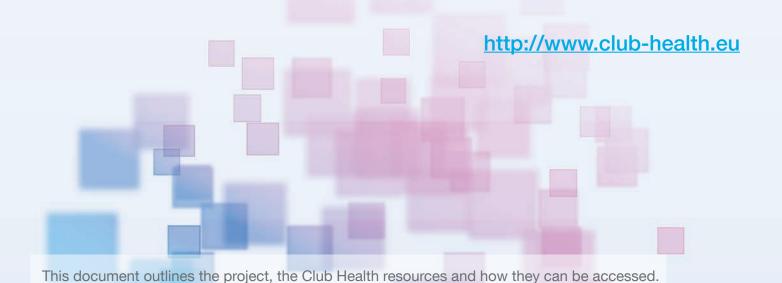


# Club Health Healthy and Safer Nightlife of Youth

The European Club Health project has produced a series of resources to support local, national and European policymakers and practitioners develop healthier and safer nightlife environments.



#### Introduction

Nightlife plays a key role in modern life, being a major aspect of young people's recreation and an important source of employment, economic development and tourism. However, nightlife can also present a range of problems, including drunkenness, drug use, anti-social behaviour, violence, injury and risky sexual behaviour. The development of safe nightlife settings is a growing priority across Europe, where town and city authorities must manage not only the recreational habits of their own youth, but also those from other countries as international tourism increases. Effectively managing nightlife is critical in protecting the health of young people and reducing the burdens that night time anti-social behaviour can place on public services and society.

### The Club Health project

The Club Health project was established to support local, national and European policymakers and practitioners to develop healthier and safer nightlife environments. The project has produced a range of resources that can be used by governments, local authorities, health professionals, police, non-governmental organisations, the nightlife industry and other parties working to protect health and promote safety in nightlife environments.

#### The following sections introduce these resources, including:

- 1. A database of legislative and policy approaches to managing nightlife;
- 2. A study of nightlife-related policies;
- 3. The NightSCOPE resource to support local partnership working in towns and cities;
- 4. A set of standards for bars and nightclubs;
- 5. A training programme for staff working in bars and nightclubs;
- 6. Guidelines on working with the media.

#### The Club Health project

Club Health is a collaboration involving partners from 15 EU Member States and Norway. Its key objectives include:

- To build capacity at European, national and local levels for effective implementation of policy measures to protect health in nightlife;
- To facilitate consistent implementation of strategies and laws in the field of youth risk behaviour, and increase sensitivity of media, advertising industry and politically relevant actors (e.g. policy and decision makers) on their responsibility for action on the other hand;
- To improve knowledge of, and access to, effective evidence-based legislative and policy responses regarding nightlife harms;
- To support effective implementation of strategies and laws for safer nightlife;
- To increase the sensitivity of the media, the advertising industry and politically relevant individuals on their responsibility for action.

#### 1. Policy database

The Club Health project has gathered different legislative and national policy responses in the field of youth risk behaviour prevention in nightlife through a specially developed online tool. Club Health partners collected and analysed legislative and national policy responses in various fields (alcohol, illicit drugs, tobacco, sexual health, violence, nightlife transport) from a range of countries. To be included, approaches needed to be evidence-based or science-based. A key aim of the activity was to sensitise professionals, politicians and the wider public about effective and promising measures in the field of youth risk behaviour prevention in nightlife which can easily be used in practice to help develop and manage healthier nightlife.

By the end of the project 60 policy reviews had been collected from nine countries (Austria, Belgium, Germany, Greece, Hungary, Portugal, Romania, Slovenia and United Kingdom). The database included a range of comparative data to examine situations in different countries.

The work identified a lack of specific nightlife-related policies and measures in some countries (reported by partners in Portugal, Romania, Hungary and Greece). This situation could be improved by promoting, adapting, implementing and evaluating effective and promising practices that are being used in other countries. The majority of evaluated practices come from UK.

The types of policies collated through the study range widely, from multi-component and multi-disciplinary national, regional or local approaches that address various forms of risk behaviour through multi-agency partnerships, to very specific and targeted measures like smoking bans in bars and nightclubs (most countries have smoking bans but these range from partial to complete bans), air-conditioning, and noise control etc.

The Club Health network will continue with policy reviews collection, analysis and promotion of best and promising practices also in the future.

