

# Alcohol Prevention at Football Events



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# Outline

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- **Logic model**
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- **The intervention**
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# About STAD

## *Stockholm prevents alcohol and drug problems*

- Research and development unit within Stockholm County Council, CPF (Centre for Psychiatric Research and Evaluation) and Karolinska Institutet
- Founded in 1995
- 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

## **STAD's prevention research key areas**

- **Secondary prevention within the healthcare system (screening, brief intervention)**
- **Family/parental education programs**
- **Web-based interventions targeting children of substance abusing parents**
- **Anabolic androgenic steroid prevention in recreational sports**
- **Alcohol and drug prevention at youth health clinics**
- **Alcohol and drug prevention in the nightlife setting**
- **Alcohol prevention at sporting events**

# Background

- **Heavy alcohol use and violent behaviors at sporting events: of increased concern in Sweden and abroad**
- **The relationship between alcohol use and violence: firmly established**
- **Community-based interventions provide a promising strategy to reduce heavy alcohol use and violence**

(Boles & Miotto, 2003; Holder; 2000; 2010; Hopkins & Treadwell, 2014;  
National Council for Crime Prevention, 2008)

# Background

- Interventions developed by STAD: “Responsible Beverage Service” and “Clubs Against Drugs” associated with reductions alcohol related problems in the community
- Will an intervention developed by STAD reduce heavy alcohol use at football events in Sweden?

(Gripenberg-Abdon 2012; Månsdotter et al., 2007; Trolldal et al., 2013; Wallin, 2004)

