



Localize It!



A Practical Guide to a Successful Local Alcohol Strategy



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LWL
Für die Menschen.
Für Westfalen-Lippe.

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1. Introduction

Dear readers,

alcohol consumption is common in most European countries and firmly established in European culture. A glass of wine with dinner, beer at local festivities or at a barbeque with the neighbours – alcohol consumption is part of local traditions and festivities. Besides traditions surrounding alcohol consumption there are also traditions concerning the production of alcohol, e.g. in wine areas in South Tyrol, Slovakia, Portugal or Germany or breweries in Belgium, Germany or Czech Republic. In general, for the majority of people, the aspects of sociability, relaxation and enjoyment are decisive in this context.

However, alcohol consumption can be excessive and cause negative impacts: People suffering from alcohol addiction, young people who are hospitalized due to alcohol intoxication and short and long term harms due to heavy episodic drinking especially of children, adolescents and young adults. Research shows that young people are especially vulnerable when it comes to alcohol-related harm.

Furthermore, there can be great negative effects on public safety and health. Negative effects of alcohol consumption are

experienced not only by the individuals but also first hand by the municipalities. Heavy drinking at local festivities, (traffic) accidents, nocturnal disturbances and garbage in public spaces are only a few of the negative effects connected to (in most cases) young people's alcohol consumption that visible in the municipalities.

Within the EU-funded **Localize It** project, 22 municipalities in eleven countries have set out with the support of local prevention experts to address alcohol-related problems in their communities, and take action by developing and implementing a Local Alcohol Strategy. These have been highly individual processes: By thorough assessments in the communities, an overview of the actual situation was gained, followed by intensive discussions with local politicians and stakeholders. Network structures have been established and integrated by involving key actors and bringing them together at one table, and by the participation of young people, parents and staff working in nightlife, retail, gastronomy, but also schools, driving schools and more. In this way, local alcohol strategies have been successfully set up.

By giving practical advice and providing examples and experience reports, this guide provides other professionals and municipalities with the opportunity to profit from the experiences made by these 22 municipalities. Practicability and feasibility have been the guiding principles in its creation. Depending on local circumstances, other municipalities can replicate those parts of the processes followed in **Localize It** that exactly fit to their actual needs.

The manual is a product of the EU-funded project **Localize It** which ran from April 2017 to September 2019. The process of the Local Alcohol Strategy in **Localize It** is based on the RADIX model from Switzerland (Roth et al. 2009) and the German manual of a "Local alcohol policy" by the LWL-Coordination Office for Drug-Related Issues (LWL, 2013).

Localize It has been evaluated by the German Center for Addiction Research in Childhood and Adolescence (UKE Hamburg). Selected evaluation results are included in this practical guide. For more detailed results, it is referred to the evaluation report.

2. The Local Alcohol Strategy

2.1 Why local?

Alcohol consumption always inhabits a local dimension. In a small village other problems may arise compared to bigger cities. Every municipality has its own traditions, festivities and local specifics. There can be specific establishments like clubs or bars but also public spaces that can cause problems. In order to cater these specific local situations, an effective alcohol strategy needs to take action where people live and alcohol consumption actually takes place: In the municipality. A Local Alcohol Strategy needs to be tailored to specific conditions and environments in the municipalities. Furthermore, the municipalities have the responsibility to take action when it comes to alcohol-related harm as the European charter of local self-government¹ proclaims that public responsibilities should be exercised by the authorities closest to the citizens. Health issues and therefore prevention of alcohol-related harm are part of those public responsibilities.

People generally react more sensitively to events in their immediate environment than to far-away events. This also applies to alcohol: Scientific studies are too abstract

and alcohol excesses in distant cities are too far away to influence actual behaviour. However, attention rises sharply when problems become directly apparent in their community; then targeted campaigns and measures on site can be effective. By asking concrete questions and seeking solutions, people are addressed directly and it is ensured that citizens feel that their problem is taken seriously (LWL, 2013).

2.2 What is new about this?

Actually, most European municipalities are already active in concerns of alcohol prevention and have been so for years. However, there are mostly single or one time projects that are rarely integrated in a comprehensive and long-term strategy. In **Localize It**, we have aimed for combining those single measures into one integrated Local Alcohol Strategy that targets the problem from different angles and involves all important players in the municipality. The basic idea is to bring together those players, use their specific know-how and jointly create a local action plan for an integrated strategy from a single source.

The Local Alcohol Strategy entails a structured process and provides tools and instruments to get an overview of the specific local needs (e.g. Rapid Assessment and Response). The action plan includes several measures and clearly describes the process of implementation. The Strategy follows tested and evaluated good practice measures and/ or adapts them to local specifics wherever possible. The aim is to give the Local Alcohol Strategy the same value on political level as other fields of politics like waste and transport policy, construction or cultural policy. Finally, the combination of structural/ environmental and individual prevention measures is a major success factor.

Target groups

In **Localize It**, primarily, the target group has been young people as they are specifically vulnerable for experiencing alcohol-related harm. They need to be addressed where they actually spend their time: In schools, public spaces, nightlife, retail, gastronomy, youth work, sports clubs, driving schools, etc. These are the settings **Localize It** focuses on, and which are most relevant for young people and closest to their actual living environment.

¹ <http://www.coe.int/en/web/conventions/full-list/-/conventions/treaty/122>

2. The Local Alcohol Strategy

Parents should also be addressed by alcohol prevention measures as they have great influence on their children's way of consumption; they are role models, set rules regarding alcohol consumption and are responsible for providing a safe environment that promotes a healthy lifestyle. Therefore, another focus has been parental work in seven of the participating municipalities. Last but not least, staff in retail, nightlife and gastronomy, festival organizers and other key persons such as teachers or sports trainers are target groups that need to be aware of alcohol-related problems, comply with youth protection laws and again, should act as role models.

2.3 Local Alcohol Strategy – the concept

The concept of the Local Alcohol Strategy as applied in the 22 **Localize It** municipalities aims at combining structural or environmental prevention measures with individual measures and follows an integrated and custom-fit approach in a clearly defined process.

Individual prevention

Individual or behavioural prevention aims at the individual consumption behaviour and lifestyle. It identifies risky and harmful consumption patterns and aims to change or influence them by providing information and educational measures in a positive way.

Structural prevention

Structural prevention focuses on the environment of people. It identifies social, economic, cultural and legal conditions potentially leading to disadvantages and aims to improve them.

If both approaches are combined successfully, a variety of preventive options emerges. In this case, with focus on the alcohol consumption of young people: While improving their personal behaviour and consumption patterns with individual prevention measures, structural prevention measures can be introduced at the same time. This is where local politics and administration come in (LWL, 2013).

Although structural as well as individual measures take place within the municipalities, often local politics and administration are not aware of their power and options to act!

Practical advice: Structural measures can either be restrictive or repressive measures such as restricting sales hours for alcohol, licensing establishments or controlling sales points in terms of complying with youth protection regulations. However, this also includes measures to improve living conditions in the city or municipalities such as providing alternatives for young people to spend their time or also providing safe transport from nightlife spots. Furthermore, structural measures also include the improvement of processes connected to the cooperation with regulatory authorities like the building yard which is in charge of e.g. checking playgrounds or with youth welfare office – wherever problems related to the alcohol consumption of young people are observed.

Individual measures on the other hand include awareness raising measures, including media campaigns, measures directly addressing young people in nightlife or in schools, but also measures directed at parents such as parent evenings (LWL, 2013).

2. The Local Alcohol Strategy

The appearance of the Local Alcohol Strategy depends on the respective municipality's needs. Thereby, already existing activities in this sector shall be strengthened and new good practice approaches shall be implemented within a defined process.

Networking

The core of the whole concept is the Round Table. It connects all relevant institutions, actors and decision makers from various fields of the municipality that tangent alcohol addiction prevention and have an interest in improving the situation. They bring their specific know-how and experience to the table. The Round Table jointly assesses the situation and plans the process of the Local Alcohol Strategy, monitors it, adapts it and regularly comes together to plan necessary further steps.



3. Project Localize It

Project objectives

The **Localize It** project supported 22 European municipalities in developing and implementing local alcohol strategies and by that reduced underage and binge drinking of young people. The project ran from April 2017 and September 2019. Project partners in 11 countries were institutions of addiction help and prevention services. By strengthening the municipalities, general health of the local population has been promoted and because high alcohol consumption is one of the main causes for health threats, environments for healthy lifestyles were fostered. By taking charge of alcohol prevention in their community, the municipalities aimed to improve general quality of life and to offer alternatives for young people to spend their time instead of e.g. meeting up with peers to hang out and drink. By that, side effects of alcohol consumption visible in the municipality are reduced and the corresponding costs for the municipalities are lowered.

By promoting the local approach and addressing underage and heavy episodic drinking where it actually takes place, the project contributed to reducing alcohol-related harm for young people in 22 European municipalities. **Localize It** further promoted the exchange of experience,

knowledge and good practices on alcohol prevention measures on a European level; **Localize It** raised the awareness of influential persons in the municipalities on the issue of underage and heavy episodic drinking and motivated them to take action. Last but not least, with this practical guide, the project aimed to promote an integrated Local Alcohol Strategy as a concept for other European municipalities.

Project design

Eleven countries have participated in the **Localize It** project: Austria, Belgium, Cyprus, Czech Republic, Germany, Greece, Italy, Luxembourg, the Netherlands, Portugal and Slovakia. In each country, two municipalities have set out to develop a Local Alcohol Strategy. The selection was based on the project partners' knowledge of problems caused by underage and heavy episodic drinking in specific districts or municipalities and the municipalities' motivation to take action and to become a model for other communities.

Generally, evaluation, networking and transfer of good practices are assessed as key aspects of increasing the effectiveness and efficacy in addiction prevention. All of these aspects are part of the project process. On the European level, good practices have

been collected and exchanged. To gain an overview of the actual situation regarding underage and heavy episodic drinking, relevant local data has been collected. To identify the settings with the highest demand for action, a Rapid Assessment and Response (RAR) analysis has been conducted in every municipality by the project partners. Round Tables have been set up in all 22 municipalities, served as a steering group for the Local Alcohol Strategy and brought together all relevant actors.

Within the project, the municipalities focused on different settings or target groups:

- Schools
- Parental work
- Party scenes, festivals, retail and gastronomy and public space
- Traffic safety
- Youth work

Other options include sports clubs, associations or alcohol consumption in the home environment. Based on the RAR and an inventory of already existing measures and available resources, each Round Table has chosen the individual setting(s) with the highest need for action and has developed a custom-fit action plan, including at least four measures, including individual and structural prevention measures.

3. Project Localize It

The Localize It municipalities

Country	Municipality	Size (in no. of inhabitants)	Selected settings
Austria	Linz	203,012	Local politics, public space
	Bad Ischl	14,000	Schools; party scenes, festivals, retail and gastronomy; parental work/public space; and youth work
Belgium	Genk	66,000	Party scenes, festivals, retail and gastronomy
	Diepenbeck	19,000	Party scenes, festivals, retail and gastronomy
Cyprus	Aglantzia	21,000	Traffic safety
	Paralimni	15,000	Parental work
Czech Republic	Brno	378,000	Party scenes, festivals, retail and gastronomy
	Plzeň	170,500	Parental work
Germany	Bünde	46,000	Schools, parental work
	Enger	21,000	Schools, parental work
Greece	Athens 1 st district	Athens: 660,000 (district: 76,000)	Schools
	Athens 3 rd district	Athens: 660,000 (district: 46,500)	Traffic safety
Italy	St. Leonhard in Passeier	3,500	Party scenes, festivals, retail and gastronomy
	Klausen	5,200	Party scenes, festivals, retail and gastronomy
Luxembourg	Dudelange	20,000	Schools, youth work, party scenes, festivals, retail and gastronomy, road safety
	Mondorf-les-Bains	5,200	Party scenes, festivals, retail and gastronomy, sports and clubs
Netherlands	Bathmen	5,000	Parental work, schools; party scenes, festivals, retail and gastronomy
	Winterswijk	29,000	Parental work
Portugal	Lousã	17,600	Schools, party scenes, festivals, retail and gastronomy
	Figueira da Foz	64,100	Schools, party scenes, festivals, retail and gastronomy; children from families with alcohol problems
Slovakia	Bratislava-Rača	21,000	Schools, party scenes, festivals, retail and gastronomy
	Nitra	79,500	Schools, children from families with alcohol issues

4. How to apply the *Localize It* approach



Figure 1: *Process of the Local Alcohol Strategy*
 Source: Based on the RADIX model (Roth et al. 2009)

Chapter 4 describes the paths, results, faced challenges and priorities taken by the eleven project partners and 22 participating municipalities in *Localize It*. The whole process has been initiated, supported, coordinated and continuously pushed forward by the project partners, the local prevention experts. The ways described in this guide shall serve as practical impulses and illustrate what is feasible and useful.

4.1 “Let’s get started. But how?”

This guide has been created for prevention experts or addiction counselling as well as for responsible employees of municipalities. However, the main perspective is the one of prevention experts as they were the project partners in *Localize It*. The process described here is based on the RADIX model from Switzerland (Roth et al., 2009).

Practical advice: If prevention experts are the ones perceiving problems concerning alcohol consumption in the municipality and are approaching the municipality in order to initiate a Local Alcohol Strategy, there might be the challenge to actually convince the municipality of the need for action. How can this be done? Ideally, they are prepared with facts and valid arguments, including an overview of the problems in the municipalities, experiences from other municipalities, monetary arguments, etc. A number of arguments is summarized in a policy brief in the annex.

An alternative way has been used in South Tyrol, Italy, where the project partner has advertised *Localize It* within the region and six municipalities have applied for participating. In this way, they were able to choose two municipalities for the project.

If the municipality initiates the process themselves, this step can be skipped. However, as the municipalities need their expertise, prevention experts need to be involved in any case.

4. How to apply the *Localize It* approach

The timing must be right!

Often, it is thought of starting a Local Alcohol Strategy when the problems with risky alcohol consumption in the city or municipality have become obvious. Therefore, a fitting starting point to initiate the process could be when the following indications are observed (LWL, 2013):

- It becomes obvious that more and more children, adolescents and young adults are consuming risky amounts of alcohol, e.g. through an increase in hospital admissions due to alcohol poisoning;
- Vandalism and rubbish in public places can be traced back to drinking;
- Alcohol-related riots are on the rise at local clubs and festivals;
- number of residents complaining about alcohol-related disturbances at parties / in clubs and festivals increases;
- Number of violent acts committed under the influence of alcohol increases;
- Visible problems on the local level connected to the consumption of alcohol, such like local festivities or events connected with alcohol consumption;
- Specific places where alcohol consumption takes place and causes nuisances;

- Reports of intoxicated students in class, on class trips or at school events such as graduation ceremonies.

These problems create a certain pressure to get active or to question the effectiveness of previous and existing prevention measures for the municipalities. This can be a good starting point to initiate the concept of an integrated Local Alcohol Strategy and to set discussions in motion.

Practical advice:

Use the momentum of current local events, incidents, traffic accidents or newspaper articles focusing on negative effects of alcohol consumption in your city to address decision-makers!

On the other hand, a positive data situation might motivate the initiation of a Local Alcohol Strategy in order to maintain and strengthen this positive balance, especially in contrast to other cities. In this case, a positive image for the municipality would be the selling point.

Furthermore, we recommend considering local specifics like municipal elections or other large-scale actions that can be hindering factors when initiating a new

process. In this case, this might not be an ideal time to start the process of the Local Alcohol Strategy.

Who should I talk to?

The impact can be especially effective when it is led by a high ranking political actor such as a major or council person. To promote a successful implementation of a local alcohol policy, you need political commitment! Therefore, politicians and decision makers need to be involved right from the beginning (top-down approach). However, before addressing them make sure that to have the commitment for this kind of project in your own organisation and the support of your superiors.

The RAR interviews started in almost equal numbers applying a “top-down” and a “bottom-up” approach. In the top-down approach, the first person to be interviewed for the RAR was either the head of the municipality (in 27 % of municipalities) or a representative of a relevant department of the municipality’s administration, such as the youth department, social department or department for drug use and prevention (also in 27 % of municipalities).

4. How to apply the *Localize It* approach

In the bottom-up approach, prevention or youth workers were the first persons to be interviewed (27 %) followed by school representatives (9 %) and others (9 %), e.g. a priest and the head of a sports club.