The collected and selected policies can be accessed at: <a href="http://www.club-health.eu">http://www.club-health.eu</a>

# What kind of policy measures could be identified as good or promising and effective approaches?

- Multi-component, multi-disciplinary strategies which target more risk behaviours at the same time (e.g. alcohol, illicit drugs, violence, road safety etc.) are more successful.
- Measures which effectively deal with excessive alcohol consumption and drunkenness can also have benefits in decreasing other nightlife-related risk behaviours (e.g. violence, risk sexuality, drink driving etc.).
- Measures which include regular cooperation between authorities (e.g. local officials, police etc.) and nightlife industry seem to be more effective.
- Policy or law enforcement is crucial for the successful implementation of strategies and measures, and this is clear especially in those measures which involve collaboration between authorities and the nightlife industry. Measures with political and social support are more successful.

#### 2. Study

Experience and research shows that problems in nightlife settings can result from inconsistent implementation of legislative measures by responsible authorities (e.g. police, inspectorates and public institutions, which are responsible for permissions and licences). Failure to enforce legislation can mean illegal or harmful practices continue unchecked, hampering the effects of preventive work by authorities, NGOs other actors involved in this field. Governments themselves can sometimes feel they have little power to prevent such problems. They can adopt strategies and action plans and make stricter legislation, but often without real effects in practice. The Club Health study intended to show what is the difference between opinion of key stakeholders and practical experience of partygoers regarding implementation of strategies and laws in particular countries and what are the best or most promising existing effective policy measures to achieve more consistent implementation of those measures. The results show us where we should put more efforts and resources to improve situation in nightlife settings.

The study built on the database of policy and legislation collected through the Club Health project. It aimed firstly to identify specific and more detailed information on individual policy types and their implementation in different countries, and secondly to explore the relationships between stakeholder and nightlife users' perceptions of different problems in nightlife and levels of implementation and enforcement of different policy measures.

The study took place between September 2010 and March 2011. The first project involved 458 key stakeholders from 14 different European countries (Austria, Belgium, Czech Republic, Germany, Greece, Hungary, Ireland, Italy, Luxembourg, Portugal, Romania, Slovenia, Spain and United Kingdom), including representatives of the parliaments, governments, regional and local authorities, health and social services, police, research institutions, the entertainment industry and NGOs.

The second part of survey was conducted as a pilot study in five countries among the ultimate target group - young people aged 15 to 30 years old, who were identified as frequent clubbers or partygoers. Between September 2010 and March 2011 a sample of 738 clubbers or partygoers from the five countries (Germany, Greece, Hungary, Slovenia and Portugal) participated in the study.

#### Several conclusions emerged from the study that can be combined into two key points:

- a. Results of the study clearly show that nightlife-related problems are under-estimated by most of the key stakeholders involved in the survey. However, from the other side, implementation of policy and legislative measures in reality is over-estimated by stakeholders, identified by comparing results from the stakeholder and clubber samples.
- b. The policy review shows that most nightlife-related legislation and regulations in all participating countries are well defined and relatively strict (e.g. selling and/or serving alcohol to minors and/or drunken people is prohibited; stricter regulations on smoking in nightlife premises [smoke-free legislation], selling tobacco products to minors, BAC levels etc.), but not so well implemented in practice.

More information is available at:

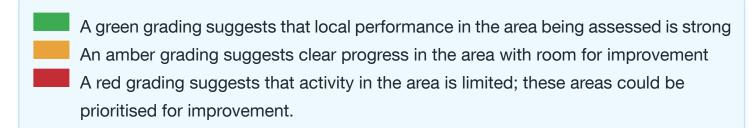
http://www.club-health.eu

### 3. NightSCOPE: an online resource to support local partnerships

NightSCOPE is an online resource designed to help local policymakers and practitioners assess and strengthen their approaches to providing safe and healthy nightlife environments. The resource is built around four key principles that can provide the basis for effective local action in managing nightlife settings:

- Knowledge of local nightlife issues
- Commitment to creating safe and healthy nightlife
- Partnership working between key local agencies
- Evidence-based practice

NightSCOPE can be used for a city, town or other specified nightlife area and involves the completion of a short online questionnaire by representatives from a range of local agencies<sup>1</sup>. Once all partners have completed the questionnaire, NightSCOPE analyses the combined responses to identify where approaches are well developed and where they could be strengthened. The resource uses a simple traffic light system to grade performance. Gradings are calculated for each question in the questionnaire and an overall grading is provided for each of the four key areas.



