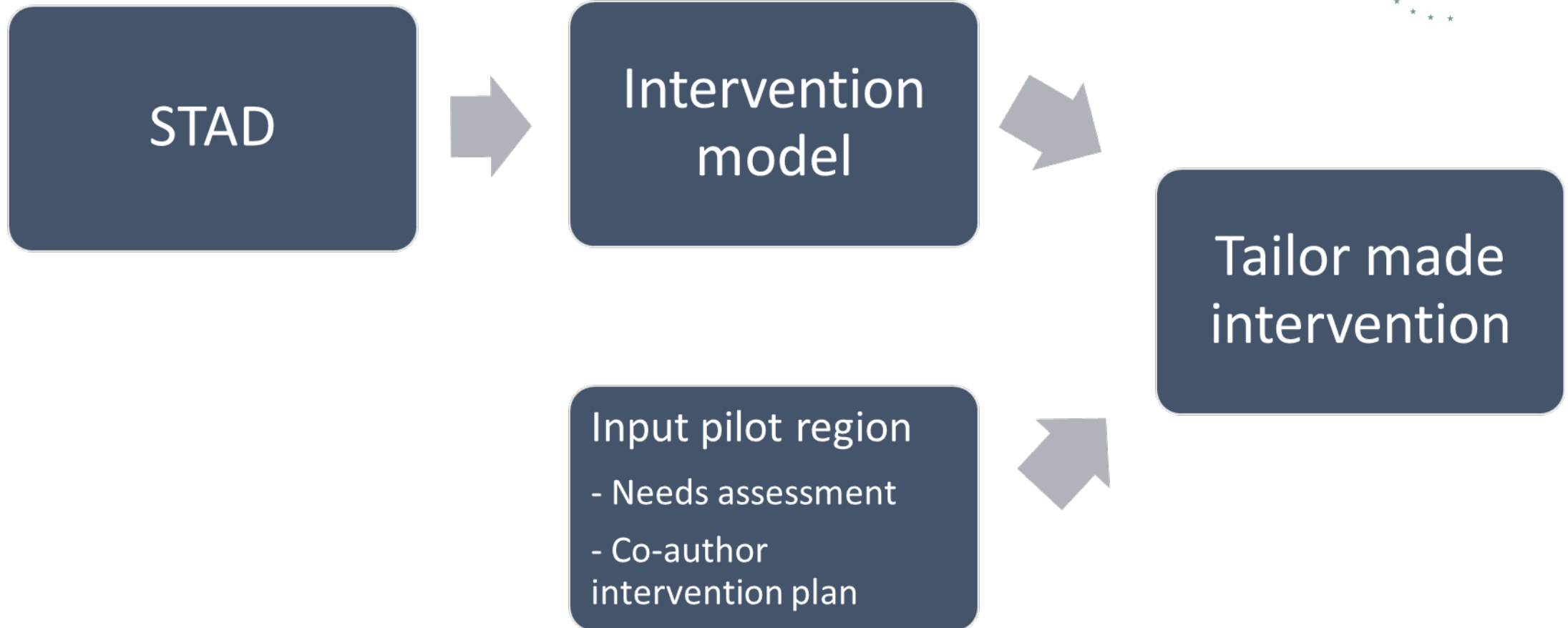
Make results  
accessible

Research

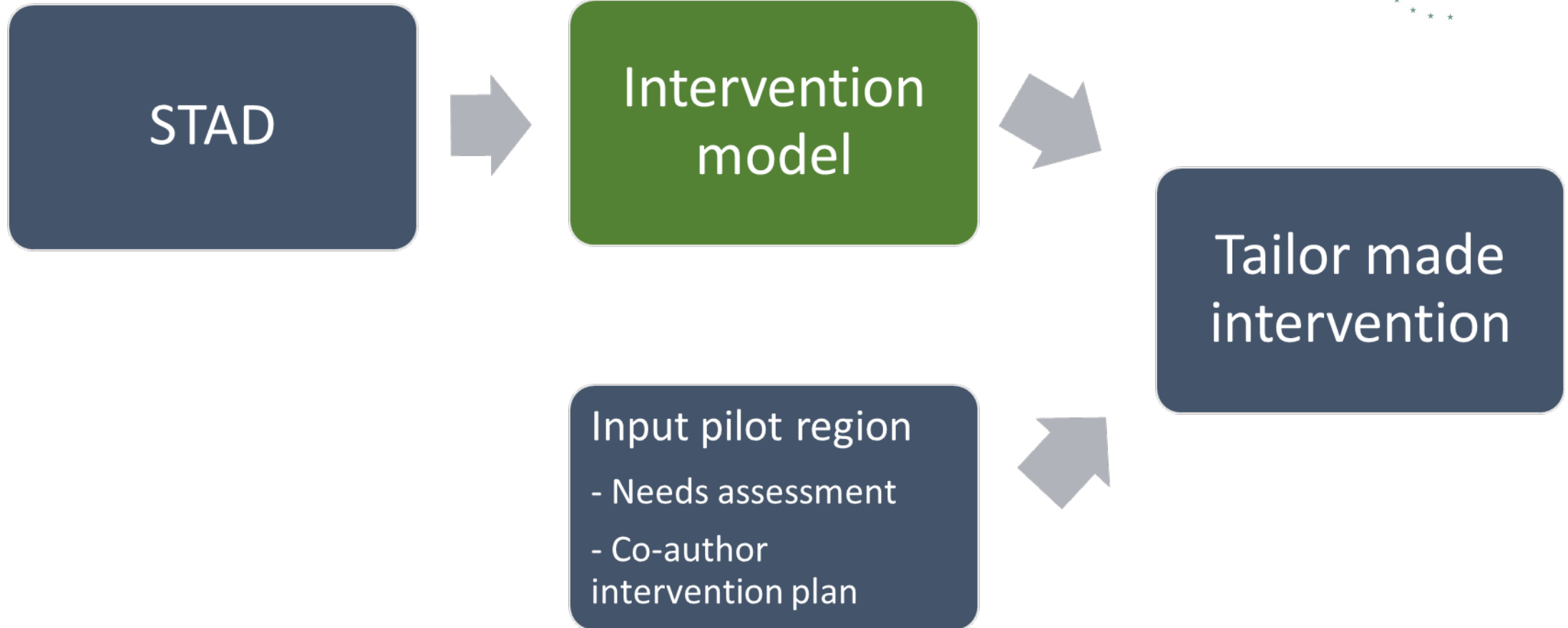
Communication and dissemination



# PHASE 1: INTERVENTION DEVELOPMENT



# INTERVENTION DEVELOPMENT



# PHASE 2: INTERVENTION IMPLEMENTATION

- 7 months
- All 7 countries provide a pilot setting
  - Germany - home drinking
  - Spain - public hot spots
  - Slovenia – nightlife
  - Czech Republic – nightlife
  - UK – home drinking
  - Sweden – festivals
  - The Netherlands – festivals
- Pilot settings will carry out the intervention

## PHASE 3: MAKE RESULTS ACCESSIBLE

*A digital intervention manual in which the knowledge gathered in the project is disclosed in a practical manner. Including*

1. A representation and explanation of the 4 intervention models
2. Practical guidelines with tips and tricks on how to develop and implement a similar intervention in any other country

**Target group:** local and national professionals dealing with alcohol related problems in their workfield (policy makers, prevention workers, police, municipalities, ministries of health or justice, ...)

# CURRENT SITUATION

1.

Intervention  
development

2.

Intervention  
implementation

3.

Make results  
accessible

Research

Communication and dissemination

Project Number: 709661  
Project Acronym: SIE  
Project Title: STAD in Europe  
  
Deliverable reference number: D3.1  
Deliverable title: Evaluation Plan  
Partner responsible for this deliverable: Institute for Research and Development "Utrp



## Project Evaluation Plan

Due date of deliverable: M4  
Submission date: 30<sup>th</sup> of September 2016

*"The content of this report represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Consumers, Health, Agriculture and Food Executive Agency or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains."*

*"This report is part of the project / joint action '709661 / SIE' which has received funding from the European Union's Health Programme (2014-2020)."*



Project Number: 709661  
Project Acronym: SIE  
Project Title: STAD in Europe  
  
Deliverable reference number: D6.1  
Deliverable title: Research Plan  
Partner responsible for this deliverable: LJMU: Liverpool John Moores University



## Research Plan

Due date of deliverable: M4  
Submission date: 30th of September 2016

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Europe

Communication and Dissemination Plan

– European Institute of Studies on



STAD in Europe  
communities preventing  
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Communication and Dissemination Plan

September 2016  
September 2016

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# COMMUN



with the financial support of the 3rd Health Programme



project for who? resources about us

# ITION



FOR WHO?

### Who will benefit?

This intervention will address binge drinking as a European issue, which affects the health, well-being and future of European youth and others. The intervention will benefit the target group (youth in Europe) by encouraging lifestyle changes, oriented to supporting healthy alternatives, by restricting alcohol availability through training of alcohol dispensers, enforcement of alcohol legislation, and engaging policy makers to reduce its availability.