In the ideal case, the local council will adopt the Local Alcohol Strategy and in that way provide a stable basis for continuing the process. In *Localize It*, a few municipalities had an official written resolution by the council but not all of them.

Practical advice:

Carefully choose the people you address first! Use existing contacts to get in touch and initiate meetings! Observe hierarchies! You need at least one powerful and motivated person on your side and political commitment!

The Local Alcohol Strategy is a political process which can gain public attention; therefore, there are several questions that need to be answered straight from the beginning:

- What are the expectations for the municipalities? (Roles?)
- What are the expectations for the prevention experts?

- Who leads/steers the process?
- Who needs to be involved?
- What are the aims of the Local Alcohol Strategy?
- What resources are available?

The process of “getting started” can take a certain amount of time and should not be underestimated. Several tools can support this process such as the RAR analysis to provide local data concerning alcohol-related problems or a policy brief (→ Annex) providing arguments. In this process the focus and emphasize should be on the benefits for the municipality and tangible results/information connected to the issue of young people’s alcohol consumption. The need for action has to be pointed out! Name the problems and the benefits, promote discussion and solution approaches. Possible entry points for the discussion with the municipality can be:

- Energies from supra-regional processes
- Critical local events or scandals, e.g. a traffic accident connected to alcohol consumption in or close to the municipality (“Momentum”, see above)
- Underline the urgent need for action!

This “getting started” process should also entail getting to know the other help systems or departments and getting into conversation and talk about existing problems and options to act on a regular basis.

A clear analysis and communication of the local problems related to underage and heavy episodic drinking is a powerful tool to create awareness of the need for action and to get the support of the city administration and stakeholders. Therefore, in order to develop a custom-fit Local Alcohol Strategy, you first of all need a comprehensive overview of the actual local situation concerning alcohol consumption of young people (figures, data and facts, local events, field reports, etc.) (→ Chapter 4.2).

4. How to apply the *Localize It* approach

4.2 “First get an overview!”

Rapid Assessment & Response (RAR)

In the beginning you need a comprehensive overview of the situation and context information to inform your selected key persons. Context information

such as scientific data on young people’s alcohol consumption, alcohol-related traffic accidents

or hospitalization due to alcohol intoxication can be helpful (this can be calculated proportionally corresponding to the number of inhabitants in a municipality). Newspaper articles

about “disco accidents” or personal experience reports can add a personal perspective. In addition, you need a clear needs analysis in order to design a fitting coherent Local Alcohol Strategy. For this, these questions need to be answered on the local level:

- What are the local problems?
- Who is consuming alcohol in a problematic way?

Round table

- Where does problematic alcohol consumption take place?
- When does it take place?
- What is being observed as “problematic” alcohol consumption?
- What side effects in the municipalities are visible?
- What measures are already in place?
- And what kind of measures would be beneficial?

An efficient way to receive the desired answers is the method of a Rapid Assessment and Response (RAR, Stimson et al., 1999). RAR is a method that provides a comprehensive overview of a local situation in a pragmatic way while being relatively fast and cost-effective. The key is to involve a number of different sources providing different perspectives and angles on the situation. The recommended number is 15-20 people from different areas of work and expertise, from street workers to teachers, from parents to bus drivers to youth workers, to police or public order office, all of whom provide a different view and specific know-how of the situation. The RAR includes the collection of context information, a number of semi-structured

interviews and focus groups to discuss the results.

In *Localize It*, an RAR has been conducted in all 22 municipalities by local prevention experts who – equipped with these results, a portfolio of good practices and policy brief – contacted key persons in the municipality (in most cases the council, mayor, health authorities or central people in the administrations) and initiated the establishment of a Round Table with relevant local actors who are involved in alcohol addiction prevention for youth.

Practical note: The order of conducting the RAR and contacting the municipality can differ. In some cases, you will need the results to have actual facts at hand to convince the municipality, in other cases you will need to already have the municipality on board before you can start the RAR process.

The RAR results have proven to be excellent starting points of discussions for planning the Local Alcohol Strategies as they provided valid arguments and facts to show the actual needs for action from the municipality’s point of view.

The project evaluation showed that of the N=22 prevention experts, n=21 (95.5%)

4. How to apply the *Localize It* approach

stated that the RAR interviews were helpful for identifying relevant members for the Round Tables. On average, 65% of Round Table members in *Localize It* had taken part in the initial RAR interviews (min: 25% – max: 100%).

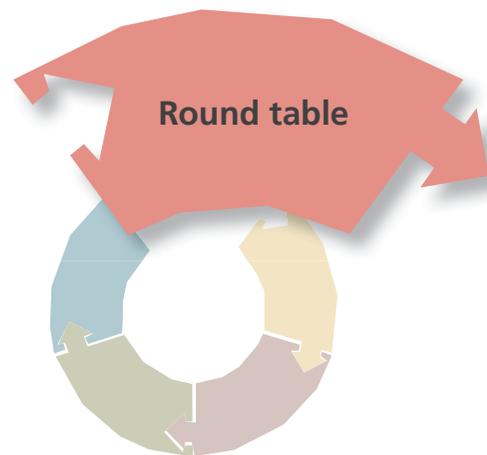


RAR interviews are very helpful for identifying relevant members of the Round Tables

The RAR tools including questionnaires and grids for documenting and preparing the collected information are provided on the project website for downloading:

www.euronetprev.org/projects/localize-it.

4.3 “Who’s in charge? The steering group!”



Important: The Local Alcohol Strategy needs continuous steering, monitoring and adjustment!

A Local Alcohol Strategy is based on a common goal of politics, administration and professionals in the field of addiction and/or prevention (Kooperationsverbund Gesundheitliche Chancengleichheit, 2013). This is why all organizations active in alcohol addiction prevention for young people and thus affected by the RAR results should be involved in the Round Table in order

to respect their perspectives and develop a common understanding of the local problems. This at least involves council and administration, schools and associations, police and addiction prevention/help and will create a network of actors – whereby it is important that the responsibilities are clearly distributed from the outset.

The Round Table has proven to be essential for the success as it functions as the steering group of the whole process. First of all, the aim of the Round Table is to set up a local action plan based on the needs of the municipality clearly laid out in the RAR results, set this plan to action, monitor the implementation, document and evaluate it and eventually adjust it and guarantee the continuous further work and embedment of the Local Alcohol Strategy.

Important: It is essential to regularly inform the political bodies about the results of the Round Tables, so they feel well informed and stay involved and motivated!

4. How to apply the *Localize It* approach

Who should be part of it?

The aim is to involve a diverse group of relevant local actors or institutions in the Round Table which shall be represented by responsible decision-makers. To involve the RAR respondents as members of the Round Table has proved to be a promising way of using first network structures and even more to include actors who already have a high motivation and have shown their commitment to the process already.

Examples on relevant organizations and representatives for the Round Table are:

- Council and administration
- Schools
- (Sport) clubs
- Social services
- Parent initiatives
- Health sector
- Youth welfare
- Representatives of nightlife, gastronomy and retail
- Police or public order office
- Addiction care
- Building yards of a municipality

With this understanding, Round Tables have been set up in all 22 participating municipalities. In Athens, Greece, two

Round Tables were merged in order to promote exchange of experiences and make use of synergies, because the respective municipalities represented two districts. Stakeholders represented in the Round Tables are shown in Figure 2.

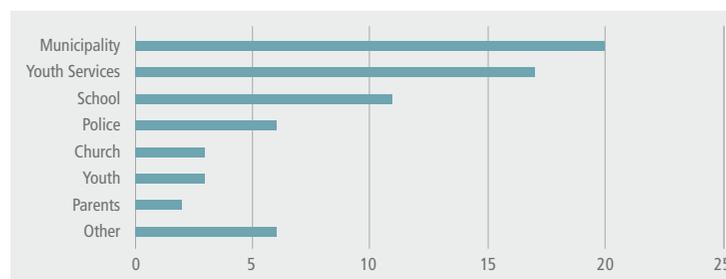


Figure 2: Stakeholders represented in the Round Tables (absolute numbers of answers; respondents: N=11 national coordinators)

The process in the municipality in Paralimni (Cyprus) has shown that it is advantageous to involve representatives of the local youth at the Round Table as it will contribute to choosing custom-fit measures and increase the acceptance of the whole strategy among the target group.

Practical advice: Aim to involve youth representatives, young people, and parents and use synergies with existing structures.

It is essential to include decision-makers in order to give the process a high priority. Otherwise, the group is not capable of acting. Furthermore, there should be a permanent core of only a few people within the Round Table. In *Localize It*, the

composition depended on the selected settings and specific needs but always included politicians and addiction prevention services. Depending on the current needs, selected experts can be invited to the meeting

to provide their expertise. In this way the Round Table can be kept open and flexible and can adjust to new developments and occurring needs. The Round Tables should neither include too few or too many members. In the Dutch municipality of Winterswijk, the Round Table had more than 20 members in the beginning. With this size it was not possible to reach consensus, make decisions or even set a date for the next meeting. On the other hand you need the right people at the Round Table to support your decisions and strategy. Generally, a group of five to ten people seems ideal.

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The establishment of the Round Table is (labour-) intensive. Therefore it might be useful, to include other (youth-)specific topics in the agenda of this committee.

Important: The establishment of Round Tables takes time and effort!

It also can be useful to use existing working groups and assign them with the Local Alcohol Strategy. In Genk (Belgium), a local working group “D-rug Genk” has been appointed to serve as the Round Table for the Local Alcohol Strategy. This decision has proven to be beneficial, especially in terms of continuation and sustainability (→ chapter 4.12) of the strategy. While Round Tables specifically installed for the task might dissolve after a certain amount of time, the existing groups will most likely continue and merely accept the Local Alcohol Strategy as an additional task. Keep the goal in mind that alcohol policy should become as self-evident for (policy in) municipalities as e.g. garbage collection!

Practical advice: It has paid off to use existing resources such as existing working groups for the Round Table to support a sustainable and long term continuation of the process.

Leadership of the Round Table

The Round Table needs a leader whose role needs to be defined individually. He or she should lead the process and has the responsibility for monitoring tasks, moderating the meetings, organising the infrastructure of the meetings, taking minutes, and setting the date for next meeting. It is beneficial if the leader is skilled in project management. The overall aim is that the municipality takes the ownership for the Local Alcohol Strategy which would suggest giving the leadership to an employee of the municipality. Overall, it is essential that responsibilities within the group are clearly defined and distributed.

Basic questions that need to be answered right from the start:

- Who is leading the Round Table / the task of Local Alcohol Strategy?
- How often will the Round Table meet?
- Which role does each Round Table member have?

The following points support efficient Round Table meetings:

The expectations and tasks for the Round Table members need to be clearly defined from the beginning. Furthermore, in the beginning a common professional understanding for the process needs to be created among the members of this steering committee.

It is mandatory that the Round Table meets on a regular basis to effectively monitor and potentially adjust the action plan and single measures. Time spans between Round Table meetings should not be too long to keep the members involved. It proved to be beneficial to focus more intensively on a task for a few months than to meet only twice within a year.

4. How to apply the *Localize It* approach

Practical advice:

- Use existing structures such as working groups
- Include representatives of young people and parents (→ Participation!)
- Appoint a leader and define roles and expectations for all members
- Time spans between Round Table meetings should not be too long to keep the members involved (depending on current tasks 4-6 meetings a year).
- Create a constructive working atmosphere!
- The Round Table should not be too big or too small (5-10 members)!

What are the tasks for members?

When recruiting the members for the Round Table, the expectations for them need to be clearly defined and communicated from the start:

- They need to take part in the meetings (recommendation quarterly)
- They will be representatives of the Local Alcohol Strategy to politics and public
- Active involvement and participation is mandatory

- They should use their professional connections and other existing networks to support the Local Alcohol Strategy
- They will assess the needs based on the RAR and jointly decide the action plan, i.e. select according measures
- Dissemination of the process
- Awareness raising
- Continuous information of political boards

Factors to motivate stakeholders to participate:

- Innovative prevention approaches
- Small successes
- Personal commitment
- A participatory approach (e.g. including ideas of Round Table members)
- Good communication and good project management (e.g. goal-setting is important, transporting the idea, that alcohol prevention is a overall social task)
- Availability of a budget
- Municipality pressure (to put priority on supporting alcohol prevention)

The first meetings

The RAR results have been a good starting point for the Round Tables as they provided information on the local needs concerning alcohol addiction prevention as a starting point for discussion. This is a good place to start and to select the most relevant settings.

4. 4 “Let’s plan the action!”



After gaining a comprehensive overview of the local situation and needs (RAR results), the Round Table chooses the main area(s), i.e. settings for action and sets up a detailed action plan. An action plan generally provides a detailed outline of the

4. How to apply the *Localize It* approach

tasks required to accomplish the already set goals. It breaks the whole process down into actionable steps based on a given timeline and offers a clear roadmap for how to get there. Action plans support efficiency by assigning a time frame to individual steps in the process. They also make it easy to track the process.

The following steps should be considered when creating the action plan: In order to recognize which measures are the right ones, it is helpful to follow existing evaluated and practically tested measures. In the beginning of *Localize It*, a good practice research has been done in all 11 participating countries and the action plans have been fed by this catalogue of good practices in alcohol prevention. The catalogue can be downloaded here:

<https://www.euronetprev.org/projects/localize-it>.

The following questions are helpful in considering a suitable action plan:

- Which goals are to be achieved? When defining goals, it is recommended to follow the **SMART** approach²:

- **Specific:** Your goal should be clear and specific, otherwise you will not be able to focus your efforts or feel truly motivated to achieve it.
- **Measurable:** It is important to have measurable goals, so that you can track your progress and stay motivated. Assessing progress helps you to stay focused, meet your deadlines, and feel the excitement of getting closer to achieving your goal.
- **Achievable:** Your goal also needs to be realistic and attainable to be successful. In other words, it should stretch your abilities but still remain possible. When you set an achievable goal, you may be able to identify previously overlooked opportunities or resources that can bring you closer to it.
- **Relevant:** This step is about ensuring that your goal matters to you, and that it also aligns with other relevant goals. We all need support and assistance in achieving our goals, but it's important to retain control over them. So, make sure that your plans drive everyone forward, but that you're still responsible for achieving your own goal.

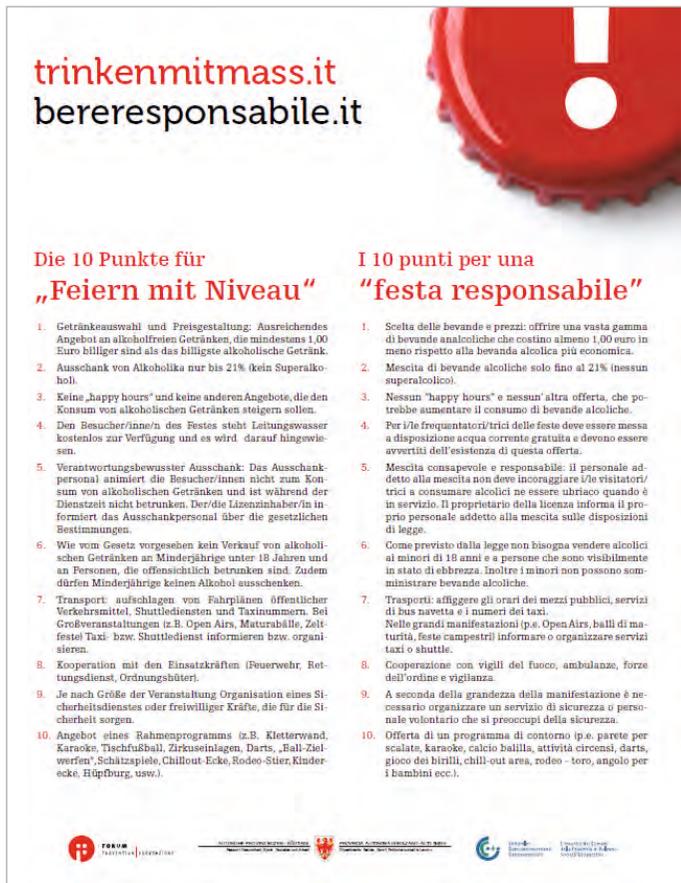
- **Time-bound:** Every goal needs a target date, so that you have a deadline to focus on and something to work toward. This part of the SMART goal criteria helps to prevent everyday tasks from taking priority over your longer-term goals.