Results from NightSCOPE are compiled into a report for the local area that shows each agency's response to the questions and the gradings received. Participants can then get together to discuss their results and identify potential areas for improvement and action. An accompanying user manual provides instructions on how to use NightSCOPE and how to interpret its results.

<sup>1</sup> Including local authorities, police, health services, emergency departments, licensing authorities, transport services and other key organisations involved in nightlife management.



Results from NightSCOPE are compiled into a report for the local area that shows each agency's response to the questions and the gradings received. Participants can then get together to discuss their results and identify potential areas for improvement and action. An accompanying user manual provides

instructions on how to use NightSCOPE and how to interpret its results.

NightSCOPE does not intend to label areas as good or bad. Rather, it aims to help local partners identify where their practice could be improved and help them lay the foundations for effective practice to provide safe and healthy nightlife environments.

The NightSCOPE resource is free and can be used as many times as desired. Taking action to improve practice in one area can change the results of the resource, meaning partners can identify the areas where they have received a 'red' grading and work to move these up to 'amber' or 'green' when they next complete the NightSCOPE process.

NightSCOPE can be freely accessed at: <a href="http://www.nightscope.eu">http://www.nightscope.eu</a>

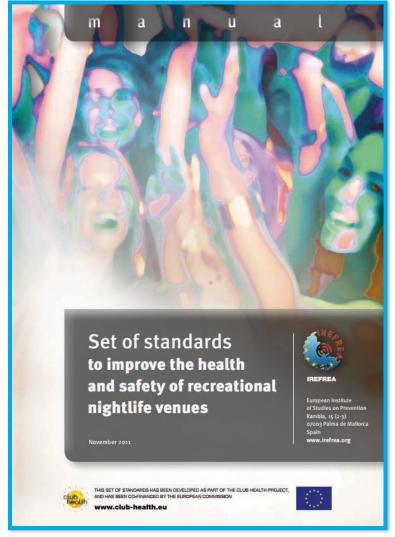
## 4. Standards to improve health and safety in nightlife venues

International research has identified a range of factors within pubs, bars and nightclubs that can contribute to increased levels of risk taking and harms, including drunkenness and violence. Such factors include poor staff practice, cheap drinks promotions, crowding, low levels of comfort, poor cleanliness and atmospheres that are tolerant of anti-social behaviours. Consequently, interventions to prevent harm in nightlife venues often focus on modifying these factors to improve the environment in which alcohol is sold and consumed.

Building on this knowledge, the Club Health project has developed a set of standards to improve health and safety in recreational nightlife venues. The standards have been produced by combining scientific evidence with the opinions and experience of representatives from the recreational industry and authorities working to regulate and manage nightlife. To do this, a literature review identified promising measures to prevent harm in nightlife venues and a survey was conducted with bar owners, managers and staff from across Europe to identify the extent of implementation of each measure and opinions on their feasibility and acceptability. The views of regulatory bodies and other key agencies were also sought.

The resulting standards cover six key areas:

- Preventing sales of alcohol to minors
- Staff training
- Collaborating with key stakeholders, including police
- Creating a safe physical environment
- Promoting a safe social environment
- Regulation of alcohol sales and promotion



The six key standards are presented in a briefing which outlines the rationale behind each standard and the evidence for its effectiveness. The results of the Club Health survey area also presented, along with signposting to promising practice from within Europe and internationally.

The set of standards is intended to be a reference guide for licensed premises, managers and promoters. Key priorities of the night-time economy are: to end irresponsible marketing and sales promotions; to ensure the safety of both customers and staff; and, by improving public safety, to reduce the amount of nuisance caused to communities.

The standards are also intended to be a reference guide for agencies responsible for the licensing and policing of nightlife venues. These agencies can use the standards to identify potential measures that can be promoted within their local nightlife environments to help create safer nightlife venues.

