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# FYFA-meeting

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# About STAD

- R&D unit within Stockholm County Council, Centre for Psychiatry Research and Karolinska Institutet
- Unique position - researchers and practitioners work in close collaboration with the general mission to *identify, develop, implement and evaluate* promising methods for prevention of alcohol and drug related problems
- Bridging the gap between science and practice
- Most of our interventions utilize a *community-based strategy*, theoretically based on an environmental approach to prevention



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# Prevention strategies

**Community mobilization**

**RBS training**

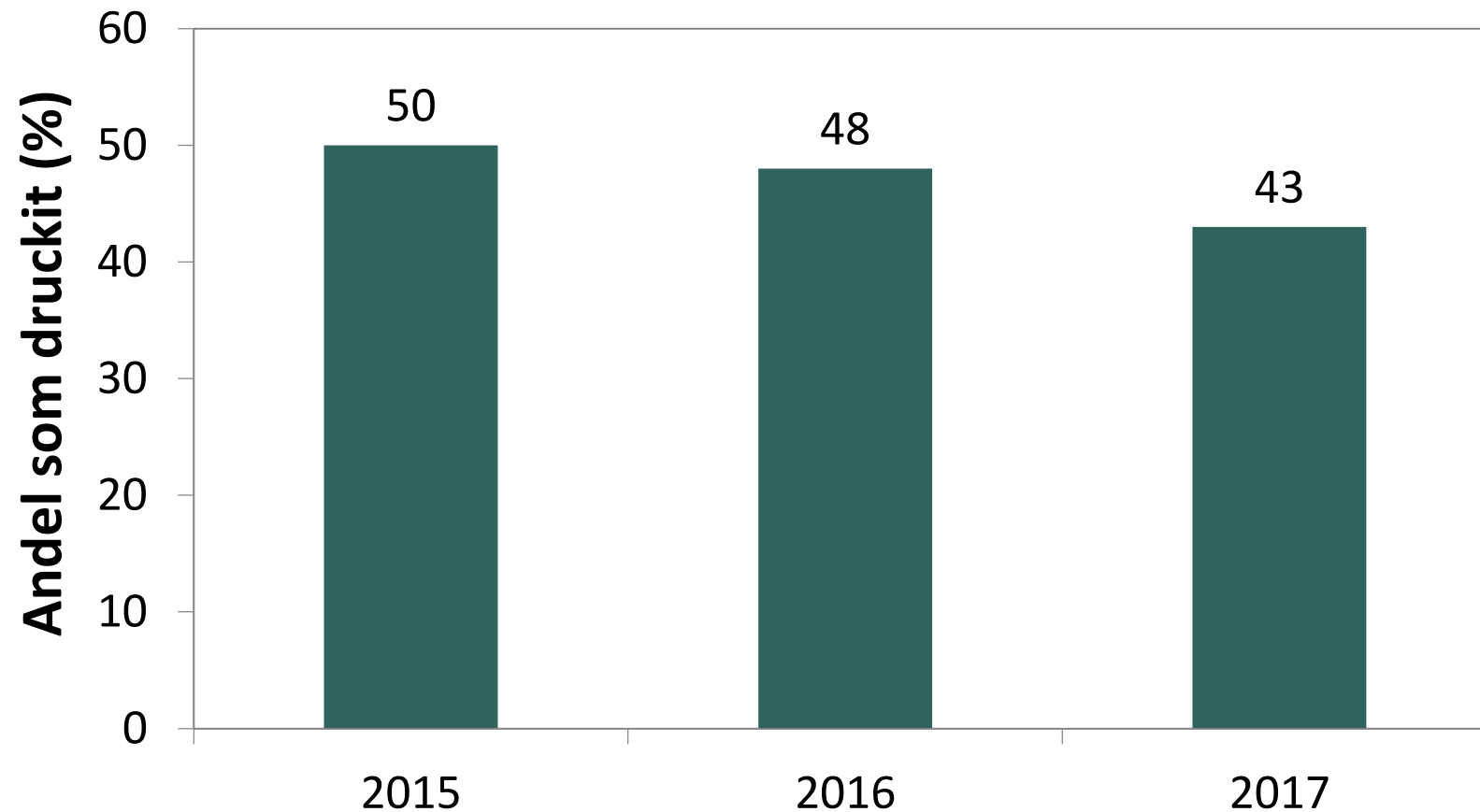
**Enforcement and policy**

**Media advocacy PR-work**

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# BAC-level studies 2015, 2016 & 2017