- Which measures and projects are to be implemented?
- Are there any measures that are top priority?
- What resources are available or needed – in terms of staff, time, monetary and know-how?
- How and in what chronological order are the chosen measures to be implemented (short, medium or long term)?

A combination of structural and individual measures has been proven to be most successful for local alcohol strategies (→ chapter 2.2). Single one-time measures will not gain a sustainable effect. Individual measures need a framework, in which they are embedded, i.e. the structures in which alcohol consumption takes place. At the same time, only prohibitive measures, e.g. alcohol bans in certain areas will most likely only have a short-time effect. The aim is to

² <https://www.mindtools.com/pages/article/newstg107.html>

4. How to apply the Localize It approach



trinkenmitmass.it
bereresponsabile.it

Die 10 Punkte für „Feiern mit Niveau“

1. Getränkeauswahl und Preisgestaltung: Ausreichendes Angebot an alkoholfreien Getränken, die mindestens 1,00 Euro billiger sind als das billigste alkoholische Getränk.
2. Ausschank von Alkoholika nur bis 21% (kein Superalkohol).
3. Keine „happy hours“ und keine anderen Angebote, die den Konsum von alkoholischen Getränken steigern sollen.
4. Den Besucher/innen des Festes steht Leitungswasser kostenlos zur Verfügung und es wird darauf hingewiesen.
5. Verantwortungsbewusster Ausschank: Das Ausschankpersonal animiert die Besucher/innen nicht zum Konsum von alkoholischen Getränken und ist während der Dienstzeit nicht betrunken. Der/die Lizenzinhaber/in informiert das Ausschankpersonal über die gesetzlichen Bestimmungen.
6. Wie vom Gesetz vorgesehen kein Verkauf von alkoholischen Getränken an Minderjährige unter 18 Jahren und an Personen, die offensichtlich betrunken sind. Zudem dürfen Minderjährige keinen Alkohol ausschenken.
7. Transport: aufschlagen von Fahrplänen öffentlicher Verkehrsmittel, Shuttleleistungen und Taxinummern. Bei Großveranstaltungen (z.B. Open Airs, Maturabälle, Zeltfest) Taxi- bzw. Shuttledienst informieren bzw. organisieren.
8. Kooperation mit den Einsatzkräften (Feuerwehr, Rettungsdienst, Ordnungsbütern).
9. Je nach Größe der Veranstaltung Organisation eines Sicherheitsdienstes oder freiwilliger Kräfte, die für die Sicherheit sorgen.
10. Angebot eines Rahmenprogramms (z.B. Kletterwand, Karaoke, Tischfußball, Zirkuseinlagen, Darts, „Ball-Zielwerfen“, Schätzspiele, Chillout-Ecke, Rodeo-Stier, Kinder-ecke, Hüpfburg, usw.).

I 10 punti per una „festa responsabile“

1. Scelta delle bevande e prezzi: offrire una vasta gamma di bevande analcoliche che costino almeno 1,00 euro in meno rispetto alla bevanda alcolica più economica.
2. Mescolta di bevande alcoliche solo fino al 21% (nessun superalcolico).
3. Nessun „happy hours“ o nessun'altra offerta, che potrebbe aumentare il consumo di bevande alcoliche.
4. Per i/le frequentatori/trici delle feste deve essere messa a disposizione acqua corrente gratuita e devono essere avvertiti dell'esistenza di questa offerta.
5. Mescolta consapevole e responsabile: il personale addetto alla mescolta non deve incoraggiare i/le visitatori/trici a consumare alcolici né essere ubriaco quando è in servizio. Il proprietario della licenza informa il proprio personale addetto alla mescolta sulle disposizioni di legge.
6. Come previsto dalla legge non bisogna vendere alcolici ai minori di 18 anni e a persone che sono visibilmente in stato di ebbrezza. Inoltre i minori non possono somministrare bevande alcoliche.
7. Trasporti: affiggere gli orari dei mezzi pubblici, servizi di bus navetta e i numeri dei taxi. Nelle grandi manifestazioni (p.e. Open Airs, balli di maturità, feste campestri) informare o organizzare servizi taxi o shuttle.
8. Cooperazione con vigili del fuoco, ambulanze, forze dell'ordine e vigilanza.
9. A seconda della grandezza della manifestazione è necessario organizzare un servizio di sicurezza o personale volontario che si preoccupi della sicurezza.
10. Offerta di un programma di contorno (p.e. parete per scalate, karaoke, calcio balilla, attività circensi, darts, gioco dei birilli, chill-out area, rodeo -toro, angolo per i bambini ecc.).

Figure 3: 10 points – Celebrating on a high level
Source: Prävention ONLUS, Italy

build a coherent whole out of a number of single (structural and individual) measures. Within the **Localize It** project, municipalities were encouraged to set at least four measures, two structural and two individual.

Structural measures can include:

- Licensing measures in nightlife establishments or for festivals (Figure 3)
- Alcohol sales regulations, e.g. hours of points of sale, example of the petrol stations
- Alcohol bans for certain areas/public spaces, e.g. in Linz (Austria) at the “Hessenparkplatz”
- Initiatives for networking among parents, e.g. installing messenger groups
- Providing free transport home from nightlife areas or festivals
- Guidelines concerning alcohol consumption in schools, youth work locations, etc.
- The development of common procedures, protocols e.g. for police, public order office, youth welfare offices or for anomalies in public spaces

The structural measures can take longer to implement as they often need to be decided on the political level.

Some examples from the project partners:

- In both Italian municipalities, labeling and licensing of Nightlife establishments has been implemented, namely called “10 points – celebrating at a high level” (→ Figure 3)
- In Luxembourg, a guideline for safer nightlife based on the good practice campaign “Keen Alkohol ënner 16 Joer – Mir halen eis drun!” (→ Figure 5) has been developed and distributed among youth work establishments and sports clubs and associations. A checklist for festival organizers has been another measure of this specific local action plan.
- In Rača, Slovakia, as part of the good practice programme “TAKE CARE” a manual for alcohol sellers has been printed and distributed in this municipality.

Individual measures directly target a change in behaviour of the target group, i.e. young people, but also parents or staff in retail or gastronomy. These can be seminars for parents or pupils in school but also trainings

4. How to apply the Localize It approach

for staff or awareness raising/information campaigns. However, it has been proven that focusing only on information/warnings and skill/competence development will not have the desired effect (Oncioiu et al., 2018).

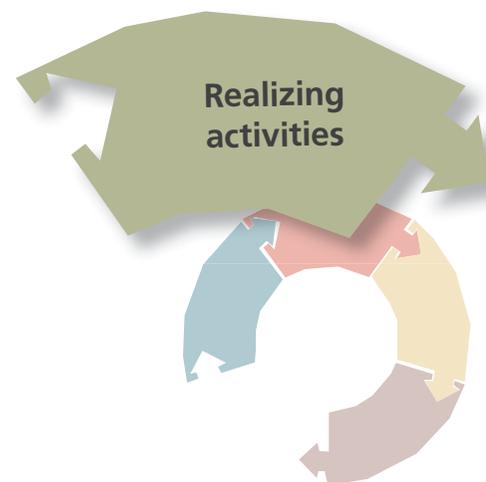
Individual measures can be:

- Educating workshops in schools or for parents
- Awareness raising measures or campaigns in different settings and for different target groups
- Psychoeducative programmes
- Approaches for strengthening resilience
- Harm-reduction measures e.g. in nightlife settings
- Short interventions such as 'HaLT'³ in the hospital after an alcohol intoxication

³ <https://www.halt.de/>

Practical templates for setting up action plans are provided in the annex and are downloadable on the project website.

4.5 “From plan to action!”



” *The most important supporting factor for the implementation of alcohol prevention measures in a municipality is a high quality network!*

Localize It prevention expert

Once, the action plan is set up, the implementation phase begins. Depending on the action plan, several challenges have occurred in the 22 participating municipalities:

- Recruiting peers and participants
- Reaching parents in the setting “parental work”
- Unpredictable events such as strikes of driving school instructors
- Local elections during the planning and implementation phase
- Other political priorities
- Low motivation on the side of the municipalities vs. high expectations
- Time planning within the project has been a major challenge. Within **Localize It**, the time frame has been defined by the project framework. Also, several measures have been connected to already scheduled events within the community, so their time frame has been set as well.

How can those challenges be overcome?

The processes on local level have required a persistent effort and stamina from the prevention experts. Regular phone calls and meetings between project partners and local key persons have been necessary to push the process forward. The general support from the municipalities has been a mandatory

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factor to implement a Local Alcohol Strategy. The municipality has to make it their own project, take the ownership and communicate it as “their” Local Alcohol Strategy. Commitment needs to be ensured.

As described in chapter 4.1, the timing of initiating the Local Alcohol Strategy is essential. At times, you might have to be patient with initiating the process and addressing decision-makers. Use the momentum! For recruiting peers or participants, it is recommended to use existing networks, snowball approaches and actively advertise your measures. Make the offers attractive, so that people want to participate. In general, it is recommended to communicate a motivating not restrictive or moralizing attitude. For reaching parents, in a number of countries such as Portugal, Slovakia or Greece, it has been beneficial to follow a more general approach such as ‘health prevention’, ‘parenting’ or ‘how to deal with puberty’ rather than focusing on alcohol prevention specifically in order to lower the threshold for participation.

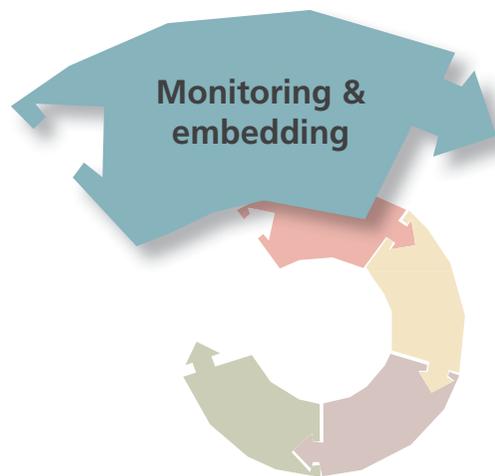
Read more about the local measures and their challenges in the provided country cases in chapter 7.



The aim is to change from permission to commitment and create support

Prevention expert, the Netherlands

4.6 How to make it last



In order for the Local Alcohol Strategy to be effective and lasting, identification with the strategy and commitment on the side of the local administration and the political decision-makers is mandatory! Besides the effort of the involved prevention experts, the political commitment has been the (!) driving force for the Local Alcohol Strategy

and a main success factor. It has also been one of the main challenges throughout the process in the 22 municipalities: To create (political) commitment towards the Local Alcohol Strategy, to motivate the actors to get involved and make it “their” strategy.

If the Local Alcohol Strategy is not accepted and backed by the politicians and the administration, the action plan might actually not be implemented. In order to create commitment, major political groups, including the mayor, other high-level politicians, different stakeholders and the general public should be involved in preparing the process of the Local Alcohol Strategy and action plan (Claesson et al. 2010). Therefore, our recommendation is to seek political commitment from the very beginning of the process, when the idea of the Local Alcohol Strategy is still in its infancy.

For the Round Table members, in order to create support and keep the members motivated, time periods between meeting and discussions towards a decision should not be prolonged longer than necessary or motivation will decrease (→ chapter 4.3). This is a time-consuming process; therefore,

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the leader of the Round Table should foster timely decision making. Low-threshold measures could also be implemented early in the process so that “something is already happening”. This can be for example the distribution of awareness raising material or a workshop in schools, etc. As described in chapter 2.2 the structural measures often take longer as they might need to be decided on the political level such as licensing establishments, restricting sales hours or banning alcohol from certain public places.

Last but not least it is of high importance to raise awareness on the issue among the general public, e.g. through media campaigns or by presentations in sports clubs at public events (e.g. at the Night of Sports in Mondorf-les-Bains, Luxembourg, or the campaign day #outside in Bad Ischl, Austria). The data collected in the RAR can be used to inform the public about how and why alcohol consumption of young people in their communities is causing problems.

Commitment grows when people ...

... work together and get to know each other and each other's basis of work
 ... commit to the cooperation in writing
 ... feel successful at what they do
 ... can talk about what they are doing and how this is important
 ... feel appreciated for their work and expertise.

“Sustainable measures aim at lasting and verifiable changes in the addressed target groups and settings, in the sense of strengthening individual competences and resources and the sustainable design of health-compatible living conditions” (Kooperationsverbund Chancengleichheit, 2015). Here, the Round Table has the responsibility to monitor the implementation of the action plan, evaluate it and adjust it if needed. If possible and expedient the measures will be embedded as a regular offer. This means that successful measures will be continued whereas unsuccessful ones will not. The Round Table can then focus on new tasks and goals. It is advisable to start with feasible aims and tasks and not expect too much at the beginning (→ chapter 4.3).

4.7 “What works where?”

Rural vs. urban municipalities

The municipalities participating in **Localize It** range from very rural areas in Italy, Luxembourg or the Netherlands to metropolitan areas such as Athens, Greece, or Brno and Plzeň in the Czech Republic. Within the RAR, no patterns could be identified in terms of selected settings and measures in the action plans. What can be stated is that in smaller municipalities, communication and decision channels most likely are shorter while in bigger municipalities there might be more resources to implement a project like **Localize It**.

Settings

In the first project months a good practice research has been conducted. As priority settings were defined:

- Schools
- Parental work
- Party scenes, festivals, gastronomy and retail/ public space
- Traffic safety
- Children living in families with alcohol addiction issues

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The 22 municipalities in **Localize It** have focused their action plans on the first four of these settings: Schools, parental work, party scenes, festivals, gastronomy and retail and traffic safety. Only the Slovak municipalities have focused on the target group of children living in families with alcohol addiction issues and have strengthened networks and installed offers for those children and their families. Other settings addressed in a few municipalities have been youth work and public space, the latter being closely connected to the party scene setting. In this chapter some experiences for the four prioritized settings are shared.

Schools

In the school setting, the highest number of good practice programmes and measures is available EU-wide. The good practice catalogue includes several programmes available in partner countries with respective contact information. Therefore, the Round Tables had several measures to choose from. Still, those programmes show many similar aspects.

Some adaptations had to be made to transferred programmes, e.g. in the Netherlands (→ country case chapter 7.2) with the programme “Fun without alcohol” based on the way of how alcohol prevention is done in the Netherlands compared to Belgium or in Greece with the programme “Crush” where only some elements could be implemented and others could not. It turned out that at least as important as the measure itself were involved and motivated contact persons at the schools. A good connection between the schools and responsible employees of the municipality or Round Table members has been highly beneficial as their support is needed to implement prevention measures in schools. On the other hand rigid school structures, a lack of resources and changing of staff have been a challenge in this setting. Also, alcohol prevention is not a major topic in most schools; it is often only one topic of many.

Schools can also provide you with access to parents which are another major focus in **Localize It**.

Localize It as a prevention program was missing from the Greek reality. Through its implementation, it has been proven a valuable tool for underage students who are starting to use alcohol without being informed about the consequences. I am glad to have participated in the Round Tables of the program and for the fact that my school took part in the program.

High school director, Athens, Greece

Parental work

This setting has been selected by seven municipalities. The foremost aim of measures for parents is to raise their awareness for the issue of alcohol consumption of young people and specifically their children. Measures that have been implemented included peer approaches (“euro parents”), awareness raising events and material and the approach “home party”. Challenges in this area were mostly restricted financial resources and a lack in cultural acceptance for some measures.

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Another issue has been to actually reach the parents, bring them together and motivate them. In several countries the impression is that parents feel resistant to participate in programmes that specifically focus on alcohol consumption. This might be because they feel that their parenting skills or their own consumption might be put in the spotlight. A more successful approach has been addressing parents with overall parenting topics (e.g. about puberty or parenting in general) and addressing alcohol consumption as only one topic among many.



Do not talk about parents, but with parents in order to arrive at a good and appropriate approach that also meets the needs of parents.

Policy officer of Winterswijk, the Netherlands

Party scenes, festivals, retail and gastronomy

More than half of the municipalities (n=12) have selected the setting 'party scenes, festivals, retail and gastronomy' as a focus in their action plans. Some have installed specific working groups with experts in this setting to work on the action plan.