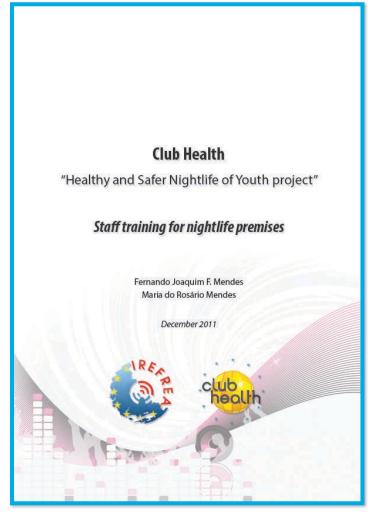
The full set of standards can be accessed at: <a href="http://www.club-health.eu">http://www.club-health.eu</a>

### 5. A training manual for staff in nightlife venues

Staff working in pubs, bars, nightclubs and other recreational settings can play a key role in preventing harm and protecting health in nightlife. To support this role, the Club Health project has developed a training manual for staff working in nightlife settings to increase their knowledge of, and help them to identify different risk situations; thus helping them to create more effective, safer and healthier management strategies for nightlife settings.

The Club Health training manual has been developed through examination of the scientific literature and by drawing on existing training activities underway across Europe and internationally. It takes a broad approach that covers a wide range of issues and problems that can be faced in nightlife situations, and aims to:

- Empower staff with the skills to make decisions that help prevent or reduce problem situations in recreational contexts;
- Generate discussion on the risks associated with nightlife (e.g. drug use, violence, drink driving), the situations in which they occur and their potential consequences;
- Train staff in the use of strategies (e.g. interpersonal communication, conflict management, dispensing alcohol responsibly, first aid) that can be effective when handling different situations of risk;
- Increase the awareness of participants (individuals and organisations) of the legal frameworks that relate to a range of behaviours (e.g. event/venue management, the selling of goods and services, the consumption of psychoactive substances [PAS] and their consequences).



The training manual is designed to be delivered by a trained professional to any individuals working within the nightlife arena. This includes bar servers, managers, owners, door supervisors, promoters, DJs and representatives from NGOs. The manual contains six distinct units that can be delivered individually or as a combined package. Each unit last between two and three and a half hours. The units cover:

- 1. Psychoactive substances
- Communication, conflict resolution and preventive strategies
- 3. First aid and emergency care skills
- 4. Responsible beverage service
- 5. Management of the physical context
- 6. Legislation

Each unit contains a series of activities for participants to work through under the guidance of the trainer, including information sheets, discussions and role play activities. The manual has been created to be a practical and useful instrument for training nightlife and other recreational professionals.

The full manual can be accessed at: <a href="http://www.club-health.eu">http://www.club-health.eu</a>

#### 6. Media guidelines

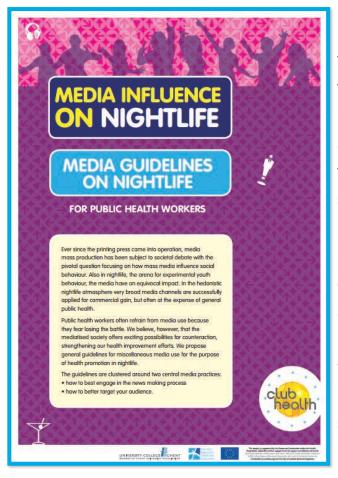
Ever since the printing press came into operation, mass media has been subject to societal debate, with the pivotal question focusing on how mass media influences social behaviour. Today, the mass media plays a key role in nightlife. The way that nightlife activities are presented and promoted can influence the way in which people behave, and the way in which nightlife behaviours and issues are addressed in the media can have important impacts on public opinion and even governmental policy.

In the hedonistic nightlife atmosphere, a wide range of media channels are successfully applied for commercial gain. Often, however, this is the expense of general public health. While mass media can equally be used for the promotion of public health, public health workers often refrain from using media, often due to a lack of knowledge, skills and confidence in engaging with mass media.

The mediatised society offers exciting possibilities for strengthening health improvement efforts. Consequently, the Club Health project has developed guidelines to support public health professionals in engaging with the media for health promotion purposes.

The guidelines have been informed by a comprehensive literature review and consultation with key stakeholders and media professionals. They focus on two central media practices:

- How to best engage in the news-making process; and
- How to better target your audience.



For engaging with the news-making process, the guidelines include practical advice on how to frame an issue in the mass media, develop relationships with journalists and produce appropriate press releases and news bulletins that get the desired message across in a succinct manner.

For better targeting a nightlife audience, the guidelines provide advice on making products attractive, credible and accessible to youth. In particular, they highlight the importance of working with the communications channels and networks that young people use themselves, such as social networking.

Across both areas, the guidelines provide signposting to further resources and case studies to support media practice. The full guidelines are available at: <a href="http://www.club-health.eu">http://www.club-health.eu</a>



# Club Health - Healthy and Safer Nightlife of Youth





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