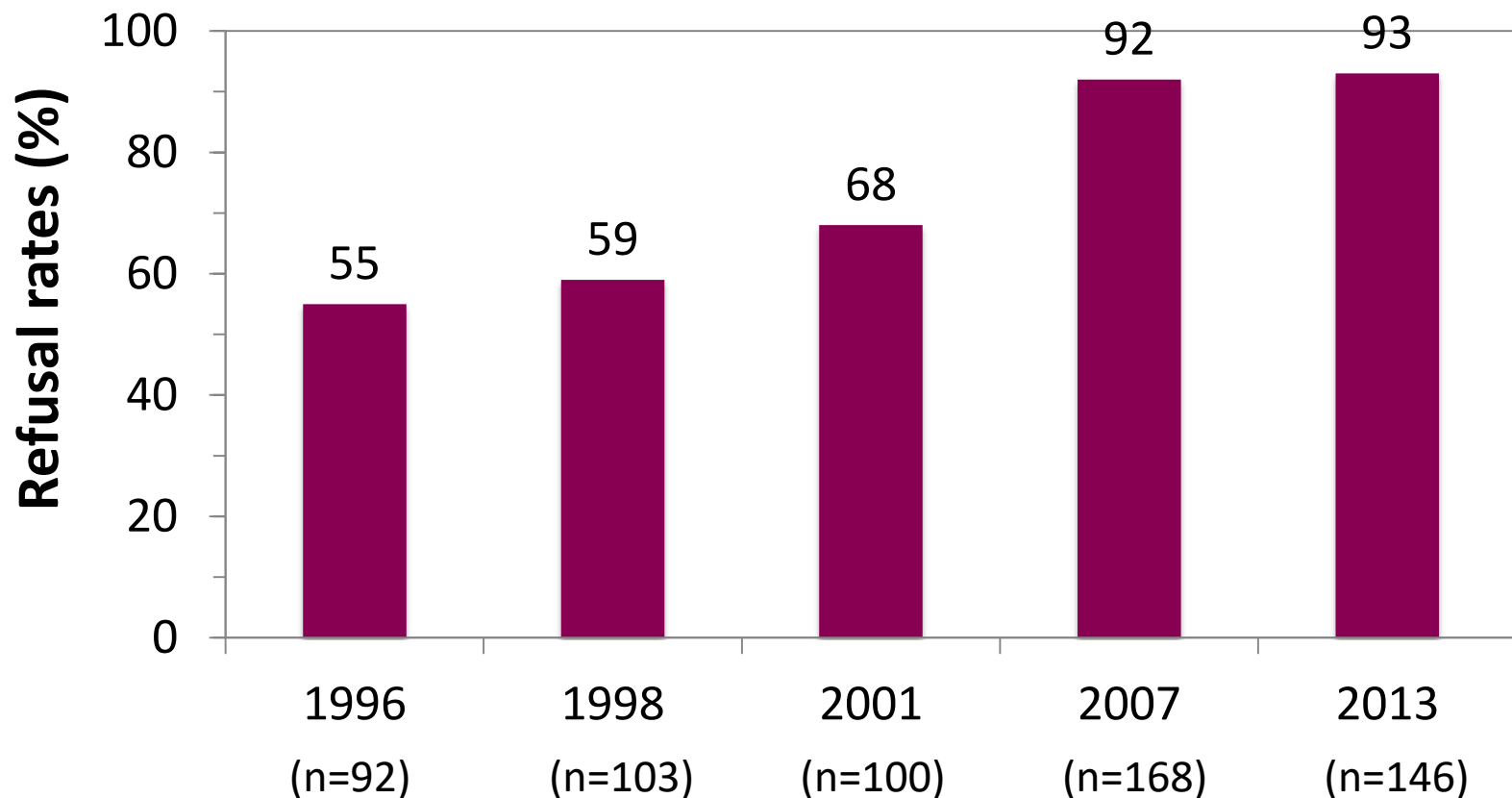
# Responsible Beverage Service



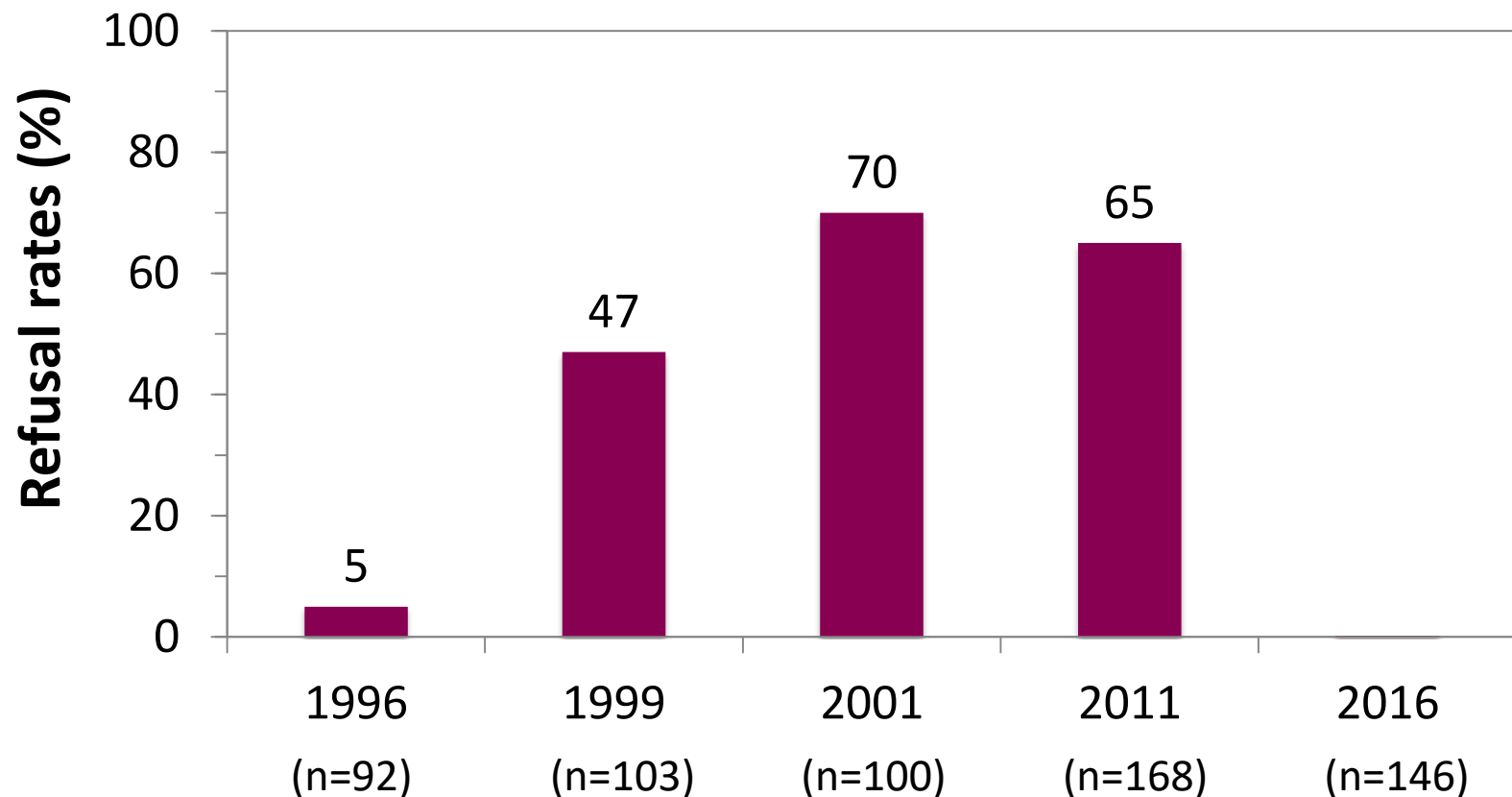
# Prevention strategies

- **Community mobilization**
- **Training in Responsible Beverage Service (RBS)**
- **Policy work**
- **Efficient monitoring**

# Refusal rates of alcohol service to underaged



# Refusal rates of alcohol service to intoxicated



# Results

## Responsible Beverage Service