Measures that have been implemented in these 12 municipalities included peer approaches such as "Before you get burned" from Portugal, awareness raising measures and campaigns, staff trainings e.g. based on the good practice programmes "TAKE CARE", "Barcode" or "Club Health", harm reduction measures concerning alcohol consumption integrated in prevention offers in nightlife premises or at festivals or information material and events for staff working in this setting. Labelling of nightlife establishments and festivals has been a focus in Klausen and St. Leonhard in South Tyrol.

In this setting, rural and urban or metropolitan areas can differ. The nightlife in a city like Athens or Brno clearly looks different than in rural areas of South Tyrol. However, both have identified needs for alcohol prevention in this area and selected it as a focus for their action plans.

Traffic safety

As the number of traffic accidents of young people related to the consumption of alcohol is high, this has been one of the selected settings in *Localize It*. First and foremost, the Cypriot municipalities of

Aglantzia, Dudelange in Luxembourg and the 3rd district of Athens, Greece, have put their focus here.

The programme "Peer Drive Clean" has been implemented in Athens which involved recruiting peers, training them and advertising the programme in driving schools. Only recently, driving schools have become mandatory in Greece which has been a key argument for implementing the programme. However, a strike of the driving instructor's union has slowed down the process but overall, the peer approach has been a success and has been requested by other driving schools. As the peer approach for alcohol prevention has been a rather new one in Greece, this has been an exciting task within the project. The programme has been complemented by a Facebook campaign to raise awareness for the issue. Due to a decision of the Round Table in Aglantzia only information and awareness raising elements, i.e. the use of alcohol goggles has been used. In Dudelange (Luxembourg) a workshop on alcohol and traffic safety has been offered in the course of a project week in a secondary school.

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Options for structural measures in this area include providing safe transport from parties, installing shuttle services or for instance implementing the BOB campaign (see good practice catalogue) which promotes that within a group of friends going out one person stays sober and acts as the driver. Overall, needs for prevention measures within the setting of traffic safety for alcohol prevention work differ according to the size of the municipalities (rural vs. urban surroundings), but also according to local incidents that might have gained public attention. Traffic clearly differs between bigger cities and smaller ones or even rural areas. Whereas traffic in bigger cities seems generally more challenging, in rural areas the challenge lies in the absence of public transport and longer distances to get home.

4.8 “Involve them!” – Participation

Participation has a lot to do with opportunities to bring in one’s own ideas and interests, e.g. in schools, in child and youth work, in sports clubs or even

in political structures. In *Localize It*, the primary target group was young people (12-25 years of age). To enable participation is a task addressing all young people (BMFSJF, 2017 & Katranitz, 2018). The German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSJF, 2015) has published general quality standards for participative processes of young people:

Quality standards for participative processes of young people:

- Participation is wanted and supported – a culture of participation emerges.
- Participation is possible for all young people.
- Goals and decisions are transparent – from the start.
- There is clarity and scope for decision-making.
- Information is understandable and communication is equal.
- Young people choose the topics relevant for them.
- Methods are attractive and target-group oriented.
- Sufficient resources are made available for strengthening self-organization ability.
- Results will be implemented timely.
- Networks will be established for those involved.
- Those involved will be qualified for participation.
- Participation processes will be designed in such a way to enable personal gain.
- The commitment is strengthened by recognition.
- Participation is evaluated and documented.

“ It has been beneficial to involve the youngsters: With this participation approach it was possible to develop something with youngsters for youngsters. The youngsters showed high motivation, enthusiasm, self-responsibility and incredible initiatives.

Local cooperation partner in Luxembourg

In a nutshell, the core of participation of young people is to recognize them as experts of their own living environments. In *Localize It*, young people have been involved as peers in the settings of traffic safety and the ‘Peer Drive Clean’ programme in Greece as well as peers in the nightlife sectors in Belgium or the Czech Republic. In Luxembourg, a short movie has been produced by young people. In Bad Ischl (Austria) a diploma project has been prepared as a

4. How to apply the Localize It approach

component of the action plan (“Generations in the center”/“Generationen im Zentrum”) which included the preparation and implementation of an awareness raising event, as well as the reflection and analysis of this event.

Representatives of young people have also been involved as members of the Round Tables and therefore included in the decision making process in the Paralimni (Cyprus) and Lousã (Portugal). In St. Leonhard, the prevention experts aimed to involve young people within the Round Table, but found it to be extremely difficult. One Round Table meeting has been entirely dedicated to the discussion of options to promote young people’s participation in the Local Alcohol Strategy. Overall, the experience with their participation has been that if young people are involved in planning the measures, the acceptance among young people will increase. Another possibility to strengthen the participation of young people is to involve already existing structures such as youth parliaments.

“*Entering into a conversation about alcohol with the people it concerns (parents and children) is certainly worth it.*
Prevention expert, the Netherlands

4.9 “What’s the cost? What’s the benefit?”

Of course for municipalities it is highly relevant to know what costs arise and what benefits their citizens will have in exchange. There are several aspects that need to be considered in terms of monetary aspects and they greatly depend on which measures are chosen. Most structural measures for example are not (monetary) cost-intensive but rather need staff and time resources. On the benefit side, the greatest benefit is to enable young people in their city to grow up healthy and to perform a task, which is indisputably within their performance. Concerning the monetary costs the project evaluation came to the following conclusion: For the establishment of the Round Tables, an average of M=29 working hours were

invested (min. 2h, max. 75h). For n=14 of the 22 participating municipalities, the project partners estimated additional financial cost involved in establishing the Round Tables. According to their estimation, an average cost of 41€ (min. 0€; max. 83€) was spent for materials and activities associated with Round Table establishment. The costs mainly arose from printing (invitations, information leaflets, policy brief) and travel costs (meeting municipality stakeholders).

Practical note: The establishment of a local Round Table for youth alcohol prevention may be achieved with little budget (≈ 40 €) and manageable investment of working hours (≈ 30h).

In addition, the table on the next page paints a (not-exhaustive) picture of the costs and benefits and shows more tangible targets.

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Costs for municipality and prevention experts	Benefits
Staff resources on the side of the municipality (meetings, with prevention experts, coordination of Round Table, participating at Round Table, introducing the topic to political committees, public relations for the LAS attending events related to the LAS, etc.)	Reputation, participation in an attractive project, public relation, an attractive project, marketing. Appreciation for their exemplary commitment
Costs for trainings (depending on the measures that are chosen)	Reduced costs for the municipality, e.g. in garbage disposal, disturbances, accidents, etc.
Costs for events (location, speakers, program, subsistence)	Reduced adverse effects for the target group
Costs for material (e.g. brochures and other awareness raising material)	Provided concept and structure; Counselling and use of know-how of local prevention experts
Staff resources for the prevention experts (e.g. meetings with the municipalities, RAR, training and implementation of measures, public relations, participating at Round Tables)	Improved cooperation structures between local actors
The establishment of a local Round Table for youth alcohol prevention may be achieved with little budget (ca. 40 € for subsistence, printings, travels) and manageable investment of working hours (29 h in an average within the evaluation period 27 months).	Unforeseen beneficial side effects (→ chapter 4.10)

Table 1: Costs and benefits for the municipalities

4.10 Side effects welcome!

Besides the desired effects on the local level, there have been several positive side effects in **Localize It** that have not been foreseen as such. These can be summarized as follows:

- Increased cooperation beyond the project structures
- New approaches have been introduced to countries, e.g. working with peers in prevention is a whole new approach for Greece
- General awareness raising for the risk of alcohol consumption for young people
- Cooperation of several municipalities, e.g. alcohol ordinance (Italy)
- Improvements of existing products, materials and campaigns

4. How to apply the *Localize It* approach

Helpful and supportive	Challenging and hindering
Support and involvement from local (political) decision makers (top down)	Political issues such as different focuses of the local politics, "alcohol" is just not on the agenda or enforcing a measure due to PR effects without having the actual target group in mind
High level of motivation of involved stakeholders (bottom-up); engaged key persons making it "their" project and acting as a "motor" for the process	Low level or lack of motivation of involved stakeholders; missing key actors at the round table, e.g. sports clubs
Mutual engagement of municipality and prevention experts	Changing contact persons/staff changes; uncertainty of who is the right contact person; problems with contacting people of high status (e.g. the mayor)
Process-oriented focus and attitude	Focus on short-term results; unrealistic expectations
Clear communication of goals, roles and tasks; good project management	Lack of time, time pressure, time management
The concept "Round Table" and its benefits for networking, exchanging of ideas and perspectives & Creating motivation and commitment	Delays due to local elections or unpredictable circumstances, e.g. strikes of the driving teachers' union in Greece or natural disasters in Portugal
Existing cooperation with relevant stakeholder, existing contacts	
Using of existing structures, e.g. local working groups	
Participation of target group(s)	
RAR interviews for awareness raising and motivation to take action against problematic drinking	

Table 2: *Helpful and challenging factors for the development and implementation of the Local Alcohol Strategy*

4.11 Challenging and supportive factors

The whole concept of the Local Alcohol Strategy stands or falls on existing conditions such as the support of political decision makers, motivated and involved key persons and high quality networks. On the other side, challenging factors can slow down the process significantly. Factors which have influenced the *Localize It* process are listed on the left.

4. How to apply the Localize It approach

4.12 Sustainability

Steps of the sustainability criterion

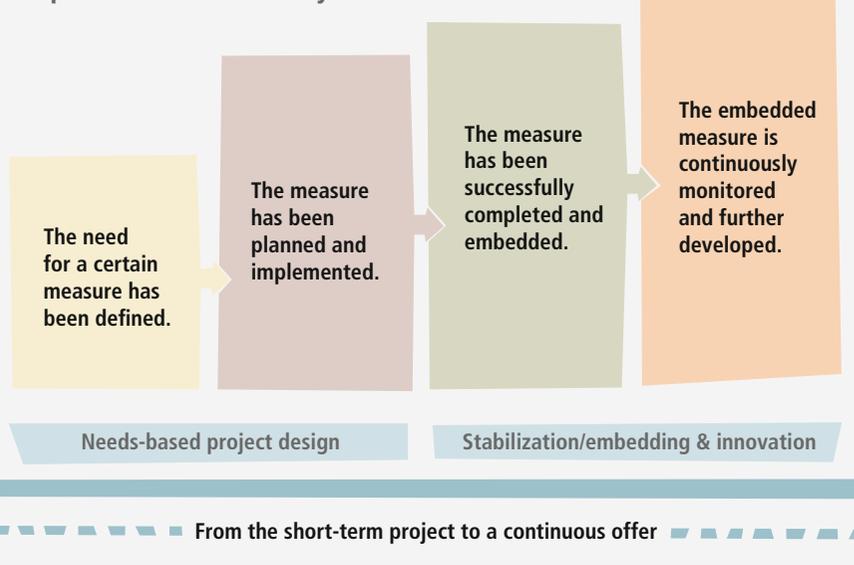


Figure 4: Steps of the sustainability criterion

Source:

Kooperationsverbund
Gesundheitliche
Chancengleichheit, 2015

Time-consuming projects such as **Localize It** are only worthwhile if the participants succeed in integrating results into existing structures and involving as many actors as possible at different levels and in different forms. Focusing on the combination of structural prevention and individual prevention measures has made sustainable impact possible. The focus needs to be on feasibility, combined with the lowest possible costs for the municipalities. At the same

time, an effect must be clearly perceptible for the municipalities and an action plan tailored to local conditions must be created.

The individually oriented project design made it possible for each municipality to develop its own tailor-made action plan. All municipalities focused the implementation of the Local Alcohol Strategy on specific settings in order to evaluate these experiences and then use them for other areas. This approach structured the process and enabled a manageable and thus controllable process for the prevention experts and the Round Tables.

To ensure the sustainable embedment of the Local Alcohol Strategy, partners have worked towards installing the Round Table as steering groups in the long-term. To ensure this it has been beneficial to use existing structures as Round Tables or connect it to existing networks or working groups. In order to keep the process running the Round Table needs a 'motor'; this should not be only one person but a permanent core.

Furthermore, the continuous support from a (political) decision maker is needed – it should also be a continuous item on the agenda of the local council. You have to involve the

“right” people and use your existing contacts. A good network is invaluable! The biggest challenge in order to sustainably embed the Local Alcohol Strategy is to make it “their own project”. The municipality needs to see the value for themselves – the strategy needs to be visible to the public and must be set in a positive light. It needs to be attractive! One option is to organize conferences, theme days or events to inform about the results and appreciate the successes. As long as the Local Alcohol Strategy provides visible benefits for those involved and those (financially and politically) supporting it, there is a motivation to keep it running. As stated from the start, the strategy needs to fit the specific local needs and it needs to be continuously updated and adjusted to new developments.

Public relation is a big part of making sure that the strategy will be continued. The public needs to know about the things that are done (these are good things that can produce positive headlines!). The strategy needs to be visible! It could even be made a part of the culture of the municipality such as in Klausen in South Tyrol (“We Klausner look to our young people!” → chapter 7.5).

5. Outlook

Most of the 22 municipalities in **Localize It** are still occupied with the implementation of their action plans. However, the experiences made up to this point are worth sharing with other European municipalities as they can and should empower each other to take responsibility and action to reduce alcohol-related harm among young people. Future plans of the project partners and the involved municipalities include at this time:

- **Offering support** for developing and implementing a Local Alcohol Strategy to other municipalities in the partners' region,
- **Disseminating good practice measures** to professionals in (alcohol) addiction prevention and support them in case they want to implement them;
- **Informing national stakeholders** about the benefits of a Local Alcohol Strategy for municipalities, young people and professionals using available communication channels;
- **Increasing the participation** of young people within their local alcohol strategies.

From the perspective of the prevention experts, the support of municipalities throughout the whole process of the

Local Alcohol Strategy is complex and time consuming. The time frame within **Localize It** has been tight and proved to be a challenge for all partners. Furthermore, some project partners are sceptical concerning their capacity to support other municipalities in the intense way they have in **Localize It**. However, they are all willing to support them if they decide to implement a Local Alcohol Strategy and offer counselling when planning prevention measures and are committed to support municipalities but need the support from the municipality and the Round Table.

An overall conclusion surely is that a successful Local Alcohol Strategy needs the commitment and support from the side of the municipality, the political side as well as the administration, and engaged and motivated key persons who take responsibility and push the process forward. In addition to this guide, desirable offers to support other European prevention experts and municipalities would include the provision of E-learning tools, videos and experience reports through an online platform.



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7. Country cases



Figure 5: Campaign in Luxembourg
Source: CePT, Luxembourg

7.1 Country case
Luxembourg: “Life is life – put me up, put me down, put my feet back on the ground ...”

LUXEMBOURG:
DUDELANGE & MONDORF-LES-BAINS

Authors:

JEAN-PAUL NILLES
LUC BOTH
ROLAND CARIUS

CePT – Centre de Prévention des Toxicomanies

From the beginning to the end, **Localize It** has been a challenge and it took several steps to implement the project in two municipalities. CePT had to cope with numerous obstacles and setbacks. In order to handle all those challenges, a steady coordination and preparation with patience and permanent energy to stay in contact with the local stakeholders has been necessary and helpful. Still, it has been a successful project with valuable outputs. Several elements of the project will be continued after project end but this can only be the start for the implementation of the Local Alcohol Strategy. The continuous implementation depends on the political will of the municipalities and on the motivation and power of the local partners to implement measures and include concepts into their planning and their everyday work.

7. Country cases: Luxembourg

Localize It has been implemented in the Luxembourgish municipalities Dudelange (20,000 inhabitants) and Mondorf-les-Bains (5,200 inhabitants). Project partner CePT has asked those municipalities based on positive experiences with former cooperation on both sides to participate in the project. The difference in size was particularly noticed in terms of shorter and longer decision channels and ways of communication. In Dudelange, decision channels tended to be longer and more complicated due to the bigger and more anonymous structures whereas in Mondorf communication channels were shorter and fewer people needed to be involved to cover all relevant tasks.

Through existing contacts, the CePT initiated meetings with the mayors and other stakeholders to present the project. The convincing arguments have been:

- The possibility to continue a successful cooperation in the field of addiction prevention
- The engagement in local alcohol prevention and promotion of a healthy development of young people on the local policy level

In both municipalities, the CePT conducted the RAR interviews with about 20 stakeholders from different local settings with a connection to youth to get an overview of the local situation. The results were presented to the mayors and responsible actors in both municipalities after which the members for the Round Table were invited by the mayors.

