



S T A P

**STICHTING
ALCOHOLPREVENTIE**

Community prevention projects: Process of implementation

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Building Capacity Project

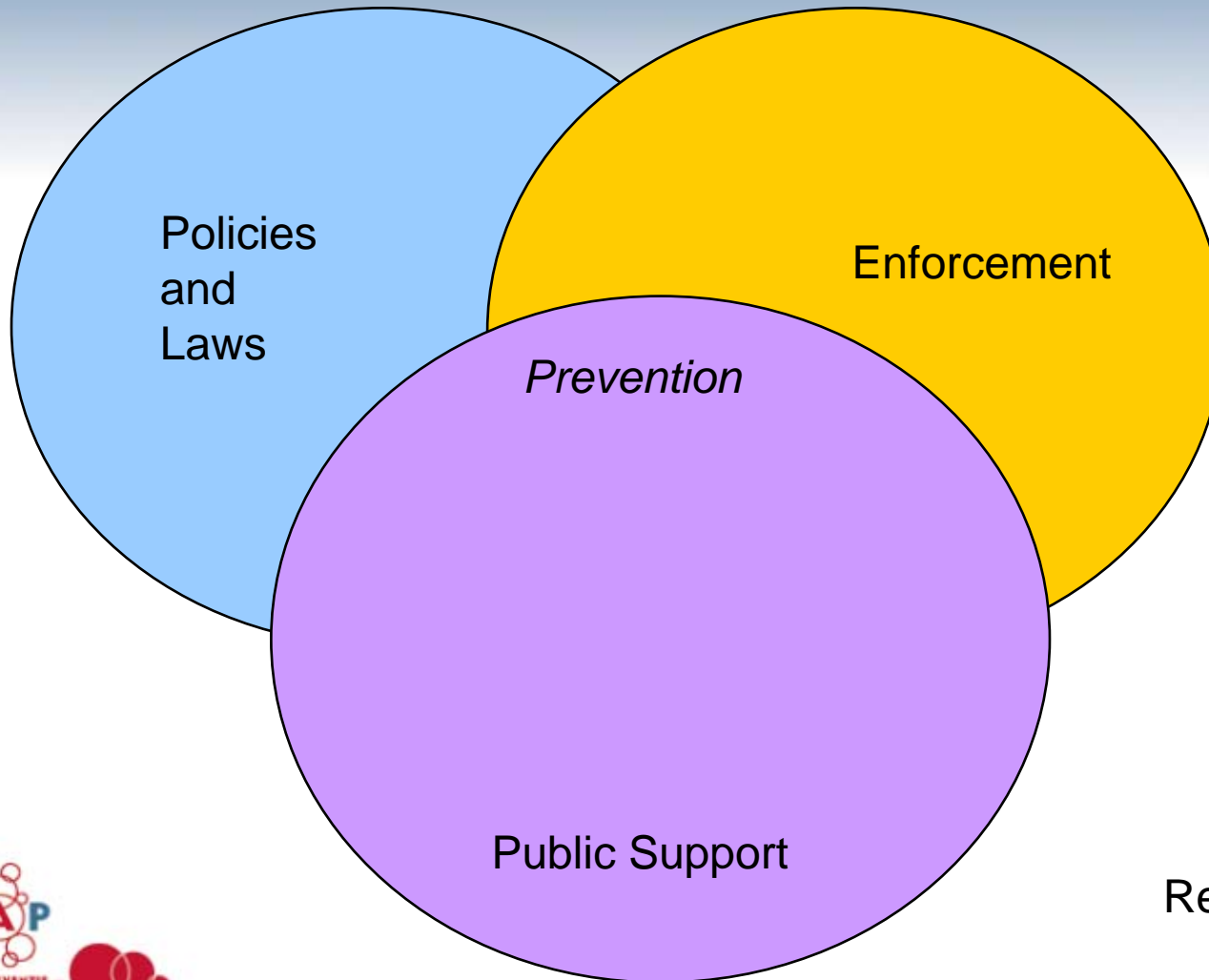
Unique opportunity to promote the implementation of effective alcohol prevention policies

From project plan to practice:
a challenging process!

Outline

1. Effective alcohol prevention policy in theory
2. Experiences from science and practice
3. In conclusion

1. Effective alcohol prevention policy in theory



Reynolds (2003)

2. Experiences from science and practice

1. **Start** of local alcohol prevention projects
2. (Organizational) **Structure**
3. **Strategies** to increase Public Support

Start of local alcohol prevention projects

Community driven (local) prevention projects
(AP 14, San Diego):

- Make use of local data as starting point of the project (e.g. number of alcohol related injuries among youth within the municipal or region)
- Add information from one-on-one interviews to personalize local figures

(Organizational) Structure

Findings from science suggest the following:

1. Project coordinator > community organizer (Holder, 2002)
2. Project group: local government, businesses, police, prevention workers > capacity building component (Stafström, 2007)
3. Commitment of project by local politicians (Ekeroth & Romelsjö, 1999)
4. Local committees are formed to support the project reaching objectives (Holder, 2002)

(Organizational) Structure

Discussion between scientists:

Coalition forming
versus
Community mobilizing

(Organizational) Structure

5. Project plan consists of effective and mixed strategies to reach objectives (Babor, 2003)

<i>Strategy or intervention</i>	<i>Effectiveness</i>	<i>Cost to implement</i>
Minimum legal purchase age	+++	High
Hours and days of sales restrictions	++	Low
Restrictions on density of outlets	++	Low
Alcohol taxes	+++	Low
Enforcement of regulations alcohol outlets	++	High
Alcohol education in schools	0	High

Strategies to increase Public Support

Communication:

Crucial component of local alcohol prevention projects

1. Internal Communication



Strategies to increase Public Support

2. External communication

Media advocacy:

The use of local news coverage of alcohol issues and public policy



3. In conclusion

- Developing and implementing effective local alcohol policy is neither simple nor obvious
- Contents of policy and process of implementation are two completely different aspects
- Lessons learned can be helpful for others
- Developing and implementing effective local alcohol prevention projects takes time...

Paper

Poppel, D.G.H. van (2008). Effective municipal and community alcohol prevention projects across the world. Utrecht: STAP.

Thank you for your attention!

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