- Statistically significant improvement in refusal rate of alcohol service to *intoxicated* (5% to 77%) and *underage* (55% to 91%) guests
- 29% reduction in police-reported violence
- A cost-effectiveness analysis showed that for every 1 euro spent 39 euros were saved

# Results

- Institutionalized in Stockholm
- Disseminated to >200 municipalities in Sweden
- The RBS program is being disseminated in an EU-project "STAD in Europe" ([www.stadineurope.eu](http://www.stadineurope.eu))
  - Czech Republic, Germany, The Netherlands, Slovenia, Spain, the United Kingdom and Sweden
  - 4 settings: nightlife, festivals; public hot spots and home



# Aim

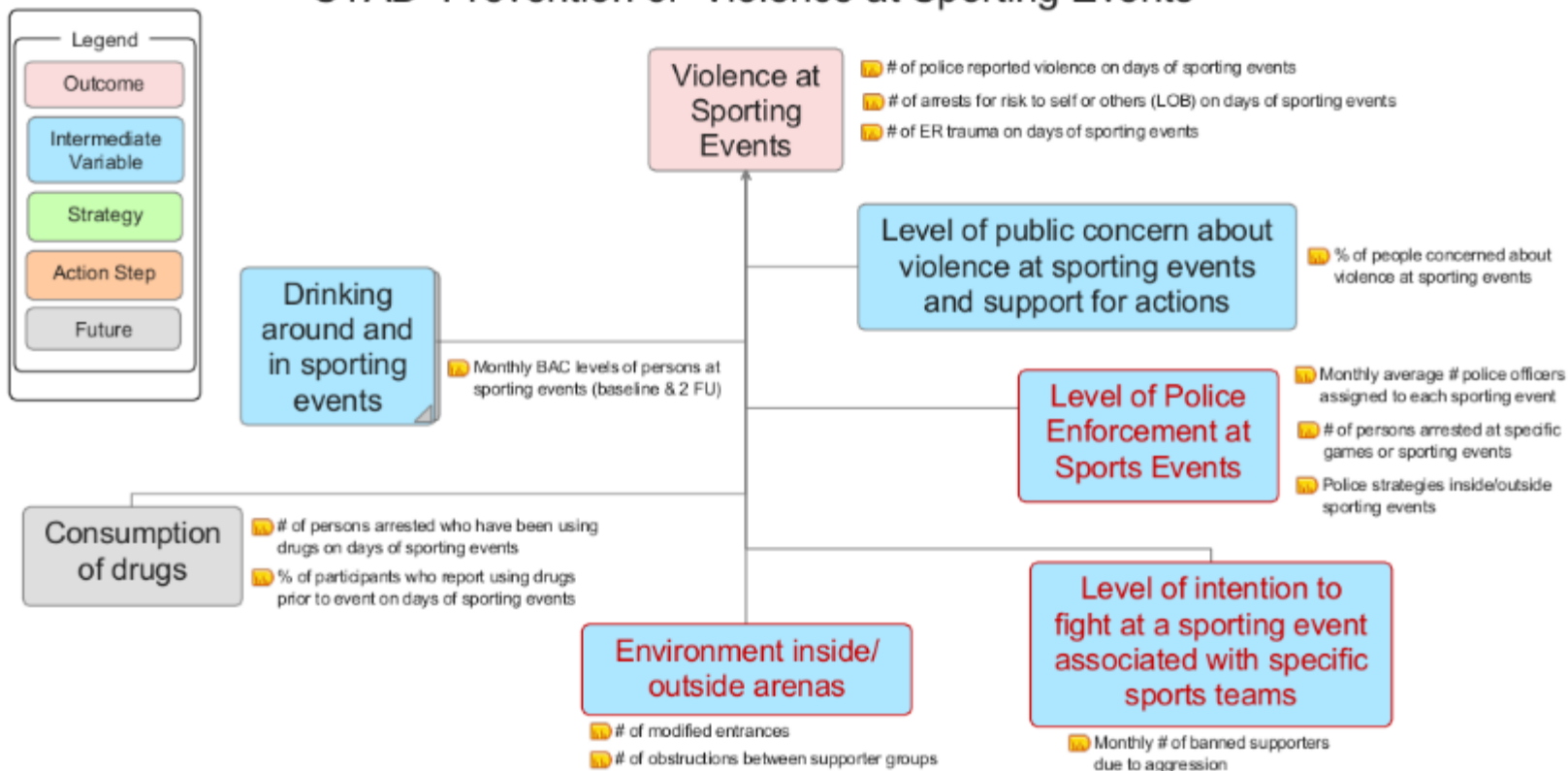
To develop, implement, and evaluate an intervention to reduce alcohol-related problems at Swedish Premier League Football matches