Based on the RAR results, the Round Tables decided to focus on youth work, retail/ festivities and schools and set up respective working groups. Those working groups paved the way to an action plan by selecting measures and defining the necessary steps. In order for this to work, the responsibilities of the members of each working group for each of the measures needed to be defined clearly.

During the whole process, the prevention experts of the CePT participated in all working group meetings, were responsible for overall coordination, for elaborating the action plans, for preparing working papers and reports of the RAR results and all meetings, and last but not least for coordinating the project evaluation. Interim reports were produced for the municipalities

(e.g. the mayors) to keep them informed about the project activities.

There have been several challenges including staff changes (especially in youth work), two elections (local and parliamentary) inducing staff changes (e.g. mayor), changes of internal planning (e.g. in big structures like the secondary school), lack of time and of personnel resources, other priorities and decisions at the CePT, a new public holiday ("Europe day", in the middle of the fixed project week at school resulting in one day less to complete planned activities). All of this has been handled by the CePT prevention experts and local project partners in a flexible way but still took big efforts. Regular contacts and meetings made it possible "to survive" all the ups and downs together, to experience positive processes and finally to achieve good work results with valuable outputs.

The local cooperation partners expressed their perception of the processes and results as follows:

- They were satisfied and proud: "It was a lot of work, but the results are cool."

7. Country cases: Luxembourg

- It was a positive and partially unexpected experience: They were surprised themselves and could not imagine these results at the beginning.
- The aims have been achieved; the project was a full success. They got positive feedback from the “outside” (from parents and other associations, via social media ...)
- It has been beneficial to involve the youngsters. In this way it was possible to develop something with youngsters for youngsters.

The cooperation with the CePT and their competences was fruitful. It was possible to develop confidence as a basic for further projects.

What will continue?

Parts of the installed cooperation between the CePT (on national level) and the local partners in the municipalities will continue; the same applies for some local partners. Individual measures such as “Tom and Lisa” in schools will also be continued. The produced material (e.g. a film produced together with the youngsters, posters, postcards, beer mats) will be used and spread further. Future events such as project weeks at schools or events in the local youth house will be used for discussing prevention topics. Final meetings with the working groups, the mayors and other key actors in each municipality will show if and how local strategies can actually be implemented in future.

Conclusion

The success of projects like *Localize It* mainly depends on the involved persons and their constructive cooperation and coordination. On both ends (the CePT and the local partners), motivation, reliability, know-how and various competences, experiences in the relevant settings (school, youth work), but also patience, frustration tolerance, and the flexibility to cope with changes/difficulties and to adapt the processes and measures are mandatory.

It has been important to permanently stay in contact with the defined key actors for each of the measures to keep the process running. It needs time to get to know each other and to build up confidence in the cooperation. Constructive work has been done within the project but the actual implementation of a future Local Alcohol Strategy in the municipalities needs to be discussed and will need additional time and efforts.

7. Country cases: Netherlands

7.2 Country case Netherlands: *Keep your head fresh and cool – Alcohol prevention in the Netherlands*

**THE NETHERLANDS:
WINTERSWIJK & BATHMEN**

Authors:

**SONJA BASEMANS
ANNEMARIE BOERSMA**

Tactus Addiction Treatment

*In the Netherlands, **Localize It** has been implemented in Bathmen and Winterswijk. Both municipalities have their local specifics and differ in size, but have both decided to focus on ‘parental work’. Setting up the action plan and selecting measures has been a challenge as the municipalities have already done a lot in the area of alcohol prevention. Due to local restrictions and the time frame, the focus remained on individual prevention measures. Still, the integrated approach of **Localize It** was new and brought new players to the table and new network structures evolved. Therefore, the resume of the project is positive and the continuation is planned in one municipality.*

In the Netherlands, there is a long tradition in alcohol prevention at the local level. In several municipalities, Tactus is involved in local projects aiming at reducing the alcohol consumption among young people. It is clear, that the most successful interventions in this area share an integrated approach involving multiple partners and addressing various factors affecting alcohol consumption. Alcohol prevention can never be aimed solely at the individual, influencing the environment of the young drinker is just as important.

Localize It has been implemented in the municipalities of Bathmen and Winterswijk. Whereas Bathmen is a town with a rural character and a population of 5,600 people, Winterswijk is a municipality with approximately 28,900 people. Despite the small size, Bathmen has a strong social infrastructure and a rich social life including a General Sports Association, a popular discotheque and several catering establishments. On the other hand, Winterswijk is a central town for the region with a strong social infrastructure, an active business climate, a high degree of craftsmanship and a large number of

7. Country cases: Netherlands

innovative companies. In recent years, Winterswijk has increased its investments in health policy, participated in several programmes and is strongly committed to promoting a healthy lifestyle among its residents. This led to winning the 'Best Health Policy in the Netherlands' award in 2013. Concerning alcohol prevention for young people, various preventive interventions and measures protecting minors are already in place.

In *Localize It*, Tactus focused on mapping the youths who are considered to be at risk by conducting the RAR. Based on the RAR results both Round Tables agreed to tackle this problem by focusing on parents. The differences between the municipalities were basically connected to the size of the cities (→ Table 3).

Winterswijk	Bathmen
Great attendance (>20)	Small attendance
Commitment	No commitment in the first period
Another addiction care organization carried out the interventions	Tactus implemented the interventions
Parents participating in Round Tables	No participation

Table 3: *Main differences between Winterswijk and Bathmen*

In Winterswijk, the Round Table included a large number of local actors from different areas (>20). Despite the high interest and motivation, the size made it difficult to reach decisions and the process was significantly slowed down. On the contrary, in Bathmen the group was small and better suited as a steering group for the Local Alcohol Strategy. The time frame has been a challenge for the implementation of *Localize It* in the Netherlands as the action plans with various partners were ambitious. On the other hand, the deadlines within the project have also ensured that decisive action was taken.

We have learned that the Round Tables members need more detailed information on potential interventions to make a decision for the action plan. A major question specifically for the 'parental work' setting has been: How can parents be reached with alcohol prevention measures? Furthermore, the expectations for new and attractive measures were high and we as prevention experts had to come up with something "new".

In the end, the action plans included the following measures from the good practice catalogue produced within *Localize It*:

Winterswijk	Bathmen
Euro parents	Euro parents
NIX 19	Fun without alcohol
Pub crawl	Barcode
Home party	When small children grow up

Table 4: *Measures included in the action plans in Winterswijk and Bathmen*

Not all measures could be implemented in their original version: The Belgian programme "Fun without Alcohol" needed to be adapted as guidelines for alcohol prevention in the Netherlands do not advise to already provide general information on alcohol in primary schools. Here, it is rather recommended to strengthen general skills such as self control, self esteem and social skills. Therefore, this aspect needed to be adapted in cooperation with the Belgian colleagues.

7. Country cases: Netherlands

In Bathmen, we will continue to support the municipality as it lies within the working area of Tactus but there are no specific plans to implement **Localize It** in other municipalities. Still, Tactus performs various prevention activities contributing to the prevention of risky use and promote early identification and reduction of addiction problems. In Winterswijk, **Localize It** will be combined with the existing prevention platform.

Conclusion

Localize It aimed at strengthening municipalities in their capacity to reduce underage and heavy episodic drinking. The RAR and the Round Tables are valuable instruments to define the problems of the municipality and the needs for action. Implementing the measures has been beneficial as they were visible for the local public. **Localize It** is all about planning actions and implementing them. In the practical test, you might realize that adjustments are needed and that it is not a rigid concept. The main aim remains to develop custom-fit local strategies. Considering this background we have been successful!

7. Country cases: Austria



Figure 6: Event “bringing generations together”
Source: City of Bad Ischl, Austria

7.3 Country case Austria: Bringing together the generations in spa town Bad Ischl

AUSTRIA: BAD ISCHL

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Institut Suchtprävention, pro mente
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*Bad Ischl is a spa and school town in Upper Austria with almost 14,000 inhabitants. The interests of the spa guests, tourists and the elderly population are partly in conflict with the needs of young people and young adults. The older generation and spa guests need peace, relaxation, traditional cultural leisure activities and a clean ambience, while the young people need more “action”. They feel disadvantaged compared to the older generation when it comes to using public spaces and parks. Swelling conflicts of interest are further exacerbated by alcohol-induced behaviour on the part of young people. The well-kept image of the former imperial residence is increasingly being jeopardised by individual incidents with young people who are obviously under the influence of drugs and do not behave in a decent manner. This is why **Localize It** has been implemented in Bad Ischl.*

7. Country cases: Austria

The RAR carried out at the beginning of the project showed that the provisions for the protection of minors (age controls) are largely complied with in the retail trade. As far as the protection of minors is concerned, however, potential for improvement in the age-appropriate consumption of alcohol in local pubs close to the centre and at festivities was identified. In general, the region is considered to be alcohol-affine; the respondents also criticize the role model effect of adults.

Acquisition and needs assessment

In September 2017, by means of a mayor's letter all Upper Austrian municipalities were informed about the possibility of participating in *Localize It* and Bad Ischl was awarded the contract. The project was managed by the City Councillor for Youth and Social Affairs. Other members of the Round Table were a representative of the city police, street workers, the head of the youth centre and a teacher from a secondary school who also acts as prevention coordinator at her school. The project team was supported and counselled by the Institute for Addiction Prevention.

The RAR interviews were conducted with representatives from politics, administration, the school system, youth centres and a socio-educational institution. In addition, a group of young people was interviewed, whereby the RAR questionnaire was supplemented by additional questions on the quality of life on youth-related topics.

Project and action planning

In addition to the objective "the development of local strategies to reduce the alcohol consumption of minors and intoxication", Bad Ischl followed the objective of "meeting of the generations and the development of understanding and tolerance". The urgency of dealing with this topic has been evident from the RAR results.

The following measures were carried out in Bad Ischl:

- "Workshop alcohol" in 16 classes in 5 schools
- Information event for gastronomy staff about youth protection regulation
- Production of information material and dissemination in local establishments (Figure 7)

- Information material for parents
- Participation in information events together with youth centres and practical exercises (e.g. alcohol goggles)
- Event "generations in focus" – Moderation by the Austrian project partner Institut Suchtprävention (Figure 6)
- Meeting day #outside (#Draußen) as extracurricular youth work for *Localize It*



Figure 7: Beer mats with prevention messages produced in Bad Ischl, Austria.

Source: Institut Suchtprävention, pro mente Oberösterreich.

7. Country cases: Austria

Project experiences

It is planned to continue the Round Table in a similar form after the project – possibly with additional experts. The focus will be networking and exchange among the institutions and experts involved. The eagerness to plan and implement preventive activities and measures is, however, a prerequisite for the future existence of the group for the current participants.

The project has shown that clear and achievable objectives are a necessary prerequisite for success. The first major challenge was the adoption of good practice examples from other countries. Those programmes are mostly strongly oriented towards cultural, political, financial and local possibilities and prepared over a long period of time by local teams of experts and coordinated with the clients (countries, cities...). In many cases, political persuasion and long-term planning are required if mature programmes are to be adopted, since finances have to be provided and resources built up. In this respect, it seemed to us that a viable way was to concentrate on programme modules which we could adapt with the means and resources available to us.

We needed to perform a balance act of on the one hand keeping the promise to the communities that they would receive high-quality and efficient programmes at low cost and low expenditure and doing what is actually feasible on the other. From a critical point of view, this promise has only been kept in a reduced form as a short-term adoption of external programmes is difficult for the reasons mentioned above. In municipal projects, the organisational and time expenditure for the municipalities is high and the success factor in these projects lies essentially in committed project management and a resilient project team, which provide the necessary work resources. A further essential factor is the mayor or local council, which gives the project support, motivates it on and demands progress. This is not self-evident in the case of a project offered from outside and lack of urgency, as everyday community politics and work have priority.

The Institute has been aware of this challenge and has been confirmed in its experience. As a recommendation for communities interested in implementing such comprehensive local alcohol strategies, it should be noted that good planning in

terms of resources and requirements for a steering group is necessary. It has been difficult to find a balance between the demand for commitment and willingness to work, which seemed necessary for the success of the project, and the often excessive demands. In order to give weight to communal projects with a process character in the congregations, the appropriation of the project by the congregation itself is superficially necessary. Specialist agencies and experts can provide ideas and concepts, give good advice and accompany the project cleanly. They can provide support and assistance where expert know-how is available. The municipalities themselves remain responsible for the implementation and energetic charging of the project.

7. Country cases: Germany

7.4 Country case Germany: “I’ve partied here, too!”

GERMANY: BÜNDE & ENGER

Authors:

EVA LIESCHE

UWE HOLDMANN

Diakonisches Werk Herford

The municipalities of Bünde and Enger both have a rural character. The onset age of alcohol consumption traditionally is around 14 to celebrate the confirmation. From this time on the drinking of beer or mixed beer drinks is a careless cultural activity at local festivals such as fire brigade festivals, shooting fairs, etc. We also find this tradition in many sports clubs where consumption of alcohol around the games is a ritualized.

Especially young men “from the countryside” are still considered indulgently as the general population classifies the first intoxication as a rite of manhood or coming of age. Control mechanisms which were traditionally guaranteed by the village community or neighbourhood, unfortunately no longer function in rural areas, let alone in urban areas. There, the police and the public order office are the means of choice, with corresponding operations at the railway station, in the city centre and at large discotheques. To make matters worse, alcohol consumption (prepartying) has shifted to the private sphere and can therefore hardly be controlled. In both municipalities, especially young women and girls like to experiment with high-proof alcohol.

Bünde is a medium-sized town in the north-east of North Rhine-Westphalia about. With about 48,000 inhabitants it is the second largest city in the district of Herford. In Bünde, you find a rural restaurant and pub culture. Enger is a district town with just over 20,000 inhabitants and by definition a medium-sized town. In talks with the

mayor we learned that there is no pub in Enger. With regard to alcohol consumption, people are evading into the surrounding communities or even into the private environment.

Problem description and introduction

Two years ago, addiction prevention was asked for support by secondary schools in Bünde, as alcohol and drug use became apparent in the 7th grades. We formed a coordination group consisting of all 5 secondary schools. In order to start helpful interventions, it quickly became clear that other local actors, such as politicians, youth welfare offices, public order offices, police and also parents’ representatives should complement the circle.

This is where **Localize It** came in. We decided to get the support of the highest municipal bodies first. Thus the project was presented to the mayor, first deputies and the youth welfare office management. The RAR survey and the establishment of the Round Table resulted in conclusive developments.

7. Country cases: Germany

We were enthusiastic about the opportunity to install a parent-peer training over 3 evening sessions with participants from all 5 secondary schools. Within the scope of this measure we had the opportunity to visit the oldest discotheque in Germany in Bünde together with the participating parents. Unfortunately this highlight could not be realized in Enger. A training evening in a disco atmosphere about topics like: “Muttizettel”, youth protection law, “knockout drops” and drinking culture. Discussions took place with the disco operator and the police.

The approach to implementing **Localize It** in Enger is identical to the Bünde model. A special impulse arose from the participation of some young people at the first Round Table, who were very committed to party planning according to “Tom and Lisa”. So this measure from the good practice pool was decided early. This decision was profitable in retrospect, as all 270 students rated this method as excellent.

In both municipalities the Round Tables will be maintained and the effective methods from the good practice pool will be used in secondary schools.

Conclusion

- For the implementation of **Localize It** in new municipalities, we recommend the greatest possible adherence to the described concept.
- Through the RAR survey, important contacts to potential actors are established and at the same time the thematic focal points and target groups of a municipality are identified.
- The participants of the Round Tables should represent a broad spectrum of the social landscape, so that all 7 settings can be used.
- Coordination should be ensured by addiction and prevention experts.
- A contact to the local press is helpful in any case.
- The patronage or other support by local mayors or councilors makes the implementation of **Localize It** uncomplicated.