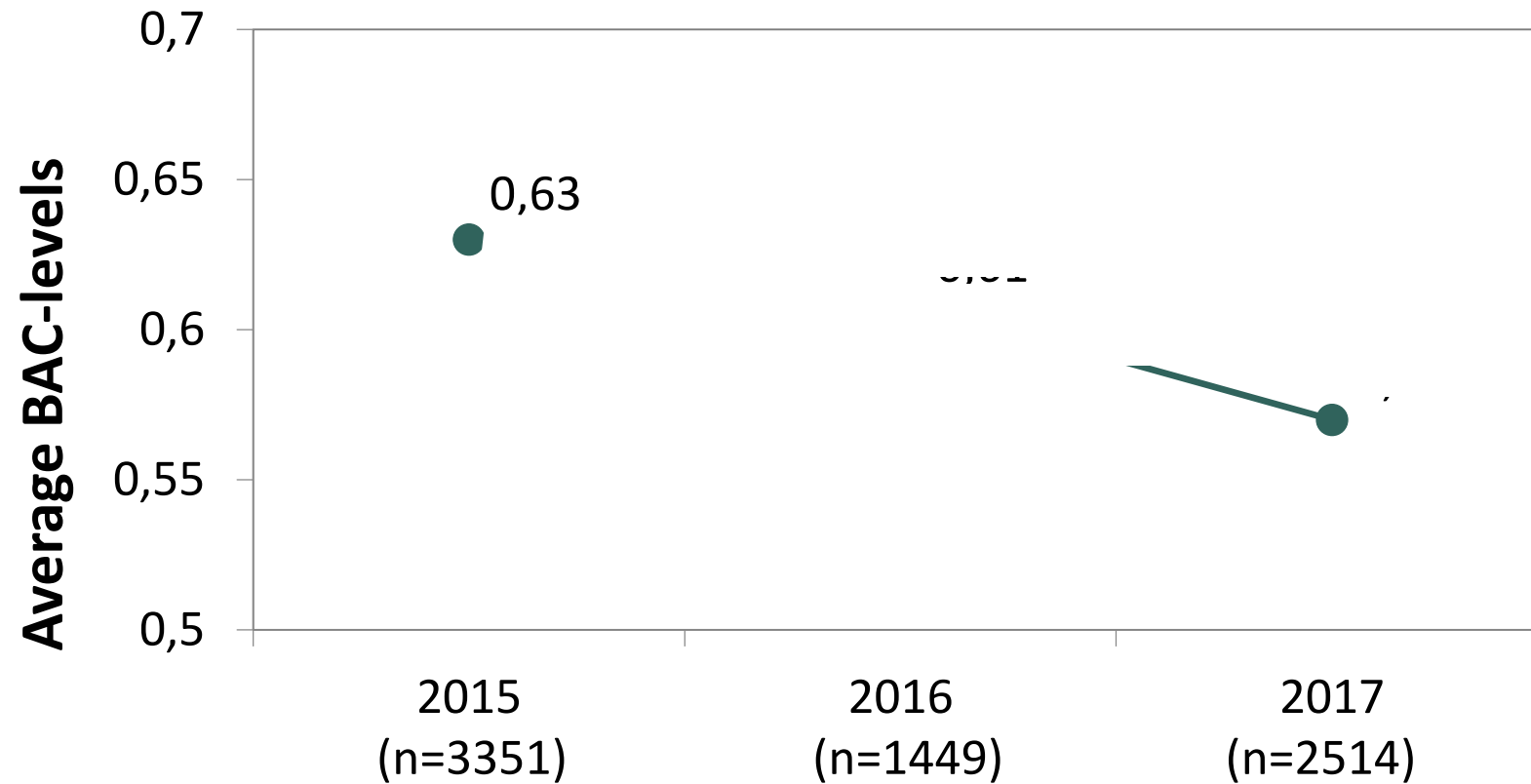
Proportion of spectators with a BAC-level > 0.0%