# Logic Model

22 Jan, 2015

## STAD Prevention of Violence at Sporting Events



# Baseline measurements and needs assessment

# Objectives

- To assess the level of alcohol intoxication among spectators at football matches in the SPFL
- To examine the occurrences of overserving at licensed premises inside and outside arenas, and allowed entry of obviously intoxicated spectators into the arenas
- To explore the public opinion towards alcohol use, intoxication and alcohol policies at professional football matches in Sweden

# Results BAC-levels 2015

Total BAC-levels	<b>3287</b> (77% response rates)
Males	<b>83%</b>
Average age	<b>38</b> (range = 16-94)
Proportion of visitors drinking prior to the match (%)	<b>50%</b>

# Results BAC-levels 2015

Average BAC-levels among visitors with BAC > 0.00 ‰	<b>0.63</b> (range = 0.01-2.63)
BAC-levels above $\geq 1.00$ ‰	<b>10%</b>
Average BAC-levels among visitors with a BAC $\geq 1.00$ (n = 315)	<b>1.35</b>

# Alcohol purchase attempts before match

Number of purchase attempts	109
Denied alcohol service	74 (68%)

# Entry attempts to arenas

Number of entry attempts	70
Denial rates	9 (13%)

## Alcohol purchase attempts inside arenas

Number of attempts	176
Denials of alcohol service	56 (32%)

## Public opinion on alcohol and football

**65%**

instämmer i påståendet

**Stämningen på läktaren  
skulle bli bättre om antalet  
kraftigt berusade personer på  
fotbollsarenorna minskade.**

**56%**

instämmer i påståendet

**Fler personer skulle besöka  
fotbollsmatcher om antalet  
kraftigt berusade personer på  
fotbollsarenorna minskade.**

**88%**

instämmer i påståendet

**Jag tycker att kraftigt  
berusade personer bör  
nekas att köpa alkohol  
inne på fotbollsarenor.**

**87%**

instämmer i påståendet

**Jag tycker att kraftigt  
berusade personer bör  
nekas att bli insläppta på  
fotbollsarenor.**

**85%**

instämmer i påståendet

**Jag tycker att kraftigt  
berusade personer bör  
avvisas från fotbollsarenor.**

# Prevention strategies

- **Community mobilization**
- **Training**
- **Policy work**
- **Efficient monitoring**
- **PR and media activities**