7. Country cases: Italy

7.5 Country case Italy: An example for alcohol prevention in South- Tyrolean municipalities

ITALY: KLAUSEN & ST. LEONHARD
IN PASSEIER

Authors:

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Forum Prävention ONLUS

*The Forum Prävention implemented the EU-project **Localize It** in two South Tyrolean towns, the rural community of St. Leonhard in Passeier and in the urban community of Klausen. An RAR analysis was carried out in both municipalities and Round Tables with actors from different fields was set up. Measures were developed and adapted to the local conditions. Some of those measures have been successful, others not so much.*

In South Tyrol, alcohol is an integral part of the everyday culture as it is a winegrowing region: A good glass of wine for dinner, a beer you deserve at the end of the day, a sparkling wine for celebrations or a colourful cocktail to go out. The consumption runs through all sections of the population, age groups, and levels of education. If you do not drink alcohol, you actually stand out and even come under the pressure to justify yourself. The attitude towards alcohol is thus a rather trivializing one. Conspicuous drinking behaviour (especially with regard to the quantity, frequency and behaviour under the influence of alcohol) is perceived

as problematic, even more the younger the drinker. At the same time, alcohol consumption is promoted in many ways and great economic interests are linked to it.

After a call for interest sent out to all communities of South Tyrol (N=116), six communities expressed interest in participating. St. Leonhard in Passeier and Klausen were selected and received an official mandate from the two community committees for carrying out the project. Although Klausen only has little more than 5,000 habitants, it is a city which comprises several villages and apparently there are alcohol-related problems in specific areas. This has been the reason for them to collaborate with project partner Forum Prävention in **Localize It**.

”

You have to seriously wonder what kind of image is given to young people when adults consume alcohol every day

RAR interviewee, Italy

The RAR interviews showed that the understanding of problematic consumption is highly subjective and revealed varying observations concerning the frequency

7. Country cases: Italy

of problematic consumption. Therefore, the question is: Are we actually talking about problematic alcohol consumption in Klausen? St. Leonhard in Passeier is a municipality with three villages and describes the problems as follows:

”

We are a community of 3,500 inhabitants. We are in the process of planning a youth centre, but so far the young people do not have a generally accessible meeting place. At the moment young people meet in different public places in the village. Garbage is left behind and there are always alcohol excesses among minors and occasionally acts of vandalism. Because of this situation, we wanted to do something about prevention.”

Municipal consultant St. Leonhard

In our opinion, the most important task is changing the drinking culture. The quest for a kind of social change, preceded by a rethinking and behavioural change, may sound utopian, but nonetheless responds to the desire of the municipalities.

The process in South Tyrol

The first meetings of the Round Tables took place in spring 2018 where the RAR results were discussed. Both municipalities decided to concentrate on “party scenes, festivals, gastronomy and retail” with interfaces to “schools” and “parental work”. In both municipalities four measures were selected to be implemented within the project time.

There have been significant differences between working with the two communities: Although both showed high motivation in the beginning, this quickly diminished in Klausen and participation in the Round Table was lower than in St. Leonhard in Passeier. In St. Leonhard in Passeier, the main responsibility was taken over by the responsible municipal officer and the head of the youth office which was of great importance for all participants. In Passeier, also the neighbouring communities were involved in order to achieve a broader impact, both with regard to the measures and the topic itself.

The positive exchange and close cooperation with the political communities throughout the valley is consistently relevant for individual project measures. For example, the implementation of the common alcohol guidelines by the local councils makes this clear once again. The sensitivity of the municipalities to pull together in the area of alcohol prevention is also remarkable and shows, among other things, that the topic of alcohol prevention seems important to a broad section of the population.

Head of Youth Office Passeier

In order to ensure that the Local Alcohol Strategy continues after the end of the project in the community of St. Leonhard and the neighbouring communities of St. Martin and Moos, the current Round Table will be merged with an existing working group in the social field. For the long-term planning the already mentioned main actors, youth work and municipality administration, will take over the responsibility. They

7. Country cases: Italy

will continue to be accompanied and supported by the Forum Prävention. Above all, sustainability has been guaranteed by anchoring the local guidelines in the supra-municipal alcohol ordinance as this is a fundamental political decision that is valid until it is specifically amended. Specifically, it is intended to continue to work with the implemented measures.

A positive aspect was that people from different age groups and interest groups were brought together and the problem of alcohol consumption was pointed out. I think everyone present took a part and will keep it in mind during their activities (at events, at work, etc.)

Round Table member Klausen

Conclusion

The concept of the Local Alcohol Strategy provides local decision-makers with a well-structured, manageable, evaluated and tradable instrument with which they can counter local problem with common goals and feasible actions within a defined period of time. In **Localize It**, the timeframe has been tight which led to difficulties in planning and implementation of the action plan. It takes time for discussions and for ideas to mature, as well as for the implementation. When obstacles arise, it is necessary to respond. Modifications must be possible in order to maintain the motivation of the participants.

By interviewing different people in the RAR, it was possible to draw an up-to-date and realistic picture of the community in relation to alcohol, to highlight opinions and contradictions and to prepare a situation or needs analysis. Establishing personal contacts was a positive side effect and proved to be extremely important for further work. The RAR results are valuable as a basis for the development of measures. It was important for the participants to have contact persons on site. By involving various

actors, but also decision-makers, as well as people with high commitment, the work in this form is made considerably easier or even possible in the first place.

A hindering factor is that you have to rely on local stakeholders who might realize too late how time-consuming their participation is. Therefore, their motivation can decline over the project period.

In the beginning the project started with committed people, but it ended in a small group, which actually worked out almost nothing.

Round table member Klausen

The analysis of the RAR surveys revealed the following key conclusion: Prevention can only function for young people who are already consuming if it works through their peers, everything else is not authentic. This makes concepts of peer education, orientation to the living environment and participation particularly important. Taking this into account is the only way to achieve a minimum of acceptance and authenticity, which can be decisive for success.

7. Country cases: Greece

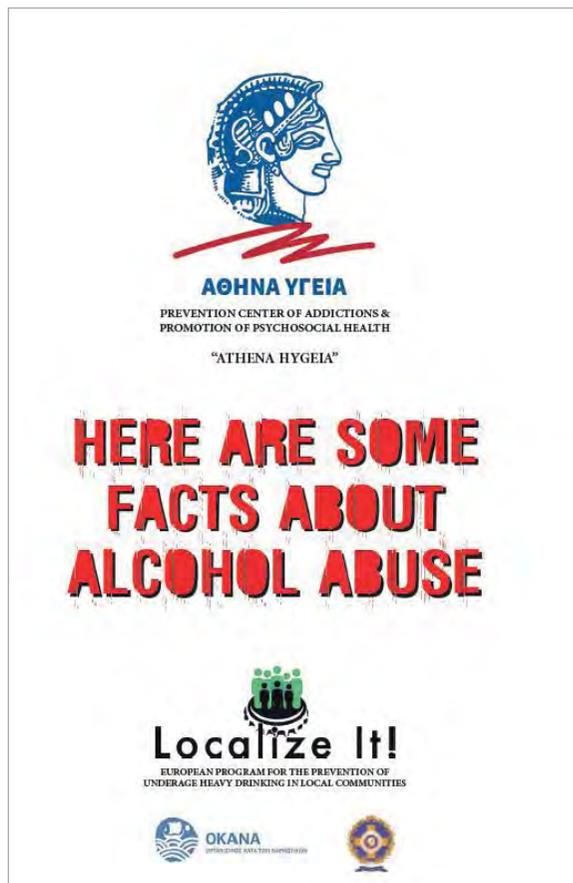


Figure 8: information leaflet in Athens, Greece
Source: Athena Hygeia, Greece

7.6 Country case Greece: Working with the local government in the addiction's prevention field

GREECE:
ATHENS 1ST AND 3RD DISTRICT

Authors:

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Center of Prevention "Athina Hygeia"

In Athens, with help of the representatives of the local community we have been able to locate the districts where frequent alcohol abuse is present. In organizing three Round Table meetings, their participants had the opportunity to take decisions both on the settings which we would take action in (Schools and Road Safety) as well as on the good practices to be implemented. The action plans – one for the 1st district and one for the 3rd district of the municipality – have been completed and the Local Alcohol Strategy is eligible to be adopted by prevention programs that will run across the country in the near future.

7. Country cases: Greece

The European research RARHA of 2014-2015 along with the Greek research of EPPSI-ESPAD of 2015, emphasize the problem of alcohol abuse among young people as a dangerous reality in Greece. Thus, the use of alcohol in the country, mainly by youngsters aged 18 to 25 years of age, needs locally based methodical interventions, to address it effectively.

The implementation of *Localize It* in Athens, Greece, began in April 2017 with the Rapid Assessment and Response in which 30 citizens participated. Through this process it became clear that the alcohol consumption constitutes a fundamental social problem in the 1st and 3rd district of the city. The presidents of these districts had also identified problems related to excessive alcohol use in their areas and therefore, their consent and support for the Local Alcohol Strategy was ensured.

The 1st district of Athens includes the city centre, the so-called “commercial triangle” and has a population of 97,570 inhabitants. The 3rd district of the municipality has a population of 48,305 inhabitants. In both districts there are entertainment venues, restaurants, clubs and concert halls,

where the use of alcohol accompanies the recreational activities of young people. In many cases excessive alcohol consumption has been observed resulting in disturbing the peace as well as in engaging in delinquent behaviours.

Since we have focused on two districts of the same municipality, one Round Table has served both districts. Based on the RAR results, consensus was built concerning the settings with the highest need for action: “Schools” for the 1st municipal district and “Road Safety” for the 3rd municipal district. For the “Road Safety” setting we ran an informational campaign for which we created a leaflet on alcohol and a key chain with the message “don’t drink and drive”. Both were given to citizens of Athens during our street work programme. In addition, we set up an awareness campaign concerning alcohol consumption and driving through the “Athena Hygeia” Facebook page. Finally, we implement the good practice “Peer Drive Clean” in five driving schools.

For the “Schools” setting we chose the good practice “Crush” from Belgium, addressing the age group between 16 to 18 years old and the good practice “You Decide” which

target group is young people from twelve to 18 years old. Also, in the setting “Schools” we decided to run the good practice “You Decide” in a group of teachers and a group of parents of the same school.

At the Round Tables, we initially faced the problem that some of their members held the mentality that prevention programmes should be a task concerning only the prevention experts and not the municipal factors. The practical problems we encountered with the implementation of the action plans were primarily associated with the fact that only two prevention experts were involved in the programme, with the consequence of us having a heavy schedule and workload. Finally, the time we have had at our disposal from the period we got the translations of the good practices done until their implementation, was short and that added up as a hindering factor.

With regards to good practices, we note that in addition to the need of translation, the necessity to make adjustments to the country’s data has emerged. In the implementation of the practice “Peer Drive Clean” we had to collect statistical data from Greece, investigate fines and

7. Country cases: Greece

penalties in the Greek Road Traffic Code and cooperate with Greek traffic officers to clarify the procedure for checking drivers on the road. What we did find problematic was that the peers who would conduct the “Peer Drive Clean” workshop at the driving schools should work as volunteers. This problem was solved with the introduction of four students of the Department of Psychology at the University of Athens, who in parallel with their practice at the centre, would voluntarily participate in the programme. Finally, in the context of the implementation of the good practice “Peer Drive Clean” in the driving schools, we were confronted with the small number of candidate drivers in each school. The average was eight people for each class.

In the implementation of the “Crush” and “You Decide”, due to a lack of infrastructure (e.g. lack of computers and projector in the classroom), we had to convert the material in written form. We also had, due to the limited number of meetings that were permitted to us by the school, to omit some parts of the material. The measure that was planned to be implemented for parents of the students has never been implemented

due to the fact that the majority of the students’ parents were immigrants and they did understand neither Greek nor English. This fact is also associated with the absence of an organized parents’ union in the school.

Conclusion

We believe that the implementation of both the Round Tables and the good practices shall continue in the years to come. One of our intentions includes communicating the European good practices to prevention professionals across the country and educating as many prevention experts as possible.

The implementation of the Local Alcohol Strategy has proven effective in raising municipal authorities’ awareness on taking action on the field of reducing underage and heavy episodic drinking on a local level. The Strategy focuses on the establishment of a network based on the cooperation between municipal representatives, “key persons” and citizens of the city and prevention experts, as well as on the implementation of action plans that are custom-fit to the needs of the local community. In conclusion, the adoption of **Localize It** should continue with prevention programs that reinforce the

active participation of the local municipal authorities and their support towards the work of prevention institutions.

7. Country cases: Cyprus

7.7 Country case Cyprus

CYPRUS: AGLANTZIA & PARALIMNI

Authors:

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 KENTHEA

*Participating expert organisation from Cyprus is KENTHEA who collaborates with Aglantzia and Paralimni to develop a Local Alcohol Strategy. The RAR revealed a particular need in the area of road safety and in working with parents. Our round tables focused on both: participation of the target group and involvement of decision makers and politicians. In Cyprus **Localize It** confirmed the importance of addressing problematic alcohol consumption on local level. It increases the sensitivity of both: local authorities and residents and makes them feel responsible for this issue.*

Selecting the municipalities

Aglantzia and Paralimni municipality were approached for **Localize It** due to their long standing cooperation with KENTHEA. Because of the short project duration, we hoped that by engaging already established partners, to increase the levels of practical and experienced ownership of the project by the stakeholders.

Special characteristic of Aglantzia is the large percentage of young people in its population, a significantly vulnerable population: Aglantzia (35,000 residents) is located in the district of Nicosia, near the capital municipality of Nicosia. Aglantzia municipality has a high density of academic institutions, e.g. the University of Cyprus, the Cyprus International Institute of Management and the Police Academy. Aglantzia also faces geographical separation between socio-economical classes (1/3 of the permanent residents of the Aglantzia area arrived after being displaced from their residents during the war in 1974).

Paralimni (15,000 residents) is the largest municipality in the free district of Famagusta, which after 1974 and the occupation of Famagusta became the centre of its social,

cultural and economic life. Also, Paralimni was developed greatly in the tourism sector, resulting in one of the most popular resorts in Cyprus. Paralimni has several schools. Young people have the opportunity to participate in various after-school activities, since there are many choices in their city like sports academies, music schools, scout teams etc.

Getting in contact with the municipalities

We initially contacted a person who 1) was already in contact with KENTHEA and also 2) was in authority (to give the initial approval for participating in the project) and informed her about background, aims and goals of **Localize It**. However, this was just the first step in the process as approvals at a higher level were needed.

Practical advice: Local authorities are different! It is important to know and comply with the political and legal requirements of the municipalities!

In Aglantzia, the municipal council was the one who approved the participation in **Localize It**. A contract of agreement was

7. Country cases: Cyprus

signed by the mayor in order to finalise and strengthen the cooperation. In the case of Paralimni the mayor and the municipality council had to be involved. For the written agreement, a meeting of the municipal council decided whom to name as a contact person.

Practical advice: It takes time to come to an agreement! A series of meetings with big increments of time was required to complete the agreement.

Where does the shoe pinch?

The RAR process in Aglantzia indicated that there is regular weekly problematic consumption of alcohol among the youth community. The consumption by local young people happens mostly at clubs but also in homes, parks, and some cafeterias or other hangout areas. The interviewees believe that the biggest problem in regards to alcohol consumption and the youth is the intoxication level and driving under the influence of alcohol.

In Paralimni the RAR process indicated that there is often problematic consumption of alcohol. According to the information

collected, young people consume alcohol mostly at parties at homes (most of the times with parent's permission), at parks or cafeterias. Most participants think that the most problematic element of the consumption is the underage consumption and "the degree of intoxication". A big percentage of the interviewees believe that even though friends and peers have the biggest influence, on young people's drinking. Parents and families can influence as well, not by giving advice but by their way of consuming alcohol, as well as permitting underage alcohol use.

Round Tables

Following the approval of cooperation a meeting between the contact person of each municipality and KENTHEA to organize the Round Tables was arranged. The aim was to choose the Round table members. This meeting also served in discussing and making clear the role of the Round Table for the project in specific and the Local Alcohol Strategy in general.

Practical advice: The round tables should be prepared clearly and accurately. It has turned out to be particularly important to clearly name the roles and to agree on a leadership for the roundtables.

The RAR report was very helpful and facilitated our decision whom to invite to participate in the Round Table, it gave us a better understanding of the characteristics of the area in which the prevention offers would take place and the characteristics and needs of the target group. It was agreed to involve people who have an active role in the community, who are interested in social and political matters and to focus on participation of the target group. A representative from the municipal council and the organisation with scientific knowledge and experience should also be part of the Round Table.

Participation of the target group and / or people who are in contact with the target group is highly important.