[▶ READ MORE](#)

## Register for newsletter

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## News & Events

### 22. 06. 2016 / Luxembourg / SIE Kick-off Meeting – Consortium members & EC representatives

This meeting, with participation of CHAFAEA and DG Health representatives, represents the official launching of...

### 21. 06. 2016 / Luxembourg / SIE Kick-off Meeting – Consortium members

The purpose of this meeting was to reunite the partnership in preparation of the kick-off...

[...MORE NEWS & EVENTS](#)

## Project description

The STAD in Europe (SIE) project aims to tackle heavy episodic drinking by restricting the availability of alcohol in all drinking environments: licensed drinking environments, such as nightlife premises and licensed dispensers on festivals and events; public hot spots in streets, parks and beaches; and home drinking and preloading before going out to party.

One of the most successful prevention strategies targeting binge drinking is STAD, developed in Stockholm, Sweden. The main components of STAD are community mobilization, a training course in responsible beverage service, and stricter enforcements. STAD is one of the few community action programme's that has shown significant effects on the reduction of overserving of alcohol, decrease of underage drinking in city areas, and the reduction of alcohol-related aggression. STAD has even proven to be very cost-effective. Moreover, an approach based on environmental interventions is expected to be especially effective for lower socio-economic classes.

In this project, we would like to combine the knowledge gained in Sweden with complementary elements to come to an integral European approach for reducing availability of alcohol for young people. We think that every country and (drinking) culture will need a tailored approach but we also feel that the effective elements as were present in the STAD programme could be universally applicable.

In seven countries (including the Netherlands, Slovenia, Czech Republic, Spain, UK, Germany and Sweden) seven tailored STAD-based interventions will be developed (either focusing on nightlife, events, home drinking or drinking in parks and streets) and implemented. Both the process and the outcomes will be researched and registered. The project will result in an intervention manual applicable to all EU MS and a final symposium on tackling binge drinking in Europe. All European countries and regions will be facilitated to implement strategies for reducing alcohol availability that have the potential to reduce alcohol related problems in a substantial way.







# E-NEWSLETTER ON [WWW.STADINEUROPE.EU](http://WWW.STADINEUROPE.EU)

# THANK YOU



[www.stadineurope.eu](http://www.stadineurope.eu)

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