# Community mobilization

- **Stakeholders:**
  - The three Football clubs in Stockholm in the SPFL
  - The Arenas
  - Licensed premises
  - The Police Authority
  - The County Administration
  - The Municipality
  - The County Council
- **Steering group, action group and working groups**

# Training

- 2-day RBS-training
- Webbased training
  - > 1200 trained
- Kick-off season trainings
- Workshops

# Policy work

- Initiation of alcohol policy work covering both spectators and staff
- Alcohol policy workshop

## **PR and media activities**

- **Press conferences**
- **Press releases**
- **Launch of film "commercials" and webpage**
- **Seminars**
- **Articles (debate articles)**
- **FuF has been presented at many national and international conferences**
- **> 300 news media coverage so far**



Och det betyder att barnen behöver  
ha med sig matsäck på tisdag.



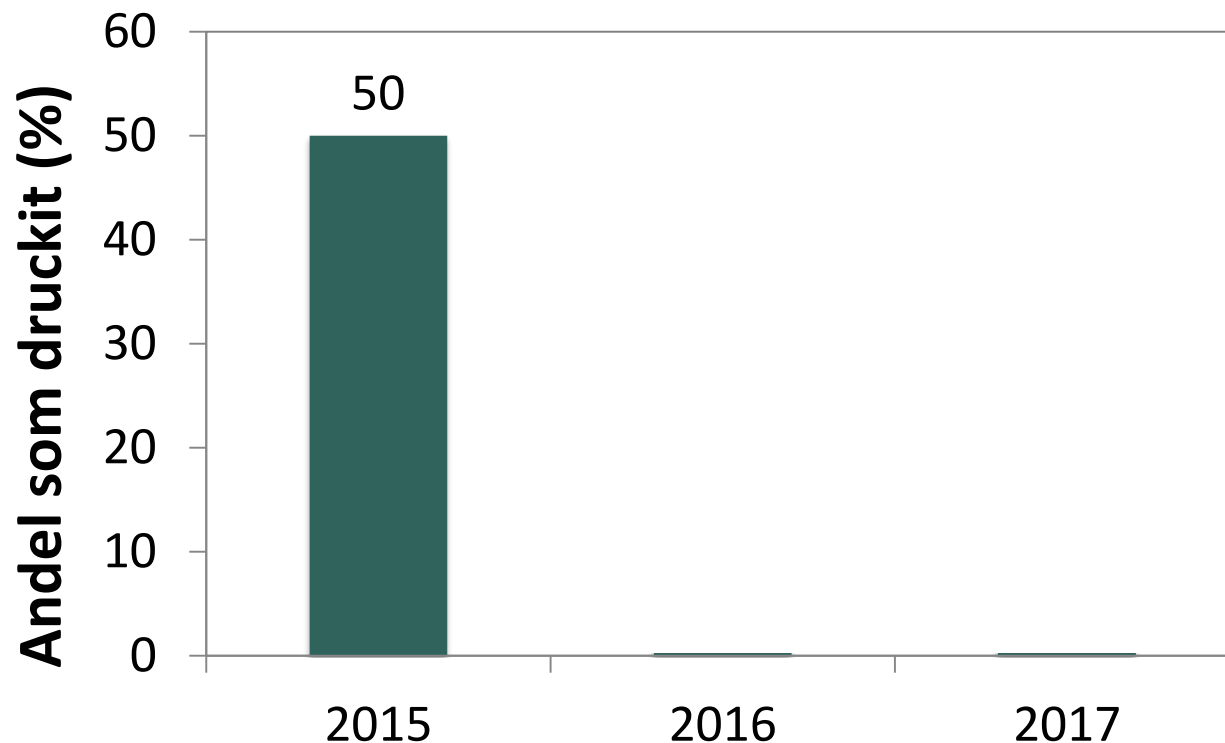
Jag vill be er stänga av mobiltelefonerna.