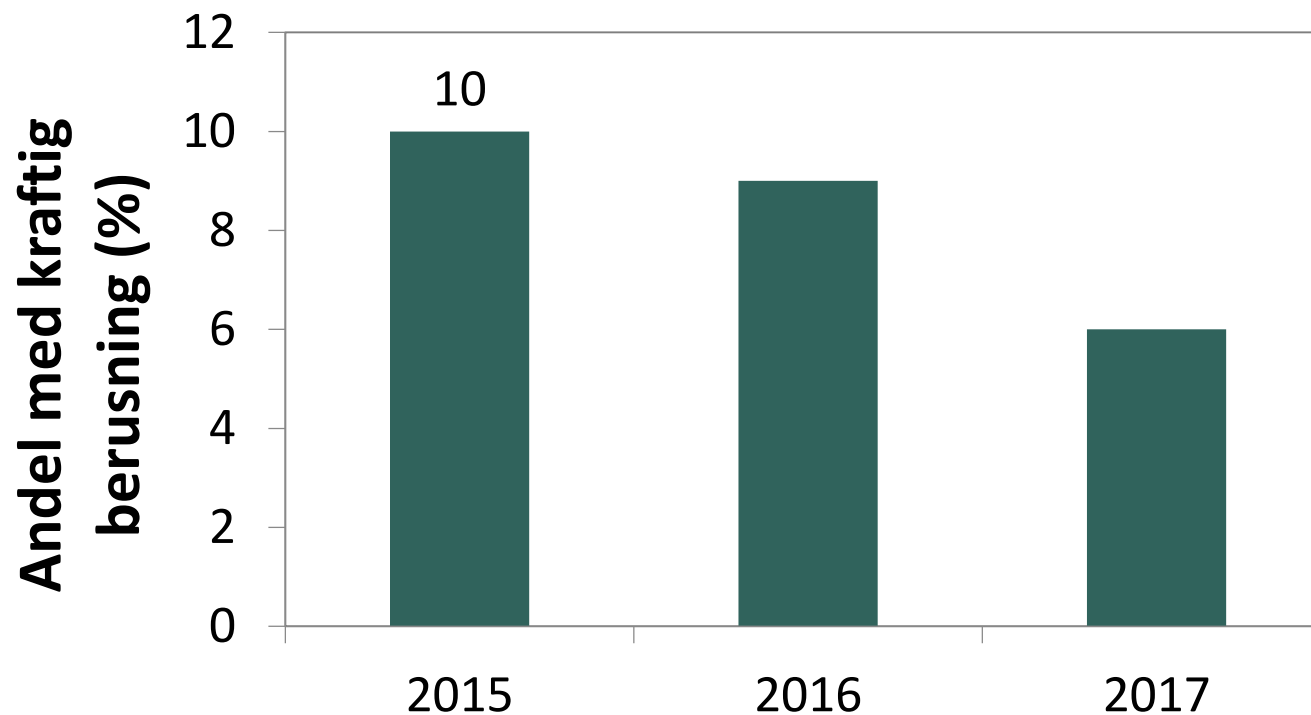
# BAC-level studies 2015, 2016 & 2017

Average BAC-levels among spectators

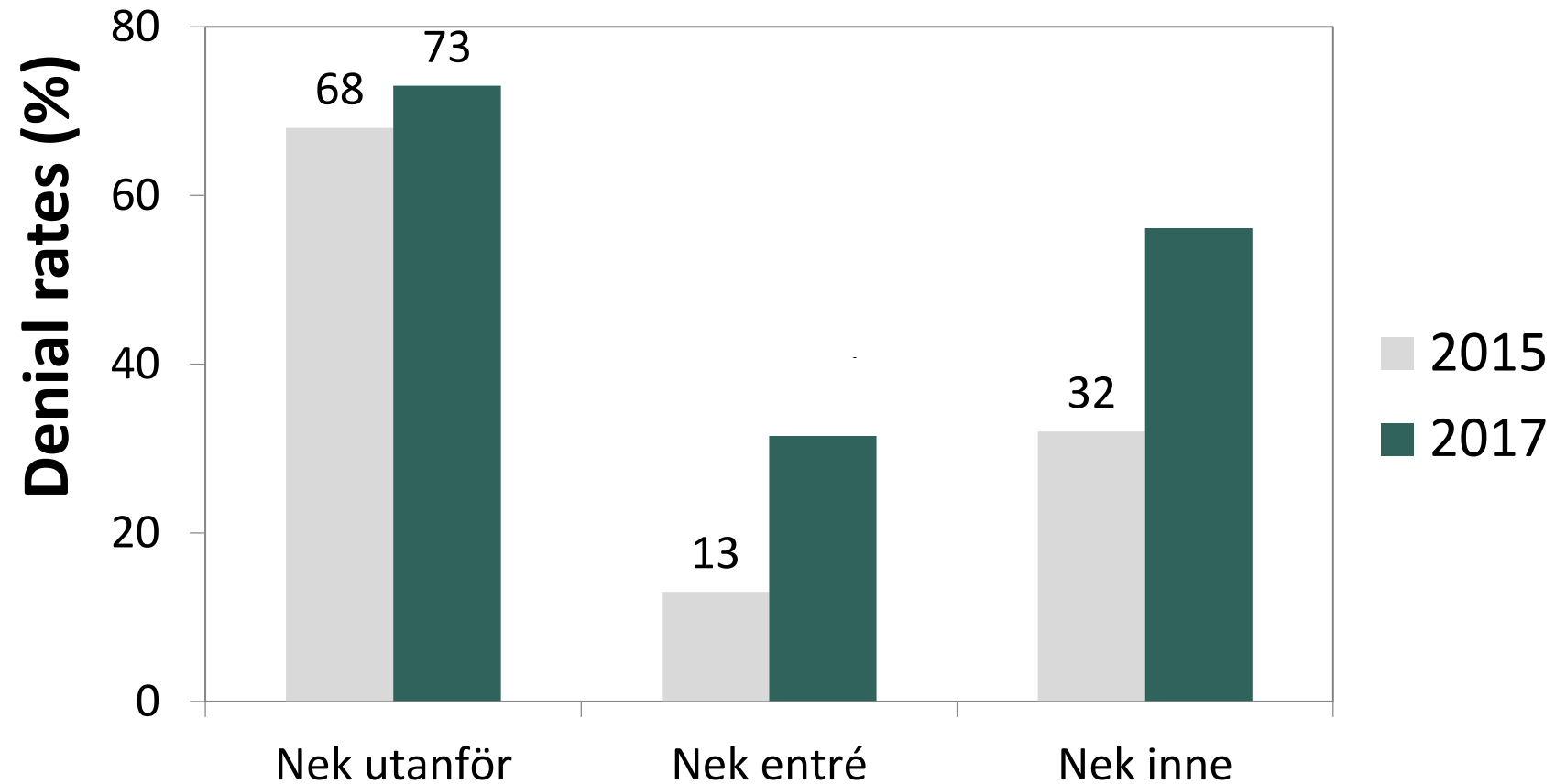


# BAC-level studies 2015, 2016 & 2017

The proportion of spectators with a high BAC-level  $\geq 0.1$



# Pseudo-patron study 2015 & 2017



# Conclusion of results

- **14% reduction in spectators consuming alcohol (**
- **Reduced average BAC-levels from 0,63 to 0,57 promille**
- **40% reduction in spectators with high levels of alcohol intoxication levels**
- **150% increased denial rate of intoxicated spectators at entry**
- **78% increased denial rate of alcohol service to intoxicated spectators inside the arenas**
- **Strong public support for the intervention and stricter alcohol policies**

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# What should be included in guidelines?

Target groups?

Who are the readers?

Goals of the guidelines?

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# What should be included in guidelines?

**Background – why this is important**

- Alcohol and sports
- Important setting to reach youth

**Policy recommendations**

- Examples of policy documents

**Implementation process**

- Barriers and facilitators
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# What should be included in guidelines?

## Community mobilization

### Listings of stakeholders

- Necessary to include
- Possible

### Identify motives/incentives for stakeholder

- Why should they be involved?
  - Ex. in a table list stakeholders and their respective motives
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# What should be included in guidelines?

**Community mobilization**

**Coproduction**

**Ownership**

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# What should be included in guidelines?

## Training

- guidelines for training
  - training materials
  - webbased training
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# What should be included in guidelines?

Enforcement of existing rules and regulations?

- Self-regulated
  - Not regulated
  - Regulated
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# What should be included in guidelines?

**Myths – common myths alcohol and sports**

**Alcohol marketing and sponsorship**

**Project coordinator**

**Cultural adaptations**

- alcohol laws (ex. legal drinking age)
- underaged drinking
- alcohol culture
- knowledge on alcohol laws and regulations

**Alcohol culture at Premier Football matches in each country**

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# Lessons learned

**Long-term funding**

**Multicomponent intervention**

Great focus on community mobilization

Intense training (2-days)

Enforcement

**Project coordinator**

**Action group**

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# Lessons learned

**Research and practice in close collaboration**

**Process and effect evaluation**

**Implementation process**

**Co-production**

**Ownership**

**Signed and written agreement**

**Institutionalized**

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