Prevention expert, KENTHEA

7. Country cases: Cyprus

We strongly believe in participation of the target group, because it allows a more informed idea of what is necessary for the municipality in terms of prevention offers as well as what kind of prevention offers would be accepted by the target group. We also aimed to serve in the dissemination of the prevention offers and in attracting more participants at the implementation stage of the prevention offers.

For the success of the Round Table it is important

- to assign different roles
- that it is chaired by a Council Member, while the addiction prevention organisation is responsible for the scientific support and guidance
- to focus on the local level and
- that the municipality is actively responsible for organizational issues
- that the responsibility for the strategy is accepted from the municipality
- that decisions concerning the action plan (i.e. duration, when and where, how, etc.) are taken jointly

Action Plans & implementation

The development of the action plans occurred in two stages. At the beginning and after the Round Tables were formed, we presented the available measures and then a discussion followed on which ones were the most appropriate for each municipality. It was obvious that some measures could not be easily transferred, or that the Round Table members thought they might not be accepted by the locals and a lot of flexibility was needed in order to customise them. Some measures could not be transferred for financial reasons or for situational reasons (i.e. no theoretical classes in driving schools in Cyprus). Even when the action plans were agreed, at different points several changes had to be made.

The implementation of the measures was executed, mostly (organisation and fulfilment) by the prevention experts. The presence of a prevention expert is considered necessary in some cases, e.g. for measures (i.e. euro parents and Peer Drive Clean) that require trainings and expertise. Besides that, our involvement in this project

supported our hypothesis that a municipality can positively affect the organisation, dissemination and therefore acceptance of a measure.

Sustainability

In order for the Round Table to remain active and for the Alcohol Strategy to continue, there needs to be commitment as well as adequate resources (personal, financial). Our assumption is that this will need to be translated into a very motivated volunteer or a staff member of the municipality taking ownership to keep the stakeholders engaged.

Our conclusions

Localize It is designed to be a bottom-up project. A stakeholder, even a citizen, can use the final outputs of *Localize It* to engage local governments and approach other stakeholders to run activities and improve the experience of young people of their area.

Prevention or addiction experts are only a small part of this process. In implementing the project in this case however,

7. Country cases: Cyprus

unavoidably, there was a top-down dynamic where we, as 'external' experts, were much more active in the process.

From our experience the points below showcase the variables necessary for success:

1. A RAR analysis at the beginning of every strategy (helps to focus the strategy)
2. A Mayor and a Council Member who can see the value
3. One of the members of the council board to be actively involved in the Round Table meetings (makes other Round table members to feel supported by the municipality)
4. It is also advised that this municipal council leads the Round Table.
5. Capacity (personal and financial) is a very important factor. Presence of at least a part time officer (or volunteer) for the organization of the round table and the Local Alcohol Strategy is considered crucial.
6. The role and the goals of the Round Table should be clear defined.
7. The role of each participant in the Round Table should be clear defined.
8. Flexibility (to keep the Round Table motivated by listening to their opinions and needs and therefore adjust the measures).

There is no doubt, that an alcohol strategy should be developed on local level. Here is the place where the problems as well as the conditions and opportunities are known. Responsible for this should be the local authority itself. Of course addiction prevention experts have to be involved actively and can initiate the process, but the municipality should feel responsible for the process.

7. Country cases: Slovakia

7.8 Country case Slovakia – Alliance of schools, counselling centre and municipality in prevention

SLOVAKIA: RAČA & NITRA

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EVA SMIKOVÁ

Prevenca V&P

*In Rača and Nitra, we have started the **Localize It** process by approaching a local multidisciplinary counselling and prevention institution. This has been a useful approach as such institutions have human resources, know-how, and tradition of serving children in the area. In this case, the project has motivated them to become more innovative in prevention – routine preventive programmes did not have the desired effect. By directly approaching the management of the counselling facility we aimed to get in closer contact with the Rača municipality and with the methodological guidance of the local research institute. The project offer clearly met with the demand of prevention experts.*

The model is generally easy to apply in Slovakia as these facilities exist in every district (legislative school system). We consider this factor to be an example of good practice that can be used in facilities of a similar character and operate with state support.

Addressing the local government has been easy and we received positive feedback as the municipality knew the results of the counselling facility's preventive work and other NGOs. The municipality has been motivated and joined the implementation team of prevention in Rača. We realized the Round Tables in a counselling facility where it was less formal, more open and as a side benefit the municipality officers saw the running of the facility with their own eyes.

Initially, each subject in the field of prevention worked on its own; cooperation was rare and random and people did not know each other personally. Prevention worked separately on the basis of the implementation conditions of each subject. The results were not evaluated and thus were not visible.

7. Country cases: Slovakia

The municipality of Rača organizes an annual meeting for the evaluation of the Community Plan of Social Services in the Bratislava-Rača district for a calendar year. In 2019, among the representatives of civic associations, there were non-profit organizations operating in the Rača district on implementing preventive activities.

Joint action on the prevention of alcohol consumption among young people has taken the form of an Action Plan, bringing together individual entity plans, interconnected and informed and shared. The motivation for municipality to participate in the project was that they could be part of a system that they had not previously been informed as working and could thus be linked to other, in particular, state entities.

We have managed to implement new preventive programmes more easily in Rača and we managed to introduce the Round Table element into routine preventive work on the territory of the municipality. As stated by the head of the social department of Rača, "they are ready to continue to participate in the Round Tables as well as to initiate its implementation at the local authority".

Nitra – “We are pulling together”

Networking of the institutions in the city of Nitra has a long tradition in addressing risk behavior (e.g. violence, alcoholism in families, preventive activities carried out by the police, etc.). Thus, setting up the Round Table has not been a problem, as it was just another tool to focus on the area of risky drinking of young people. The Centre for Children and Family Budúcnosť has a long-lasting experience with these activities, especially in proximity with the psychiatric hospital near Nitra and combines health and social care for clients with alcohol problems.

The foundation has been the cooperation (and also personally connected) of a state counselling facility with established Centre for Children and Family (NGO) with tradition. Good practice in Nitra, on which we built, is the cooperation with the Municipal Police and the State Police, having implemented preventive activities in schools for a long time.

Differences between Rača and Nitra were the number of involved entities. In Nitra, we could build on the established networking of most institutions and therefore the implementation of new knowledge; programmes were adopted more quickly and positively.

7. Country cases: Czech Republic

7.9 Country case Czech Republic

CZECH REPUBLIC: BRNO & PLZEŇ

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*The implementation of the community-based prevention project **Localize It** in the Czech Republic has been carried in two cities – Brno and Plzeň. The RAR method provided information on current situation, and needs in respective localities. The nightlife has been the setting chosen for prevention in Brno, while in Plzeň the focus was on work with parents. Round tables of relevant stakeholders have been established and action plans were developed in discussion with the Round table members. The implementation of specific measures suggests that application of community based approach is beneficial.*

Designation of two municipalities

Two organisations have been selected because they fit well with the goals of **Localize It**: The first was Podané ruce, one of the major NGO providing services and running preventive activities. Their project 'Hard and Smart' has several years of successful history and is intended to reduce harms in nightlife establishments in Brno. Brno is the metropolitan city for the Moravian part of the Czech Republic. With 380,000 inhabitants is the second largest city in the country. The Masaryk University serve as an educational centre for almost 40,000 students.

The second is the Centre for Drug Prevention and Therapy in Plzeň; they actively participate in the project 'Respektuj 18' which aims to reduce underage drinking. Plzeň is the regional economic, cultural and educational centre of Western Bohemia, appr. 170,000 inhabitants. Plzeň is one of the most industrialised cities in the country. The Škoda Transportation is a concern producing and exporting electric locomotives, tramcars and electric buses. The city is also well known for its beer production.

7. Country cases: Czech Republic

The Rapid Assessment and Response (RAR)

General conclusions from the RAR study can be summarized in three major points:

1. Alcohol use among underage youth and young adults requires the implementation of effective preventive measures
2. The data suggests that measures applied up to this time were unable to change the situation, and modern community-based prevention approaches are implemented only on pilot basis with support from the EC funds (*Localize It* and STAD in Europe)
3. Preliminary experience from piloting of community based prevention suggests that coalitions of key stakeholders on community level may effectively overcome the limitations of preventive programs delivered as usual.

Establishment of the Round Tables

The round tables (RT) have been compiled in both cities with respect to the chosen environment and the focus of prevention. In Brno, where work focused on the nightlife environment, the composition of the RT involved all parties that are in contact with

young people in nightlife like music club owners, department for prevention of criminality, culture department, office for social and legal protection of children, state police, addiction prevention, etc.

In Plzeň the work focused on working with parents, so the composition of the RT corresponded to the structures that are involved in working with parents of adolescents and/or organizations helping them with problems. As the action plan in Plzeň has short term and long term goals, it is expected that RT will serve as an advisory body for longer time. The RT in Plzeň consisted of members from department of security of the city, alcohol producer (Pilsner Urquell), municipal police, school directors, NGOs working with vulnerable youth, etc.

In both localities, the importance of RT was mainly in the preparation of action plans. In Brno, the RT was formed as a permanent commission dealing with various aspects of nightlife and entertainment, and monitors the risks associated with the participation of young people and encourages implementation of harm minimization programs. In Plzeň, the action plan focused on finding forms of work with parents and

in searching for opportunities to involve parents in prevention.

Development of action plans

The action plan for *Localize It* in Brno included specific measures (SM) in the context of selected musical and club events on so-called “mainstream” and “underground” scenes of nightlife:

1. Implementation of a preventive-intervention rest zone (chill-out zone) at selected events in the music business (music festivals and clubs etc.)

The focus of preventive activities is focused on areas identified as potentially risky in the dance scene, nightlife and entertainment environment. Examples of complemented services within rest zone:

- Contact work, delivery of harm reduction in a form of brief advice;
- Distribution of harm-reduction material;
- Measurement of blood alcohol concentration (BAC) and of blood pressure;
- Professional help in acute intoxication;
- Information service;
- Support and advice in crisis situations;

7. Country cases: Czech Republic

- Food service, provision of drinking water and vitamin supplementation;
- Referral to a network of professional services.

Up to summer 2019, chill-out zones were established at 26 nightlife events. In line with the action plan whole range of services has been provided.

2. Collaboration on social responsibility campaigns and cooperation with interested commercial subjects

This generally aims to direct the responsibility campaigns and other activities of these subjects towards more professional and rational access to alcohol from the point of view of minimizing the unwanted and risky consequences of use.

Basic services provided within this measure that will be provided on demand from commercial subjects (e.g. beer producer) on specific actions like beer festivals:

- Providing expert information
- Help in content implementation of web presentation and social network administration
- Professional consultations

- Responsible activities linked to PR and marketing at selected events

3. Collaboration with selected related entities/stakeholders – participation in the creation of a permanent working group

This is about creating a stable, permanent working group focused on the nightlife. In February 2019 it was decided, that this body will meet regularly at least twice a year, and the major responsibility will be to discuss health risks and security problems on nightlife events, including of implementation of effective preventive measures.

4. Baseline environment analysis

This measure reflects the demand from music clubs for collaboration in order to increase security and reduce specific risk factors. The actions are based on requirements of public health policy and harm reduction approach, and include training of non-professionals in risk prevention and harm reduction. The training covers the elements like first aid and pre-medical care in case of alcohol intoxication, conflict management and self-defence, prevention of sexual

violence. The RT agreed that this permanent offer may improve the security in music clubs. Prevention experts have prepared the training course and will negotiate with the managers of music clubs the delivery of the training. Action plan in Plzeň reflects the need to empower parents in terms of reduction of underage drinking through effective communication and attractive joint sport programs.

5. Extension of the content of the national media campaign Respektuj 18 with a section for parents

The Respektuj 18 is an all-national campaign focusing on reduction of underage drinking. The sub-page with info for parents is in progress and has been inserted into web application⁴. The content will be gradually extended.

6. Development of short media spots for cinemas or municipality TV focusing on parent – child communication on alcohol

The aim of this measure is to improve parent's communication skills via short, engaging and humorous spots. The work on short media spots is in progress.

⁴ <http://www.respektuj18.cz/informace-pro-rodice/>

7. Country cases: Czech Republic

The idea was welcomed by RT but this includes costs. At this moment we search for collaborating partner who will contribute to cover this.

7. Organising of workshops at the level of a peer group of parents in one of Plzeň schools; practical training of communication using peer education principles

One of the elementary schools was selected and we developed guidelines for work with parents using peer principles. The implementation of the action has been discussed with the school headmaster and has been scheduled for the next school year (start in September 2019).

8. Organising of workshops at the level of peer group of parents and other persons (coaches) with direct influence on children in a selected youth sports club in Plzeň

This activity was accompanied with the football tournament for teams of boys and girls in May 2019. The discussions with parents and coaches were very interesting. Common agreement was on the necessity to protect minors from

drinking; however the views on how to do this were quite different. Some of coaches and parents as well expressed their disappointment concerning over-exposition of warning messages in media and schools. Innovative approaches must be developed that will be acceptable to those who work with youth and same time will be effective.

Sustainability

The local action plans served as a road-map for long-term implementation of specific actions. As the general plan in both localities is to continue with the project aims in a longer perspective – beyond the project duration – not all planned measures have been implemented yet.

Lessons learned: benefits and difficulties in implementation

The implementation of *Localize It* in Brno and Plzeň showed that creation of working alliance with local stakeholders is an advantage for planning and implementing of locally oriented preventive actions. The health and social benefit of these actions is acknowledged and welcomed by all, and the group discussion may help in adopting of

measures tailored to the needs of the local community. The difficulties we are facing could be summarized to three points: lack of time of RT members – sometimes it is a problem to find a date convenient to all; financial resources may be a barrier for implementation of planned actions, and limited labour capacities of prevention workers.

Conclusion

The development of a Local Alcohol Strategy in two Czech cities and two different settings was highly promising. Irrespective of the current status of the implemented measures the real value of the exercise lay in the lessons we have learned from establishing of well-functioning coalitions of persons responsible for health and security of young people in the given locality. Such coalition enhances the effectiveness of the adopted preventative actions and represents support for the prevention expert. It seems that for long run local strategies of prevention the community based work on local level is necessary.

7. Country cases: Belgium



Figure 9: Material used to inform retailers

Source: TAKE CARE, euro net

7.10 Country case Belgium – TAKE CARE – RETAILER TOOLS

BELGIUM: GENK & DIEPENBEEK

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Within **Localize It**, in both Belgian municipalities, parts of the multilevel approach and good practice programme TAKE CARE have been implemented as part of the Local Alcohol Strategy. The original approach of TAKE CARE addresses four target groups: Youngsters, parents, key persons and retailers of alcohol. One part is an intervention for alcohol sellers which is carried out by prevention experts by means of several materials to inform them about legislation, alcohol risks, tips in daily situations and how to comply with the law in their daily work. Retailers include sellers of alcohol, e.g. petrol stations, supermarkets, night shops and small retailers.

7. Country cases: Belgium

In Genk, this measure has been already implemented in the past and has now been included in the action plan. Retailers in Genk include appr. 94 (night)shops, petrol stations and others which will be visited by prevention experts to do the intervention.

The local situation

After discussing the RAR results in the focus group in Genk, it was clear that the main problem was alcohol abuse/consumption among young people. The group discussed specific information about young people's meeting places, situations in which they consume alcohol, how and where they purchase alcohol and what is needed to prevent them from drinking or to reduce it. Although the focus group discussed the importance of alcohol prevention in other settings, e.g. sports or parental work, it has been obvious which setting came forward based on the RAR results.

Diepenbeek is a place and municipality with a rather rural character in the Belgian province of Limburg. It is centrally located between three neighbouring cities: Hasselt, Genk and Bilzen and has about 19,000 inhabitants. The municipality's identity is marked by the University Campus that is

part of Hasselt University, a university with 5,500 students, 467 doctoral students and 1,200 employees.

The choice for this municipality was mainly based on these problems:

- The presence of students: The events and activities they organize are often a cause of discussion and conflict with the local inhabitants.
- Because of the rural character and the proximity of bigger cities, the local youth does not go out in Diepenbeek (unless a bigger party takes place); they rather gather at home, in a bar or a public place to pre-drink before going out. This generates problems within the municipality.