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# Follow-up measurements

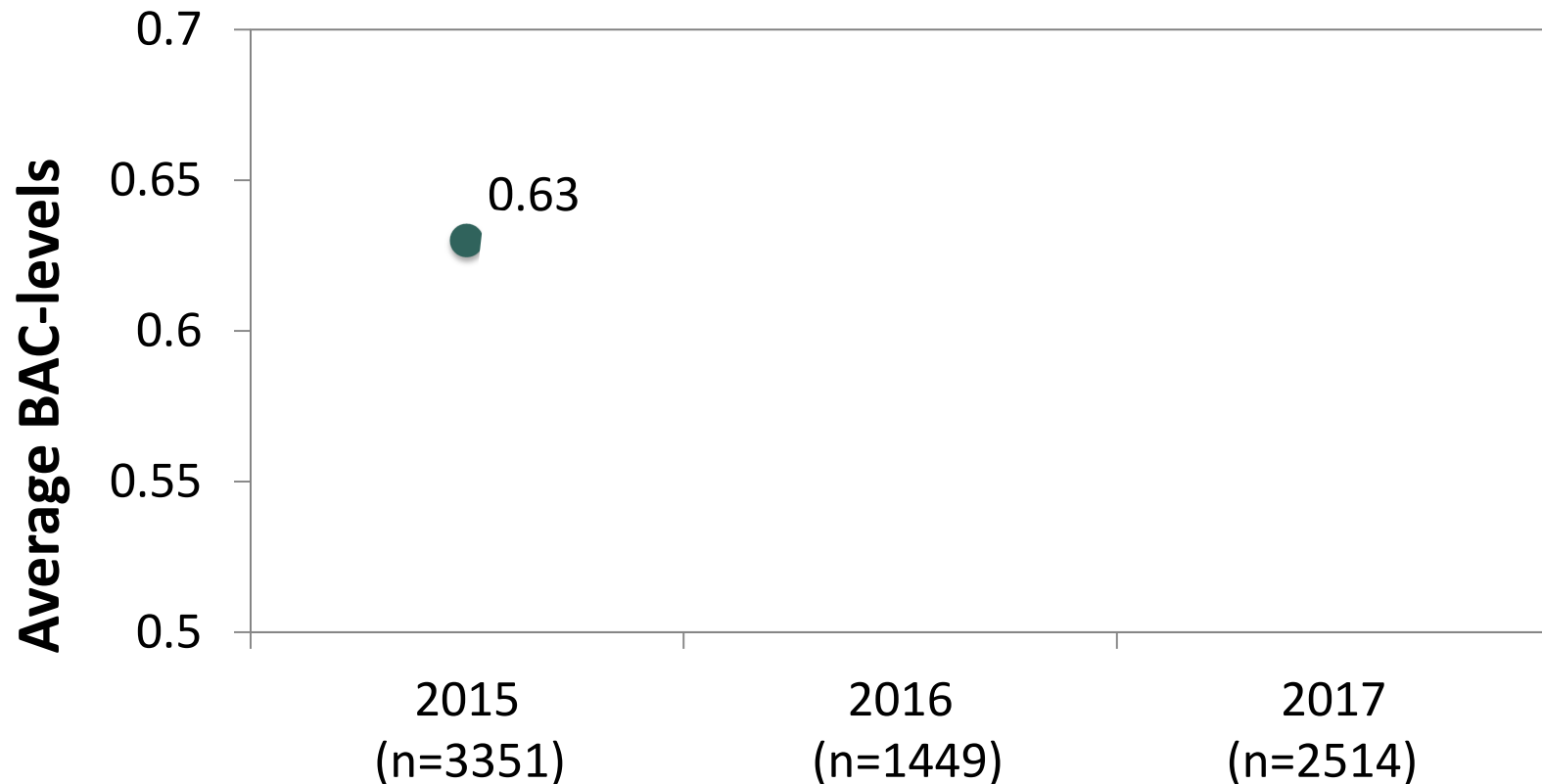
# BAC-level studies 2015, 2016 & 2017

Proportion of spectators with a BAC-level > 0.0%



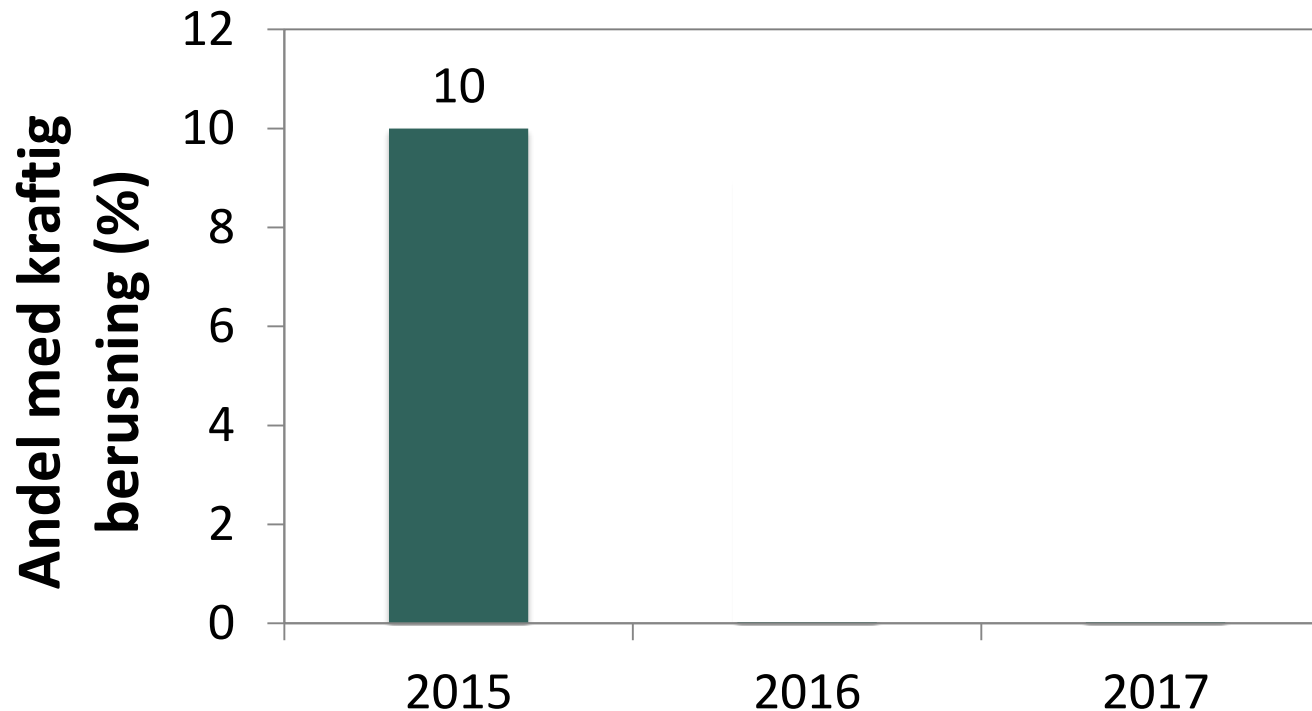
# BAC-level studies 2015, 2016 & 2017

Average BAC-levels among spectators

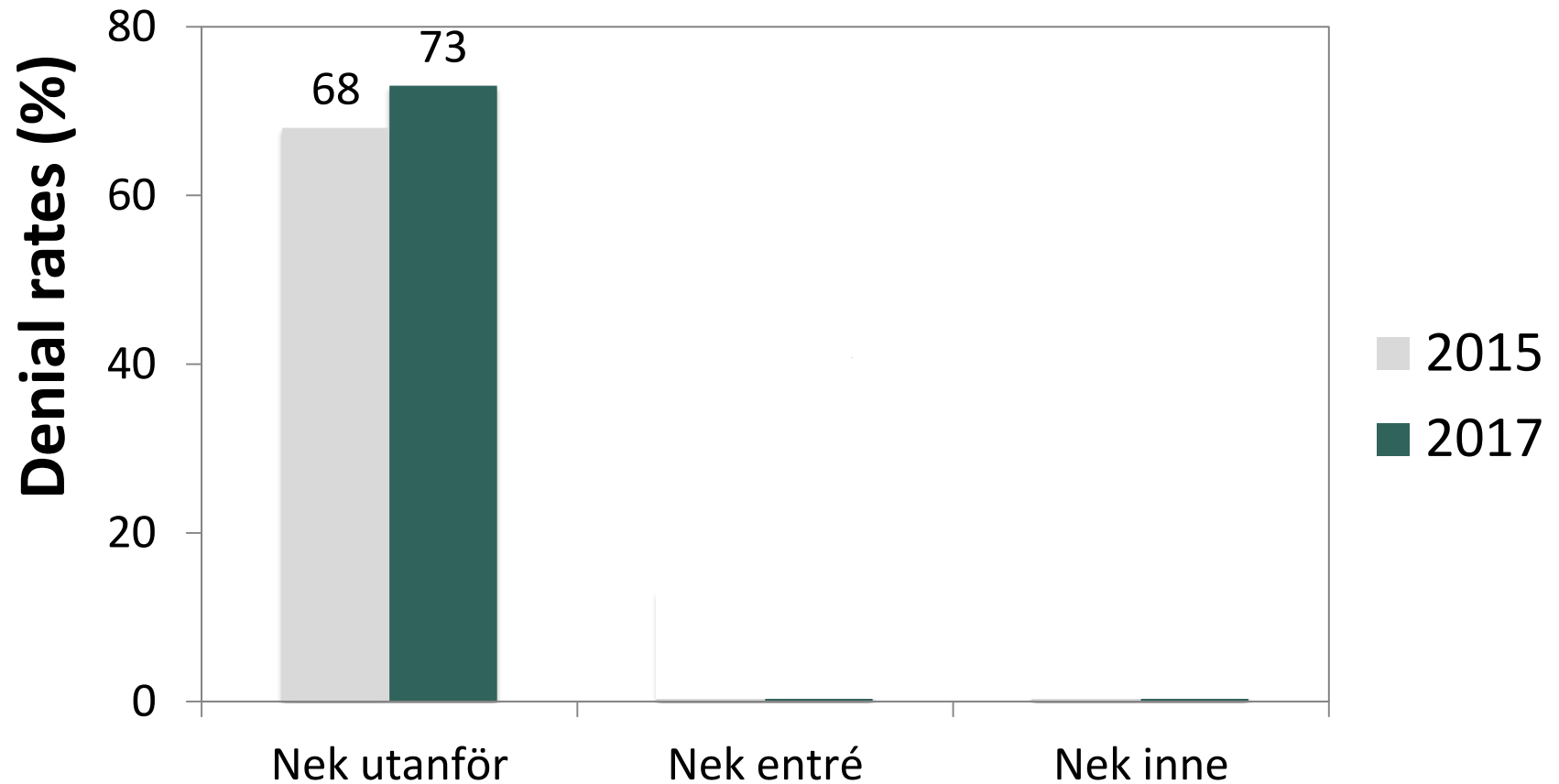


# BAC-level studies 2015, 2016 & 2017

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 (from 50% to 43%)**
- **Reduced average BAC-levels from 0,63 to 0,57 promille**
- **40% reduction in spectators with high levels of alcohol intoxication levels (from 10% to 6%)**
- **150% increased denial rate of intoxicated spectators at entry (from 13% to 33%)**
- **78% increased denial rate of alcohol service to intoxicated spectators inside the arenas (from 32% to 57%)**
- **Strong public support for the intervention and stricter alcohol policies**



**2018-2020**

## **FuF 2018-2020**

- **Continue community mobilization**
- **Continue with and improve trainings**
- **Continue development of written alcohol policies**
- **Improve monitoring and sanctions**
- **Media advocacy/communication alcohol and football and alcohol and other sports**
- **Continue evaluation and research**
- **Develop clear criteria for a FuF-club**
- **Produce a manual/guidelines**
- **Disseminate to more football clubs**
- **Disseminate to other sports**
- **Disseminate internationally**

# **Funding:**

***The Public Health Agency of Sweden***

***The Alcohol Research Council of the Swedish Alcohol  
Retail Monopoly***

# stadineurope.eu



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**[www.fotbollutanfylla.se](http://www.fotbollutanfylla.se)**  
**[www.stad.org](http://www.stad.org)**  
**[www.iq.se](http://www.iq.se)**