The process

"Dru-g Genk" is an existing 'steering group' with various partners who, based on the same analysis, develop a joint approach strategy, suggest measures within the three pillars (prevention, counselling, repression) of a local policy. As "Dru-g Genk" is already working on a 'local policy', the group has been appointed as the Round Table for **Localize It** as well. "Dru-g Genk" is taking place every three months and all key persons

are involved.

For the setting 'nightlife, festivals, retail and gastronomy' the setting workshop in Coïmbra was an interesting exchange and introduction to different best practice measures. Some of them were adapted to the action plan of Genk. Such an expanded action plan for alcohol prevention has been developed in Genk for the first time. The project created possibilities and opened doors for prevention work. There were more contacts with certain key persons in the setting nightlife and politics/policy makers.

Apart from the measure from TAKE CARE, the following measures were included in the action plans:

- HaLT: Early intervention offer in cooperation with the emergency room of the regional hospital (Germany)
- Katertüte: Small paper bag with preventive gadgets in it to prevent risks and a hangover (Germany)
- Attent: party guide and implementation of services for youth clubs
- Before you get burned: Peer education project (Portugal)

By using the structurally embedded working group 'Dru-g Genk' as the round table, it is

7. Country cases: Belgium

certain that these interventions will remain on the agenda. That is a big advantage.

The main difference between the City of Genk and the more rural Diepenbeek lies in the workforce available for alcohol- and drug prevention. In Genk, a fulltime official helps with the implementation. In Diepenbeek alcohol and drug prevention only is a small fraction of all the tasks performed by the official helping with the implementation. Another big difference is the availability of financial resources. In Genk, there have been more resources quickly available for the project. The population differs as well: In Genk, there is a more multi-cultural population with ex-mining history whereas in Diepenbeek there is a rural 'white' population with a big student population.

Implementation of the measure targeting 'retailers'

How the implementation works in practice: The prevention experts visit a group of retailers. By using the mentioned materials, information on alcohol, alcohol legislation and tips are given. Afterwards, all retailers stated that they would observe the law. Still, this remains an uncertain factor. Therefore, it is important to have enforcement measures planned and implemented. The materials used for explaining the information (posters, wobblers, stickers, etc.) are given to the retailers, so they can call attention to the legislation in their stores. In general, retailers find these materials useful.

Conclusion

The RAR has been an important instrument in defining the problem(s) and defining target group and setting. The Round Table acted as a reflection group to help with new ideas, practical tips and feedback on the implementation of measures. This specific measure did not need adaptation as it was implemented before and had been tested in different countries. The materials were ready to use.

7. Country cases: Portugal

7.11 Country case Portugal

**PORTUGAL:
LOUSÃ & FIGUEIRA DA FOZ**

Authors:

FERNANDO MENDES

IRMA BRITO

MARIA DO ROSARIO MENDES

lrefrea

*We have chosen the municipalities of Lousã and Figueira da Foz which are well known for their touristic summer activities and problems with youth alcohol consumption, especially during these periods. However, the start of **Localize It** in both municipalities has been a challenge due to municipal elections. Therefore, neither of them was able to commit to the project in the beginning as they had to wait for the results of the elections.*

After the elections though, both municipalities have formally committed to the project (by signed protocol), and we were able to start with the RAR interviews. In Lousã, three municipality councillors were involved and established contacts with persons in health care departments, police and schools. In Figueira da Foz, we did an interview with a mayor, a councillor, and the person responsible for the Social Department of the municipality and Health City department. The other interviews were done with this key person.

In both municipalities, the RAR results were presented at the first round table meetings. In both round tables, all agreed unanimously that talking about youth and alcohol-related problems was a unique experience and was a driving force for establishing the protocols with the municipalities. We have disseminated flyers with all the institutions that are connected with the project in both municipalities.

Another challenge has been that unfortunately, both municipalities were affected by catastrophes that diverted resources to the project **Localize It** and provoked yet another delay: Lousã with

7. Country cases: Portugal

extensive and serious forest fires; in Figueira da Foz various social facilities and housing were severely hit by Hurricane Leslie. Action plans were quite similar in both municipalities:

Schools:

- High school finalists' trip: Preventing risk behaviour for young people ("Antes que te Queimes Finalista")
- TU DECIDES – IT'S UP TO YOU: One course has been organised in Figueira da Foz for 27 teachers of 13- to 16 year-old students (May 7th to June 15th). All teachers will organize alcohol-related educational activities for the next school year and cooperate with Antes que te Queimes Finalista. In Lousã, training is scheduled to next October 2019.

Children from families with alcohol problems:

- Take Care: One group of Figueira da Foz (15 youngsters)

Nightlife, festivals, retail and gastronomy:

- Staff Training for the Nightlife Premises (Club Health): Scheduled but not completed. There has been only one meeting with nightlife owners.
- Before you get burned: Health promotion and harm reduction in youth recreational nightlife ("Antes Que Te Queimes"): scheduled for July 2019 in Figueira da Foz and August 2019 in Lousã, both in Youth Festival.

8. Annex

8.1 Policy brief

<p>„The topic of alcohol consumption always has a local dimension“ LWL, Germany</p>	<p>Local Alcohol Strategy August 2019 1(2)</p>  <p>The idea</p> <p>To reduce underage and heavy drinking, action needs to be taken by authorities closest to the citizens and where alcohol consumption actually takes place – on the local level.</p>
<p>Why the municipality?</p> <ul style="list-style-type: none"> Every municipality has its own traditions, festivities and local specifics. There can be specific establishments like clubs or bars but also public spaces that can cause problems. Heavy drinking causes a financial burden in the municipalities. An integrated Local Alcohol Strategy has proven to be the most promising approach. The municipalities are needed to ensure continuous steering of measures to influence the drinking behavior of young people. Municipalities are responsible for health prevention in their community (European Charter on local Self-Government). The combined (long-term) contribution of stakeholders, both nationally and locally is necessary to tackle excessive alcohol consumption. 	<p>Alcohol consumption is common in most European countries and firmly established in European culture. A glass of wine with dinner, beer at local festivities or at a barbecue with the neighbours – alcohol consumption is part of local traditions and festivities.</p> <p>However, alcohol consumption can be excessive and cause negative impacts: People suffering from alcohol addiction, young people who are hospitalized due to alcohol intoxication and short and long term harms due to heavy episodic drinking especially of children, adolescents and young adults. Research shows that young people are especially vulnerable when it comes to alcohol-related harm.</p> <p>Within the EU-funded project "Localize It – Local Strategies for Reducing Underage and Heavy Episodic Drinking" 22 European municipalities have been supported in developing and implementing integrated and custom-fit local alcohol strategies.</p> <p>Visible effects of underage & heavy drinking in the municipalities</p> <p>Heavy drinking at local festivities, (traffic) accidents, nocturnal disturbances and garbage in public spaces, vandalism, disorder, property damages, violence and traffic accidents.</p>
<p>Potential areas for action within the Local Alcohol Strategy</p> <p>Schools, parental work, traffic safety, party scenes, festivals, gastronomy & retail, traffic safety, sports clubs and associations, youth work.</p> <p>More information and material: www.euronetprev.org/projects/localize-it</p>	<p>The Round Table</p> <p>The Local Alcohol Strategy needs continuous steering, monitoring and adjustment!</p> <p>The Round Table is the core element of the Local Alcohol Strategy and acts as a steering group. The Round Table members take responsibility for the Strategy and are essential for its success!</p> <p>Actors and decision-makers from different fields of action relevant for alcohol prevention for young people come together and jointly set up an action plan, monitor and embed the Strategy.</p>
 <p>This publication is part of the project 738055 / Localize It which has received funding by the European Union's Health Programme (2014-2020).</p>	

<p>„Alcohol policy becomes specific when it is locally implemented“ RADIX, Switzerland</p> <p>“You need at least one powerful and motivated person on your side and political commitment!” Prevention expert, Localize It</p>	<p>Local Alcohol Strategy August 2019 2(2)</p> <p>How does it work?</p> <ul style="list-style-type: none"> Getting an overview: Rapid Assessment and Response (RAR) & thorough needs assessment Networking: Bringing together relevant actors from different fields at a Round Table → Steering group Counselling by local prevention experts Setting up a custom-fit action plan, including structural and individual prevention measures Implementation of measures Monitoring & embedding: Process and outcome evaluation Adapting the Strategy if needed Participation of young people, parents and staff in nightlife, gastronomy and retail <p>Benefits for municipalities</p> <ul style="list-style-type: none"> Local network structures are strengthened! This is beneficial for all tasks of the municipality! The municipality gains a positive reputation & appreciation for their exemplary commitment! The municipality receives custom-fit support by experienced prevention experts and access to attractive good practices Costs for the municipality, e.g. in garbage disposal, disturbances, accidents, etc. will be reduced. Sustainable effects by implementation of local alcohol strategy process Political boards are continuously informed about the activities by the Round Table
<p>Resources</p> <p>Commission of the European Communities (2006). An EU strategy to support Member States in reducing alcohol related harm. Brussels.</p> <p>Committee on National Alcohol Policy and Action (CNAPA). (2014). Action Plan on Youth Drinking and on Heavy Episodic Drinking (Sings Drinking) (2014-2016).</p> <p>World Health Organization (WHO) (2012). Alcohol in the European Union. Consumption, harm and policy approaches. Copenhagen.</p>	<p>What does it cost?</p> <ul style="list-style-type: none"> Staff resources for the municipality & the prevention experts Costs for trainings, events & material The establishment of a local Round Table for youth alcohol prevention may be achieved with little budget (~40 €) and manageable investment of working hours (~30h) <p>The Process of the Local Alcohol Strategy</p> 
 <p>This publication is part of the project 738055 / Localize It which has received funding by the European Union's Health Programme (2014-2020).</p>	

Figure 10: Policy brief

Source: LWL-Coordination Office for Drug-Related Issues, for printing see the next two pages

„The topic of alcohol consumption always has a local dimension“

LWL, Germany

To reduce underage and heavy drinking, action needs to be taken by authorities closest to the citizens and where alcohol consumption actually takes place – **on the local level.**



Why the municipality?

- Every municipality has its own traditions, festivities and local specifics. There can be specific establishments like clubs or bars but also public spaces that can cause problems.
- Heavy drinking causes a financial burden in the municipalities.
- An integrated Local Alcohol Strategy has proven to be the most promising approach.
- The municipalities are needed to ensure continuous steering of measures to influence the drinking behavior of young people.
- Municipalities are responsible for health prevention in their community (European Charter on local Self-Government).
- The combined (long-term) contribution of stakeholders, both nationally and locally is necessary to tackle excessive alcohol consumption.

The idea

Alcohol consumption is common in most European countries and firmly established in European culture. A glass of wine with dinner, beer at local festivities or at a barbeque with the neighbours – alcohol consumption is part of local traditions and festivities.

However, alcohol consumption **can be excessive and cause negative impacts**: People suffering from alcohol addiction, young people who are hospitalized due to alcohol intoxication and short and long term harms due to heavy episodic drinking especially of children, adolescents and young adults. Research shows that young people are especially vulnerable when it comes to alcohol-related harm.

Within the EU-funded project “Localize It – Local Strategies for Reducing Underage and Heavy Episodic Drinking” **22 European municipalities have been supported in developing and implementing integrated and custom-fit local alcohol strategies.**

Visible effects of underage & heavy drinking in the municipalities

Heavy drinking at local festivities, (traffic) accidents, nocturnal disturbances and garbage in public spaces, vandalism, disorder, property damages, violence and traffic accidents.

Possible areas for action within the Local Alcohol Strategy

Schools, parental work, traffic safety, party scenes, festivals, gastronomy & retail, traffic safety, sports clubs and associations, youth work.

More information and material:
www.euronetprev.org/projects/localize-it



This publication is part of the project „738055 / Localize It“ which has received funding by the European Union’s Health Programme (2014-2020).



„Alcohol policy becomes specific when it is locally implemented“

RADIX, Switzerland

“You need at least one powerful and motivated person on your side and political commitment!”

Prevention expert, Localize It

How does it work?

- Getting an **overview**: Rapid Assessment and Response (RAR) & thorough needs assessment
- **Networking**: Bringing together relevant actors from different fields at a **Round Table** → Steering group
- **Counselling** by local prevention experts
- Setting up a **custom-fit action plan**, including structural and individual prevention measures
- **Implementation** of measures
- **Monitoring & embedding**: Process and outcome evaluation
- **Adapting** the Strategy if needed
- **Participation** of young people, parents and staff in nightlife, gastronomy and retail

Benefits for municipalities

- Local **network** structures are strengthened! This is beneficial for all tasks of the municipality!
- The municipality gains a **positive reputation** & appreciation for their exemplary commitment!
- The municipality receives **custom-fit support** by experienced prevention experts and access to **attractive good practices**
- **Costs** for the municipality, e.g. in garbage disposal, disturbances, accidents, etc. will be **reduced**.
- **Sustainable effects** by implementation of local alcohol strategy process
- Political boards are continuously informed about the activities by the Round Table

What does it cost?

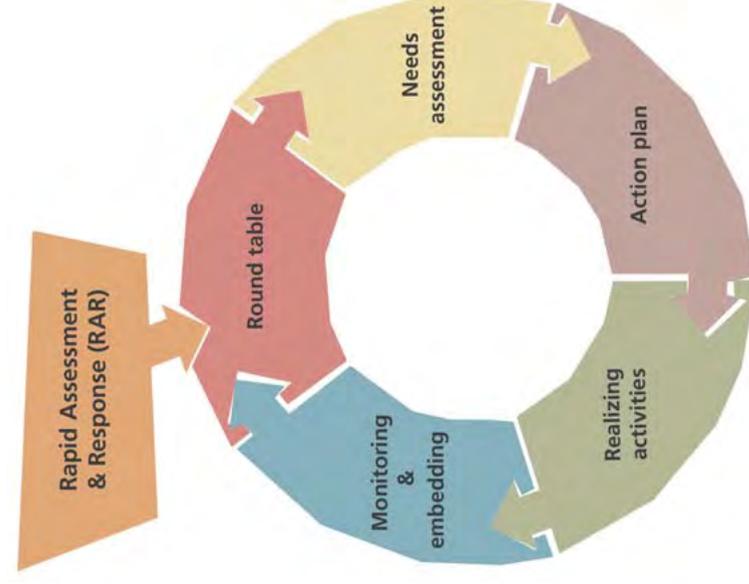
- **Staff resources** for the municipality & the prevention experts
- **Costs for trainings, events & material**
- The establishment of a local Round Table for youth alcohol prevention may be achieved with little budget (≈40 €) and manageable investment of working hours (≈30h)

Resources

- Commission of the European Communities (2006). An EU strategy to support Member States in reducing alcohol related harm. Brussels.
- Committee on National Alcohol Policy and Action (CNAPA). (2014). Action Plan on Youth Drinking and on Heavy Episodic Drinking (Binge Drinking) (2014-2016).
- World Health Organization (WHO) (2012). Alcohol in the European Union. Consumption, harm and policy approaches. Copenhagen.



The Process of the Local Alcohol Strategy



This publication is part of the project „738055 / Localize It“ which has received funding by the European Union’s Health Programme (2014-2020).



8. Annex

8.2 Action plan

Action plan		
Name of staff:		done 1
Municipality:		open 0
Last update:		delayed 2



General info				Target date			Completed/Done		
No.	Action/Measure	Description / Status / What do do	Start	planned until	postponed to	Date	Status	Comment	
1	Parental work								
2	Information session	First session is done, feedback collected	01.10.2018	30.10.2018	10.11.2018	09.11.2018	done	Everything worked well	
3	Home party	host parents recruited	01.11.2018	10.11.2018	30.11.2018		delayed		
4	Flyer	Flyers in print, not yet delivered	05.08.2018	11.08.2018			delayed		
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Figure 11: Action plan Excel table
 Source: LWL-Coordination Office for Drug-Related Issues,
 downloadable at www.euronetprev.org/projects/localize-it

8. Annex

8.3 Action plan (CePT model)

Title of the measure	
Objectives What do we want to achieve with our measure?	
Starting points, framework conditions, problems, assessment of needs Which situation the measure will work on?	
Target group Who is the target group of this measure?	
Contents / topics What are the contents and topics of the measure?	
Action plan What will we do to reach the objectives? Who, what, with whom, when, how, where?	
Duration / timing For which period of time will the measure will be implemented?	
Evaluation How do we check, whether the measure is successful and whether the defined objectives have been achieved?	
Budget	
Other	